

SALARY SURVEY
EAST MIDLANDS
2021



VanillaTM
UNIQUE RECRUITMENT



2021 Salary Survey - East Midlands

Welcome to Vanilla's salary survey for the East Midlands. 2020 as a whole was mainly described as being 'unprecedented', and although that word has been used countless times by everyone (including me), I still can't think of a better way to describe the past year.

With the pandemic not fully under control, and many uncertainties surrounding Brexit, the UK economy is in for a tough time in 2021. It's going to take a different approach to both business and recruitment. The marketplace has changed and the companies that are too slow or too resistant to change are the ones most likely to face extinction.

While many traditional companies have struggled to adapt to employees working from home, many are seeing the benefits, not only from a cost saving perspective, but also in terms of employee engagement.

From an employer perspective, the focus has turned to finding people that are organised and self-motivated, willing to learn new technologies, collaborate remotely and able to deliver on projects. While formal qualifications might be desired, it's become more critical to find people who have real world experience and who can deliver, despite changing circumstances and unforeseen challenges.

The pandemic has illustrated the importance of being agile as an organisation and employee to be able to adapt to changing circumstances. While instinctively people may long for stability and security, they're shown to be remarkably resilient when facing challenges. People remain at the heart of successful businesses. They're the ones making the critical decisions and navigating the many daily challenges.

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

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 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 or give us a call on **01858 898 058**.

OFFICE

EAST MIDLANDS

NATIONAL

Job Title	Lower Quartile	Average	Upper Quartile	Lower Quartile	Average	Upper Quartile
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

Job Title	Lower Quartile	Average	Upper Quartile	Lower Quartile	Average	Upper Quartile
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	25,000	27,000	30,000	27,000	32,000	38,000
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

Job Title	Lower Quartile	Average	Upper Quartile	Lower Quartile	Average	Upper Quartile
Commercial Director	48,000	62,000	79,000	73,000	94,000	120,000
Company Secretary	48,000	62,000	80,000	73,000	94,000	122,000
General Manager	59,000	75,000	96,000	89,000	114,000	147,000
Managing Director	57,000	78,000	107,000	90,000	124,000	171,000
Marketing Director	51,000	65,000	85,000	70,000	90,000	116,000
Operations Director	46,000	59,000	76,000	70,000	90,000	116,000
HR Director	65,000	85,000	120,000	65,000	85,000	120,000
Finance Director	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 or give us a call on **01858 898 058**.



Office • Sales • Marketing
HR • Accountancy & Finance



Contact

T : 01858 898 058
E : hello@vanillarecruitment.co.uk
W : www.vanillarecruitment.co.uk

Vanilla Recruitment HQ

42 Coventry Road • Market Harborough
Leicestershire • LE16 9BZ
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