

**Vanilla**<sup>TM</sup>  
UNIQUE RECRUITMENT

**2020**  
**SALARY SURVEY**  
**EAST MIDLANDS**





## 2020 Salary Survey - East Midlands

Welcome to Vanilla's salary survey for the East Midlands. Our data for this survey has been collated through Vanilla's knowledge of the local employment market and research and data collected through a wide range of online sources.

Although organisations are largely confident about their activity and growth plans for the next year, skills shortages across all sectors continue and add work place pressures. Effective work force planning and talent management is still critical for the coming year.

While employers are faced with a competitive recruitment climate, skills shortages within teams are causing issues like low morale and absenteeism due to stress. There are some clear actions employers could consider to make headway with the skills shortages.

Workforce planning needs to be high on the agenda. Utilising contingent (temporary) workers can alleviate workplace pressure and boost morale and should be factored into hiring plans now before the retention of permanent employees becomes an even more serious issue.

Finally, focus on strengthening your company brand will become much more important in order to attract the available talent. Addressing these areas now will allow organisations to be in the best possible position to stay ahead of the competition and aid growth over the next year.

We hope that you find this salary guide informative and useful. If you have any queries or want help standing out from the competition in order to attract talent please contact me at [eshelton@vanillarecruitment.co.uk](mailto:eshelton@vanillarecruitment.co.uk) or **07921 124 013**

**Eloise Shelton** - Vanilla's Founder & Director

At Vanilla Recruitment, we specialise in permanent, temporary and contract recruitment across 5 main areas - Office, Sales, Marketing, HR and Accountancy & Finance. Within these areas we recruit at all levels; from an entry position to Senior Managers and Directors and we work with businesses large and small, to help find them the best available talent in the employment market.

If you would like more information, please contact us. Send us an email at [hello@vanillarecruitment.co.uk](mailto:hello@vanillarecruitment.co.uk) or give us a call **01858 898 058**.

# OFFICE

## EAST MIDLANDS

## NATIONAL

<b>Job Title</b>	<b>Lower Quartile</b>	<b>Average</b>	<b>Upper Quartile</b>	<b>Lower Quartile</b>	<b>Average</b>	<b>Upper Quartile</b>
Administration Director	34,000	45,000	58,000	51,000	65,000	85,000
Customer Service Admin.	16,000	19,000	20,000	17,000	20,000	22,000
Customer Service Mgr.	30,000	35,000	45,000	25,000	35,000	36,000
Customer Service Agent	16,000	18,000	21,000	16,000	19,000	22,000
Cust. Serv. Team Ldr/Sup.	18,000	23,000	25,000	22,000	25,000	30,000
Head of Customer Serv.	51,000	60,000	72,000	59,000	69,000	84,000
Office Junior	12,000	14,000	16,000	12,000	14,000	17,000
Office Manager	20,000	24,000	26,000	25,000	28,000	35,000
Personal Assistant	25,000	25,000	38,000	25,000	35,000	40,000
Receptionist	15,000	16,000	18,000	15,000	18,000	20,000
Senior Secretary	23,000	27,000	31,000	24,000	28,000	33,000
Secretary	19,000	20,000	23,000	20,000	23,000	25,000
Assistant Buyer	18,000	23,000	26,000	23,000	28,000	35,000
Buyer	30,000	31,000	40,000	30,000	40,000	49,000
Data Entry Clerk	14,000	16,000	17,000	14,500	16,000	17,000

