

GUIDE TO PAY & BONUS EXPECTATIONS FOR MARKETING PROFESSIONALS

ROBERT WALTERS

WHAT PAY AND BONUSES ARE YOUR MARKETING TEAM EXPECTING TO RECEIVE?

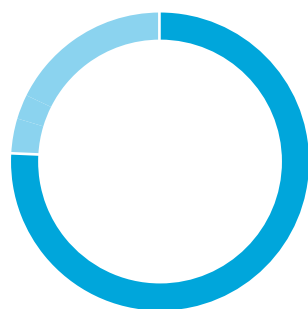
We surveyed marketing professionals working across the UK on their annual pay, benefits and incentives packages in advance of the upcoming salary review period.

In the salary review period for 2015, 62% of marketing professionals received a pay rise, and 63% received a bonus. As businesses looked to grow, employers sought to expand their marketing teams, raising salaries and bonus packages to attract and retain top professionals.

When asked what their expectations are for 2016, 39% of marketing professionals expect to receive a salary rise of up to 3%. Meanwhile, 72% expect to receive a bonus.

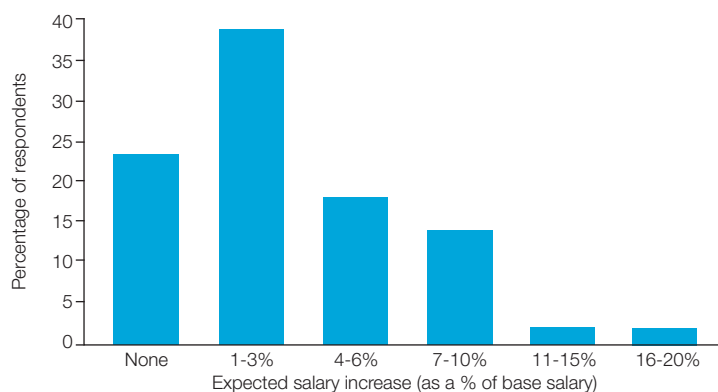
SALARY EXPECTATIONS IN 2016

Percentage of marketing professionals expecting a salary increase in 2016

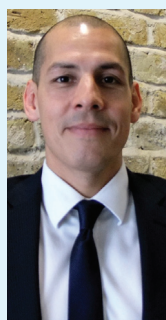


- 76% expect to receive a salary increase
- 24% do not expect to receive a salary increase

Size of salary increase expected in 2016



The majority of marketing professionals anticipate a base salary increase in 2016. While 39% are expecting a rise of between 1% and 3%, 32% are hoping for a raise of between 4% and 10%.



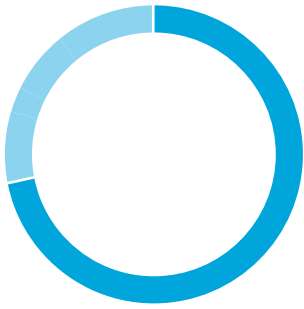
"Throughout 2015 marketing professionals have been highly sought after, with a particular emphasis on junior and mid level roles. With this in mind, hiring managers will have to respond to the salary expectations of professionals to attract and retain top talent in 2016."

Ed Glover, Associate Director at Robert Walters



BONUS EXPECTATIONS IN 2016

Percentage of marketing professionals expecting a bonus in 2016



- 72% expect to receive a bonus
- 28% do not expect to receive a bonus

Size of bonus expected in 2016 (as a % of base salary)



35% of marketing professionals are anticipating a bonus of between 6% and 15% of base salary, and 11% are hoping to receive more than 20% of their base salary as a bonus.



“In 2016, managers will need to make reducing time to hire a priority as the most highly sought after professionals are likely to entertain multiple job offers. Being able to move quickly while offering competitive compensation will be essential to secure top talent.”

Ed Glover, Associate Director at Robert Walters

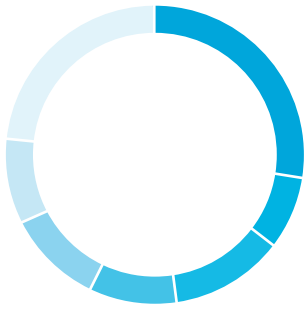


35%

of marketing professionals are expecting to receive a bonus of between 6% and 15% of base salary

CHANGING JOBS IN 2016

When are you next looking to move jobs?



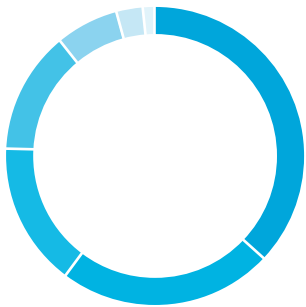
- 27% I'm already looking for a new opportunity
- 8% The next 3 months
- 12% The next 3-6 months
- 10% The next 6-9 months
- 10% The next 9-12 months
- 10% The next 1-2 years
- 23% I am not looking to change jobs in the near future

One in four marketing professionals are already actively looking for a new role, with 67% looking to change roles in the next 12 months. Just 23% have no plans to look for a new role.



MOTIVATION FOR MOVING JOBS

If you were to change jobs, which of the following would be your primary motivation for thinking about moving?



- 37% Career progression
- 23% A pay rise/change in compensation package
- 16% Improved work/life balance
- 13% A change in role and responsibilities
- 7% Better working culture
- 3% The opportunity to relocate
- 1% Improved stability or job security

Career progression is a top priority for 37% of marketing professionals when considering a new role. Increased pay and compensation is also a significant factor, with 23% listing this as their primary motivation for moving jobs.



"Evidently, managers should not underestimate the importance of structured career progression in attracting the best marketing professionals. While pay and compensation are important, a role which has the potential to offer career development and a good work life balance will appeal to a greater percentage of professionals."

Ed Glover, Associate Director at Robert Walters



COUNTER OFFERS TO RETAIN STAFF

14% of marketing professionals who changed jobs in the last two years received a counter offer from their current firm during the resignation process.

Of those who had received a counter offer, 95% stated that the offer encompassed a pay rise, and 37% were offered a promotion. However, 74% of marketing professionals presented with a counter offer rejected it, indicating that counter offers are not an effective strategy for retaining staff.



Let us advise you on hiring the best accounting and marketing professionals. Contact **Ed Glover** on **0207 509 8608** or ed.glover@robertwalters.com.

