

Marketing

MARKETING	Dublin €	Regional €
Marketing VP - Director	100,000 - 150,000	85,000 - 130,000
Marketing Manager	60,000 - 85,000	50,000 - 75,000
Marketing Executive (5+ years' exp.)	40,000 - 55,000	35,000 - 50,000
Marketing Executive (1-5 years' exp.)	28,000 - 35,000	26,000 - 35,000
Marketing Analyst (2-3 years' exp.)	35,000 - 55,000	30,000 - 40,000
Senior Brand Manager (5+ years' exp.)	60,000 - 75,000	50,000 - 65,000
Brand Manager (1-5 years' exp.)	30,000 - 60,000	30,000 - 55,000
Activation / Trade Marketing Manager	45,000 - 70,000	35,000 - 60,000
Channel Marketing Manager	40,000 - 60,000	35,000 - 55,000
Customer Marketing Manager	45,000 - 60,000	38,000 - 55,000
Marketing / Brand Innovation Manager	45,000 - 65,000	40,000 - 60,000
Insights Manager	55,000 - 75,000	45,000 - 65,000
Acquisition Manager (3-5 years' exp.)	40,000 - 55,000	35,000 - 45,000
Senior Product Manager (5+ years' exp.)	50,000 - 80,000	45,000 - 70,000
Product Manager (1-5 years' exp.)	40,000 - 50,000	35,000 - 40,000
Senior Category Manager (5+ years' exp.)	55,000 - 75,000	50,000 - 65,000
Category Manager (1-5 years' exp.)	40,000 - 55,000	40,000 - 52,000
Category Executive	35,000 - 45,000	30,000 - 40,000

DIGITAL MARKETING	Dublin €	Regional €
Online / Digital Marketing Manager	50,000 - 75,000	45,000 - 65,000
Online / Digital Marketing Executive	35,000 - 48,000	30,000 - 45,000
eCommerce Manager	50,000 - 80,000	50,000 - 70,000
Digital Content Manager	45,000 - 65,000	45,000 - 60,000
Digital Content Strategist	40,000 - 55,000	35,000 - 45,000
Community Manager	45,000 - 65,000	40,000 - 60,000
Social Media Manager	45,000 - 65,000	40,000 - 60,000
Social Media Executive	30,000 - 40,000	25,000 - 30,000
SEO Specialist	35,000 - 55,000	35,000 - 50,000
PPC Specialist	38,000 - 55,000	36,000 - 50,000

SPECIALIST AREAS	Dublin €	Regional €
PR / Communications Manager	50,000 - 70,000	50,000 - 65,000
PR / Communications Executive	35,000 - 45,000	30,000 - 45,000
Marketing & Campaign Manager	40,000 - 55,000	35,000 - 55,000
Public Affairs Consultant	55,000 - 75,000	45,000 - 70,000
Media Advisor / Specialist	55,000 - 70,000	45,000 - 55,000
Events Manager	45,000 - 65,000	40,000 - 55,000
Events Executive	28,000 - 40,000	28,000 - 35,000
Sponsorship Manager	45,000 - 65,000	45,000 - 60,000
Sponsorship Executive	26,000 - 35,000	25,000 - 35,000
Fundraising Manager	40,000 - 55,000	40,000 - 50,000
Fundraising Executive	25,000 - 35,000	25,000 - 35,000
Bid / Tender Manager	55,000 - 80,000	50,000 - 75,000
Bid / Tender Executive	35,000 - 45,000	30,000 - 40,000
Bid / Tender Administrator	30,000 - 40,000	25,000 - 35,000
Internal Communications Manager	50,000 - 75,000	50,000 - 65,000
Internal Communications Executive	35,000 - 45,000	32,000 - 40,000

A photograph of two women in a meeting, overlaid with a blue tint. One woman is standing and looking at a laptop screen, while the other is seated and looking towards her. The background is slightly blurred, showing what appears to be a modern office or meeting space.

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There have been slight increases in salaries (1-3%) across the digital marketing space within the legal, accounting, financial services, hi-tech and SaaS sectors, particularly in the content, social media and e-commerce areas. There has also been an uplift in lead generation roles with a digital marketing mix. The largest percentage of growth in salaries has been seen in the professional services, B2B, hi-tech, SaaS and financial services sectors especially where the roles are aligned closely to the increase in sales. This increase tends to range between 5 and 10%.

Marketing is generally one of the first budgets to be hit when companies are scaling back so caution due to Brexit is already having an impact on this profession. There has been a slight shift in fixed term contracts over permanent placements. Commercially focused roles such as lead generation, brand management, category planning, channel marketing and digital have been growing in demand and we expect this trend to continue throughout 2020.

Employers are responding to the needs of their staff by offering external training and mentoring. They also do understand the commercial need to reward creative and commercial ideas as well as the realities of being able to retain key staff who understand their product / service and who are able to adapt to new technologies. We expect to see far more fixed term contracts with a focus on a multi-faceted digital engagement experience and a solid knowledge of website analytical tools. Those with digital marketing, brand awareness, strong strategic thinking and commercial acumen are going to be in high demand.

Attracting new talent into the market may become more difficult as the uncertainty of the spend on marketing budgets may take hold. Companies that tend to have a strong marketing strategy in times of uncertainty and maintain their marketing budgets tend to grow in revenue and market share thereby immediately making themselves more attractive to candidates going through the interview and offer process. Marketing professionals are looking for autonomy on budget spend as well as incentive driven bonuses for creative and commercial strategy. Benefits such as healthcare, pension and gym (either onsite or membership) are all almost expected as standard now so smaller companies needing to attract staff in a candidate competitive market need to be more creative in their packages and tend to offer options such as flexi hours and working from home as part of their packages.

For more information, contact Mark Byrne on m.byrne@brightwater.ie