

ROBERT WALTERS MARKETING MARKET UPDATE

QUARTER ONE 2009

MARKET UPDATE

MARKETING PERMANENT

Overview

Hiring activity within the marketing sector remained slow in quarter one 2009 as many organisations underwent further restructuring and redundancy programmes due to ongoing uncertainty in the marketplace. We saw an increase in the number of immediately available, highly skilled candidates, and as a result, clients became very meticulous with job specifications and preferred to wait for the 'perfect' candidate without compromising on skill sets.

Increased market pressure and reduced budgets meant that clients and candidates had to adjust their expectations in quarter one. Although organisations struggled to offer such high salaries as last year, they still had to offer the right financial incentives to encourage top tier candidates in stable roles to move organisations. Equally, candidates had to become more realistic in their salary expectations and were much more motivated by long-term career progression.

Roles in Demand

With the majority of innovation and development projects delayed, advertising and promotional spend reduced in quarter one. Organisations directed their marketing budget toward digital channels and during quarter one, demand for online and digital marketers continued to grow rapidly. However, salaries for digital marketers remained static, although we anticipate an increase if demand continues.

Recruitment activity in consumer driven sectors also slowed in quarter one, particularly in retail, travel, leisure and the luxury sectors. Low numbers of brand marketing positions came to market in comparison to the last two quarters of 2008 and salaries dropped to reflect the increasingly competitive market and lack of roles. Demand for new innovation and product developers also reduced in comparison to previous years.

Outlook

At the beginning of the financial year in quarter two, we expect to see an increase in business critical hiring as new recruitment and marketing budgets are signed off.

MARKETING CONTRACT

Overview

Hiring activity remained slow at the beginning of the year, however, as the quarter progressed we witnessed a gradual increase in recruitment levels.

We saw a rise in the number of candidates looking for roles due to restructuring or ongoing redundancy programmes and clients had a greater choice of top level marketers to choose from. Competition for roles was high and candidates became much more flexible on job specifications, salaries and preferred industry sector. Many were no longer waiting for their 'dream' job and were likely to take an offer if it was made. The recruitment process lengthened within many organisations as an additional level of sign-off was required before the final hiring decision was made.

Rates

Rates remained static in quarter one but many candidates were willing to accept a reduction in hourly rates and were even happy to undertake roles they were over-qualified for. Organisations could expect to hire a marketing professional who had most or all of the specified skill requirements at a competitive rate.

Roles in Demand

We saw a reduction in demand for events and roadshow candidates as organisations illustrated their cost cutting credentials to investors, the public and other stakeholders.

With a number of organisations merging, there was a greater importance placed on internal and external communications and, as a result, we witnessed an increase in demand for candidates with change communication skill sets. We also saw an increase in demand for public relations candidates, as well as business development professionals within professional services.

Outlook

We anticipate recruitment activity will increase in quarter two as organisations look to hire contractors to complete business critical projects. We also expect demand for contractors to increase in the coming months as organisations remain cautious and find it easier to gain approval for a contract resource as opposed to a permanent staff member.

CONTACT US

To discuss the marketing recruitment market, or your general recruitment needs, please contact:

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Robert Walters is a leading global recruitment consultancy, specialising in placing high calibre professionals into permanent, contract and temporary positions at all management levels. In the UK the Group specialises in the accounting, financing, banking, risk & compliance, IT, legal, sales & marketing, human resources and support fields. Robert Walters' client base ranges across both multinational corporations and SMEs and covers all market sectors. We have an established network of offices across the UK and 38 offices across five continents.

