



SALARY GUIDE 2023

SALARY BECHMARKING AND
MARKET INSIGHT

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MARKET OVERVIEW



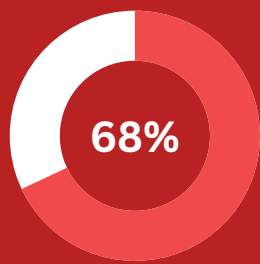
ANDY DAVIES, DIRECTOR

Like most industries, the recruitment market has been an unpredictable and ever changing space over the past few years. By and large, the seasonal trends we're used to seeing have gone out of the window and there have been extreme fluctuations between large scale redundancies, record hiring levels and back again.

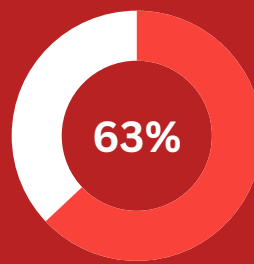
Looking at 2022 this theme has very much continued, with the early part of the year seeing huge volumes of hiring, significant sums of VC investment and top talent having a number of options when moving roles. Economic and political uncertainty has undoubtedly shifted the market dynamics in the second half of the year, albeit the impact on the consumer space has not been nearly as severe as in tech.

Key themes that we've seen this year (some of which are discussed in more detail in this report) include the impact of Brexit on the availability of talent; the rise of counter-offers (the highest % we've seen on record); candidate expectations shifting on remote working and flexibility, and the increased importance of values, equity, inclusion & diversity for jobseekers.

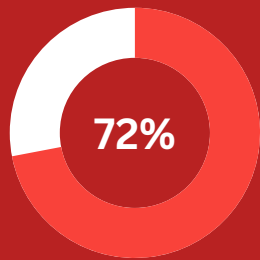
MOTIVATING FACTORS FOR MOVING ROLES



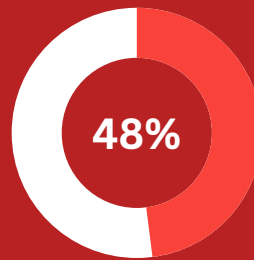
Increase in pay



Wanting to truly be themselves at work



Wanting a fulfilling job

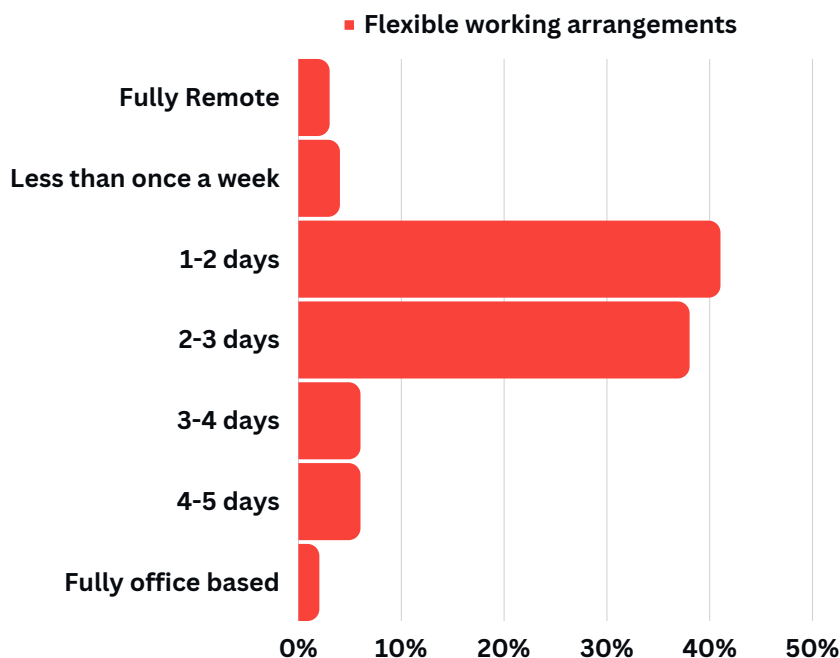


The freedom to choose where they work

The survey of 2000+ UK workers delves into the motivating factors for employees when making a job change. Pay as a driving factor is not a surprising one considering the ever rising cost of living crisis. Despite this, candidates are prioritising overall fulfilment in the workplace more than ever before. This means employers need to have strategies in place to authentically communicate workplace culture in the hiring process and, refocus 2023 priorities on improving employee engagement to retain top talent.

pwc workplacehopeandfears report 2022

FLEXIBLE WORKING INSIGHTS



It doesn't need stating just how much of an impact COVID has had on the working patterns & flexibility of employers (and employees) over the past few years.

