



**konker**

# Marketing Employers Report

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# Welcome

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At Konker, we specialise in the Marketing recruitment, helping businesses attract, hire, and retain top-tier talent in an industry that is constantly evolving. As marketing continues to play a crucial role in business growth, companies must stay ahead by offering competitive salaries, compelling benefits, and dynamic work environments.

This salary survey has been carefully designed to provide you with key insights into the current state of the marketing industry. From salary benchmarks to working styles and employee motivations, our goal is to equip you with the knowledge necessary to make informed hiring decisions.

The battle for talent is more competitive than ever. The best candidates are not just looking for higher pay: they seek career progression, flexibility, and a culture that aligns with their values. By understanding the latest trends, your business can position itself as an employer of choice, attracting and retaining the best professional sin the field.

In this report we highlight crucial areas such as remuneration trends, employee retention strategies, and the importance of professional development. Whether you are looking to scale your team, refine your hiring strategy, or simply stay informed about industry shifts, this report provides actionable insights tailored to your needs.

# Market Trends

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The demand for marketing talent is at an all-time high, but the focus has shifted from tenure to skillset. Businesses are investing more in specialists with proven expertise in key areas such as social media, content creation, and digital strategy.

We're seeing a lot of...

**Skills over experience** - Employers are paying a premium for specialised talent rather than broad marketing experience.

**Portfolios matter** - Candidates with strong case studies and demonstratable success are leading the market.

**Hybrid roles dominate** - More professionals expect a balance between office and remote work.



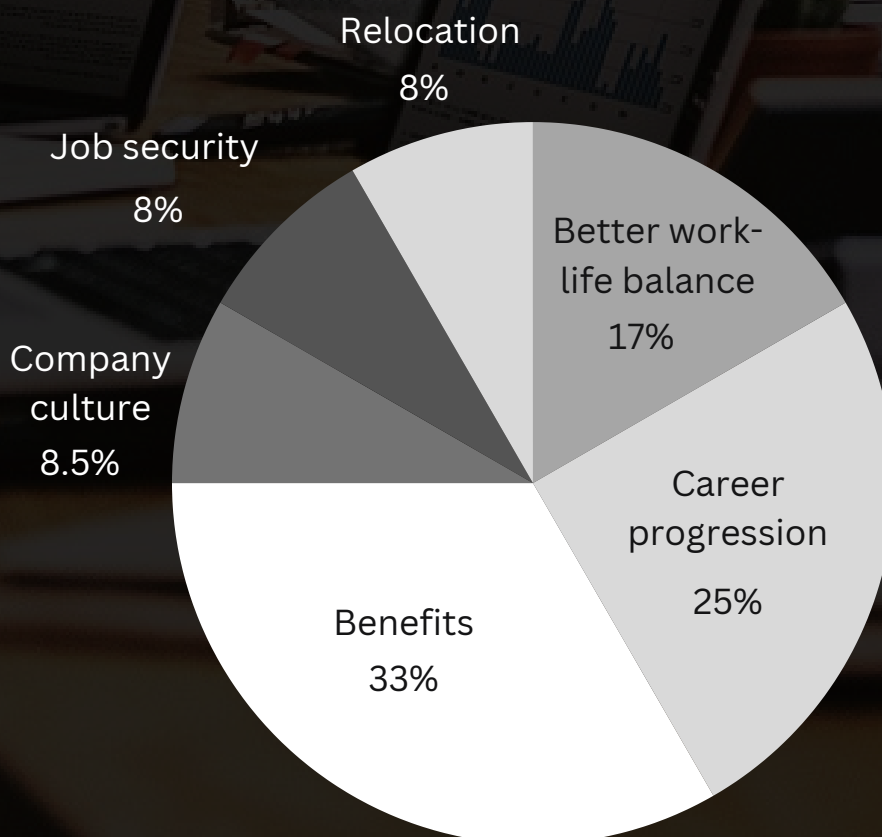
# Retention

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Retention has become a key focus for employers, especially with the current unemployment rate at 4.1%. In response, the marketing industry has made efforts to improve workplace culture, benefits, and salary packages to retain skilled professionals.

To reduce turnover, businesses should prioritise career development programs, well-being initiatives, and a strong culture.

