

# SALARY SURVEY EAST MIDLANDS 2022



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



## 2022 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, research and data collected through a wide range of online sources.

Employers are faced with one of the most competitive recruitment climates for many years, and although many organisations may be largely confident about their activity and growth plans, skills shortages across all sectors continue to gain momentum and add workplace pressures. Effective workforce planning and talent management will be even more critical over the coming year.

Workforce planning needs to be high on the agenda. The retention of permanent employees has become an even more serious issue. Focussing on strengthening your company brand is also much more important 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.

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 [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 on **01858 898 058**.

# OFFICE

## EAST MIDLANDS

<b>Job Title</b>	<b>Lower Quartile</b>	<b>Average</b>	<b>Upper Quartile</b>
Administration Director	34,000	45,000	58,000
Office Manager	25,000	28,000	31,000
Senior Administrator	22,000	25,000	27,000
Administrator	18,500	20,000	22,000
Sales Administrator	20,000	25,000	27,000
Data Entry Clerk	18,500	20,000	22,000
Executive Assistant	30,000	40,000	45,000
Personal Assistant	26,000	30,000	38,000
Senior Secretary	24,000	27,000	31,000
Secretary	20,000	23,000	25,000
Receptionist	18,500	20,000	22,000
Head of Customer Service	51,000	60,000	72,000
Customer Service Manager	30,000	38,000	42,000
Customer Service Team Leader/Supervisor	24,000	28,000	30,000
Customer Service Agent	18,500	21,000	24,000
Customer Service Administrator	18,500	21,000	24,000
Buyer	30,000	31,000	40,000
Assistant Buyer	20,000	23,000	26,000

# SALES

## EAST MIDLANDS

<b>Job Title</b>	<b>Lower Quartile</b>	<b>Average</b>	<b>Upper Quartile</b>
Sales Director	48,000	61,000	78,000
Commercial Manager	51,000	60,000	73,000
Regional/Area Sales Manager	32,000	37,000	42,000
National Sales Manager	40,000	47,000	55,000
National Account Manager	35,000	41,000	48,000
Field Sales Representative	26,000	29,000	32,000
Sales Office Manager	28,000	33,000	38,000
Sales Office Team Leader	21,000	25,000	29,000
Account Director	41,000	55,000	69,000
Account Manager	25,000	32,000	43,000
Key Account Executive	29,000	34,000	39,000
Account Executive	24,000	30,000	37,000
Business Development Director	50,000	62,000	79,000
Business Development Manager	34,000	39,000	46,000
Business Development Executive	27,000	32,000	36,000
Internal Sales Manager	40,000	47,000	55,000
Internal Sales Executive	24,000	28,000	32,000
Telesales Manager	37,000	44,000	50,000
Telesales Inbound	18,500	19,000	20,000

# MARKETING

## EAST MIDLANDS

Job Title	Lower Quartile	Average	Upper Quartile
Marketing Director	60,000	75,000	90,000
Head of Marketing	50,000	60,000	65,000
Marketing Manager	30,000	45,000	50,000
Senior Marketing Executive	27,000	30,000	32,000
Marketing Executive	25,000	26,000	30,000
Marketing Assistant	20,000	22,500	26,000
Brand Manager	32,000	38,000	48,000
Assistant Brand Manager	23,000	26,000	30,000
Content Manager	25,000	30,000	35,000
Digital Marketing Manager	35,000	38,000	45,000
Digital Marketing Executive	25,000	27,000	30,000
Social Media Executive	24,000	26,000	28,000
Director of Communications	55,000	60,000	75,000
Head of Communications	65,000	80,000	100,000
Internal Communications Manager	35,000	40,000	55,000
Internal Communications Officer	25,000	28,000	35,000
External Communications Manager	35,000	40,000	50,000
External Communications Officer	22,000	27,000	32,000
PR Manager	30,000	40,000	50,000
PR Executive	22,000	26,000	30,000
Events Manager	25,000	30,000	36,000
Events Executive	20,000	25,000	28,000

# HR & TRAINING

## EAST MIDLANDS

<b>Job Title</b>	<b>Lower Quartile</b>	<b>Average</b>	<b>Upper Quartile</b>
HR Director	70,000	90,000	120,000
Head of HR	60,000	76,000	85,000
HR Business Partner	40,000	48,000	60,000
HR Manager	38,000	45,000	55,000
HR Advisor	26,000	30,000	35,000
HR Coordinator	24,000	26,000	28,000
HR Administrator	19,000	23,000	25,000
Recruitment Manager	31,000	36,000	42,000
L&D Manager / Training	40,000	45,000	50,000
L&D Advisor / Training	30,000	35,000	40,000
Health & Safety Manager	34,000	40,000	45,000
Health & Safety Officer	23,000	27,000	30,000

# ACCOUNTANCY & FINANCE

## EAST MIDLANDS

Job Title	Lower Quartile	Average	Upper Quartile
Financial Director	60,000	95,000	150,000
Financial Controller	45,000	60,000	70,000
Financial Accountant	35,000	45,000	48,000
Finance Manager	35,000	50,000	55,000
QBE Finance Manager	30,000	35,000	36,000
Management Accountant	35,000	46,000	50,000
Assistant Accountant	25,000	28,000	32,000
Accounts Assistant	20,000	25,000	26,000
AAT Studier	18,500	22,000	25,000
Bookkeeper	23,000	26,000	28,000
Credit Control Manager	33,000	40,000	45,000
Senior Credit Controller	24,000	28,000	30,000
Credit Controller	20,000	25,000	27,000
Accounts Payable Manager	30,000	40,000	43,000
Accounts Payable Team Leader/Supervisor	26,000	28,000	30,000
Accounts Payable Assistant/Clerk	21,000	23,000	25,000
Account Receivable Manager	28,000	35,000	40,000
Account Receivable Team Leader	24,000	28,000	30,000
Account Receivable Assistant/Clerk	21,000	23,000	25,000
Account Receivable Administrator	18,500	19,500	21,000

# ACCOUNTANCY & FINANCE

## EAST MIDLANDS

<b>Job Title</b>	<b>Lower Quartile</b>	<b>Average</b>	<b>Upper Quartile</b>
Head of Payroll	50,000	65,000	70,000
Payroll Manager	40,000	48,000	50,000
Payroll Supervisor/Team Leader	30,000	35,000	38,000
Sole Charge Payroller	25,000	29,000	32,000
Payroll Clerk	22,000	26,500	28,000
Payroll Administrator	18,500	22,000	24,000
Audit Manager	45,000	67,000	80,000
Senior Auditor	40,000	50,000	60,000
Auditor (Newly Qualified)	35,000	46,000	50,000
Junior Auditor	25,000	36,000	40,000



# DIRECTOR LEVEL

## EAST MIDLANDS

<b>Job Title</b>	<b>Lower Quartile</b>	<b>Average</b>	<b>Upper Quartile</b>
Commercial Director	48,000	62,000	79,000
Company Secretary	48,000	62,000	80,000
General Manager	59,000	75,000	96,000
Managing Director	57,000	78,000	107,000
Marketing Director	60,000	75,000	90,000
Operations Director	46,000	59,000	76,000
HR Director	70,000	90,000	120,000
Financial Director	60,000	95,000	150,000



## 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 on **01858 898 058**.



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



**Contact**

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