

MARKET UPDATE

ROBERT WALTERS



AT A GLANCE Q3 MARKETING & SALES RECRUITMENT



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MARKETING - FINANCIAL SERVICES

While permanent job levels dropped within financial services in quarter three in line with general sentiment in this sector, we saw an increase in contract vacancies during this period. However, most demand for contractors appeared to be driven by firms covering existing staff who were on maternity leave.

Banks continued to hire marketers, albeit at lower levels than they had previously, while asset management firms remained stable in their hiring throughout 2011. We saw little activity from retail banks with most roles replacing headcount rather than increasing it. Hiring demand from payment solution firms provided an additional bright spot in an otherwise flat sector.

Roles in Demand

Over the past quarter, we saw an increase in brand and campaign management specialists. Road show specialists were also in demand - in particular individuals with an understanding of equity and fixed income were especially sought-after.

When recruiting for these positions ‘team fit’ became a key priority with firms increasingly scrutinising the personality of each candidate. Communications professionals with experience of the Retail Distribution Review were of specific interest to clients and the demand for RFP writers remained consistently high. Candidates with product and proposition experience in payment solutions, specifically

with mobile application knowledge, were also highly sought after as firms attempted to both innovate and grow their market share.

Throughout 2011, we have seen a significant demand for digital marketers and this continued in quarter three. In particular, SEO and pay-per-click specialists were sought as firms looked to drive customers to their websites. Many financial services firms had higher expectations on their ROI when analysing overall marketing spends and it is this channel which is providing compelling and quantifiable proof of the success against other aspects of the marketing mix. The use of this, together with the demand for experienced digital specialists, is set to increase noticeably.

Due to a shortage of key specialists, many clients were prepared to be flexible with their requirements rather than delay the recruitment process. A number of firms hired individuals with most of the skill set required and were willing to further develop them, especially at junior and middle management levels.

There was a notable decline in communication projects within banking during quarter three. For example, internal communications specialists had been in consistent demand in the first half of 2011 and throughout 2010. However, demand for these types of candidates decreased as firms shifted their focus to other areas.

MARKETING - PROFESSIONAL AND BUSINESS SERVICES

The marketing and business development recruitment market within professional and business services remained relatively buoyant in quarter three with a healthy volume of roles available. However, the most significant development appeared to be the continued increase in salaries due to a lack of high-calibre talent available in the market. To illustrate this, a talented business development professional moving from one mid-sized law firm to another secured a salary increase of over 30%.

With the market candidate short and the most talented candidates receiving multiple job offers, companies willing and able to effectively ‘sell’ the position on offer and ensure the recruitment process was streamlined, secured the best people available.

“Our experience shows that the recruitment market remains busy, even in these uncertain economic times. With top candidates often receiving multiple job offers we continue to operate a decisive recruitment strategy to secure the right candidates. An efficient recruitment process is essential!”

Personnel and Development Officer, Bestinvest (Brokers) Ltd

In-Demand Skill Sets

During quarter three, companies focused on recruiting marketers with strong presentation skills and proven core marketing abilities. They also sought professionals with experience of managing senior stakeholders. Bid and pitch writers, business development and communications specialists were in high demand and short supply throughout quarter three, as organisational change and cost-cutting continued to be a wide spread focus.

Market research specialists were also highly sought-after. With clients focusing on employing individuals who could demonstrate ROI, they wanted an enhanced level of insight into their clients and customers.

As in financial services, there was a high level of digital marketing vacancies. SEO and PPC were key priorities, while businesses were also keen to hire people capable of creating and developing compelling “customer journeys” in their websites.

Outlook

We expect overall marketing recruitment levels to remain steady in quarter four. RFP/RFI writers and bids professionals, digital marketers and product management professionals will continue to be in demand.

Sales

During quarter three, we saw most recruitment demand for sales professionals from FMCG, telecommunications, business services and consumer product companies. Specifically, business development managers at the £40-50k base salary bracket were highly sought-after. Companies sought accomplished, consultative sales professionals with excellent presentation skills. A stable career history supported by a consistent track record were of particular interest to hiring firms. The demand for high-quality national account managers within FMCG continued to outstrip the supply of available candidates.

Due to the current economic climate there is a significant impetus for businesses to reduce costs, streamline processes and increase levels of information to assist in making business critical decisions and investments. Within the business process outsourcing, business information, telecommunications and technology markets we have therefore seen heightened demand for experienced account managers, sales managers and sales directors in the £70-120k base salary bracket.



SALARY SURVEY

ABOUT ROBERT WALTERS

Robert Walters is a leading global recruitment consultancy, specialising in placing high calibre professionals into permanent, contract and temporary positions at all management levels.