SALARY SURVEY

MARKETING PERMANENT

Role	Permanent Salary Per Annum £UK				
	Assistant	Executive	Manager	Senior Manager/VP	Head of/Director
Brand	£22 – 27k	£27 – 38k	£38 – 50k	£45 – 70k	£65 – 120k
Campaign Management	£22 – 27k	£27 – 38k	£38 – 50k	£45 – 70k	£65 – 120k
Marketing Communications	£22 – 27k	£27 – 38k	£38 – 50k	£45 – 70k	£65 – 120k
Customer/Business Insight	£22 – 27k	£27 – 38k	£38 – 50k	£45 – 70k	£65 – 120k
Direct Marketing	£22 – 27k	£27 – 38k	£38 – 50k	£45 – 70k	£65 – 120k
DTP/Graphic	£22 – 27k	£27 – 38k	£38 – 50k	£45 – 70k	£65 – 120k
E-marketing	£22 – 27k	£27 – 38k	£38 – 50k	£45 – 70k	£65 – 120k
Events/Roadshows	£22 – 27k	£27 – 38k	£38 – 50k	£45 – 70k	£65 – 120k
Investment Writing	£22 – 27k	£27 – 38k	£38 – 50k	£45 – 70k	£65 – 120k
Marketing	£22 – 27k	£27 – 38k	£38 – 50k	£45 – 70k	£65 – 120k
Marketing Strategy	n/a	n/a	£38 – 50k	£45 – 70k	£65 – 120k
PR/Media Relations	£22 – 27k	£27 – 38k	£38 – 50k	£45 – 70k	£65 – 120k
Product	£22 – 27k	£27 – 38k	£38 – 50k	£45 – 70k	£65 – 120k
Product Development/Management	n/a	£25 – 35k	£35 – 50k	£50 – 80k	£80 – 120k
Product Specialist	n/a	n/a	£38 – 50k	£45 – 70k	£65 – 120k
Propositions	£22 – 27k	£27 – 38k	£38 – 50k	£45 – 70k	£65 – 120k
Relationship Management	£22 – 27k	£27 – 38k	£38 – 50k	£45 – 70k	£65 – 120k
RFP	£22 – 27k	£27 – 38k	£38 – 50k	£45 – 70k	£65 – 120k
Account Management	£22 – 27k	£27 – 38k	£38 – 50k	n/a	n/a
Sales/Business Development	£22 – 27k	£27 – 38k	£38 – 50k	£45 – 70k	£65 – 120k

SALARY SURVEY

MARKETING CONTRACT

Role	Contract Rates Per Hour (PAYE) £UK				
	Assistant	Executive	Manager	Senior Manager/VP	Head of/Director
Marketing	£12 – 15	£13 – 20	£20 – 30	£25 – 45	£40 – 100
Branding	£12 – 15	£13 – 20	£18 – 25	£22 – 35	£35 – 70
E-marketing	£12 – 15	£13 – 20	£20 – 30	£25 – 40	£40 – 75
PR/Media Relations	£12 – 15	£13 – 20	£18 – 25	£22 – 35	£30 – 70
Communications	£12 – 15	£13 – 20	£18 – 25	£22 – 35	£30 – 70
Investment Writing	£12 – 15	£13 – 25	£25 – 40	£30 – 50	£40 – 70
Events/Roadshows	£12 – 15	£13 – 20	£18 – 25	£22 – 35	£30 – 60
Sponsorship	£12 – 15	£13 – 20	£18 – 25	£22 – 35	£30 – 60
Product	£12 – 15	£15 – 25	£20 – 30	£25 – 45	£40 – 80
RFP	£12 – 15	£15 – 25	£20 – 35	£30 – 50	£40 – 60
DTP/Graphic	£12 – 15	£13 – 20	£20 – 30	£30 – 45	£40 – 60
Business Development	£12 – 15	£15 – 25	£20 – 40	£35 – 50	£40 – 100
Propositions	£12 – 15	£15 – 25	£20 – 35	£35 – 50	£45 – 70
Customer/Business Insight	£12 – 15	£15 – 25	£25 – 50	£40 – 60	£50 – 100

ROBERT WALTERS INITIATIVES

Microsites

A microsite is a fully client branded mini website which is developed to promote multiple roles on a standalone basis or in conjunction with print or online advertising campaigns. It represents an enhanced medium through which employers can promote their brand, provide more detailed information on an organisation, its culture, values and available roles.

Robert Walters will manage, design and launch the microsite on behalf of the client and we will also provide other online tools to complement and help drive traffic to the microsite for free.



Press Advertising

Recruitment advertising creates impact and reflects the exciting opportunities that lie within the organisation. Robert Walters is experienced in offering a fully managed advertising service. We offer clients industry leading preferential rates with the best trade magazines in the market.

Request Your Copy: 2009 Salary Survey

Our 2009 survey, now in its tenth year, covers salaries and market trends across the globe. To request a copy call one of the team or alternatively, download the survey online at:

www.robertwalters.com/salariesurveyrequest



www.robertwalters.co.uk

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