

# ROBERT WALTERS MARKETING MARKET UPDATE QUARTER TWO 2009

## MARKET UPDATE

### Overview

Recruitment activity increased in quarter two as a greater sense of confidence returned to the market. Whilst role volumes were still significantly reduced compared to last year, they did increase for the first time since mid 2008. However, as redundancies and job losses continue it is too early to tell whether this increased activity and confidence will continue in quarter three.

### CONTRACT RECRUITMENT

A greater number of contract roles came to market in quarter two and although CEO/MD sign off was still needed for new roles, increased confidence meant that authorisations to hire were signed off more readily. The frustration of prolonged recruitment processes and last minute withdrawal of offers also lessened for candidates in quarter two.

Although redundancies amongst permanent staff were less frequent compared to the past two quarters, they continued to create opportunities for contract candidates who were required to temporarily fill roles until permanent staff were redeployed.

### Rates

High volumes of candidates in the market continued to impact on rates in quarter two. Those professionals who had been out of work for longer periods were very flexible on rates, as a result marketers entering the jobs market for the first time had to adjust their expectations in order to secure a role. A senior communications professional within financial services may have previously received £400-500 per day, whereas in quarter two the same professionals were now being paid £350-400 per day.

### Increased demand for maternity cover contracts

Whilst no one role or sector was in particularly high demand in quarter two, large volumes of maternity cover contracts became available. Throughout quarter two a number of these roles were filled within leading FMCG, retail, entertainment, online gambling, IT and financial service organisations.

### Candidates in demand

Hiring managers were still very clear in their expectations of candidates and were only considering professionals who possessed all essential skills on their job specification, as well as recent relevant industry experience.

Whilst in the past transferable skills may have been enough to result in an interview, clients demanded much more during quarter two in order to justify their hiring decisions.

### Outlook

We anticipate recruitment activity will continue to increase in quarter three as restructuring and mergers create new opportunities for marketers across all levels and disciplines.

### PERMANENT RECRUITMENT

#### Hiring activity increases within financial services

As new budgets were signed off we witnessed demand from all sectors across the full marketing spectrum. A particularly positive development during quarter two was the number of investment banks and financial services institutions who recommenced hiring. Roles at all levels of seniority became available across a range of disciplines, particularly in communications and digital. Hiring freezes put in place over the last two quarters left some organisations short of resources and we anticipate further hiring activity in the second half of the year to correct this imbalance.

Continuing the trend observed in quarter one, hiring levels in technology and telecommunications were stable throughout quarter two, with particular demand for product developers. Meanwhile, across consumer driven sectors such as travel, leisure and retail, recruitment activity remained slow due to reduced consumer spending and confidence.

### Salary levels

Increased volumes of available candidates in the past two quarters created downward pressure on salaries. Although there were still high volumes of candidates in the market in quarter two, we saw salaries start to stabilise.

## CONTACT US

To discuss the marketing recruitment market, or your general recruitment needs, please contact:

### Permanent

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**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 the accounting, financing, banking, risk & compliance, IT, legal, sales & marketing, human resources and support fields. Robert Walters' client base ranges across both multinational corporations and SMEs and covers all market sectors. We have an established network of offices across the UK and 38 offices across five continents.

