

MARKET UPDATE

ROBERT WALTERS



AT A GLANCE Q1 SALES & MARKETING RECRUITMENT



**“MARKETING
PROFESSIONALS
MOVING JOBS
SECURED RISES
OF UP TO 10%.”**

SALES & MARKETING

We saw a significant increase in permanent recruitment activity at the start of the year, with most demand for business development oriented positions – particularly in the financial services and technology sectors. We also saw a number of contract roles come to market during the quarter, although employers were generally very selective when interviewing candidates for these positions and slow to make appointments.

Roles in Demand

We saw significant demand for roles geared towards business development, such as technical product sales positions, particularly in the financial services sector – a clear sign that organisations were actively focusing on growing their revenue streams and expanding their internal sales force.

Throughout the quarter, firms recruited RFP and investment writers, internal communications professionals, communications managers and events and roadshow specialists. Candidates with the technical ability to develop web content and strong business partnering skills were also particularly in demand.

Sectors Hiring

The financial services sector recruited in the greatest volumes during the quarter, although technology businesses also showed strong hiring activity. Industry-specific experience or, even more desirable, experience of working within a direct competitor remained in significant demand. This was primarily because organisations were looking to hire marketers capable of adding value immediately.

Within commerce and industry, we saw significant hiring activity among professional services businesses. For example, law firms recruited an increased number of business development-focused roles throughout the quarter. Media and technology companies also hired in greater volumes than at the end of last year – these businesses typically sought professionals capable of developing a marketing strategy that would allow them to retain existing and acquire new customers.

Slack Recruitment Processes Secure Best Talent

Some hiring managers wanted to interview candidates up to three or four times, even when hiring for a contract role, meaning recruitment processes were typically laboured. Few professionals, especially those with in-demand skill sets, were willing to go through this many interview phases and, consequently, many employers missed out on their first choice candidates.

Recruiting clients who took a more flexible, commercial approach and were clear on exactly what qualities they were looking for, especially when hiring contractors, secured the best talent. For example, one recruiting manager secured an excellent candidate by being particularly flexible with working hours at the commencement of the candidate's contract.

Rates Rise

With more jobs available, competition for the best candidates has increased – which has led to the number of buy-backs or counter offers increasing and pushing up contract rates in some areas; for example, financial services firms were prepared to pay up to £30 per hour for events candidates in quarter one, compared to £25 per hour in quarter four 2010. However, organisations unwilling to offer the higher pay rates but prepared to negotiate on other aspects of the package (such as working arrangements) still stood a good chance of recruiting top talent.

In the permanent market, we also saw evidence of a 'war for talent'. With businesses showing far greater flexibility to negotiate on salaries than they had in 2010, this increased competition led to candidates moving into new jobs receiving increases of up to 10%. To secure these high rises, however, candidates would typically require experience of working for a direct competitor.

Outlook

While we anticipate a slight reduction in recruitment activity in April due to the traditionally slower Easter period (this year compounded by the Royal Wedding), we also expect the cautious growth witnessed during the first quarter to continue into quarter two. With competition for the best talent becoming increasingly intense, employers with flexible and quick recruitment processes will continue to secure their first choice candidates.





SALARY SURVEY

ABOUT ROBERT WALTERS

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:

- Accounting
- Finance
- Banking
- Risk & Compliance
- IT
- Legal
- Sales & Marketing
- HR
- Secretarial & Support

PERMANENT (Salary per annum £UK)

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

CONTRACT (Rates per hour (PAYE) £UK)

Role	Assistant	Executive	Manager	Senior Manager/VP	Head of/ Director
Brand	£12 - 15	£15 - 20	£18 - 25	£22 - 35	£35 - 70
Business Development	£12 - 15	£15 - 23	£20 - 40	£35 - 45	£40 - 100
Campaign Management	£12 - 15	£15 - 20	£18 - 25	£22 - 35	£35 - 70
Communications	£12 - 15	£15 - 25	£20 - 30	£30 - 60	£40 - 70
Customer/Business Insight	£12 - 15	£15 - 25	£25 - 45	£40 - 55	£50 - 100
Direct Marketing	£12 - 15	£15 - 20	£18 - 25	£22 - 35	£35 - 70
DTP/Graphic	£12 - 15	£13 - 18	£20 - 25	£30 - 40	£40 - 60
E-marketing	£12 - 15	£15 - 25	£25 - 35	£30 - 50	£40 - 100
Events/Roadshows	£12 - 15	£13 - 26	£25 - 35	£30 - 40	£30 - 60
Investment Writing	£12 - 15	£15 - 23	£25 - 40	£35 - 50	£40 - 70
Marketing	£12 - 15	£15 - 20	£20 - 25	£25 - 50	£40 - 100
PR/Media Relations	£12 - 15	£15 - 20	£18 - 25	£25 - 50	£30 - 100
Product	£12 - 15	£15 - 23	£20 - 30	£25 - 55	£40 - 80
RFP	£12 - 15	£15 - 25	£20 - 30	£30 - 45	£40 - 60
Sponsorship	£12 - 15	£13 - 18	£18 - 23	£22 - 35	£30 - 60



CAN WE HELP?

Please get in touch if you'd like to discuss your recruitment needs.

Permanent

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Contract

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ROBERT WALTERS LATEST INITIATIVES



ROBERT WALTERS NOMINATED FOR TOP RECRUITMENT AWARD

Robert Walters has once again been shortlisted for the Best International Recruitment Agency at the Recruiter Awards for Excellence, with the winner announced at a prestigious awards ceremony at the Grosvenor Hotel in May. We will be looking to retain the award after winning it last year.

72% OF JOB SEEKERS LOOKING TO MOVE IN THE NEXT 3 MONTHS

A recent survey conducted by Robert Walters revealed that most professionals are currently considering their career options, with the majority looking to move into a new job sooner rather than later. When asked when they were hoping to make their next career move, 72% of the 1,142 respondents said the next three months, 14% the next three to six months and 7% the next six to 12 months.

REQUEST YOUR COPY: 2011 SALARY SURVEY

Our Global Salary Survey for 2011, released during quarter one, highlights salaries and recruitment trends across the world. To request a copy call one of the team or alternatively download the survey online at: www.robertwalters.co.uk/salariesurvey

