



Marketing Salary Survey 2025

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Welcome

Specialising in the Marketing sector, we set a standard for recruitment that focuses on bringing value to growing organisations through a blended model of employer branding, media, and talent acquisition.

We are proud of the relationships we have formed across the industry as well as helping Marketing professionals find new roles in which they can excel both personally and professionally.

And because of this, we've put together an all encompassing, easy to digest document that provides Marketing professionals an insight into the industry across the UK.

From salaries to work related stresses - we've taken the time to gather data to give you the clearest understanding of the industry right now!

Market Trends



There is never a dull moment in the Marketing sector and this year is no exception. With more companies hiring than we've seen in years, but here's the catch - it's all about talent over tenure.

The best candidates are calling the shots, and hiring managers are paying more for specific skills rather than just years in the industry. If you want to stand out, a strong portfolio beats a long CV every time.

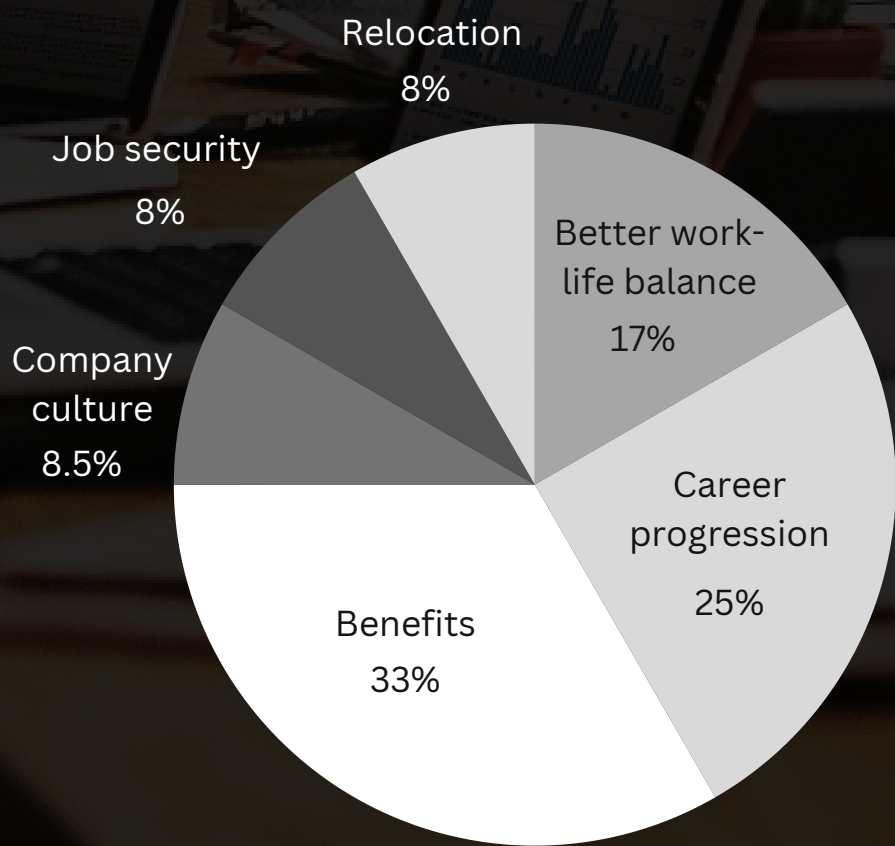
Social media, content creation, and strategy are the hottest skills, and agencies are shifting away from generalists, looking instead for specialists who can own their niche.

Our advice? Pick a path , sharpen your expertise, and make sure your work speaks for itself - because in this market, the right skills can get you further (and paid more).

Retention

As we see the current unemployment rate at 4.1% - It has become a real priority for employers to improve staff retention. We have seen the Marketing industry rise with other sectors to create positive working environments, good company cultures and enhances staff benefits and salaries in order to maintain staff retention.

What is your biggest motivator to chance jobs in the next 12 months?



