



## SALARY GUIDE

# HOTEL AND RESTAURANT INDUSTRY

ROLE	PERMANENT Annual Basic Salary	FREELANCE Day Rate PAYE
<b>Brand/Category Management</b>		
Head of Brand	£85-95,000	£365-440
Senior Brand/Product Manager	£50-60,000	£230-280
Brand/Product Manager	£40-50,000	£190-230
Assistant Brand/Product Manager	£35-40,000	£150-185
Propositions Manager	£60-70,000	£270-325
<b>Marketing</b>		
Marketing Director	£90-110,000	£420-510
Head of Marketing	£85-90,000	£340-415
Senior Marketing Manager	£55-65,000	£250-300
Marketing/Marcomms Manager	£40-50,000	£190-230
Senior Marketing/Marcomms Executive	£30-35,000	£135-160
Marketing Executive/Co-ordinator	£25-30,000	£115-140
Marketing Assistant	£20-22,000	£85-100
<b>Project Management</b>		
Project Manager	£40-50,000	£180-230
Senior Project Manager	£50-60,000	£230-280
Campaign Manager	£35-45,000	£170-210
<b>Digital</b>		
Digital Marketing Manager	£50-60,000	£230-280
Digital Marketing Executive	£30-35,000	£135-160
ecommerce Manager	£40-60,000	£230-280
PPC/SEO Manager	£40-50,000	£190-230
PPC/SEO Executive	£28-35,000	£135-160
Digital Content/Community Manager	£35-45,000	£170-210
Digital Content/Community Executive	£23-28,000	£110-130
Social Media Manager	£40-50,000	£230-280
<b>CRM/Data</b>		
Head of CRM	£70-90,000	£345-415
CRM Manager	£50-60,000	£230-280
CRM Executive	£24-28,000	£110-130
Data Manager	£40-50,000	£190-230
Database Executive	£28-35,000	£135-160
<b>Planning &amp; Insight/Market Research</b>		
Head of Insight	£70-85,000	£325-395
Research Executive – client side	£23-28,000	£100-120
Research Manager – client side	£45-55,000	£210-255
Customer Insight Manager	£40-50,000	£190-230
Web Analyst	£30-40,000	£150-185
Data Analyst	£30-40,000	£150-185
Marketing Analyst	£30-40,000	£150-185
<b>Events</b>		
Event Manager	£34-40,000	£150-185
Events Executive	£23-28,000	£110-130
<b>PR</b>		
PR Executive	£24-28,000	£110-130
PR Manager	£42-46,000	£175-210
Press Officer	£24-30,000	£115-140
Senior Press Officer	£30-35,000	£135-160

Please note: These figures were compiled based on actual salaries that our candidates have commanded and are correct as at January 2016. Salaries can vary depending on market conditions, the specific nature of the role and experience of the candidate, so please use this as a rough guide only. These rates exclude any bonus or benefits.