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B2B Marketing Salary Survey 2018



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Introduction

B2B marketers are better paid and happier than a year ago.

Those are the two headline findings from this year's *B2B Marketing Salary Survey*. Last year's rather gloomy outlook has given way to a sunnier picture, with recent respondents citing higher wages, greater job satisfaction, and less likelihood of switching roles in the next year.

The rise in average pay packets will be welcomed, but there are still tricky questions to be answered. The gender pay gap has barely changed in 12 months and a quarter of marketers have had no training at all in the past year.

Now into its third year, the *B2B Marketing Salary Survey* features more data, more benchmarks and more answers to the questions you have. All this will help you uncover whether you're being paid what you deserve.

Read on to find out how you compare across:

- Client and agency roles
- Seniority
- Location
- Sector
- Specialism.

The B2B Marketing Salary Survey polled 485 B2B marketers in May and June 2018.



Section 1

Key stats

£52,080

Overall B2B marketing salary

+12%

£62,835

London

+14%

£60,935

Male B2B marketing salary

+7.2%

£45,095

Rest of the UK (outside London)

+8.3%

£46,204

Female B2B marketing salary

+9.5%

£42,887

Marketing manager salary

+4.6%

65%

Have received a pay rise in the previous 12 months.

75%

Somewhat or very satisfied with their current job.

39%

Looking to switch jobs in the next year.

24%

Had no training in the past 12 months.

Section 2

A positive picture

After the disappointment of seeing salaries fall last year, it's been a positive 12 months for B2B marketers. Average pay has risen by 12% in comparison with 2017, to £52,080. The rise is reflected across the board, with male salaries up by 7.2% and female pay increasing by 9.5%.

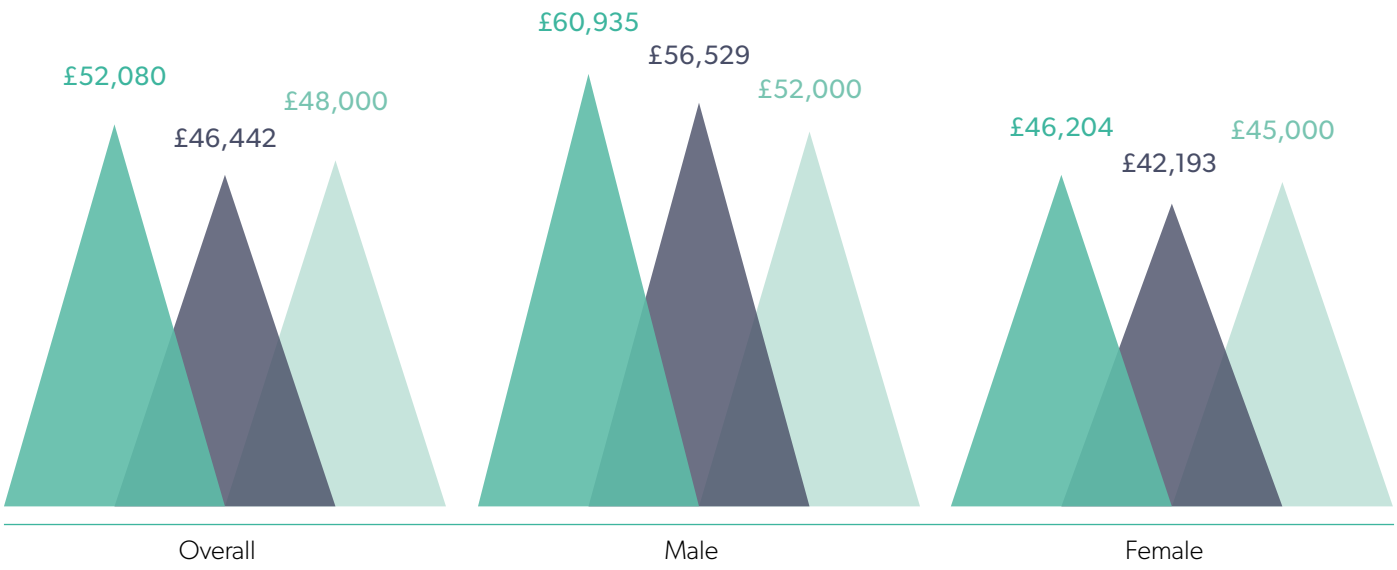
But even though women saw a slightly better return on their salaries than their male counterparts this year, the gender pay gap exposed last year has not improved. In fact, the difference between the two averages is almost identical – £14,731 compared to £14,336 in 2017.

