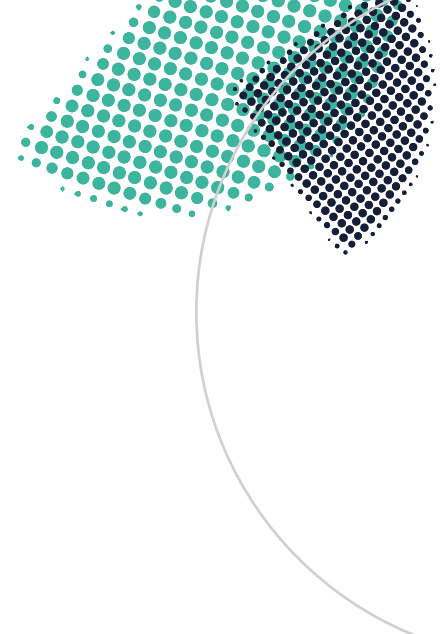


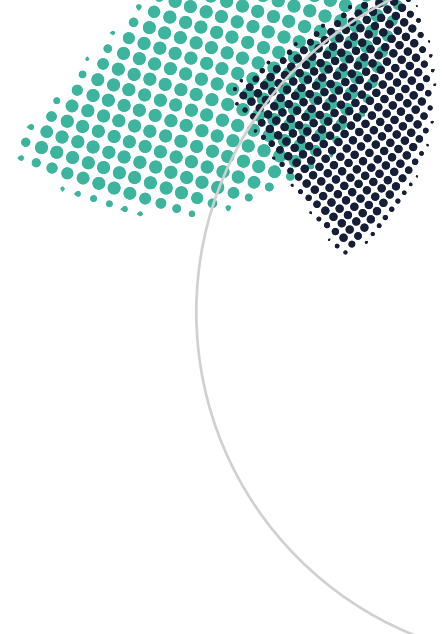
B2B Marketing Salary Survey 2019





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Introduction

B2B marketing salaries continue to rocket, and for the first time in three years a majority of B2B marketers feel they're being paid what they deserve.

However, while the continued increase in wages is good news for staff, there are questions for organisations with regard to how sustainable this rapid growth is.

That's the conclusion from our fourth annual study of remuneration in the industry. Amid this good news, the results of this year's study raises some troublesome long-term questions.

- › Why is the gender pay gap in B2B marketing getting worse despite the efforts being made to close it?
- › Is London's dominance harming the competitiveness of the rest of the UK when it comes to the salaries it can offer?
- › Are organisations too complacent in their failure to offer staff sufficient training opportunities?

All of these are discussed within the report, alongside the comprehensive benchmarks that'll allow you to compare your own salary against:

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

Plus, for the first time this year we feature an overview and analysis of the state of the recruitment market, including:

- › The strength of the job market.
- › Where the majority of roles are to be found.
- › The type of organisations recruiting.
- › The typical salaries on offer.

The B2B Marketing UK Salary Survey 2019 polled 515 B2B marketers in May 2019.

£60,439

Overall B2B
marketing salary
+16% YoY

£74,697

Average male salary
+23% YoY

£52,821

Average female salary
+14% YoY

£60,777

Average client-side salary
+18% YoY

£59,270

Average agency salary
+14% YoY

£78,721

London average salary
+25% YoY

£49,858

Rest of the UK average salary
+11% YoY

63%

Had a pay rise
in the past 12
months

67%

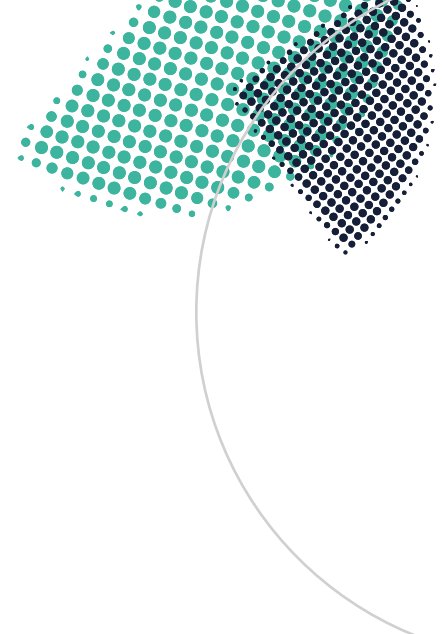
Satisfied in their
current role

48%

Looking to switch
jobs in the next
12 months

28%

Had less than an
hour's training in
the past year



Section 1

Relentless rise in remuneration

For the third consecutive year B2B marketing salaries are on the rise. The increase of 16% is far in excess of the national average of 3.6%. The rise this year was buoyed by very strong growth in salaries at the top of the profession.

