

Acolyte Presents

SALARY BENCHMARKING SENIOR IN-HOUSE BRANDING PROFESSIONALS IN UK

Talent Insight Hub – Salary Benchmarking 2020



	1.0 PROJECT BACKGROUND & APPROACH	3
	2.0 EXECUTIVE SUMMARY	6
	3.0 PAY BY GENDER	8
	4.0 PAY BY LOCATION	11
	5.0 PAY BY INDUSTRY	13
	6.0 PAY BY COMPANY SIZE	15
	7.0 PAY BY SENIORITY	17
	8.0 ABOUT ACOLYTE	19

1.0

Project Background & Approach

Why have we produced this Salary Benchmarking Report?

Acolyte is fortunate to have a very active user community of HR Leaders and their feedback drives the development of our product.

One of the most consistent pieces of feedback we get is that accurate salary data is incredibly important. It helps HR professionals:

- Benchmark their own reward and salary bands
- Position vacancies correctly as they hire
- Support strategic growth plans
- Inform and guide the business appropriately
- Help to proactively deal with pay equality

Branding professionals are experts that help position a brand effectively to consumers. They play a vital role in creating, building and managing the consumer perception of the brand. This activity is becoming particularly important for organisations as they navigate the challenges and changes to consumer behaviour caused by the Covid-19 pandemic.

How much should such an individual be paid?

Traditional salary benchmarking reports from HR consultancies have a role (as do salary guides prepared by the major recruiters). However, the data can be general and difficult to apply.

In this case, the closest publicly available information identified was from the Hays 2020 Salary Guide. This data source provides a valuable macro level guide, however, even with data broken down by region there is still insufficient granularity to provide the detailed insights required by many HR leaders.

The Acolyte Added Value

Over the past decade Acolyte has spoken to 1000s of candidates and worked with hundreds of companies to help them find, hire, retain and grow the right people for their business.

Every campaign performed through the Acolyte platform provides our clients with incredibly rich data. They experience insight including:

- Candidate Sentiment Analysis
- Diversity & Inclusivity Data
- Competitor Activity Monitoring
- Talent Motivators & Drivers
- Talent Hotspots
- Campaign Conversion Rates & KPIs

...and perhaps most importantly what candidates are really being paid.

This means that our platform has access to incredible amounts of data, research algorithms and analytical tools that gives us the ability to look inside each talent market to provide the richest, most accurate insight possible.

When benchmarking the pay of Senior In-House Branding professionals, our platform is able to show data split by region and seniority (typical of traditional solutions). It can also deep dive into pay by sector, company size and even gender...highlighting in this case a disparity in pay between the male and female professionals in this field.

While this report doesn't attempt to explain why this gap has occurred the data does show that males will ask for more money as they move into their next role (almost £8k more on average). We believe that insight like this is vital for HR leaders and a VERY important first step in ending gender pay disparity.

We hope you find it interesting!

APPROACH

Our Salary Benchmarking insight is built from thousands of datapoints to ensure that you have access to the most accurate, current salary data available.

Naturally, we review every advertised role to build as complete a picture of the market as possible...and of course, we reference third party reports to cross reference whatever intelligence is available in the market.

However, what really sets our insight apart is that it is built directly from conversations with individual candidates themselves. And because we are speaking to real candidates, we get genuine salary intelligence first-hand based on real-time data, specific to your industry and roles.

There is nothing is more accurate.

EMPLOYERS SAMPLED IN THIS REPORT



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Executive Summary

HIGHLIGHTS

- Females outnumber males in Senior Branding roles (56% to 44%)
- A 16% (£20k) gender pay gap has been identified, with the highest earning male earning £36k more than the highest paid female
- While both genders expect a pay rise as they move into their next roles, expectation levels differ with males asking for an average salary uplift of over £19.6k and females expecting an increase of £11.9k.
- There is a correlation between company size and remuneration. London based professionals can expect disproportionately higher levels of reward than their regional counterparts

EXECUTIVE SUMMARY

A population of over 800 Senior In-House Branding Professionals were approached as part of this salary benchmarking survey. Research shows a strong female representation in the population (56%).

A gender pay gap of 16% exists between the average salary earned by males (£127k per annum) and those earned by their female counterparts (£106k per annum). This difference is significant and is reflected in the highest paid male earning over £36k more than the best paid female (analysis based on a sample of Director level Branding Professionals in London).