Take into consideration there are more female respondents to the survey (which brings the overall female average down due to a higher proportion of respondents at mid-to-junior level), the gender gap is more than 30%. That's much higher than the 18.4% national average.

From April this year, businesses with more than 250 employees have been legally required to report their pay gap, but on first evidence this hasn't had an impact in B2B marketing. Perhaps in another 12 months this reporting will begin to trickle down to B2B salaries. It will have to, as our female survey respondents told us they would leave their role otherwise (see section two).

As in previous years, the pay gap is most pronounced at senior levels. There is barely a double-digit difference between salaries for non-management roles, but this increases steadily as employees move up the ladder. It is most pronounced at a senior management level where the gap is more than £8000. However, boosted by a larger proportion of well-paid senior female respondents this year, the gender pay difference closed to just £2000 when it came to board positions. That compares to a gap of £27,000 in 2017.

Overall average B2B marketing salaries



B2B Marketing Salary Survey 2018 © B2B Marketing

Section 3

Women in the workplace

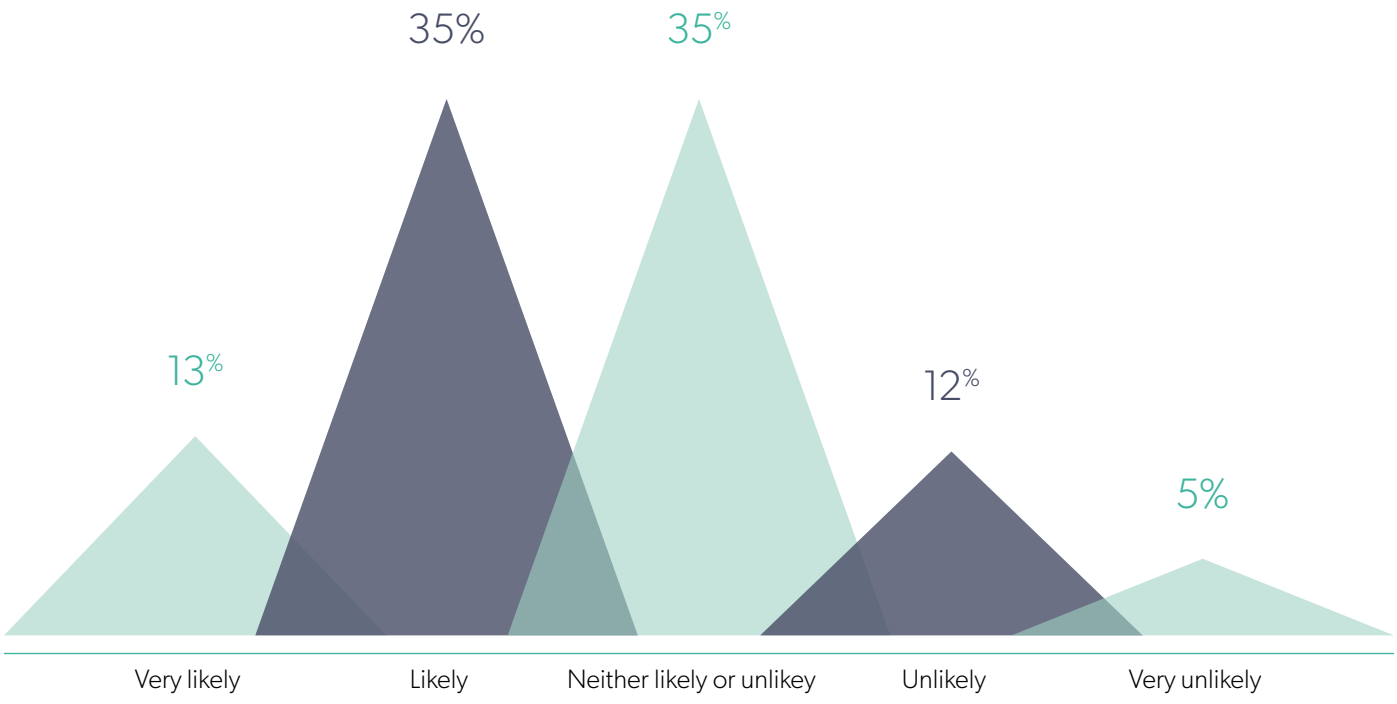
A report by the International Centre for Women Leaders at Cranfield University recently found the percentage of women on boards in the FTSE 100 has increased from a not-spectacular 27.7% in October 2017 to an equally-unspectacular 29% in June 2018, moving slowly toward the 33% target by the end of 2020, as outlined by government.