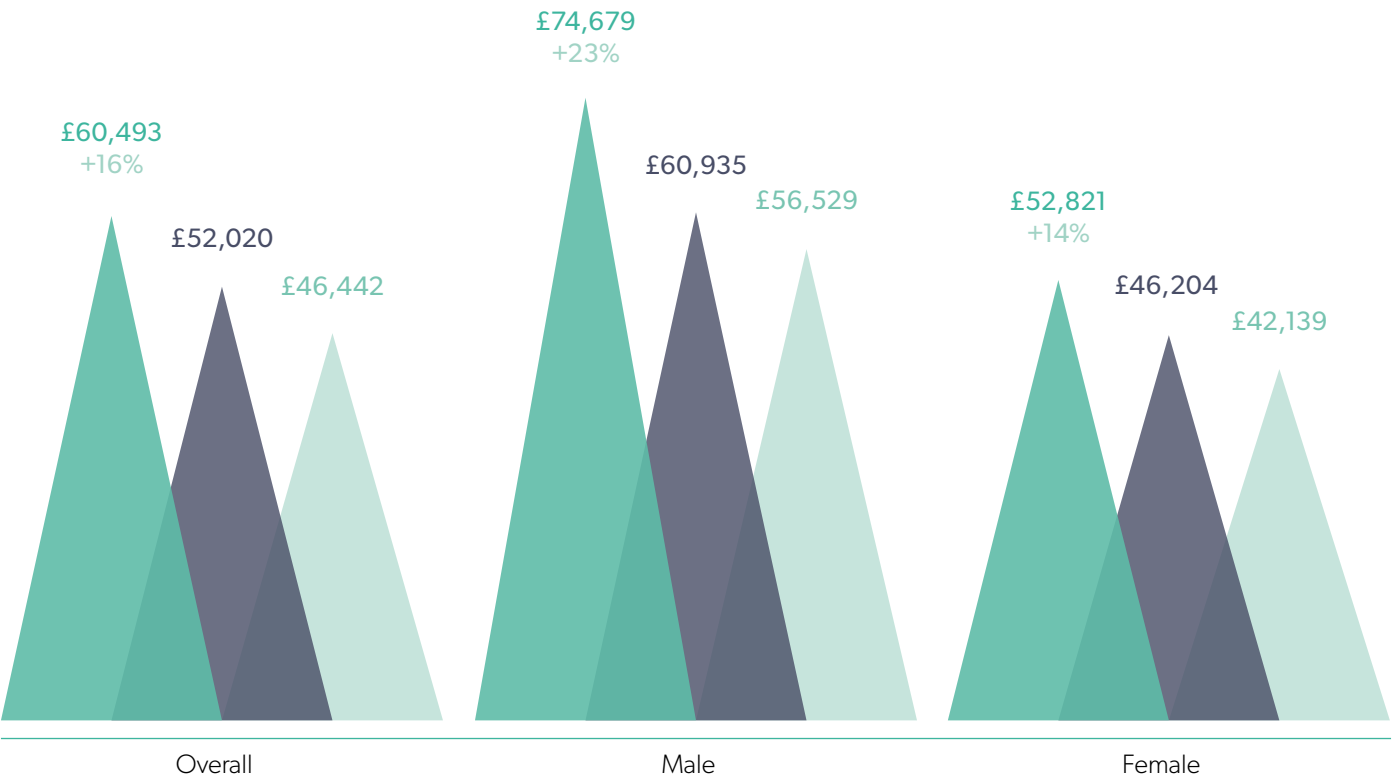
No matter your gender, role, location or sector, wages have risen significantly, indicative of the demand for quality talent out there and the price premium that goes with that. The average B2B marketing salary now stands at £60,439, an £8359 increase compared with 2018.

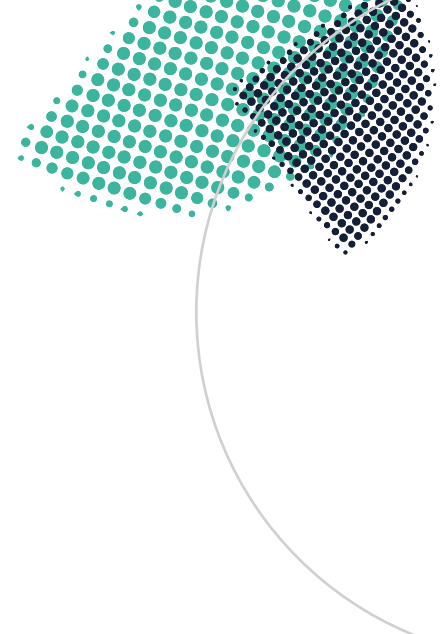
It's great news for employees, although possibly less welcome for organisations that'll need to splash the cash to attract talent at a time of continued economic uncertainty.

Female B2B marketers have seen average pay rise above £50,000 for the first time, reaching £52,821. While this was an extremely healthy increase of 14%, male salaries have increased by a whopping 23% in the same period, hitting £74,679.