But in the second half of 2022 we definitely started to see signs of some 'new normal' emerging, with the data showing the majority of companies looking for people to be back in the office 2-3 days a week.

As the chart on the left shows, 79% of businesses were in the office between 1-3 days a week. Only 2% of businesses required employees to be in the office 5 days a week, and 3% were fully remote.

Whilst the sample size is relatively small, it's worth noting that the companies offering more flexibility were generally smaller businesses that had been launched in the past few years and so had 'grown up' with flexible working as a cultural norm.

It's also worth pointing out that whilst a large % of companies are back in the office 2 or 3 days a week, many are offering more flexibility at certain times – e.g. the ability to 'work from anywhere' for a few weeks a year, or simply being more likely to allow people to work remotely for a week or two as and when required.

SALES & MARKETING OVERVIEW



DAVID JENKINS, MANAGING DIRECTOR

This year, Retail Sales & Marketing roared back after eCommerce had its moment in the spotlight in 2020 and 2021. Ultimately, for a number of brands we work with, retail still accounts for more revenue than eCommerce and this has been highlighted in the challenging environment for top talent across National Accounts, Revenue Growth, Category Management, Shopper Marketing, Insights & Brand Management.

What's clear is that future leaders are going to need a true omnichannel background, and as the year progressed we saw more companies moving people internally from eCommerce into retail roles in order to make sure high potential talent is gaining this breadth of knowledge.

Of all the areas we recruit for here, both National Accounts & Category Management are the most competitive, with searches often taking longer and (particularly in the grocery space) talent being in short supply. It's imperative that businesses are able to move fast to hire top talent, and also be opportune with hiring.

Great talent pools do exist here but can take time to unearth and hiring managers have needed (and will continue to need) an open mind. Expecting to interview 5 high quality candidates is not always going to be the case, so being confident and decisive with your decision making will pay dividends.

Salary Benchmarking

SALES & MARKETING

LEVEL	MIN	AVERAGE	MAX	EXPERIENCE
National Account Executive	£28,000	£36,000	£40,000	1+ years
National Account Manager (Grocery)	£50,000	£56,000	£66,000	4+ years
National Account Manager (Other)	£45,000	£52,000	£60,000	3+ years
Senior National Account Manager	£55,000	£65,000	£75,000	5+ years
Controller/Head	£65,000	£85,000	£110,000	8+ years
Sales Director	£90,000	£120,000	£150,000	10+ years

We have included this as a general skillset but it's worth noting that the channel, product & business size all play a part in determining salaries – i.e. beauty brands may differ from drinks. That being said, we feel the core skills are transferrable across categories so it's important to view the market for talent as a whole. We treat eCommerce as a separate area (see below) and it's increasingly important for candidates to gain exposure to both online & offline in order to give themselves the best chance to progress their career, and earnings.

LEVEL	MIN	AVERAGE	MAX	EXPERIENCE
Category Executive	£32,000	£35,000	£42,000	1+ years
Category Manager	£45,000	£52,000	£60,000	3+ years
Senior Category Manager	£55,000	£65,000	£75,000	5+ years
Category Controller	£65,000	£80,000	£90,000	8+ years
Category Director	£100,000	£140,000	£220,000	10+ years

The lack of candidates in this space has had a significant impact on the market with many businesses seeking to bolster their Category teams with talent from either international migration, returners or the agency side of the market – this has generally kept salaries quite steady in the space.

