

**Digital
Tonic**

SOUTH WEST

2023

Salary Guide

Marketing | eCommerce | Digital

AN INTRODUCTION FROM

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Welcome to our 2023 salary guide for Marketing, eCommerce and Digital jobs in the South West. Whether you're an employer looking to attract and retain the best talent, or a job seeker looking to negotiate a competitive salary, you're in the right place. If you're an **employer**, this guide will help you to make informed decisions about remuneration. Demand for skilled professionals in these industries continues to grow, so it's essential to stay competitive in terms of compensation and benefits packages.

And if you're a **job seeker**, our guide will help you to better understand the market value of your skills and experience. For valuable insights into the current state of salaries in these rapidly evolving fields, keep reading.

Whether you're looking for your next job opportunity or are looking to grow your team, we wish you the very best. If you've got any questions, just let us know. You can [get in touch with us here](#).

Stacey

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Looking to hire?

We know the Marketing, eCommerce & Digital landscape inside and out. Start your search today.

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Digital Marketing

HIRING TRENDS

The demand for skilled Digital Marketing professionals has never been higher, as businesses across all industries increasingly rely on digital channels to connect with their audiences. Employers are facing stiff competition to attract and retain top talent, and competition between job seekers is seriously fierce too. New Digital Marketing trends are emerging left, right and centre – from chatbot marketing to voice search. This job market continues to grow rapidly, offering plenty of opportunities for growth and advancement.

Job Title	Low	Median	High
Digital Marketing Assistant	£18k	£21k	£24k
Digital Marketing Executive	£21k	£25k	£32k
Senior Digital Marketing Executive	£27k	£32k	£37k
Digital Marketing Manager	£30k	£40k	£50k
Performance Marketing Manager	£35k	£45k	£60k
Head of Digital	£45k	£55k	£70k+
Digital Marketing Director	£65k	£80k	£110k+

eCommerce

HIRING TRENDS

eCommerce in 2023 is as dynamic and fast-paced as it comes. Many brands are starting to include Virtual Reality (VR) and Augmented Reality (AR) to give customers the chance to try before they buy. Social commerce continues to evolve, and mobile shopping is still accelerating. So naturally, competition is fierce in the job market – for both employers and job seekers. But the industry offers a range of exciting and rewarding career opportunities for people who've got the right skills and experience.

Job Title	Low	Median	High
eCommerce Administrator	£18k	£21k	£26k
eCommerce Executive	£18k	£23k	£30k
Senior eCommerce Executive	£23k	£28k	£35k
eCommerce Manager	£30k	£37k	£45k
Senior eCommerce Manager	£40k	£50k	£60k
Head of eCommerce	£50k	£60k	£70k+
eCommerce Director	£70k	£100k	£120k+

Traditional Marketing

HIRING TRENDS

Traditional Marketing is still in high demand, playing a vital role in the overall marketing strategy for many businesses. Particularly in certain industries like healthcare, retail, and finance. But there's now increased emphasis on data analysis and ROI measurement, and a greater demand for professionals who can use data to measure and optimise performance. Traditional Marketing professionals now require a broader range of skills to effectively integrate Traditional and Digital Marketing strategies, as employers seek a more comprehensive approach to marketing.

Job Title	Low	Median	High
Marketing Assistant	£18k	£21k	£24k
Marketing Executive	£21k	£25k	£32k
Senior Marketing Executive	£27k	£32k	£37k
Marketing Manager	£30k	£40k	£50k
Head of Marketing	£45k	£55k	£70k
Marketing Director/CMO	£65k	£80k	£100k+

PPC/Paid Media

HIRING TRENDS

The demand for PPC talent shows no signs of slowing down in 2023. Paid media specialists are required to work holistically across a range of platforms, with Google Shopping experience being the most in-demand since 2020. As Google continues to evolve its advertising, paid media specialists need to keep up with an ever-changing landscape. The greatest demand for talent is at the executive and manager level, with the recent decrease in the number of people entering the industry widening the skills gaps and driving salary inflation.

Job Title	Low	Median	High
Entry-level/Graduate PPC	£18k	£22k	£26k
PPC Executive	£21k	£25k	£30k
Senior PPC Executive	£25k	£32k	£35k
PPC Manager	£30k	£37k	£43k
Senior PPC Manager	£35k	£45k	£52k
Head of PPC	£45k	£50k	£60k+

SEO/Organic

HIRING TRENDS

It goes without saying that the SEO job market is seriously exciting and fast-paced at the minute. Chat GPT and other AI content writing tools have arrived on the scene, transforming the day-to-day for many SEO professionals who've had to quickly learn how to harness these tools and utilise them safely. There's a new E in E.E.A.T, so Experience has been added to Google's popular acronym Expertise, Authority, Trust. And as more and more SEO professionals leverage the power of automation tools, SEO tasks will become increasingly automated.