Overall average B2B marketing salaries

● 2019 ● 2018 ● 2017





Section 2

Gender pay gap widens

In last year's commentary we speculated whether the introduction of mandatory pay gap reporting for companies of more than 250 employees would begin to impact the size of the large gender pay gap that exists within the industry. However, the results show it's got worse. The gap in the average between the two genders is now £21,858, compared with the £14,000 difference seen in the past two years.

Notwithstanding the fact that more female marketers complete the survey (the split is around two-thirds women to one-third men) – which pushes the average down due to a higher proportion of mid-level positions – the problem has now moved from unacceptably stable to unacceptably critical.

Female marketers think it's unacceptable too. The proportion of those who'd be very likely to leave their position if it was revealed their company's gender pay gap was wider than the national average has risen from 13% last year to almost a quarter in the latest survey. The change is probably an indication of rising awareness of the issue, and the unhappiness with the status quo. This dissatisfaction will continue to increase if it doesn't get any better.

As it's an industry-wide issue, it's not a problem that organisations can solve alone. But there are steps individuals and businesses can take that could help.

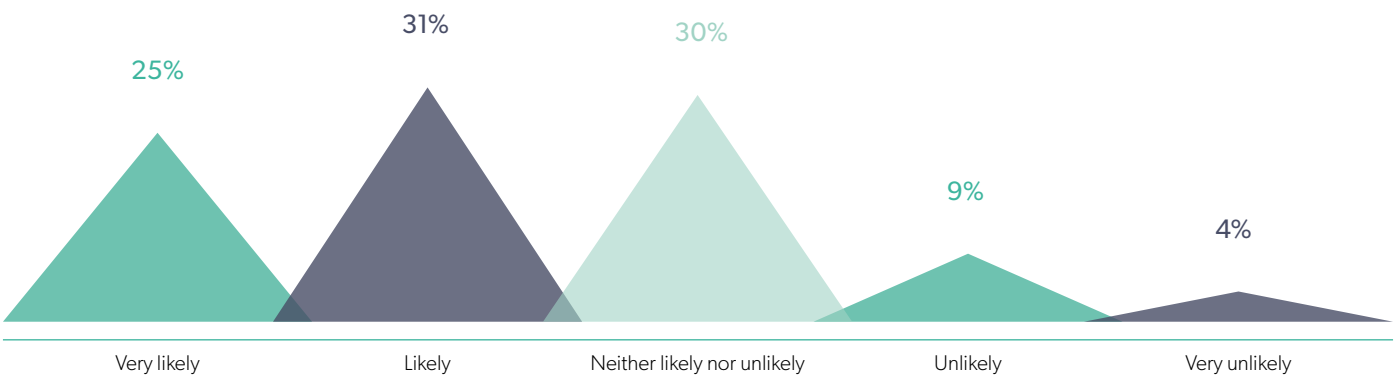
Sunlight is the best disinfectant, even if that spotlight proves to be uncomfortable for organisations. Even if you have fewer than 250 employees, consider collecting and publishing data on your own pay gap. You may not know there is a problem without the data. If you work for one of these companies – man

or woman – don't be afraid to press for this information to start the conversation.

Marketers should also be aware of the negative repercussions this could have on brand sentiment. While HR will be responsible for addressing the data, leaving it in their hands could leave you exposed to unfavourable headlines and employee dissatisfaction.



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?

