



Household Industry  
Salary Guide

Role	Perm Annual Basic Salary	Free Day Rate PAYE
<b>Brand/Category Management</b>		
Head of Brand	£70-85,000	£325-395
Senior Brand/Product Manager	£45-50,000	£190-230
Brand/Product Manager	£37-45,000	£170-210
Assistant Brand/Product Manager	£25-30,000	£115-140
Senior Category Manager	£60-80,000	£305-370
Category Manager	£42-50,000	£190-230
Propositions Manager	£60-70,000	£270-325
<b>Marketing</b>		
Marketing Director	£90-110,000	£420-510
Head of Marketing	£70-80,000	£305-370
Marketing Manager	£60-80,000	£300-430
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	£30-37,000	£140-170
Senior Project Manager	£38-45,000	£170-210
Campaign Manager	£35-45,000	£170-210
<b>Digital</b>		
Digital Marketing Manager	£37-45,000	£170-210
Digital Marketing Executive	£26-32,000	£120-150
ecommerce Manager	£40-50,000	£190-230
PPC/SEO Manager	£35-40,000	£150-185
PPC/SEO Executive	£28-35,000	£135-160
Digital Content/Community Manager	£35-45,000	£170-210
Digital Content/Community Executive	£23-28,000	£105-130
Social Media Manager	£40-45,000	£170-210
<b>CRM/Data</b>		
Head of CRM	£70-90,000	£345-415
CRM Manager	£38-45,000	£170-210
CRM Executive	£24-28,000	£105-130
Data Manager	£35-42,000	£160-195
Database Executive	£28-35,000	£135-160
<b>Planning &amp; Insight/Market Research</b>		
Head of Insight	£70-85,000	£325-395
Planner/Strategist – client side	£40-48,000	£185-220
Research Executive - client side	£23-26,000	£100-120
Research Manager - client side	£35-45,000	£170-210
Customer Insight Manager	£40-50,000	£190-230
Web Analyst	£33-36,000	£135-165
Data Analyst	£30-40,000	£170-200
Marketing Analyst	£30-37,000	£140-170
<b>Events</b>		
Event Manager	£34-40,000	£150-185
Events Executive	£23-28,000	£105-130
<b>PR</b>		
PR Executive	£24-28,000	£105-130
PR Manager	£42-46,000	£175-210
Press Officer	£24-30,000	£115-140
Senior Press Officer	£26-30,000	£115-140



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.