



# MARKETING

The Cpl Marketing team has almost doubled in size in 2013, having placed over 150 candidates in permanent, contract and temporary marketing roles. This is a result of increased demand from the marketplace where there is now a reliable client base that represents everything from start-ups, SME's and large multinationals. The team is made up of dedicated individuals with an equal focus towards both clients and candidates and a strong expertise in the field of marketing.

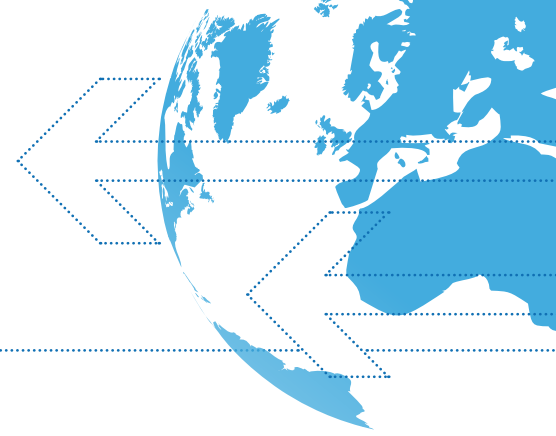
2014 has seen a rise in demand for candidates with 'marketing automation' software experience, which has also led to a demand for content marketers as the web becomes more content driven. Mobile has become more important as consumer behaviour and web discovery changes over time.

Online Marketing is very popular at the moment, with no indication that this will subside anytime soon. In addition, the talent pool in Ireland is very small given the calibre of companies that are opening headquarters here at the moment. Organisations are very specific in the skill set that they require, they are prepared to wait for the right talent or look overseas if necessary. As a result, the role of the recruiter has now become truly international, as we seek to source suitable candidates from further afield.

Traditional sectors such as FMCG, Financial Services and Pharmaceuticals have also shown strong demand for marketing candidates throughout 2013 with no sign of this trend abating. Companies are beginning to invest strongly in their marketing departments as a means to gain competitive advantage.

Cpl Marketing is a team of specialist recruiters with many years industry experience and a strong track record in recruiting top talent.

# Marketing Salary Guide 2014



	Dublin €k p/a		National €k p/a	
	Low	High	Low	High
<b>General Marketing</b>				
Head of Marketing	85	140	75	120
Events Marketing Manager	50	60	45	55
Marketing Manager	70	80	60	70
Assistant Marketing Manager	50	55	45	50
Marketing Executive	35	45	30	40
Head of Communications	85	130	75	120
Communications Manager	75	85	70	75
PR Manager	75	85	60	70
PR Exec	30	35	30	35
<b>Online Marketing</b>				
Head of Online	90	140	80	130
Head of Acquisition	85	120	80	110
Head of PPC	85	95	70	80
Head of SEO	85	95	75	80
Head of Mobile	85	90	75	80
Head of Display	85	90	75	80
Mobile Product Manager	85	90	75	80
Product Manager	75	80	70	75
Marketing Campaign Manager	70	75	65	70
PPC Manager	60	75	60	65
PPC Executive	35	40	32	35
Key account manager	40	45	32	40
SEO Executive	35	45	30	35
Online marketing Executive	35	45	30	35
Demand Generation Marketing Manager	65	75	60	65
Social Media Executive	30	40	30	35
Content Manager	40	50	35	45
Social Media Manager	45	50	35	40
E-mail marketing Manager	55	60	45	50
E-mail marketing Executive	35	40	30	40
Content Executive	30	35	30	32
<b>FMCG</b>				
Marketing Director	100	130	90	120
Marketing Manager	80	90	80	90
Head of Brands	80	100	80	100
Senior Brand Manager	60	75	55	65
Brand Manager	55	65	50	60
Assistant Brand Manager	40	50	40	50
Category Manager	45	65	50	60
Category Executive	35	40	35	40
Category Analyst	35	45	30	35
Channel Marketing Manager	65	75	60	65
Insights Manager	65	75	60	70
Brand Activation Manager	35	40	30	35
Marketing Specialist	35	45	35	45
Visual Communications Specialist/Graphic Design	40	50	45	55

# Marketing Salary Guide 2014 (continued)

	Dublin €k p/a		National €k p/a	
	Low	High	Low	High
<b>Research</b>				
Research Director	85	110	80	100
Account Director	75	85	70	75
Associate Director	60	65	60	65
Research Project Manager	65	70	55	60
Marketing Science Director	70	75	65	70
Research Executive	35	40	32	35
Senior Research Executive	40	45	40	42
Quantitative Researcher	50	75	50	60
Qualitative Researcher	50	60	45	50
<b>Telcos/Banking/Finance/Professional services</b>				
Head of Marketing	95	130	75	115
Head of Brand Communications	95	115	80	100
Head of Consumer	90	120	70	95
Director of Consumer Insights	90	120	70	95
Base Manager	65	80	45	75
Marcomms Manager	65	75	50	70
Marketing Manager	60	65	45	65
Propositions Manager	60	65	45	65
Segments Manager	60	65	45	65
Online Manager	50	60	35	55
Category specialist	40	45	30	40
Propositions Specialist	40	50	30	40
Business Marcomms Specialist	40	50	30	40
Insights Specialist	40	50	30	40
Trade Marketing Executive	35	45	25	40
<b>Agency Specific Roles</b>				
Director of Digital Marketing	90	130	70	100
Head of Search & Analytics	65	95	50	75
Head of Creative Technology	65	95	50	75
Head of Digital Media	65	95	50	75
Client Director	65	75	50	65
Senior Client Manager	45	55	40	45
Client Manager	35	45	30	45
Client Associate	35	40	30	35
<b>Pharma/Healthcare</b>				
Global Head of Digital Marketing	80	110	60	95
Product Marketing Manager	75	90	65	85
Commercial Applications Manager	60	75	55	65
Production and Deployment Manager	60	85	55	75
Product Manager	55	75	50	70
Brand Manager	55	75	50	70
Sales & Marketing Executive	35	50	35	45