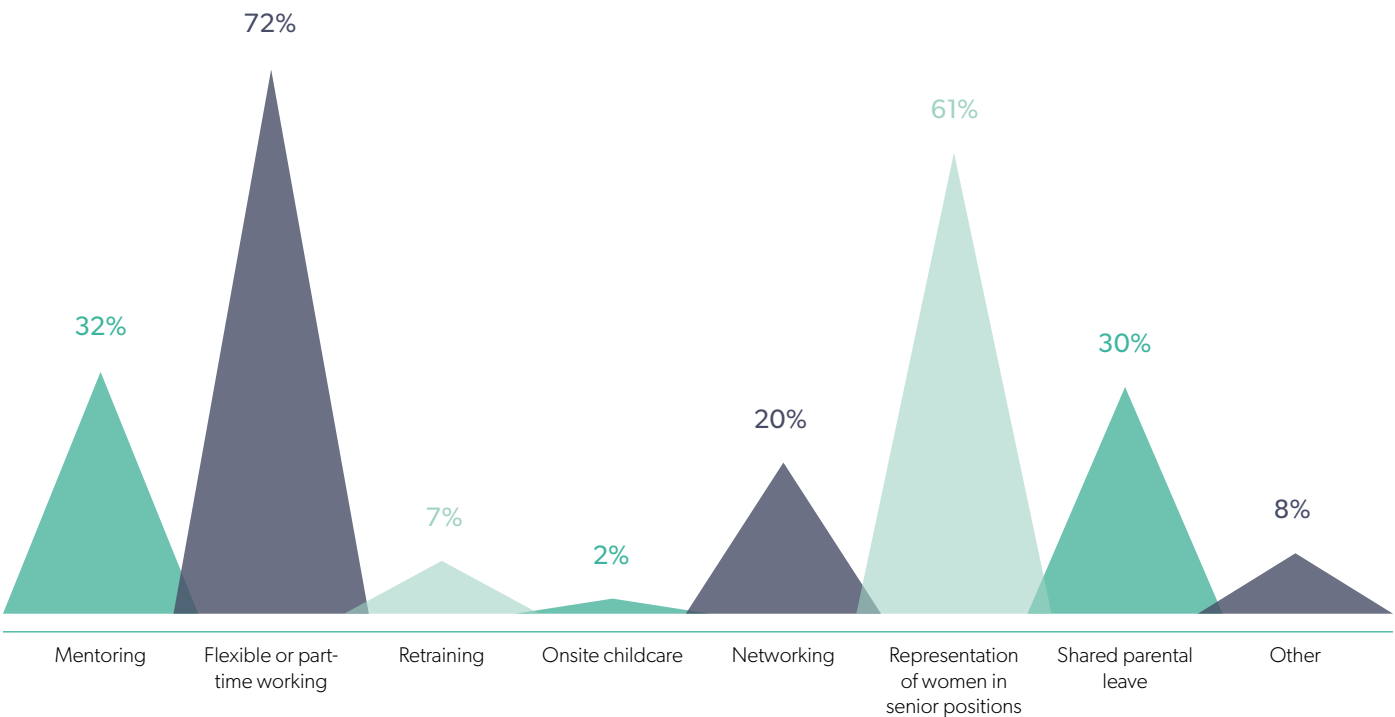


Another potential solution would be for organisations to increase the efforts they make to encourage women to progress to senior positions, therefore reducing the pay gap.

Just two of the options – flexible/part-time working and representation of women in senior positions – are

offered by more than half of organisations. Mentoring and shared parental leave are offered by less than a third of businesses. Offering a greater proportion of these should not only grant more opportunity for women to progress within the organisation but also help redress this outstanding unfairness.

What efforts does your organisation provide to encourage women to progress in your organisation?





Section 3

The ticking time bomb of training

The lack of training marketers receive is a ticking time bomb that organisations need to address immediately. For the second consecutive year, almost a quarter (24%) of marketers had no training in the past 12 months.

If you've attended any marketing event recently you'll undoubtedly have heard someone make reference to the fact "marketing is changing faster than any other function", "marketing is being disrupted and you need to move fast" and "if you stand still, you'll be left behind".

As clichéd as these phrases may be, the sentiment is spot on. Those who don't adapt to change and developments in the profession will be at a disadvantage – and businesses are harming themselves as well as their employees by failing to train staff in the latest techniques and technology.

At B2B Ignite 2019, Thomson Reuters VP Gary Hurry pointed to a study that 70% of marketers have no professional training – yet 25% rate their skills more highly than they are.

The most popular training topics in the past year were digital (31%), technology (26%) and leadership (also 26%). Account-based marketing (15%) is now the seventh most popular training topic – ahead of perennial favourites such as content/copywriting, data/insight and even communications skills – showing some organisations are supporting their staff with future skills requirements.

A lack of training also poses a greater existential threat to the profession. If enough marketers are not being trained in these new areas, the profession simply won't have the skills to maximise its potential and make a strategic contribution to the business. It risks tossing

away the progress made over the past decade if it can't demonstrate sufficient value in a turbulent marketplace.

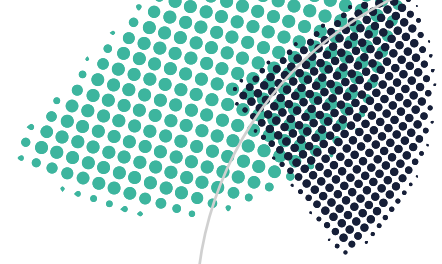
Not only that, but this lack of training is pushing up salaries as organisations have to recruit for skills they need rather than developing them in-house. While new hires deliver an instant injection of additional capability, that comes at the expense of employee progression which affects staff morale. Simply poaching each other's staff and relying on on-the-job experience won't be enough to hold back the rising tide of change.

Thomson Reuters VP Gary Hurry pointed to a study that 70% of marketers have no professional training – yet 25% rate their skills more highly than they are

How many hours of training have you had in the past 12 months?



If enough marketers are not being trained in these new areas, the profession simply won't have the skills to maximise its potential



Section 4

Better paid, but less satisfied

Just over two-thirds of marketers state that they're satisfied with their current role. Although it's still a healthy indication of widespread contentment within the profession, this is a fall in comparison with the three-quarters who said the same last year.

Salary remains the primary driver of career satisfaction, so the fact 63% of marketers received a pay rise in the past 12 months will have undoubtedly contributed to this sense of gratification.

However, the number of B2B marketers considering switching jobs is up, from 39% last year to 48% today, with a further 23% thinking about making a move in the next year or two.