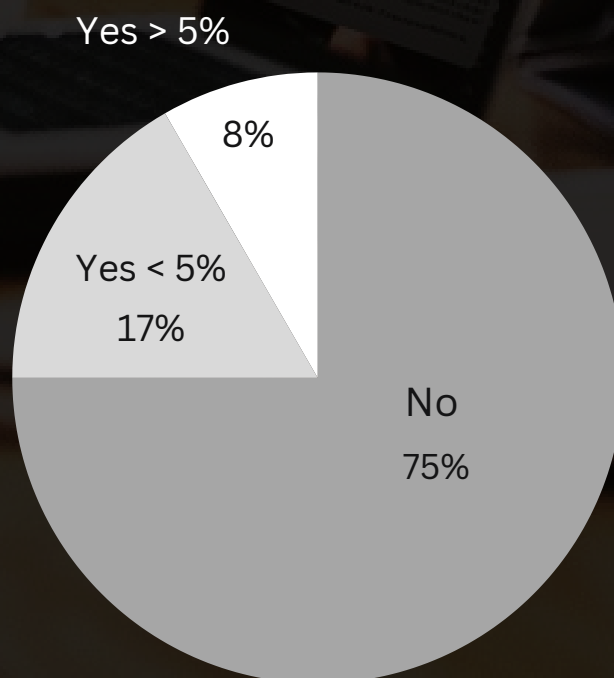
Bonuses

It is worth noting that bonuses are normally based on profit within the business and the performance of an individual is certainly taken into account for how much they receive.

Do you receive a bonus?

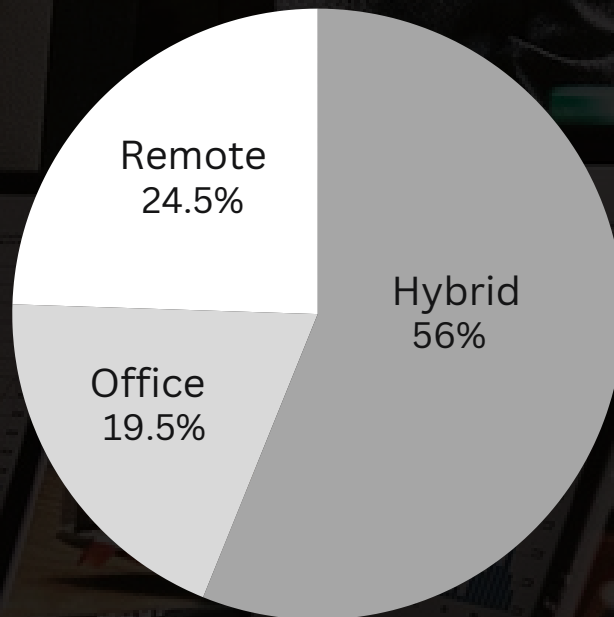
Employee bonuses are an important part of an overall remuneration package. The research shows that a large proportion of people didn't receive a bonus, however those that did seemed to be more engaged with their work.

Bonuses have historically been an effective way for businesses to increase the potential earning of employees in a way that is economical and cost-effective.



Working Styles

What are your current working styles?



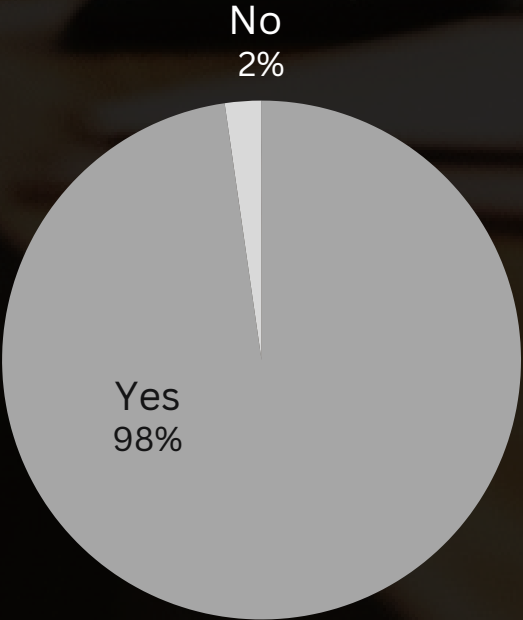
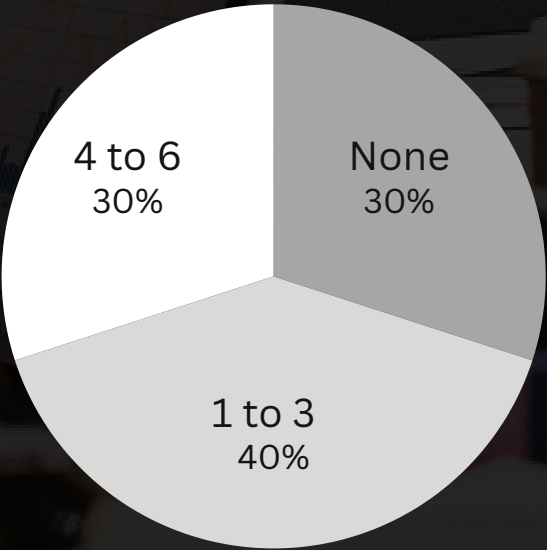
It appears the 'office Vs home' working debate won't be ending soon. Even though we have seen a decrease in respondents working hybridly since Covid, it's clear this is still prevalent amongst Marketing professionals.