Firms will need to wake up to this issue fast. Almost half the women we surveyed would be likely, or very likely, to leave a role if their employer's gender pay gap was above the national average.

Three-quarters of respondents said their organisation offered flexible working and more than half (59%) had women represented in senior positions. These are positive results, yet clearly more needs to be done, particularly for those trying to climb the ladder.

Our survey found that women wishing to progress are rarely given the proper support. Just 36% of businesses offer mentoring for female staff, less than a quarter (23%) provide networking opportunities and just 11% offer retraining.

How likely would you be to consider leaving a role if your employer's gender pay gap was revealed to be above the national average?



B2B Marketing Salary Survey 2018 © B2B Marketing

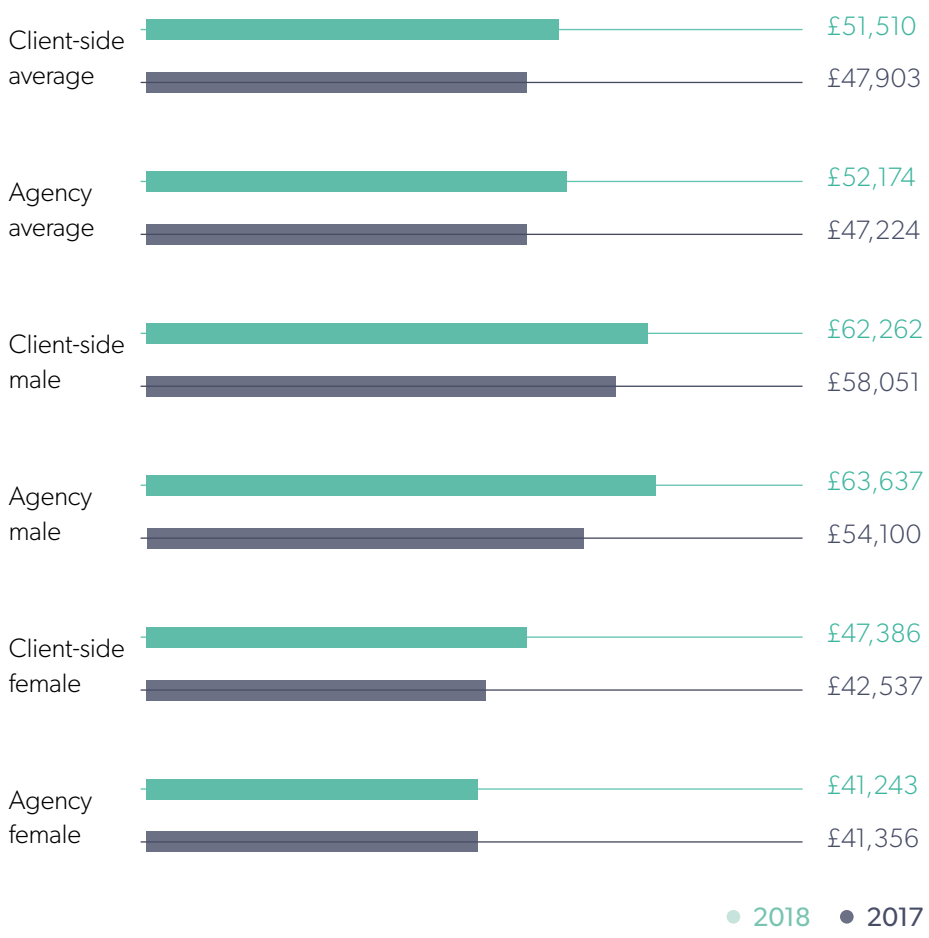
Section 4

Agencies take a slight lead

There has been a shift in the past 12 months as salaries paid to agency marketers outstripped their client-side counterparts, turning a £659 deficit from last year into a £664 surplus. Both saw healthy increases, which is a further indication of a competitive candidate market and demand for skills.

But female agency marketers aren't reaping the same rises as their male colleagues. While men at agencies saw their pay rise by a whopping 50% in comparison to last year, women's fell by 0.2%.

According to this year's *B2B Marketing Agencies Benchmarking Report*, annual gross income at agencies grew by 14% year-on-year. The average headcount also rose from 75 to 80, so it is likely that the current strength of the agency market will be a cause for these higher salaries.



Section 5

Top roles cash in

Those at the top of the corporate pyramid have had a bumper year, with the average CMO pay packet rising by almost £25,000 in comparison with 2017. Top performers who can demonstrate the value of marketing to the bottom line are in high demand.