This is slightly at odds with the finding that – for the first time in survey history a majority of marketers (49%) feel they're paid about the right amount considering their role and responsibilities. The discrepancy can be explained by the finding that 48% still feel they're paid less than they deserve.

A remedy for this for organisations would be to increase the opportunity for career progress internally. At more than a quarter of companies (27%), marketers feel they are stuck in a dead end, with no way to move up.

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. Organisational reputation
10. Organisation's commitment to training and development.



Section 5

Client-side salaries take the lead

For the past three years inhouse and agency have traded places in terms of who pays best. This year client-side roles have reclaimed the lead from their agency counterparts. Inhouse wages rose by 18%, compared with a not-at-all shabby 14% rise for those who work agency-side. The pecuniary difference is actually very small – a disparity of just £1507.

Client-side	2019	2018	2017
Overall	£60,777	£51,510	£47,903
Male	£73,993	£62,262	£58,051
Female	£53,870	£47,386	£42,537

Agency	2019	2018	2017
Overall	£59,270	£52,174	£47,224
Male	£78,926	£63,637	£54,100
Female	£48,439	£41,243	£41,356

Following two years of stasis, female agency workers finally have something to cheer about, having seen a 17% increase in wages. However, the ugly pay gap rears its head again here, as male agency staff saw pay rise by 24%. In addition, female agency staff are paid less than their client-side counterparts, although male agency pay outstrips that of their inhouse peers.

between 2018 and 2019. It's likely we'll start to see the impact of this in next year's salary survey. Can agencies afford to pay staff less given the strong competition they have from client-side operations? More than a quarter of agencies already rate their ability to attract and retain quality staff as their number one challenge, and reducing salaries will make that even tougher.

The *B2B Marketing UK Agencies Benchmarking Report* found the rate of agency growth had slowed from 14% to 4.5%



Section 6

Boom time for top of the profession

Once again it's those at the top of the profession who are reaping the rewards.

CMOs and marketing VPs have seen pay leap by a fifth this year and are now paid an average of £134,173.

Those further down the career ladder shouldn't be too disappointed, as heads of marketing received a 12% increase, and marketing managers a 13% rise.

Marketing executives and assistants did see pay fall, by 7% and 11% respectively, although a lower

respondent base provides less data at the most junior levels of the industry.

It was a different story for those at the top of the agency ladder. Salaries for agency principals fell back slightly by 2%. Account directors also suffered a pinch as salaries dropped by 11% year-on-year.

Client services directors, however, saw a huge rise of just under 50% compared with last year's results, supported by some extremely well remunerated individuals within this year's sample.

Client-side roles	2019	2018	2017	YoY percentage change
CMO/VP	£134,173	£110,830	£85,837	21%
Head of marketing	£67,446	£60,176	£63,503	12%
Marketing manager	£48,661	£42,887	£40,922	13%
Marketing executive	£29,452	£31,657	£27,869	-7%
Marketing assistant	£24,800	£27,925	£18,700	-11%



Section 7

Is London’s dominance becoming a problem?

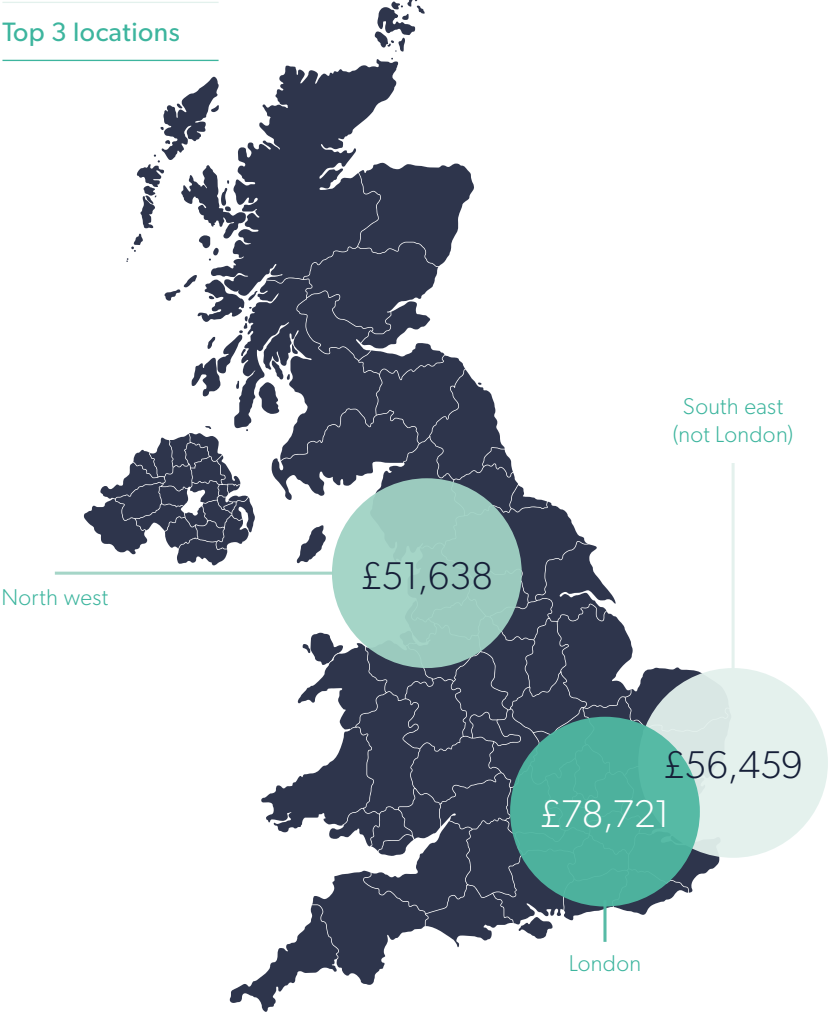
It’s no surprise that London retains its status as the region with the highest average salary, but its progression of salaries – rising by a further 25% this year – does raise concerns about just how high is healthy for the industry as a whole.