We understand that candidates are keen to know what a potential employer's policy on flexible working is before applying to the role.

Overtime

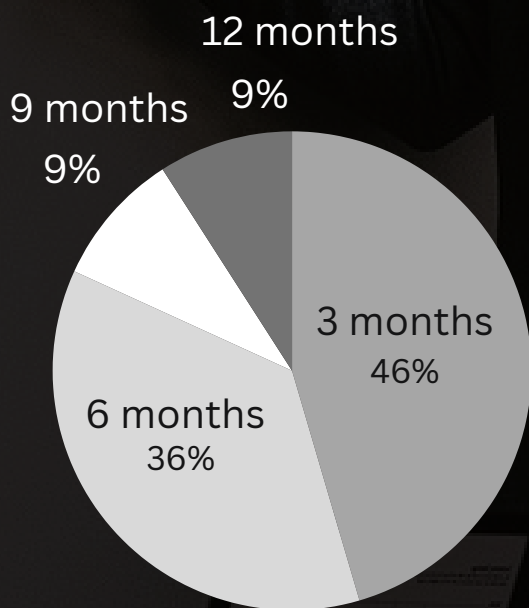
Overtime continues to be a varied factor within the industry and the data below backs this up. We see a real mix of no overtime being worked at all in some marketing businesses and others are working 4 to 6 hours a week. This doesn't seem to vary depending on whether the professional is an in-house marketer or works at an agency.

How many hours of overtime do you work per week?



Do you get paid for the overtime your work?

CPD & Industry Trends

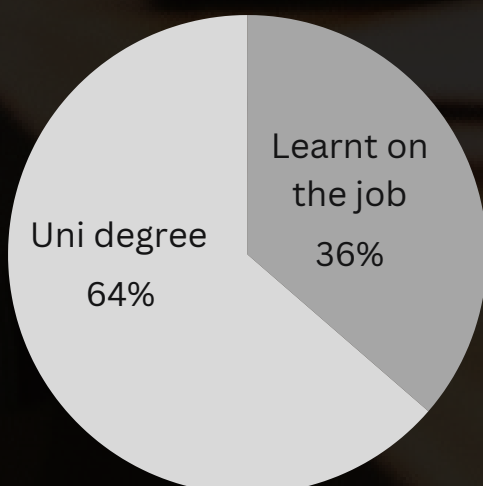
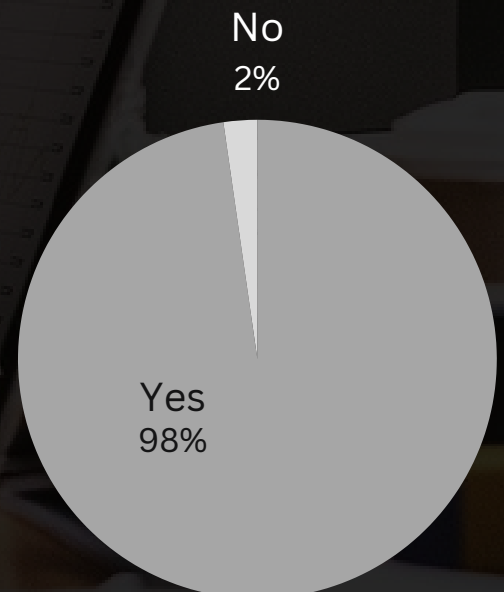


When did you last receive CPD training?