Those further down have not been as fortunate. Heads of marketing have actually seen their wages fall by almost £5000 since 2016. This is perhaps due to the restructuring of marketing functions undertaken at many multinationals. These moves aim to strip away layers of management, reducing the number of these roles in the marketplace – and giving CMOs more responsibility, hence their salary increase.

Marketing manager salaries did rebound, but by only a 4% increase year-on-year, just higher than inflation. In addition, executives have not yet seen their salaries return to the level of two years prior.

Client-side roles	2018	2017	2016
CMO/VP	£110,830	£85,837	£78,143
Head of marketing	£60,176	£63,503	£65,488
Marketing manager	£42,887	£40,922	£43,933
Marketing executive	£31,657	£27,869	£31,952
Marketing assistant	£27,925*	£18,700*	£22,950

Agency roles	2018	2017	2016
Agency principal	£99,333	£88,333*	n/a
Account director	£46,778	£41,636	£49,387*
Client services director	£68,571	£73,812	n/a
Creative director	£60,400*	£61,500*	n/a
Creative	£44,000*	£40,222*	n/a
Account manager	£31,000	£30,809	£35,173*
Account executive	£22,750*	£22,800	n/a

Section 6

London continues to dominate

It's no surprise to see salaries in the nation's capital continue to blow away those on offer around the rest of the UK. There was a 14% increase compared with the previous year, and the average salary in London is a fifth higher than the overall average salary. The talent located within the capital continues to drive salaries higher, as businesses benefit from the geographic clustering of labour and the impact of competition among candidates.

Yet the strength of the market for candidates is not confined to London, or even the South East. The rest of the UK also benefited from an average rise of more than 8%. Where the survey data is richer, the East of England and Scotland performed particularly well, even outstripping the North West, which has traditionally had a strong cluster for B2B businesses and agencies alike.