Brand Manager	£38,000	£49,000	£60,000	3+ years
Senior Brand Manager	£55,000	£57,000	£75,000	5+ years
Head of Marketing	£80,000	£90,000	£120,000	8+ years
Marketing Director	£90,000	£110,000	£150,000	5+ years

No significant changes in the brand marketing space with businesses continuing to make their existing budgets work from a hiring perspective. One point to note is that at the more senior level, there has been a real drive to promote from within which is more likely to squeeze salaries at ABM & BM in 2023.

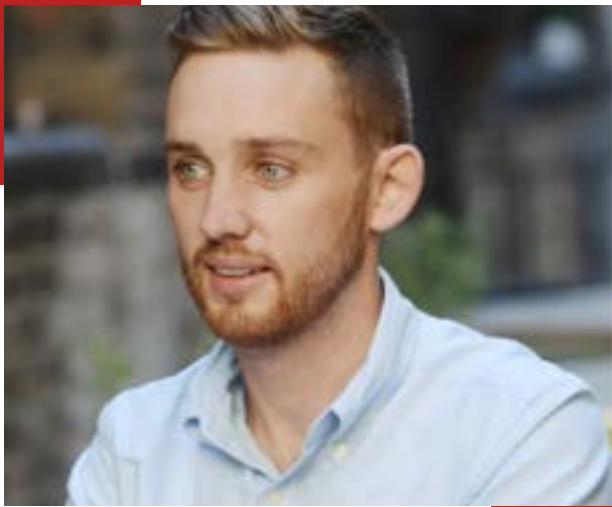
LEVEL	MIN	AVERAGE	MAX	EXPERIENCE
Insights Executive	£25,000	£28,000	£35,000	1+ years
Insights Manager	£35,000	£45,000	£53,000	3+ years
Senior Insights Manager	£48,000	£57,000	£70,000	5+ years
Head of Insights	£55,000	£85,000	£110,000	8+ years
Insights Director	£90,000	£115,000	£160,000	12+ years

Another talent short market but role volumes have decreased as the year has evolved, meaning that salary increases seen in 2021 / early 2022 have eased off somewhat as the demand for talent in this space has cooled. Whilst it's important not to conflate this skillset with analytics, there is certainly a need for insights candidates to hone more technical skills in order to put themselves at the forefront of the market.

Junior Analyst	£26,000	£35,000	£45,000	1+ years
Data Analyst	£35,000	£45,000	£55,000	2+ years
Analytics Manager	£48,000	£57,000	£75,000	4+ years
Senior Analytics Manager	£60,000	£70,000	£80,000	6+ years
Head of Analytics	£70,000	£90,000	£130,000	8+ years

A real growth area for a lot of brands, particularly those with a strong D2C presence. The value of these candidates has continued to escalate at pace & whilst the lay offs in tech may help inject some talent short term, we see this as continuing to be a very competitive place for talent in 2023 and beyond. Focusing on technical capability rather than being hung up on sector knowledge is going to be key if you are scaling teams here.

ECOMMERCE & DIGITAL OVERVIEW



ANDY DAVIES, ECOMMERCE AND DIGITAL DIRECTOR

It's certainly been a wild ride when it comes to the demand for eCommerce & Digital talent over the past few years. There have undoubtedly been signs of things calming down in recent months, but we still saw an average salary increase of 17% for people moving companies this year. Whilst we don't expect hiring to continue at quite the same rate we saw at its peak (early 2022), there is undoubtedly still a talent shortage in certain areas and the sentiment we are hearing from clients is that they will be looking for some very key skills in Q1.

The drivers on demand for talent have been multifaceted – the growth of Amazon (particularly the viability of 3P for many brands who previously relied on 1P), investment into Amazon aggregators, social commerce (TikTok hiring like crazy), the challenges around iOS14, the value of great paid social talent and the rise of retail media to name a few.

The rate of change over the past few years means that expertise can be transient in certain areas – there's always things to learn (and unlearn) and so to attract the best talent, you need to create a culture where a thirst for learning and the ability to iterate fast is valued. Embedding this culture, and developing as much talent & knowledge in-house as possible is going to be the best way to win the battle for digital talent over the coming years.