It's fantastic to see that the majority of professionals within the industry are regularly being offered CPD training. A clear indicator that organisations are prioritising progression that will aid the business and work they can offer.

Do you feel you have to stay up with industry trends to be competitive?

The majority of people in the marketing industry feel as though they have to stay relevant to be competitive in their role. This proves stressful with an ever changing market - Everyday there is something new to learn!



How did you get 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

We have highlighted the average salaries per role within the Marketing industry from our respondents below. For an in-depth look into the average salary per region, scroll down further.

Marketing Assistant → £25,000

Marketing Executive → £28,344

Marketing Manager → £42,312

Head of Marketing → £57,749

PPC Executive → £30,785

SEO Executive → £28,313

SEO Manager → £37,538

Remuneration

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

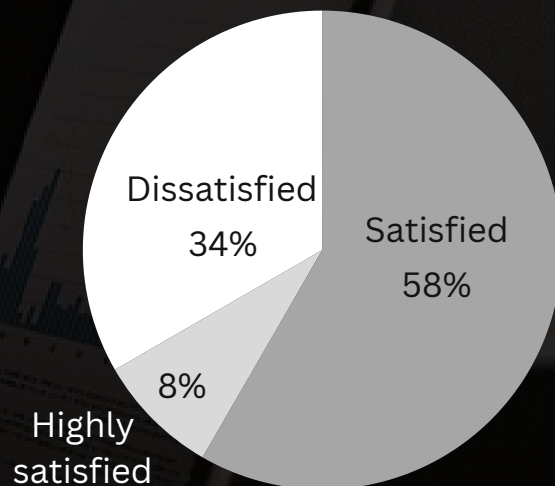
Role	South West	South East	West & East Midlands	North East & West
Marketing Assistant	£25,000	£26,000	£24,000	£25,000
Marketing Executive	£28,000	£29,877	£28,500	£27,000
Marketing Manager	£42,500	£44,558	£40,689	£37,500
Head of Marketing	£52,500	£60,000	£59,276	£59,219
PPC Executive	£32,000	£32,400	£31,000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

[Click here to check out new opportunities we have available in your area...](#)

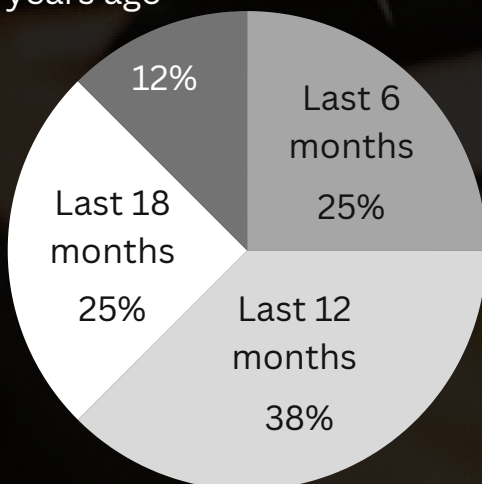
Remuneration

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 you with your salary?



Over 2
years ago



When did you last receive a pay rise?

Final Thoughts

Marketing professionals earn respectable salaries compared to many other professions, but there's no denying the hard work it takes to deliver the results many business owners and clients expect from marketing efforts.

From research carried out when putting this salary survey together, it's clear that businesses are becoming more understanding of the benefits and working styles needed to retain employees and attract the best talent.

While some of those working in the Marketing industry feel their employers still have room for improvement when it comes to remuneration, work-life balance, and career progression.

We would like to take this opportunity to thank everyone who took part and supported us with research. We feel privileged that so many in the Marketing industry trust us with their thoughts and feelings to be able to share trends and key findings with the wider community.

Meet the Team



Ashley Heyworth | Brand Lead

Ashley has a wealth of experience from working and recruiting in the Marketing industry, making him perfectly placed to build teams and scale businesses.



[Send Ashley a message](#)



[Give Ashley a call](#)



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Tom Crees | Recruitment Co-ordinator

Tom excels in perfectly matching those creative, numbers driven, and social superstars with a business where they can excel individually, progress their career and flourish with the right culture surrounding them.



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