Client-side roles	2018	2017
London	£62,835	£55,074
ROUK (not London)	£45,095	£41,604
Scotland	£45,923	£39,143*
North East England	£56,570*	£33,700*
North West England	£41,471	£40,167
Yorkshire and the Humber	£50,355*	£33,549
East Midlands	£36,778*	£40,185
West Mldlands	£36,669	£36,300
Wales	£42,725*	£34,167*
East of England	£48,694	£52,071*
South East (not London)	£48,692	£45,001
South West	£39,343	£47,214
Northern Ireland	£28,500*	n/a

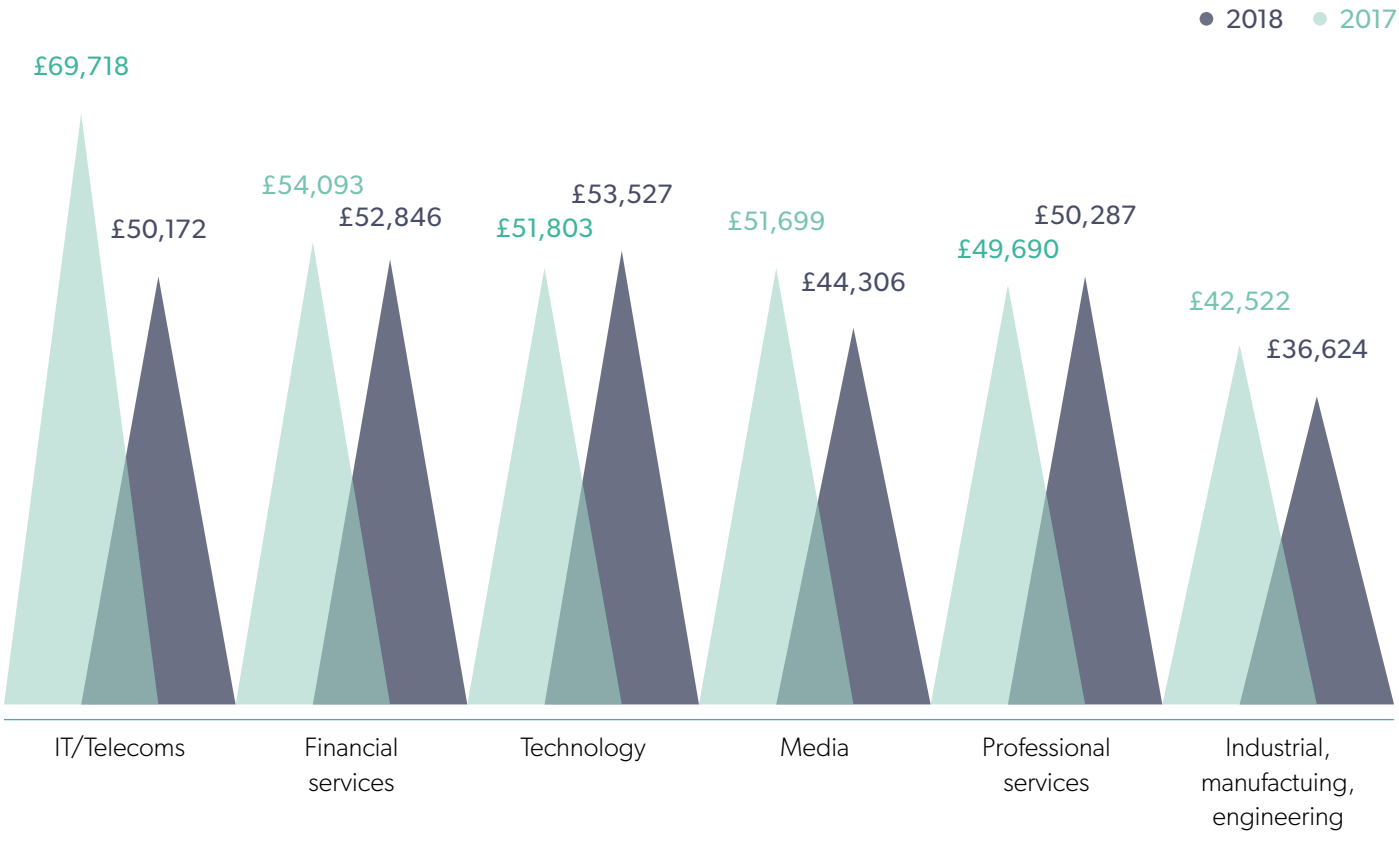
Section 7

Well-paid leaders push up IT and telecoms

When it comes to the best paying sectors, those in IT and telecoms have seen a huge boom, with an increase of 39% in pay compared with 2017. This figure was pushed up by a number of very high-earning CMOs, and when you strip these from the data, the average wage in the sector is £50,177 – almost identical to the figure from 2017.