In the UK the Group specialises in:

- Accounting
- Banking
- Finance
- HR
- IT
- Legal
- Risk & Compliance
- Sales & Marketing
- Secretarial & Support

PERMANENT (Salary per annum £UK)

Role	Assistant	Executive	Manager	Senior Manager/VP	Head of/ Director
Brand	£22 - 27k	£25 - 35k	£35 - 50k	£45 - 70k	£65 - 120k
Campaign Management	£22 - 27k	£25 - 35k	£35 - 50k	£45 - 70k	£65 - 120k
Customer/Business Insight	£22 - 27k	£25 - 35k	£35 - 50k	£45 - 70k	£65 - 120k
Direct Marketing	£22 - 27k	£25 - 35k	£35 - 50k	£45 - 70k	£65 - 120k
DTP/Graphic	£22 - 27k	£25 - 35k	£35 - 50k	£45 - 70k	£65 - 120k
E-marketing	£22 - 27k	£25 - 35k	£35 - 50k	£45 - 70k	£65 - 120k
Events/Roadshows	£22 - 27k	£25 - 35k	£35 - 50k	£45 - 70k	£65 - 120k
Investment Writing	£22 - 27k	£25 - 35k	£35 - 50k	£45 - 70k	£65 - 120k
Marketing Communications	£22 - 27k	£25 - 35k	£35 - 50k	£45 - 70k	£65 - 120k
Marketing	£22 - 27k	£25 - 35k	£35 - 50k	£45 - 70k	£65 - 120k
Marketing Strategy	£35 - 50k	£45 - 70k	£65 - 120k		
PR/Media Relations	£22 - 27k	£25 - 35k	£35 - 50k	£45 - 70k	£65 - 120k
Product	£22 - 27k	£25 - 35k	£35 - 50k	£45 - 70k	£65 - 120k
Product Development/Management	£25 - 35k	£35 - 50k	£50 - 80k	£80 - 120k	
Product Specialist	£35 - 50k	£45 - 70k	£65 - 120k		
Propositions	£22 - 27k	£25 - 35k	£35 - 50k	£45 - 70k	£65 - 120k
Relationship Management	£22 - 27k	£25 - 35k	£35 - 50k	£45 - 70k	£65 - 120k
RFP	£22 - 27k	£25 - 35k	£35 - 50k	£45 - 70k	£65 - 120k
Sales Account Management		£25 - 35k	£35 - 60k	£45 - 75k	£60 - 130k
Sales Business Development	£22 - 27k	£25 - 35k	£35 - 50k	£45 - 70k	£65 - 120k
Sales FMCG/Consumer Sales		£20 - 35k	£35 - 60k	£50 - 75k	£70 - 120k

CONTRACT (Rates per hour (PAYE) £UK)

Role	Assistant	Executive	Manager	Senior Manager/VP	Head of/ Director
Brand	£12 - 15	£15 - 20	£18 - 25	£22 - 35	£35 - 70
Business Development	£12 - 15	£15 - 23	£20 - 40	£35 - 45	£40 - 100
Campaign Management	£12 - 15	£15 - 20	£18 - 25	£22 - 35	£35 - 70
Communications	£12 - 15	£15 - 25	£20 - 30	£30 - 60	£40 - 70
Customer/Business Insight	£12 - 15	£15 - 25	£25 - 45	£40 - 55	£50 - 100
Direct Marketing	£12 - 15	£15 - 20	£18 - 25	£22 - 35	£35 - 70
DTP/Graphic	£12 - 15	£13 - 18	£20 - 25	£30 - 40	£40 - 60
E-marketing	£12 - 15	£15 - 25	£25 - 35	£30 - 50	£40 - 100
Events/Roadshows	£12 - 15	£13 - 26	£25 - 35	£30 - 40	£30 - 60
Investment Writing	£12 - 15	£15 - 23	£25 - 40	£35 - 50	£40 - 70
Marketing	£12 - 15	£15 - 20	£20 - 25	£25 - 50	£40 - 100
PR/Media Relations	£12 - 15	£15 - 20	£18 - 25	£25 - 50	£30 - 100
Product	£12 - 15	£15 - 23	£20 - 30	£25 - 55	£40 - 80
RFP	£12 - 15	£15 - 25	£20 - 30	£30 - 45	£40 - 60
Sponsorship	£12 - 15	£13 - 18	£18 - 23	£22 - 35	£30 - 60



CAN WE HELP?

Please get in touch if you'd like to discuss your recruitment needs.

Permanent

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ROBERT WALTERS LATEST NEWS

AGENCY WORKERS REGULATIONS (AWR)

With the AWR formally implemented on 1 October 2011, we will be working with our clients to ensure that both we and you comply with the AWR obligations. We expect the transition to the new rules to be seamless and do not envisage any significant issues for employers that take the time to understand the regulations. To help organisations prepare, we have produced a full list of responses to a wide range of FAQs covering some of the more complicated and 'greyer' areas of AWR - to view these visit www.robertwalters.co.uk/awr.

LONDON OFFICE MOVE

After ten years at 55 Strand, we are delighted to announce that our London operations relocated to state-of-the-art new offices in August. The new location, at Slingsby Place, St Martin's Courtyard in the heart of Covent Garden, incorporates 31 interview rooms, two boardrooms and will act as the head office for the entire Robert Walters Group.

ONLY HALF TAKE FULL HOLIDAY ALLOWANCE

A global survey of more than 1,700 professionals that we recently conducted reveals that only 53% of professionals in the UK used their full annual leave allowance last year. The survey also highlighted that 23% took approximately 75 per cent of their holiday allowance, 6% took 50 per cent, 7% took 25 per cent and 11% took none. However, the overall results indicate that workers in the UK take more holiday allowance than the rest of the world - globally, only 39% took all their annual leave allowance and 15% took none.