

Sales

ICT	NI Base £	NI OTE £
Sales Manager	50,000 - 75,000	70,000 - 125,000
Business Development Manager	34,000 - 50,000	45,000 - 80,000
Business Development Executive	24,000 - 32,000	30,000 - 45,000
Inside Sales / Telesales Team Leader	23,000 - 33,000	27,000 - 38,000
Inside Sales / Telesales Executive	20,000 - 28,000	23,000 - 36,000

FMCG	NI Base £	NI OTE £
Commercial Manager	45,000 - 65,000	50,000 - 70,000
Area/Regional Manager	40,000 - 55,000	50,000 - 60,000
National Account Manager	40,000 - 55,000	45,000 - 60,000
Key Account Manager	25,000 - 35,000	29,000 - 40,000
Territory Sales Rep	25,000 - 35,000	30,000 - 40,000
Field Sales Rep	25,000 - 30,000	28,000 - 40,000
Van Sales Rep	20,000 - 25,000	23,000 - 30,000
Merchandiser	18,000 - 22,000	n/a

B2B	NI Base £	NI OTE £
National Sales Manager	45,000 - 70,000	60,000 - 90,000
Regional Sales Manager	35,000 - 50,000	40,000 - 65,000
Sales & Marketing Manager	32,000 - 45,000	40,000 - 60,000
Key Account Manager	24,000 - 30,000	25,000 - 40,000
Business Development Manager	30,000 - 42,000	36,000 - 50,000
Business Development Executive	22,500 - 30,000	26,000 - 35,000
Field Sales Executive	18,000 - 30,000	24,000 - 40,000
Inside Sales / Telesales Executive	17,500 - 25,000	19,000 - 32,000

Marketing

MARKETING

NI £

Marketing Director	50,000 - 75,000
Marketing Manager	35,000 - 55,000
Senior Marketing Executive (5+ years' exp.)	28,000 - 35,000
Marketing Executive (1-5 years' exp.)	20,000 - 28,000
Marketing Coordinator	18,000 - 22,000
Brand Manager (5+ years' exp.)	32,000 - 50,000
Brand Manager (1-5 years' exp.)	26,000 - 35,000
Activation / Trade Marketing Manager	35,000 - 50,000
Channel Marketing Manager	33,000 - 48,000
Customer Marketing Manager	33,000 - 48,000
Marketing/Brand Innovation Manager	35,000 - 50,000
Product Manager (5+ years' exp.)	40,000 - 55,000
Product Manager (1-5 years' exp.)	30,000 - 50,000
Category Manager (5+ years' exp.)	40,000 - 50,000
Category Manager (1-5 years' exp.)	30,000 - 40,000
Category Executive	25,000 - 33,000
PR / Communications Manager	30,000 - 45,000
PR / Communications Executive	20,000 - 30,000
Marketing & Campaign Manager	30,000 - 40,000
Events Manager	25,000 - 35,000
Events Executive	20,000 - 28,000
Sponsorship Manager	20,000 - 30,000
Sponsorship Executive	18,000 - 25,000
Fundraising Manager	24,000 - 33,000
Fundraising Executive	18,000 - 25,000

DIGITAL MARKETING

NI £

Digital Marketing Manager	26,000 - 50,000
Digital Marketing Executive	25,000 - 35,000
e-Commerce Manager	30,000 - 45,000
Digital Content Manager	22,000 - 30,000
Community Manager	22,000 - 30,000
Social Media Manager	25,000 - 34,000
Social Media Executive	18,000 - 26,000

Sales & Marketing

Salaries across the sales and marketing disciplines are not predicted to change in any dramatic fashion in 2020. If anything, sales salaries in Northern Ireland have somewhat stagnated as due to political and economic uncertainties, businesses either do not have the budget or are unwilling to offer higher salaries until the current turbulence is resolved.

Digital marketing skills are now seen as a necessity rather than a niche skill but still are sought after so those with these skills and a proven track record in this area can command slightly higher salaries, particularly those with experience in Google Analytics. Organisations are willing to increase starting salaries for marketing professionals with good digital marketing skills. However the continuing uncertainty for the region and the as of yet unknown full impact of Brexit will affect marketing budgets, spends and ultimate hires. As 2020 unfolds, it will be interesting to see the effect on marketing roles.

Sales salaries have not really changed across base levels. Companies have changed their commission structures however to reflect changing targets and KPIs. The IT sector in Northern Ireland is enjoying a period of sustained growth and IT sales professionals who have experience, sector/product knowledge and an extensive network of contacts are highly sought after. Counter-offers are resurging in this area as employers understand the intrinsic value of retaining key individuals.

Employees today often look beyond financial rewards as part of their remuneration packages. Non-financial incentives are becoming more sought after by many workers. Areas such as flexible working, working from home, healthcare plans etc. are now being placed as having equal importance along with salary. Unfortunately, many businesses still do not recognise the importance of this and are therefore losing staff and future employees to competitors who do offer such rewards. Smaller companies need to be far more innovative with their offerings in order to keep up with their competitors.

Contact Conor O'Hagan on c.ohagan@brightwaterNI.com