Looking at it by sector, those in media, and manufacturing and engineering industries saw the highest rise, with salaries increasing by around 16%.

Those in IT and telecoms have seen a huge boom, pushed up by a number of very high-earning CMOs



B2B Marketing Salary Survey 2018 © B2B Marketing

Section 8

Specialists find their worth

This is the first year we included ABM as a specialism in the survey, and the findings were interesting. Although the number of respondents who consider themselves as ABM specialists is small, they are high earners at an average wage of £72,333. Technology, brand and data specialists were among the others to earn more than most.

In addition, it appears positioning yourself as a consultant adviser can be a lucrative line of work for those with experience, indeed the only respondents who cited themselves as a customer experience specialist were freelance consultants.

On the flip side, while we regularly hear senior marketers at client-side brands and agency chiefs bemoan the dearth of decent copywriters, their salaries are the lowest of all specialisms we gathered data on.

Agency roles	2018	2017
Generalist	£51,467	£50,536
ABM	£72,333*	n/a
Advertising	£44,000*	£46,250*
Brand	£83,500*	£41,643*
Content	£51,873	£45,588*
Copywriting	£26,783*	n/a
Data/insight	£53,766*	£72,250*
Digital	£49,308	£47,091
Events	£28,875*	£40,800*
PR	£39,000	£29,000*
Technology	£66,500*	£40,000*

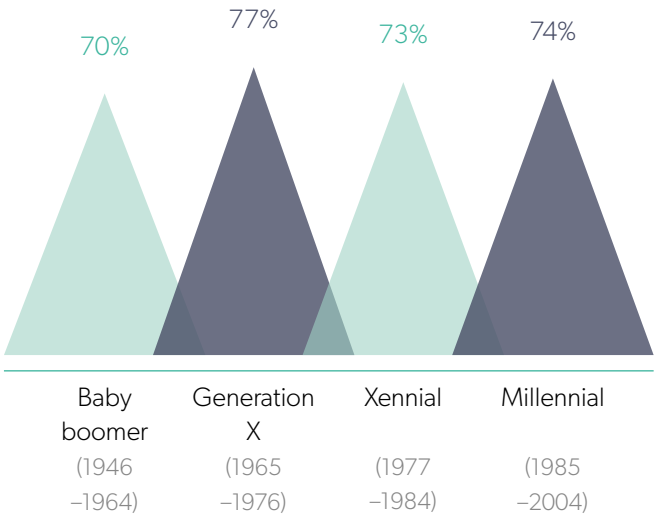
Section 9

A satisfying outcome

Perhaps the most positive finding from this year's survey is that B2B marketers are more satisfied in their current roles than a year ago. Three-quarters of respondents reported that they are somewhat, or very, satisfied with their current role. That's up by two-thirds compared with 12 months ago.

And looking at what our respondents consider as the most important contributor to happiness in the workplace, salary is top of the list, so it's no surprise that given higher salaries, people are happier.

Overall, taking everything into account, how satisfied are you with your current role?



Top 10 factors important to job satisfaction:

1. Salary
2. Career progression
3. Content of work
4. Location/commute
5. Flexible working
6. Strong leadership
7. Job security
8. Corporate benefits (such as pension scheme or company car)
9. Organisation's reputation
10. Organisation's commitment to training and development.

Higher salaries and improved satisfaction have contributed to a fall in another important statistic – the proportion of those wanting to switch roles. In 2017, 54% were looking to do so within the next 12 months, compared with 39% this year.