## Top reasons employees are looking for a new role in the next 12 months:



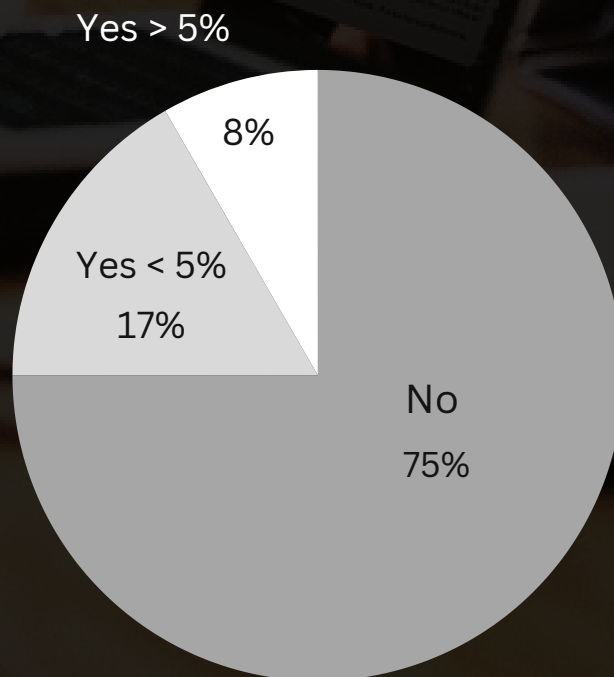
# Bonuses

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Bonuses, while typically tied to performance and profit, play an essential role in boosting employee engagement. Despite this, 75% of employees do not receive a bonus, and engagement levels are notably higher among those who do. Bonuses continue to be a cost effective way for employers to enhance overall remuneration.

To improve retention and motivation, businesses should consider implementing structured bonus schemes that are based on clear performance metrics.

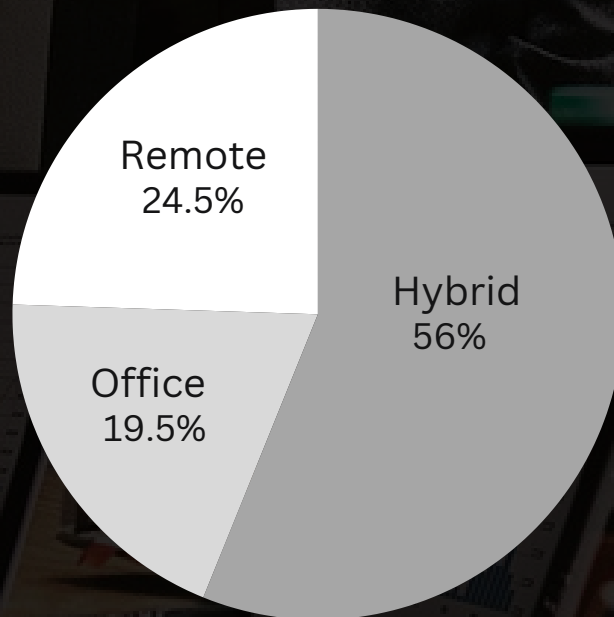
## Do industry professionals receive a bonus?



# Working Styles

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## What are Marketing professionals current working styles?



The hybrid working model has become a key expectation in the marketing industry. Currently, 56% of employees work in a hybrid setup, 24.5% work fully in-office, and 19.5% work fully remote. Flexibility is increasingly a deciding factor for many candidates when looking for a new role.

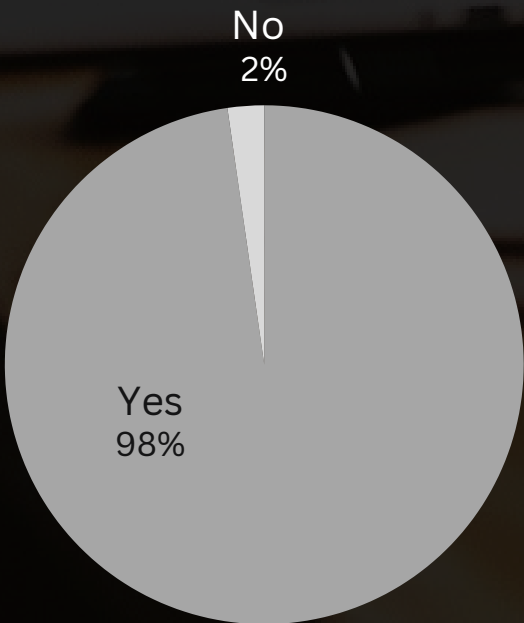
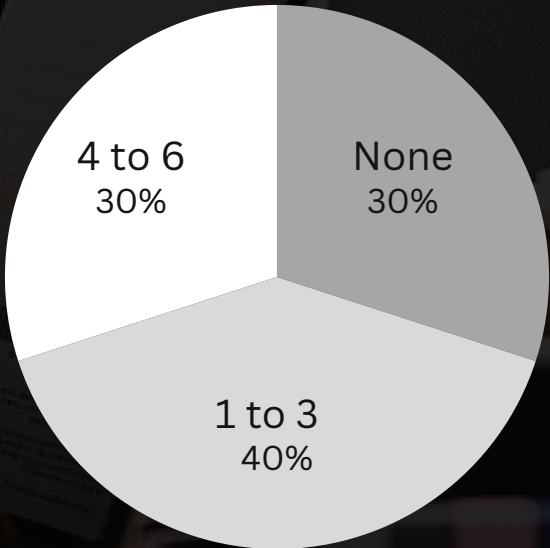
To attract and retain top talent, companies should consider offering hybrid or remote work options.