Of course it’s great news if you work in the capital, but when the average salary is more than £22,000 higher than the next highest-paying region (the South East), where does that leave

those attempting to attract the best and brightest talent outside of London? Even the North West, identified as a B2B heartland by our B2B Nation study earlier this year, pales in comparison.

There are benefits to this concentration of talent – a deeper talent pool and strong competition among them. But if that’s at the expense of the rest of the country it can’t be good for the long-term prospects of the profession.

Client-side roles	2019
London	£78,721
Rest of the UK	£49,858
Scotland	£41,558
North East	£36,500*
North West	£51,638
Yorkshire and the Humber	£46,400
East Midlands	£47,668
West Midlands	£50,071
Wales	£41,500*
East of England	£40,750
South East (not London)	£56,459
South West	£41,982
Northern Ireland*	£28,671*





Section 8

It now pays to specialise in ABM

We've seen in previous years that generalists tend to be remunerated better than specialists. However, this year we can say it now depends on your area of expertise.

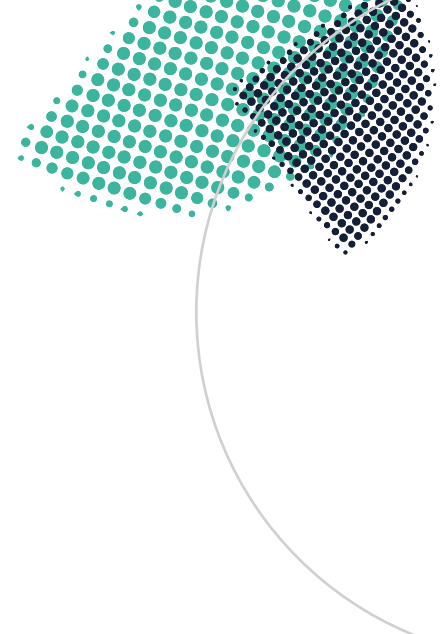
Generalists do earn more than the overall average salary – and indeed most other specialities. It is beaten by one though – account-based marketing, whose experts earn an average of £79,222.

The rise of account-based marketing as a discipline is truly remarkable. The fact there are now more respondents

to the survey who classify themselves as ABM specialists versus traditional areas of expertise such as brand, events and PR, tells its own story about how important the skill has become.

The price premium reflects the demand for skills for roles that are becoming critical to effective modern B2B marketing, namely account-based marketing and technology. We would expect this to widen as more companies realise both the potential and necessity of these roles in the future.

Specialism	2019	2018	2017
Generalist	£63,502	£51,467	£50,536
ABM	£79,222	£72,333	n/a
Brand*	£67,691*	£83,500*	£41,643*
Content	£47,250	£51,873	£45,588*
Copywriting	£43,389	£26,783	n/a
Data	£33,550*	£53,766*	£72,250*
Digital	£49,880	£49,308	£47,091
Events*	£25,281*	£28,875*	£40,800*
PR*	£78,500*	£39,000	£29,000*
Technology	£55,964	£66,500*	£40,000*



Section 9

Professional services’ extraordinary growth

The eye-catching statistic when looking at average pay between sectors is the huge increase seen by those working in professional services, leaping to the top of the pile with an 86% rise in the average this year.