Job Title	Low	Median	High
Entry-level/Graduate SEO	£18k	£22k	£25k
SEO Executive	£21k	£25k	£29k
Senior SEO Executive	£23k	£28k	£32k
SEO Manager	£30k	£37k	£42k
Senior SEO Manager	£35k	£43k	£47k
Head of SEO	£45k	£50k	£60k+

Bespoke salary advice

This guide is just a snapshot of salaries in the industry, but we can offer tailored salary advice if you need it. Whether you're looking to fill a vacancy or for your next job opportunity, we'd love to hear from you.

[Get in touch](#)

Call: 0117 374 1160

Email: info@digital-tonic.co

Social Media (Organic)

HIRING TRENDS

In 2023, the social media job market is flourishing, thanks to the booming popularity of social platforms. With platforms and trends evolving at a rapid pace, employers are on the lookout for professionals who are passionate about staying up to date with the latest technology and trends. For instance, TikTok has witnessed phenomenal growth, and as a result, an increasing number of brands are opting for TikTok advertising. Community management is a must-have social media skill in 2023, and strategic and analytical skills are in particularly high demand too.

Job Title	Low	Median	High
Entry-level/Graduate Social Media	£18k	£22k	£25k
Social Media Assistant	£19k	£23k	£26k
Social Media Executive	£22k	£26k	£32k
Senior Social Media Executive	£24k	£28k	£35k
Social Media Manager	£30k	£35k	£40k
Head of Social Media	£35k	£40k	£45k+

PR & Communications

HIRING TRENDS

Authenticity and transparency have always been important, but they're becoming seemingly more so in 2023. To keep up with changing consumer needs, brands are embracing more natural language that feels conversational, human, and honest. And the PR & Communications industry is shifting to reflect this change. Analytical skills are also increasingly important in the PR & Communications world, and employers are seeking professionals who can measure the effectiveness of their content and make data-driven decisions.

Job Title	Low	Median	High
Communications/PR Assistant	£18k	£21k	£24k
Communications/PR Executive	£21k	£25k	£35k
Communications/PR Officer	£22k	£27k	£32k
Communications/PR Manager	£30k	£40k	£50k
Senior Communications/PR Manager	£40k	£50k	£60k
Head of Communications/PR	£45k	£55k	£70k

Brand & Product Management

HIRING TRENDS

Customer budgets are tightening, and expectations are changing as we enter the economic downturn. As the economic slump intensifies, businesses are placing greater emphasis on their core positioning and are investing in professionals who can help them carve out a strong position in the market. In 2023, customer-centricity is trending, so customer research, segmentation and personalisation skills are in high demand. The power of branding has never been stronger, as businesses maintain their brand across online and offline channels.

Job Title	Low	Median	High
Brand/Product Executive	£20k	£25k	£32k
Brand/Product Manager	£25k	£30k	£40k
Product Marketing Manager	£30k	£40k	£55k
Senior Brand/Product Manager	£35k	£50k	£60k
Head of Brand/Product Management	£50k	£60k	£70k
Brand/Product Director	£60k	£80k	£100k+

Email Marketing & CRM

HIRING TRENDS

While automation isn't new in this industry, the trend is becoming increasingly important. Simple automation just won't do in 2023. Throw personalisation and AI into the mix, and Email Marketing & CRM is becoming more powerful than ever. The use of AI goes beyond content creation and is now being used for optimisation and making predictions as well. Things are evolving rapidly in this industry, so employers are seeking dynamic and talented professionals who can keep on top of new technologies and strategies.

Job Title	Low	Median	High
Email Marketing Assistant	£20k	£24k	£28k
CRM/Email Marketing Executive	£24k	£28k	£34k
Senior CRM/Email Marketing Executive	£26k	£30k	£36k
CRM/Email Marketing Manager	£30k	£40k	£45k
Senior CRM/Email Marketing Manager	£38k	£45k	£50k
Head of CRM	£40k	£50k	£60k+

Content Marketing

HIRING TRENDS

Content Marketing trends are evolving rapidly as the competition for consumers' attention increases. For example, podcasts or short-form video are two trends that have exploded in popularity. Blogs and infographics are still important, but Content Marketing in 2023 is all about human connection and the customer experience. Audiences want quality content that resonates with them. So, employers are looking for innovative and adaptable professionals to keep up with emerging trends and produce content that really stands out in a crowded market.

Job Title	Low	Median	High
Content Marketing Assistant	£18k	£20k	£23k
Content Marketing Executive	£20k	£25k	£27k
Content Marketing Manager	£28k	£34k	£37k
Senior Content Marketing Manager	£32k	£38k	£42k
Head of Content	£35k	£43k	£48k+

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