

MARKET UPDATE




AT A GLANCE Q1 SALES & MARKETING RECRUITMENT



**"ONLINE AND
E-MARKETING
PROFESSIONALS
ARE IN DEMAND
AND IN THE
MONEY".**

PERMANENT

The market started strongly in quarter one with increased vacancy flows. Demand for marketing professionals from the financial services sector rose sharply, overshadowing the increase in the number of roles coming to market within the commerce and industry sector.

Financial Services

Large banking organisations (especially the investment banks) were responsible for the majority of demand in quarter one as most marketing teams were very lean following redundancies that took place during the downturn. In some cases, financial services companies had chosen not to hire or back fill when employees resigned and so used the release of new budgets at the start of the year to secure sign off. Where firms were still unable to hire on a permanent basis they were able to recruit temporary staff instead.

Candidates in Demand

We witnessed higher vacancy flows across the marketing spectrum, although organisations were still very specific about the skill sets and industry experience they were looking for. There was an increase in the number of roles called to market, focusing on online and e-marketing and businesses sought professionals with niche sector experience (credit cards, investment banking, insurance or asset management) who could 'hit the ground running'.

Professional Services

The majority of hiring activity came from the legal sector as clients sought to rebuild teams that had been reduced in quarter four of 2008 and throughout 2009. There was an increase in demand for client relationship managers focused on business development as marketing teams came under more intense commercial pressure. Candidates with experience in this area could expect to earn £50-£60k per annum, however some professionals with a proven track record were able to command a six figure salary.

Consumer

Quarter one saw a gradual improvement across the board with a notable increase in opportunities within leisure and travel. This had been one of the hardest hit sectors during the recession, and is often viewed as a 'bellwether' of consumer confidence. Digital or e-commerce professionals were in highest demand, although recruitment activity also increased in niche sectors, such as luxury travel.

The demand for professionals with digital and e-commerce skill sets put increased pressure on an already limited candidate pool. The online gaming area also experienced a significant rise in activity, with firms increasing headcount to keep up with consumer demand.



Katy Oddy - Sales and Marketing Permanent

CONTRACT

Activity in the temporary market started to increase in quarter four of 2009 and this trend gathered pace throughout quarter one as a number of organisations were able to increase headcount after January 1. The contract market also benefitted from a rise in vacancy flows with companies that were unwilling to back fill for temporary roles (including maternity cover) in 2009 able to do so in quarter one. We are now seeing an increased volume of roles signed off at middle management stage as opposed to board level.

Candidates in Demand

We saw higher demand for events and roadshow professionals as the market picked up and the beginnings of a candidate shortage - in part due to the fact that a large number of the immediately available candidates who registered in 2009 had been able to secure new positions as confidence started to grow in quarter four. As the candidate pool reduced, rates edged up slightly and clients had to be prepared to entice the best candidates from their current contracts if they wanted to secure the best talent. A number of temporary employees sought out new permanent positions if they did not think their existing role would be made permanent.

Time to hire lengthened which, fortunately, did not generally result in clients losing their first choice candidate. However, we anticipate that this may become more of an issue in coming months as the market continues to recover.

Salary Levels

Across generalist roles rates were often dictated by clients, however with more specialist candidates we encouraged clients to remain as flexible as possible. In some cases, businesses that were not able to pay higher rates had to accept that they might not be successful in securing their first choice of candidate.

Outlook

The outlook is positive in both the temporary and permanent market. We are experiencing an increased appetite from clients which in turn is going to create more competition for the best candidates. As a result clients have increased salaries for business critical employees to ensure maximum retention. From a hiring perspective we recommend clients sell the benefits of an opportunity and ensure they are getting their best interviewers to meet potential candidates.



Benjamin Stevenson - Sales and Marketing Contract



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

SALARY SURVEY

PERMANENT (Salary per annum £UK)

Role	Assistant	Executive	Manager	Senior Manager/VP	Head of/Director
Brand	£22 - 27k	£25 - 35k	£35 - 50k	£45 - 70k	£65 - 120k
Campaign Management	£22 - 27k	£25 - 35k	£35 - 50k	£45 - 70k	£65 - 120k
Marketing Communications	£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	£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
Account Management	£22 - 27k	£25 - 35k	£35 - 50k		
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
Marketing	£12 - 15	£15 - 20	£20 - 25	£25 - 40	£40 - 100
Branding	£12 - 15	£15 - 20	£18 - 25	£22 - 35	£35 - 70
E-marketing	£12 - 15	£15 - 20	£20 - 30	£25 - 40	£40 - 75
PR/Media Relations	£12 - 15	£15 - 20	£18 - 23	£22 - 35	£30 - 70
Communications	£12 - 15	£15 - 20	£18 - 30	£30 - 45	£40 - 70
Investment Writing	£12 - 15	£15 - 23	£25 - 35	£30 - 45	£40 - 70
Events/Roadshows	£12 - 15	£13 - 26	£25 - 30	£27 - 35	£30 - 60
Sponsorship	£12 - 15	£13 - 18	£18 - 23	£22 - 35	£30 - 60
Product	£12 - 15	£15 - 23	£20 - 30	£25 - 45	£40 - 80
RFP	£12 - 15	£15 - 25	£20 - 30	£30 - 45	£40 - 60
DTP/Graphic	£12 - 15	£13 - 18	£20 - 25	£30 - 40	£40 - 60
Business Development	£12 - 15	£15 - 23	£20 - 40	£35 - 45	£40 - 100
Propositions	£12 - 15	£15 - 23	£20 - 30	£35 - 45	£45 - 70
Customer/Business Insight	£12 - 15	£15 - 25	£25 - 45	£40 - 55	£50 - 100



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 INITIATIVES

ROBERT WALTERS NAMED BEST INTERNATIONAL RECRUITMENT CONSULTANCY

The Recruiter Awards for Excellence named Robert Walters as the leading international recruiter at its ceremony at Grosvenor Hotel on April 15th.

The judges highlighted 'the outstanding contribution' made by Robert Walters with the implementation and development of our Asian Job Index and for our commitment to actively tracking and managing the careers of professionals worldwide through our International Career Management function.



PARTNERING WITH LEADING INDUSTRY BODIES

Robert Walters is proud to partner with the Professional Services Marketing Group (PSMG). The PSMG is a national not-for-profit association for all those with an interest in marketing within professional services organisations.

Together we host topical breakfast and evening seminars, with key industry speakers offering their knowledge and experience to invited members. To attend the next event or find out more, [visit www.psmg.co.uk](http://www.psmg.co.uk)



MARKETING INSIGHT

Reaching over 5000 candidates every quarter, Marketing Insight provides the latest up-to-date career news for marketing professionals. With information on current recruitment trends and salaries, advice on moving industry sector and a spotlight on one of our hiring clients, Marketing Insight is an invaluable resource for all marketing professionals. If you would like to feature in the newsletter, highlight one of your roles or be added to our mailing list, please email

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