# SALES

## EAST MIDLANDS

## NATIONAL

<b>Job Title</b>	<b>Lower Quartile</b>	<b>Average</b>	<b>Upper Quartile</b>	<b>Lower Quartile</b>	<b>Average</b>	<b>Upper Quartile</b>
Account Executive	24,000	30,000	37,000	24,000	36,000	50,000
Account Manager	25,000	32,000	43,000	31,000	39,000	59,000
Account Director	41,000	55,000	69,000	47,000	70,000	95,000
Business Dev. Executive	27,000	32,000	36,000	28,000	33,000	38,000
Business Dev. Manager	34,000	39,000	46,000	34,000	40,000	46,000
Business Dev. Director	50,000	62,000	79,000	73,000	94,000	120,000
Commercial Manager	51,000	60,000	73,000	60,000	70,000	85,000
Key Account Executive	29,000	34,000	39,000	30,000	35,000	40,000
National Account Mgr.	35,000	41,000	48,000	36,000	42,000	49,000
Field Sales Rep	26,000	29,000	32,000	26,000	31,000	37,000
Regional/Area Sales Mgr.	32,000	37,000	42,000	35,000	46,000	57,000
National Sales Manager	40,000	47,000	55,000	42,000	54,000	69,000
Sales Director	48,000	61,000	78,000	72,000	92,000	120,000
Internal Sales Executive	24,000	28,000	32,000	25,000	30,000	34,000
Internal Sales Manager	40,000	47,000	55,000	43,000	50,000	59,000
Sales Office Manager	28,000	33,000	38,000	29,000	34,000	39,000
Sales Office Team Leader	21,000	25,000	29,000	23,000	27,000	31,000
Telesales Inbound	14,000	17,000	19,000	15,000	18,000	21,000
Telesales Manager	37,000	44,000	50,000	38,000	44,000	51,000

# MARKETING

## EAST MIDLANDS

## NATIONAL

Job Title	Lower Quartile	Average	Upper Quartile	Lower Quartile	Average	Upper Quartile
Assistant Brand Manager	23,000	26,000	30,000	30,000	32,000	45,000
Brand Manager	32,000	38,000	48,000	35,000	42,000	50,000
Content Manager	25,000	30,000	35,000	25,000	30,000	35,000
Digital Marketing Exec.	25,000	27,000	30,000	25,000	28,000	30,000
Digital Marketing Mgr.	35,000	38,000	45,000	35,000	40,000	45,000
Director of Comms.	55,000	60,000	75,000	65,000	70,000	83,000
Events Executive	20,000	25,000	28,000	18,000	25,000	40,000
Events Manager	25,000	30,000	36,000	25,000	35,000	60,000
External Comms. Mgr.	35,000	40,000	50,000	35,000	40,000	50,000
External Comms. Officer	22,000	27,000	32,000	26,000	30,000	32,000
Head of Comms.	65,000	80,000	100,000	55,000	80,000	85,000
Head of Marketing	50,000	60,000	65,000	50,000	70,000	80,000
Internal Comms. Manager	35,000	40,000	55,000	35,000	37,500	40,000
Internal Comms. Officer	25,000	28,000	35,000	26,000	30,000	32,000
Marketing Manager	30,000	45,000	50,000	35,000	45,000	55,000
Marketing Director	60,000	75,000	90,000	75,000	85,000	120,000
PR Executive	22,000	26,000	30,000	25,000	28,000	32,000
PR Manager	30,000	40,000	50,000	35,000	42,000	50,000
Press/Media Manager	35,000	40,000	50,000	35,000	40,000	50,000
Press/Media Officer	23,000	28,000	30,000	25,000	28,000	30,000
Senior Marketing Exec.	27,000	30,000	32,000	28,000	30,000	32,000
Social Media Executive	24,000	26,000	28,000	24,000	26,000	28,000

# HR & TRAINING

## EAST MIDLANDS

## NATIONAL

Job Title	Lower Quartile	Average	Upper Quartile	Lower Quartile	Average	Upper Quartile
Head of HR	50,000	67,000	80,000	45,000	65,000	85,000
Health & Safety Manager	34,000	40,000	45,000	34,000	40,000	46,000
Health & Safety Officer	23,000	27,000	30,000	24,000	28,000	32,000
HR Administrator	18,000	23,000	26,000	18,000	23,000	26,000
HR Advisor	25,000	33,000	40,000	26,000	33,000	40,000
HR Business Partner	40,000	50,000	75,000	40,000	51,000	75,000
HR Manager	35,000	48,000	65,000	40,000	48,000	65,000
HR Coordinator	20,000	25,000	28,000	19,000	25,000	28,000
Recruitment Manager	31,000	36,000	42,000	32,000	37,000	43,000
Trainer	19,000	22,000	25,000	20,000	23,000	27,000
Training Coordinator	20,000	24,000	27,000	21,000	25,000	29,000
Training Manager	32,000	38,000	44,000	33,000	39,000	45,000