# Overtime

Workload can vary across the marketing industry, with many professionals putting in extra hours. Approximately 40% of employees work 1-3 hours of overtime per week, 30% work 4-6 hours, and 30% report no overtime. However, 98% of employees receive paid overtime for the extra hours worked.

To maintain job satisfaction, employers should assess workload distribution and ensure their overtime policies are competitive.

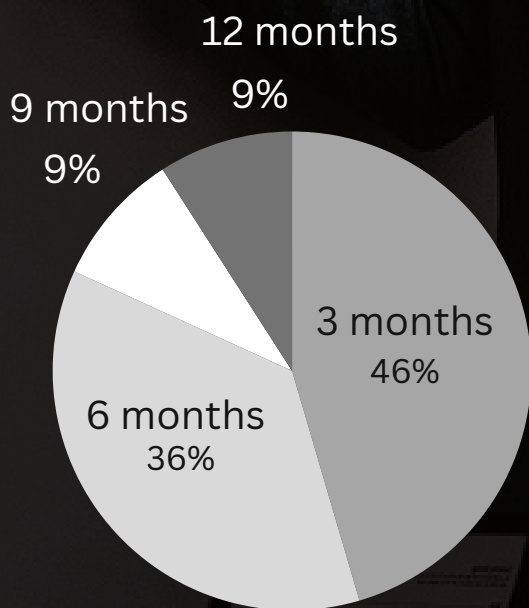
How many hours of overtime are professionals working per week?



Do professionals get paid for working overtime?



# CPD & Industry Trends

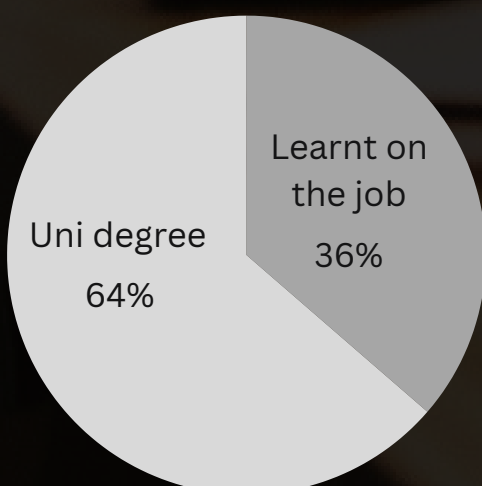
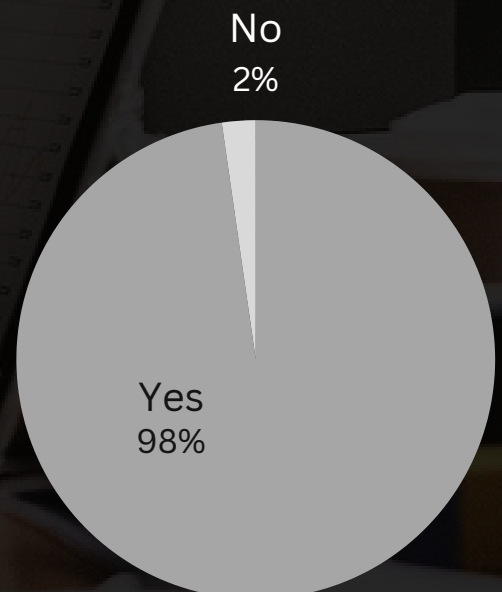


## When professionals last received CPD training:

It's fantastic to see that the majority of professionals within the industry are regularly being offered CPD training. This is a clear indicator that organisations are prioritising the progression of their employees, which in turn enhances the quality of work and the services they can offer to clients.

## Do professional feel they need to keep up with trends to stay competitive:

The majority of professionals in the marketing industry feel the pressure to stay relevant in order to remain competitive in their roles. This can be stressful, especially with the constantly changing market, as there is always something new to learn.



## How marketing professionals got into the industry?

Although the majority of respondents have a university degree we are seeing more and more successful professionals climb up the ladder through 'on the job learning'.

# Remuneration

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Understanding market salaries is crucial for attracting and retaining talent. It's important to note that salary variations exist across regions, with the South East consistently offering higher pay. Companies operating in competitive areas must adjust their salary offerings accordingly to stay competitive.

To remain competitive, businesses should regularly benchmark salaries against industry standards.

Marketing Assistant	→	£25,000
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Marketing Executive	→	£28,344
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Marketing Manager	→	£42,312
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Head of Marketing	→	£57,749
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PPC Executive	→	£30,785
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SEO Executive	→	£28,313
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SEO Manager	→	£37,538
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# Remuneration

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We have received a real mix of responses across job titles and salaries depending on location. It was hard to identify real trends, apart from the South East regularly coming out ahead of other locations.