Salary Benchmarking

ECOMMERCE & DIGITAL

LEVEL	MIN	AVERAGE	MAX	EXPERIENCE
NAE - Amazon/Pureplay	£30,000	£37,000	£47,000	1+ years
NAM - Amazon/Pureplay	£42,000	£50,000	£58,000	2+ years
SNAM Amazon/Pureplay	£70,000	£95,000	£110,000	4+ years
Head of Amazon/Pureplay	£75,000	£95,000	£110,000	6+ years

These are roles that we typically see being hired for by big CPG brands, often responsible for managing Amazon Vendor relationships alongside other key pureplay accounts such as Ocado and Feelunique. That being said, it's becoming more common for bigger brands to mix their Amazon business with a combination of 1P and 3P, so the value of having knowledge of both models is increasingly important.

Marketplace Executive	£28,000	£31,000	£34,000	1+ years
Marketplace Manager	£35,000	£47,000	£60,000	2+ years
Marketplace Lead	£52,000	£72,000	£90,000	4+ years
Marketplace Director	£90,000	£110,000	£150,000	7+ years

In these areas, most candidates have experience with Amazon Marketplace, with around 20% also having some responsibility for other marketplaces. We've started to see an increase in specialist marketplace expansion roles and expect to see more of this in 2023, as brands look to diversify away from a heavy reliance on Amazon.

Performance Marketing Exec	£24,000	£35,000	£38,000	1+ years
Performance Marketing Manager	£40,000	£55,000	£70,000	2+ years
Snr Performance Marketing Manager	£55,000	£70,000	£85,000	4+ years
Head of Performance Marketing	£65,000	£90,000	£120,000	7+ years
Performance Marketing Director	£110,000	£130,000	£180,000	10+ years

At the junior end these can be broad generalist roles, or roles more focused on one particular area (typically paid social or paid search). As roles become more senior they tend to encompass all facets of performance marketing. We see very little difference in salary between Paid Search / Paid Social specific roles, hence why it has been included this as a broad category.

Growth Marketing Executive	£26,000	£32,000	£42,000	1+ years
Growth Marketing Manager	£42,000	£50,000	£65,000	3+ years
Head of Growth	£70,000	£85,000	£110,000	5+ years
Growth Director/VP	£90,000	£120,000	£160,000	8+ years

The above is quite disparate due to functions not being as established, and 'Head of' in one business can be very different to others. (We saw very few Senior Manager level roles so didn't include this). Historically, growth hiring was perhaps limited to the start-up / scaleup space, although this year we've conducted more searches for senior growth hires in blue-chip companies, as they look to change the pace at which they test & learn in the digital space.

eCommerce Executive	£25,000	£32,000	£40,000	1+ years
eCommerce Manager	£38,000	£52,000	£70,000	2+ years
Snr eCommerce Manager	£55,000	£68,000	£85,000	4+ years
Head of eCommerce	£70,000	£110,000	£140,000	5+ years
eCommerce Director	£100,000	£125,000	£200,000	7+ years

These refer specifically to D2C experience and when we hire for these positions, they tend to be broad, covering trading, merchandising and elements of CRO & analytics. Over the past few years, we've seen several of the bigger CPG brands we work with launch new D2C propositions and, whilst there are some significant challenges around the model, we continue to see brands investing in this channel. Better margins and better data are key reasons why!

Amazon PPC Executive	£30,000	£37,000	£45,000	1+ years
Amazon PPC Manager	£45,000	£55,000	£65,000	2+ years
Amazon PPC Lead	£65,000	£90,000	£120,000	4+ years
Head of Amazon PPC	£75,000	£95,000	£130,000	6+ years

Retail media has become increasingly important for brands, which has resulted in a high demand for talent. Performance Marketing is separated from Amazon specific PPC experience because most clients we work with are seeking this niche experience, and candidates are becoming increasingly specialised in it. A small talent pool is also driving up the top end of these salaries, as more and more people are requesting DSP experience.

SUPPLY CHAIN & LOGISTICS OVERVIEW



JAYNA KAYLAN, SUPPLY CHAIN & LOGISTICS DIRECTOR

The evolving landscape around how we shop in the past two years has been fundamentally underpinned by supply chains, and we've seen this reflected in the consistent demand for talent.