# ACCOUNTANCY & FINANCE

## EAST MIDLANDS

## NATIONAL

Job Title	Lower Quartile	Average	Upper Quartile	Lower Quartile	Average	Upper Quartile
Accountant	28,000	33,000	35,000	30,000	35,000	38,000
Assistant Accountant	20,000	26,000	30,000	25,000	27,000	32,000
Accounts Assistant	18,000	21,000	23,000	17,000	22,000	25,000
Accounts Administrator	16,000	18,000	20,000	17,000	18,000	20,000
Bookkeeper	20,000	23,000	26,000	24,000	26,000	31,000
Credit Controller	18,000	23,000	24,000	19,000	24,000	27,000
Finance Analyst	36,000	45,000	52,000	38,000	45,000	53,000
Finance Manager	30,000	34,000	36,000	30,000	35,000	40,000
Financial Accountant	35,000	45,000	50,000	35,000	45,000	50,000
Financial Analyst	36,000	45,000	52,000	38,000	45,000	50,000
Financial Controller	70,000	90,000	110,000	70,000	90,000	120,000
Head of Finance	70,000	102,000	135,000	80,000	105,000	140,000
Head of Payroll	51,000	63,000	66,000	60,000	68,000	78,000
Management Accountant	38,000	45,000	50,000	38,000	45,000	50,000
Payroll Administrator	18,000	19,000	22,000	20,000	23,000	24,000
Payroll Manager	40,000	47,000	50,000	46,000	50,000	55,000
Payroll Officer	21,000	25,000	27,000	25,000	27,000	30,000
Sales/Purch. Ledger Ass.	18,000	21,000	24,000	18,000	22,000	25,000
Semi-Senior Accountant	22,000	28,000	30,000	25,000	28,000	30,000

# DIRECTOR LEVEL

## EAST MIDLANDS

## NATIONAL

<b>Job Title</b>	<b>Lower Quartile</b>	<b>Average</b>	<b>Upper Quartile</b>	<b>Lower Quartile</b>	<b>Average</b>	<b>Upper Quartile</b>
<b>Commercial Director</b>	48,000	62,000	79,000	73,000	94,000	120,000
<b>Company Secretary</b>	48,000	62,000	80,000	73,000	94,000	122,000
<b>General Manager</b>	59,000	75,000	96,000	89,000	114,000	147,000
<b>Managing Director</b>	57,000	78,000	107,000	90,000	124,000	171,000
<b>Marketing Director</b>	51,000	65,000	85,000	70,000	90,000	116,000
<b>Operations Director</b>	46,000	59,000	76,000	70,000	90,000	116,000
<b>HR Director</b>	65,000	85,000	120,000	65,000	85,000	120,000
<b>Finance Director</b>	90,000	130,000	200,000	90,000	140,000	200,000



## OUR STORY

At Vanilla, we have a passion for helping people transform their lives and their businesses by delivering a unique recruitment service. This was true when we set up in 2005 and we still stand by this today.

We are proud to be an independent recruitment agency and we have built our reputation on the quality of the service we provide. We do this through developing relationships and gaining an in-depth understanding of our clients needs, so we work with you to help you achieve exactly what you want.

We are truly passionate about recruitment and the positive impact it can have on people's lives and businesses.

We recruit predominantly across the East Midlands covering Leicestershire, Northamptonshire, Rutland and the surrounding areas.

Our HQ is based in Market Harborough but some of our specialisms are UK wide, because of the niche business areas they work within.

We currently have 5 specialist recruitment teams working with jobs within:

**Office • Sales • Marketing**  
**HR • Accountancy & Finance**

We'd love to get to know you better, if you'd like to talk to us, drop us an email [hello@vanillarecruitment.co.uk](mailto:hello@vanillarecruitment.co.uk) or give us a call **01858 898 058**.



**Office • Sales • Marketing**  
**HR • Accountancy & Finance**

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