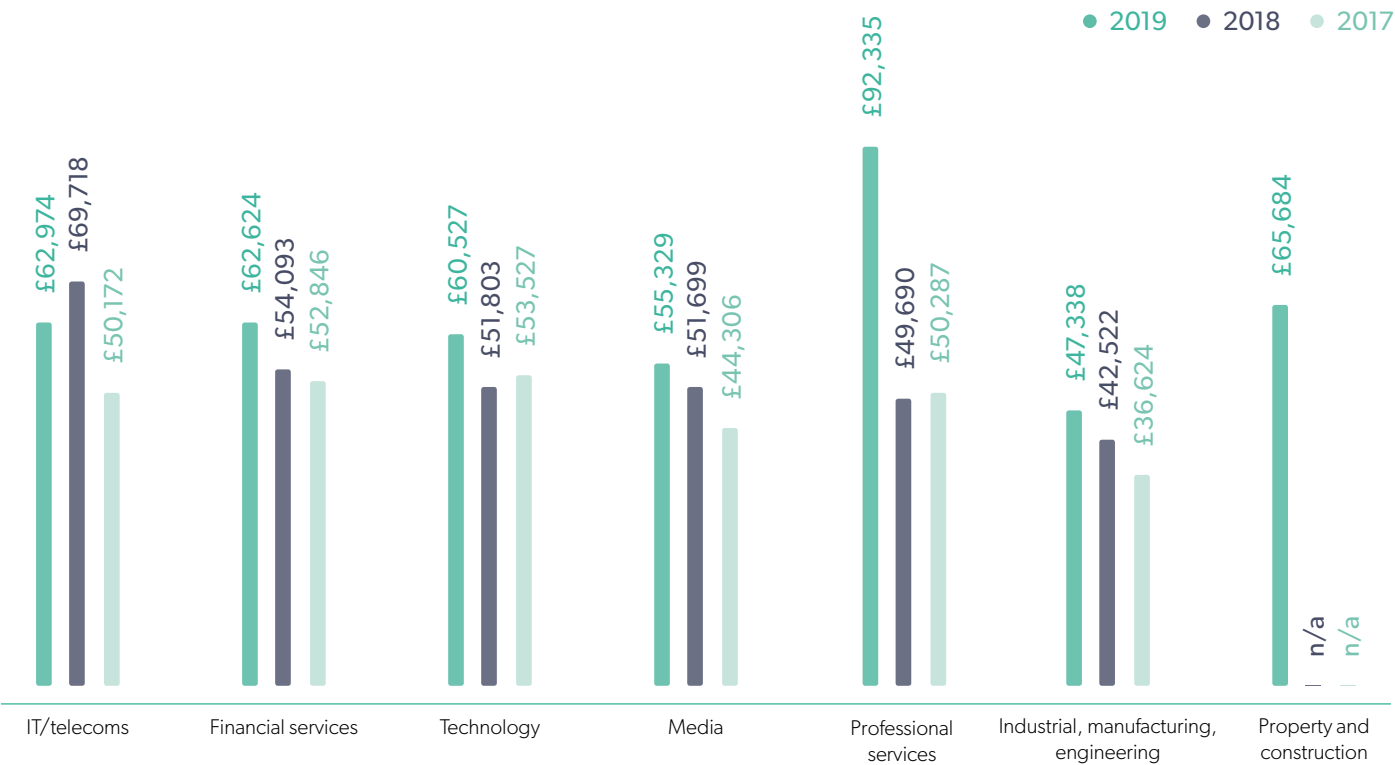
While this has been pushed up by a number of very high earners, even with these removed the sector average is £63,668 – making it the best paid industry to work in after property and construction.

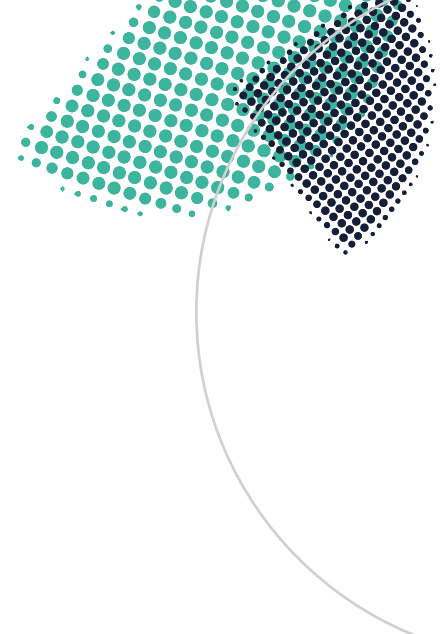
As we’ve reported previously, many professional services firms are developing ‘strategic’ marketing functions (compared with the ad hoc operations of the past). This in

turn is driving up salaries as organisations bring in highly-paid marketing chiefs to build operations from the ground up.

A similar trend can be seen in the property and construction sector, which has provided us with enough data this year to provide a reliable benchmark. This too indicates that the sector is beginning to see the value of formal, professional marketing, and the cost of getting up to speed quickly.

Elsewhere, the IT/telecoms sector saw a 10% fall in its average salary while financial services (up 16%) and technology (a 17% rise) both increased, drawing roughly par with the salaries on offer in the IT sector.