Section 10

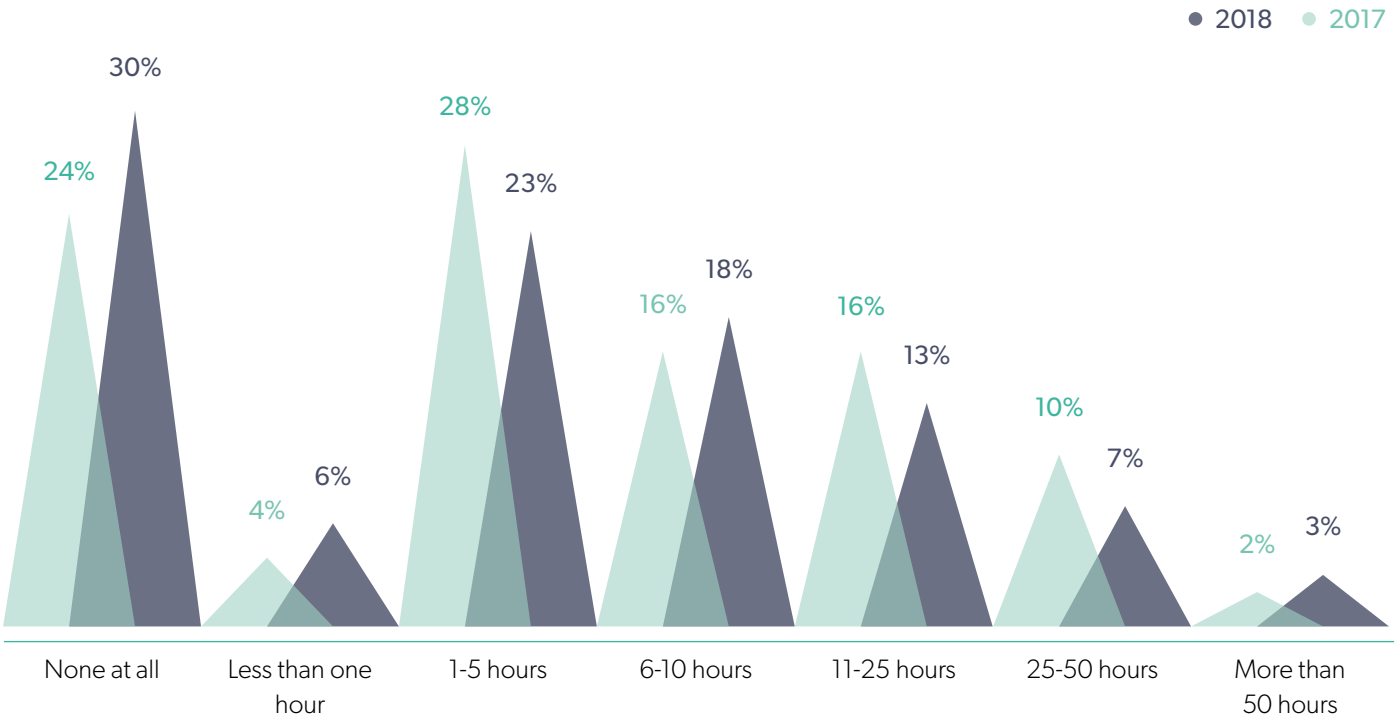
Training and career development

An organisation's commitment to training and development was deemed the least important contributor to job satisfaction. Many businesses will no doubt be breathing a sigh of relief over this – as according to the survey, just under a quarter of B2B marketers had no training at all in the past 12 months.

This is a slight drop from 2017. It may be the case organisations have chosen to put additional money into staff salaries rather than training and development – as they know that's where employees will appreciate it most.

The most popular training topic for respondents over the past two years was leadership (30%), followed by digital (29%). It's understandable that these two skills should be closely associated. A study by Capgemini published in July found that only just over a third of businesses feel they don't have either the digital or leadership skills to be able to successfully implement digital transformation.

This year's results found that those holding a professional qualification earn more than those that hold a marketing degree. Also, given the premium a professional qualification can add to a salary, it's perhaps a surprise that more marketers are not putting pressure on their employers to provide more training.



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