# SALARY SURVEY

## PERMANENT

Role	Permanent Salary Per Annum £UK				
	Assistant	Executive	Manager	Senior Manager/VP	Head of/Director
Brand	£22 - 27k	£27 - 38k	£38 - 50k	£45 - 70k	£65 - 120k
Campaign Management	£22 - 27k	£27 - 38k	£38 - 50k	£45 - 70k	£65 - 120k
Marketing Communications	£22 - 27k	£27 - 38k	£38 - 50k	£45 - 70k	£65 - 120k
Customer/Business Insight	£22 - 27k	£27 - 38k	£38 - 50k	£45 - 70k	£65 - 120k
Direct Marketing	£22 - 27k	£27 - 38k	£38 - 50k	£45 - 70k	£65 - 120k
DTP/Graphic	£22 - 27k	£27 - 38k	£38 - 50k	£45 - 70k	£65 - 120k
E-marketing	£22 - 27k	£27 - 38k	£38 - 50k	£45 - 70k	£65 - 120k
Events/Roadshows	£22 - 27k	£27 - 38k	£38 - 50k	£45 - 70k	£65 - 120k
Investment Writing	£22 - 27k	£27 - 38k	£38 - 50k	£45 - 70k	£65 - 120k
Marketing	£22 - 27k	£27 - 38k	£38 - 50k	£45 - 70k	£65 - 120k
Marketing Strategy			£38 - 50k	£45 - 70k	£65 - 120k
PR/Media Relations	£22 - 27k	£27 - 38k	£38 - 50k	£45 - 70k	£65 - 120k
Product	£22 - 27k	£27 - 38k	£38 - 50k	£45 - 70k	£65 - 120k
Product Development/Management		£25 - 35k	£35 - 50k	£50 - 80k	£80 - 120k
Product Specialist			£38 - 50k	£45 - 70k	£65 - 120k
Propositions	£22 - 27k	£27 - 38k	£38 - 50k	£45 - 70k	£65 - 120k
Relationship Management	£22 - 27k	£27 - 38k	£38 - 50k	£45 - 70k	£65 - 120k
RFP	£22 - 27k	£27 - 38k	£38 - 50k	£45 - 70k	£65 - 120k
Account Management	£22 - 27k	£27 - 38k	£38 - 50k		
Sales/Business Development	£22 - 27k	£27 - 38k	£38 - 50k	£45 - 70k	£65 - 120k

# SALARY SURVEY

## CONTRACT

Role	Contract Rates Per Hour (PAYE) £UK				
	Assistant	Executive	Manager	Senior Manager/VP	Head of/Director
Marketing	£12 - 15	£13 - 18	£20 - 25	£25 - 40	£40 - 100
Branding	£12 - 15	£13 - 18	£18 - 23	£22 - 35	£35 - 70
E-marketing	£12 - 15	£13 - 18	£20 - 30	£25 - 40	£40 - 75
PR/Media Relations	£12 - 15	£13 - 18	£18 - 23	£22 - 35	£30 - 70
Communications	£12 - 15	£13 - 18	£18 - 23	£22 - 35	£30 - 70
Investment Writing	£12 - 15	£13 - 23	£25 - 35	£30 - 45	£40 - 70
Events/Roadshows	£12 - 15	£13 - 23	£18 - 25	£22 - 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 - 23	£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 - 23	£25 - 45	£40 - 55	£50 - 100

## ROBERT WALTERS INITIATIVES

### 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 candidates looking for their next role. If you would like to feature in the newsletter, highlight one of your roles, or be added to our mailing list, please call **John Robinson on 020 7509 8413** or email [john.robinson@robertwalters.co.uk](mailto:john.robinson@robertwalters.co.uk)



### ROBERT WALTERS & THE CIM

Robert Walters has partnered with the Chartered Institute of Marketing to offer a series of events, bringing market updates and career advice to marketers. Held in collaboration with CIM study sessions, Robert Walters has presented to marketers on a range of topics which aim to guide marketers through the downturn and place them ahead of their competition in securing their next role.



The Chartered Institute of Marketing

### RECESSION LENGTHENS THE WORKING DAY

The economic downturn is making people work harder, according to a survey conducted by Robert Walters.

In an online web poll, professional candidates from 17 different countries were asked whether they were working harder as a result of the downturn. Of 2,600 respondents, more than half (55%) said they were working more hours per week: 45% of respondents said they were putting in at least 3 hours extra per week and one fifth (21%) of all respondents said they were staying in the office between 8 and 10 hours more per week.

[www.robertwalters.co.uk](http://www.robertwalters.co.uk)

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