Section 10

State of the job market

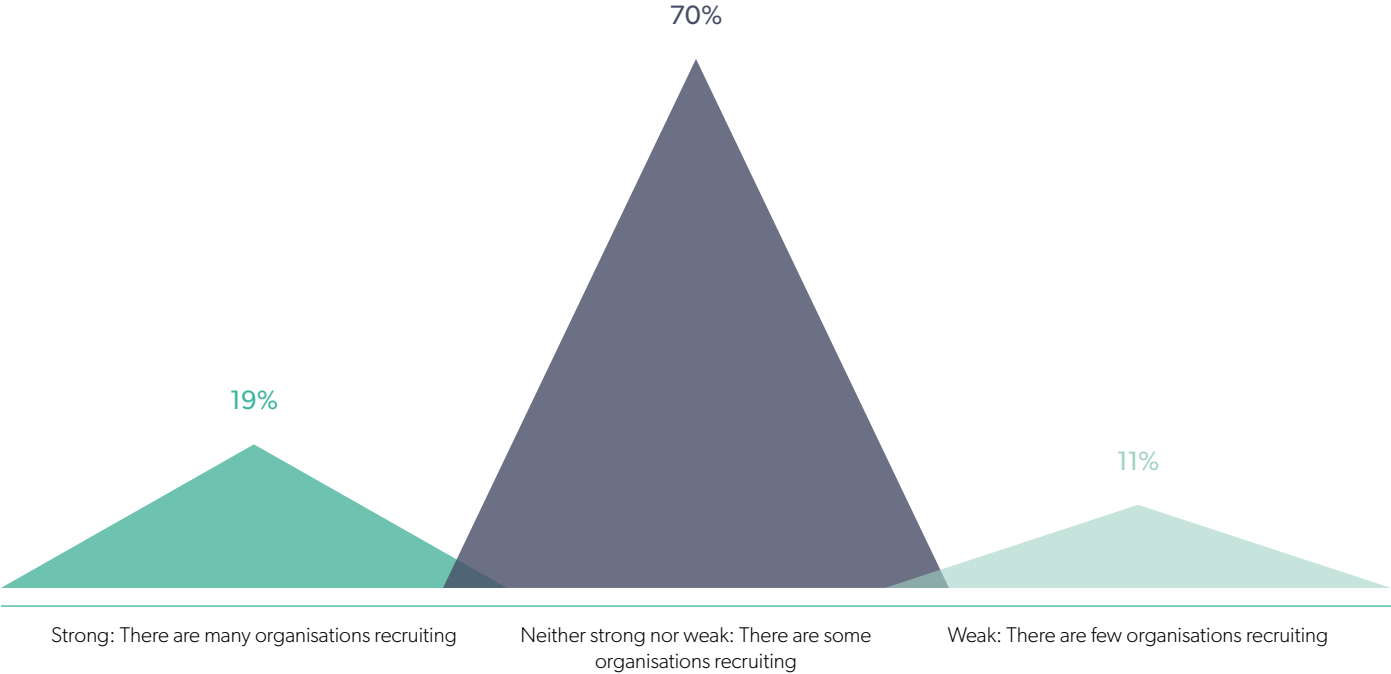
The outlook for those hunting for a new position is lukewarm. Some 19% of marketers actively searching believe the market is strong, with just 11% of the opinion that the market is weak. Some 70% take the view the market is static.

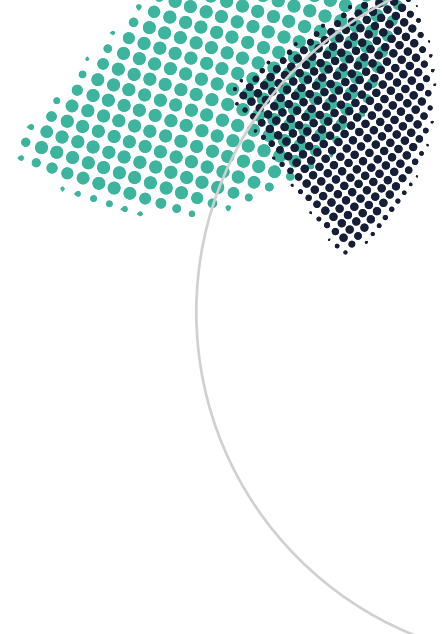
According to respondents, the majority of roles available are client-side (57%), with only 10% of marketers saying agency positions are most common. But despite this, just 55% say they've considered switching from inhouse to agency or vice versa as part of their job search. Some 46% believe there are a similar number of roles available at all sizes of firms.

Just 11% of marketers report looking for a new role for longer than six months. But despite this, the search remains a tough slog, with more than a third of marketers reportedly invited to interview for fewer than one in 10 of the roles they've applied for.

Generally the salaries on offer are in line with expectations (for 57%), with a further 39% reporting them as lower than anticipated given the level of responsibility expected. In more than half of cases, marketers report that the salary rarely appears on the advert or job profile. Fortunately, with the publication of this report, B2B marketers will at least have an indication of what they're truly worth.

How would you rate the state of the job market?





About

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Established more than 12 years ago, we are the number one go-to resource for B2B marketers across the globe.

Through our content hub and professional development services – including events, training and networking – B2B Marketing users are empowered with the tools, insight and inspiration they need.

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