Brexit has perhaps had a bigger impact on this area than others in which we hire – in the years prior to 2020 we had seen as high as 60% of the people we've placed hold EU passports - as this area has always been one which relies heavily on global talent.

With a lack of talent coming through from Europe (certainly since they've needed sponsorship to come to the UK) there has been a drop in what was considered 'top level talent' in the market, causing a shortage of candidates and making it very competitive to secure the strongest candidate.

The impact of this in 2022 has been;

1. Top candidates being offered higher salary jumps to make a move – higher than 10% which was previously the average salary uplift for candidates.
2. Earlier in the year we saw incredible buy backs to retain the best talent which haven't been seen before and have since calmed down.
3. Companies have had to make more frequent restructures, to fill a vacancy – often coming from different departments internally.

With only 3.5% of UK companies holding a sponsorship license, and 78% of companies saying they're struggling to find supply chain talent, the dynamics of how this plays out in 2023 will be interesting to see.

Salary Benchmarking

SUPPLY CHAIN & LOGISTICS

LEVEL	MIN	AVERAGE	MAX	EXPERIENCE
Logistics Coordinator	£28,000	£31,000	£34,000	2+ years
Senior Logistics Coordinator	£34,000	£36,000	£38,000	3+ years
Logistics Manager	£55,000	£60,000	£65,000	5+ years
Head of Logistics	£55,000	£73,000	£92,000	6+ years

Macroeconomic factors have played havoc with logistics over recent years, and the appreciation for talent here has perhaps never been so high. Candidates have had to be resilient, develop great problem solving skills and be adaptable to unconventional issues. Those with both import and export experience have been the most sought after, and having experience in both has served them well in terms of career progression and salary increases.

Supply Chain Analyst	£28,000	£31,000	£34,000	1+ years
Supply Planner	£34,000	£36,000	£38,000	2+ years
Senior Supply Planner	£40,000	£47,000	£55,000	3+ years
Supply Planning Manager	£50,000	£60,000	£70,000	5+ years

Supply Planning is an area where a lot of businesses have hired to entry level roles, allowing them to grow and promote from within the business and so haven't been stung by the lack of talent coming into the UK from Europe, as perhaps in other areas within supply chain. With the market contracting and there being more focus on cost saving / efficiencies, candidates with strong leadership coupled with good project management / supply chain transformation skills are highly sought after and have made moves resulting in significant salary uplifts.

Demand Planner	£42,000	£44,000	£52,000	2+ years
Senior Demand Planner	£45,000	£48,000	£55,000	4+ years
Planning Manager	£53,000	£60,000	£66,000	5+ years
Head of Demand	£60,000	£70,000	£80,000	7+ years

There has been a lack of candidates in this area making it very competitive, meaning that candidates with good demand planning or customer demand planning experience have multiple options when it comes to new roles. Customer Demand Planners are seen as bridging the gap between 'traditional demand planners' and sales. There has been an increase in the number of demand planner roles where expertise in systems experience is required, creating a pressure on candidates to demonstrate IT and data analytics skills.

Head of Supply Chain	£70,000	£82,000	£90,000	7+ years
Supply Chain Director	£90,000	£125,000	£150,000	10+ years

Head of level has been quite disparate depending on the size of business – start ups and smaller businesses have employees who are at the 'Head of' level with 4 years experience but, this wouldn't be true of a larger corporate organisation where it is more like 7 years + experience.

There has been good movement at the Supply Chain Director level across the market, as there is a need for strong leadership skills to navigate through the upcoming challenges. Candidates who have had experience of leading change management, transformation projects and leading teams through uncertainty have been the ones to secure the roles.