From our research, the more influential factor on salaries seemed to be the company our respondents worked for, and how competitively they paid their employees.

Other factors such as sectors/industries also played a part. Typically Marketing Agencies paid substantially more than others.

Page 11 provides a detailed table with salary insights per region...

# Remuneration

Role	South West	South East	West & East Midlands	North East & West
Marketing Assistant	£25,000	£26,000	£24,000	£25,000
Marketing Executive	£28,000	£29,877	£28,500	£27,000
Marketing Manager	£42,500	£44,558	£40,689	£37,500
Head of Marketing	£52,500	£60,000	£59,276	£59,219
PPC Executive	£32,000	£32,400	£31,000	£29,524
SEO Executive	£28,000	£29,000	£27,500	£28,750
SEO Manager	£35,923	£38,731	£37,499	£38,000

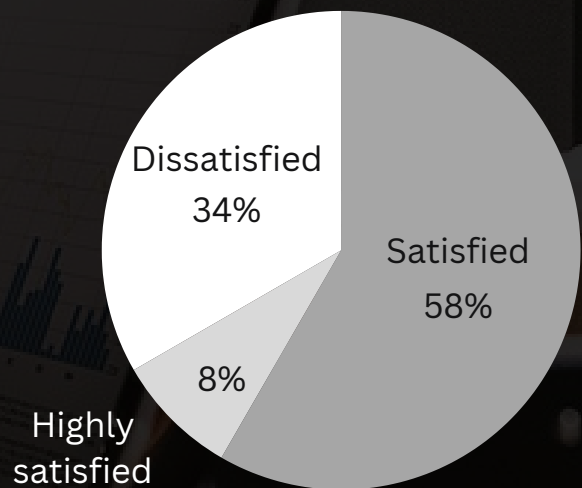


# Remuneration

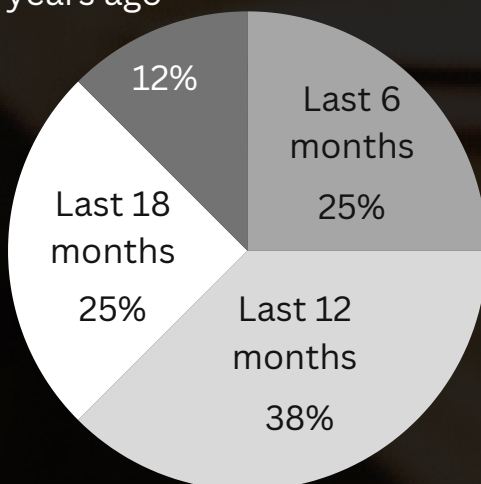
We asked all respondents whether they were highly satisfied, satisfied, or dissatisfied with their salary. Even though 63% of respondents have received a pay increase in the last year, the industry is still left with 34% of respondents dissatisfied with their current salary.

## How satisfied are professionals with their salaries?

It's pleasing to see that more professionals are satisfied with their salary rather than not. Usually a higher salary pairs with enthusiastic employees. If the salaries you pay your marketing team don't line up with the figures above, it might be worth thinking about how you could make your team more satisfied financially.



Over 2  
years ago



## When did professionals last receive a pay rise?

Over half of the respondents have received a pay rise in the last 12 months, however there is still 12% of professionals who haven't received a salary increase in over 2 years.

# Final Thoughts

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The Marketing industry is constantly evolving, and businesses that stay ahead of the curve will have the best chance of attracting and keeping top talent.

Salaries are improving, but professionals are looking for more than just pay - they want meaningful career progression, flexibility, and a positive working environment.

To build a strong and motivated team, businesses should focus on fostering a culture where employees feel valued and supported. Providing clear career pathways, investing in professional development, and ensuring competitive compensation can make all the difference.

It's also important to stay adaptable - flexible working, clear communication, and a strong employer brand will help businesses stand out in this competitive market.

Ready to to build your employer brand and attract the best candidates in the market? Scroll down to the next page...

# Who We Are

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We are a talent solutions provider that achieves more than one-off hires. Our mission is to attract the best talent and scale your business.

How? By understanding who you are, who your business needs, and your unique offering.



Our Sales & Marketing team is made up of specialist recruiters who have built a deep network in their niche.

You'll work with people who understand your industry, know how to help, and can deliver results.

Recruiting for a position and want help?

Click the button below... 📌

[Send our xSM team a message](#)



Konker Media is more than just a video production service—we help businesses craft authentic employer branding and promotional content that truly resonates.

With a background in recruitment, we approach storytelling differently from standard video agencies, ensuring every piece of content is both strategic and impactful.

Want to see how we put businesses in the spotlight?

Click the button below... 📌

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