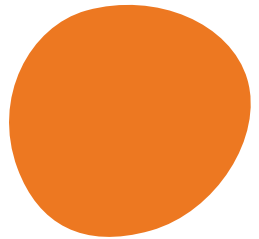




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Marketing & Creative
Salary Survey 2024



Marketing & Creative Salary Survey 2024



Job Title	Min. Salary	Max. Salary
SEO Specialist	£28,000	£45,000
PPC Specialist	£26,000	£45,000
CRM Manager	£40,000	£65,000
Events Coordinator	£25,000	£32,000
Events Manager	£33,000	£42,000
Marketing Assistant	£22,000	£27,000
Marketing Executive	£25,000	£35,000
Digital Marketing Executive	£25,000	£35,000
Digital Marketing Manager	£35,000	£60,000
Head of Marketing	£55,000	£120,000
Marketing Director	£65,000	£120,000
Graphic Designer	£25,000	£45,000
UX Designer	£30,000	£50,000
Product Designer	£35,000	£65,000

The Marketing and Creative industry throughout the UK has undergone significant changes over the past few years, with businesses taking a particular focus on their online and digital strategies and campaigns.. One notable trend has been the increasing importance of social media marketing. With the continuous rise of platforms like Instagram, TikTok, and YouTube, businesses are investing more heavily in their advertising strategies. According to a 2023 survey by leading social media scheduler Hootsuite, 64% of businesses in the UK use social media marketing and other digital marketing strategies as part of their annual campaigns, with 70% of those investing in paid social media advertising.

Another recognised trend within the Marketing and Creative industry has been the growing emphasis on personalisation and brand stories.. During the Covid-19 pandemic, customers were consuming content online more than ever before which forced businesses to become more personable in their messaging and create a more personal experience for their users. A 2023 survey conducted by Epsilon revealed that 80% of consumers are more likely to make a purchase when brands offer personalised experiences. As a result, there has been a growing demand for professionals with expertise in data analytics, user experience, machine learning, and strategy building.



Take your career to the next level and gain in-depth insights into the latest Marketing and Creative trends across the UK.

Contact Yolk Recruitment today to find out about the vacancies available. You can also visit our website for more information and resources to help you stay ahead of the curve.

Marketing & Creative

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If you'd like to hear more about how Yolk Recruitment can help reshape your recruitment needs, get in touch.

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