Salary Benchmarking

FMCG FINANCE

LEVEL	MIN	AVERAGE	MAX	EXPERIENCE
Assistant Accountant	£32,000	£35,000	£38,500	2+ years
Finance Assistant	£25,000	£31,000	£35,000	3+ years
Finance Manager	£45,000	£54,000	£66,000	5+ years
Management Accountant	£45,000	£51,000	£56,000	6+ years
Finance Controller	£60,000	£72,000	£85,000	6+ years
Finance Director	£90,000	£130,000	£170,000	8+ years
CFO	£1000,000	£150,000	£220,000	9+ years

Salary ranges for finance roles can vary significantly due to several influencing factors:

Company Size: Company size plays a crucial role in compensation. Established firms often offer higher pay to attract and retain top talent, while smaller businesses might provide lower packages. However, smaller companies may offer slightly higher salaries if finance professionals take on broader responsibilities.

Location: Some finance candidates seeking roles in larger cities may adjust their salary expectations to account for higher living costs, including commuting and housing expenses.

Specialisation: Not all finance professionals have the same duties. Some focus on areas like mergers and acquisitions, risk management, and investments, while others support CFOs or finance heads. Expertise in strategic areas can lead to higher compensation.

Professional Qualifications: Educational and professional qualifications can impact salary negotiations.

Overall Financial Health: The financial health of a business also influences compensation decisions.

All these factors, combined with negotiation skills and more, contribute to the broad range of salaries for finance roles, particularly on senior levels. Employers and candidates should carefully consider these factors when discussing compensation and making hiring decisions.

HOW I SUPPORTED **NESTLE** TO HIRE TOP FINANCE TALENT

Owned by Nestle, Herta Foods is one of Europe's renowned brand of pre-cooked Frankfurters

Having been spun out of the core Nestle business, Herta were scaling fast and needed to make a number of key hires. They had found other agencies weren't full understanding the required brief and taking too long to source candidates.

The Results

100%

CV sent to 1st interview

57%

Progressed from 1st interview to 2nd interview

6

Vacancy filled within 6 weeks

Candidate Testimonial

Loren was absolutely amazing, during the initial stages she would regularly check in and was going the extra mile to ensure I was ready for my interviews. Even after I had gotten my placement Loren has been in regular contact to ensure I was happy with my new position. She has been incredible throughout the whole process. I am extremely lucky to have crossed path with Loren and extremely grateful for the help she had given in finding my placement.

Finance Manager



Our Capability

VERTICAL ADVANTAGE



SOURCING & TECHNOLOGY

To ensure we're always at the leading edge of sourcing talent, we're investing significantly into the latest technology. In addition, we understand that credibility and knowledge of the space in which you recruit is key to building a deep network, so our team invest substantial time in learning about their specialist area.

NICHE EXPERTISE

The work we do is centred around the consumer goods space (brand & agency side) and our consultants are all specialists in one particular skillset, allowing us to provide bespoke support to the businesses we work with across a number of functions. Everyone's focus is on building a deep network within their area of expertise and being part of the community of candidates they support.



VALUES DRIVEN

We're focused on being truly collaborative with the businesses and candidates we partner with, always seeking to be objective and considerate in our approach by providing insightful advice that has the best interests of all parties at heart. This is borne out by the fact that we have an average acceptance rate of 88%.



Our Mission

VERTICAL ADVANTAGE

We are committed to changing people's lives for the better.

We do this by:

1. Finding people their dream jobs
2. Providing expert career coaching & guidance
3. Giving back to the communities we work within

In 2022, we agreed to bring our mission to life by doing more to give back to the communities we work with.

That is why we have partnered with the amazing charities, **Mind** and **The Trussell Trust**, and are financially contributing to both charities every time we help someone find a new job. So, every time you choose to work with us, you are also supporting two amazing charities.

We have raised **£7200** so far!

From Aug '22

A vertical advantage

SALARY BECHMARKING AND MARKET INSIGHT

In 2022 Vertical Advantage helped 82 businesses across Europe hire talent within eCommerce, Digital, Supply Chain, Operations, Procurement, Sales, Marketing, Data & Analytics, working with over 4000 candidates in the process.

This guide is an overview of all of that work – a comprehensive overview of salary bandings across a range of skillsets; insights into individual disciplines and sectors; data on remote/hybrid working and thoughts on what's to come in 2023.

For bespoke insights and advice, drop us an email on info@vertical-advantage.com

www.vertical-advantage.com