While this report does not attempt to understand 'why' such differences occur, it is interesting that when asked what salary increase they envisage when they move into their next role, males anticipate a salary uplift of over £19.6k, while females expect almost £8k less (asking for an increase of £11.9k).

With an average salary of £120.5k per annum, London based professionals are paid significantly more than their regional counterparts whose average salaries range between £77.5k in Scotland and £105k in the South East (Director level).

Top Branding Professionals work in a variety of industries and are broadly paid similar salaries across sectors. Pay typically reflects experience & responsibility with levels of remuneration increasing with seniority. It is of note that professionals with the job title 'Vice President' earn significantly more than all other levels identified in this analysis. This cohort represents a small element of the population (<5%) and is typically employed at very large American corporates (Marriott, Expedia etc).

A correlation exists between company size and remuneration. Professionals working in organisations with over 5,000 staff are paid more than those individuals working in smaller companies. These organisations include large retail companies, multinational consumer goods companies, Financial Services and Media & Entertainment firms (M&S, Unilever, HSBC and Electronic Arts).

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Senior In-House Branding Professionals Pay by Gender

GENDER REPRESENTATION

A population of 800+ Senior In-House Branding Professionals were approached as part of this salary benchmarking survey.

The selection process was gender agnostic with a population selected based on seniority, skills and experience alone.

GENDER PAY GAP

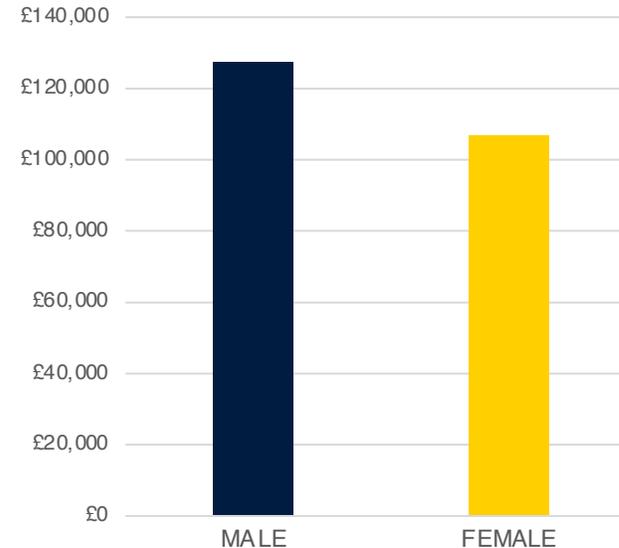
In a sample of Branding Professionals at Director Level shows a pay disparity between the genders of c.16%.

The average male salary is over £127k per annum. This is c.£20k higher than their female equivalents who earn about £106k on average per annum.

GENDER SPLIT IN TALENT POPULATION



GENDER PAY GAP



Average Male £127,250

Average Female £106,800

£ Difference £20,450

% Difference 16%

SALARY RANGE

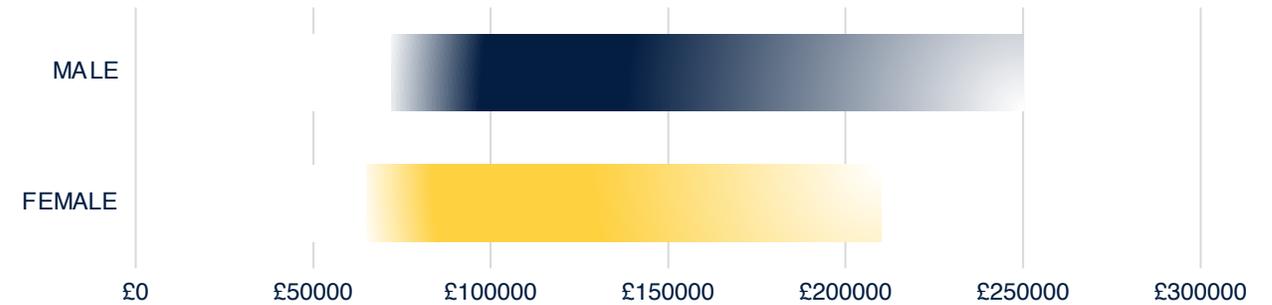
The gender disparity that exists between males and females in this area can be seen in both average pay and in the salaries earned by the highest paid individuals in the sample population (the highest earning male is paid £36k more than the best paid female).

EXPECTED PAY RISES

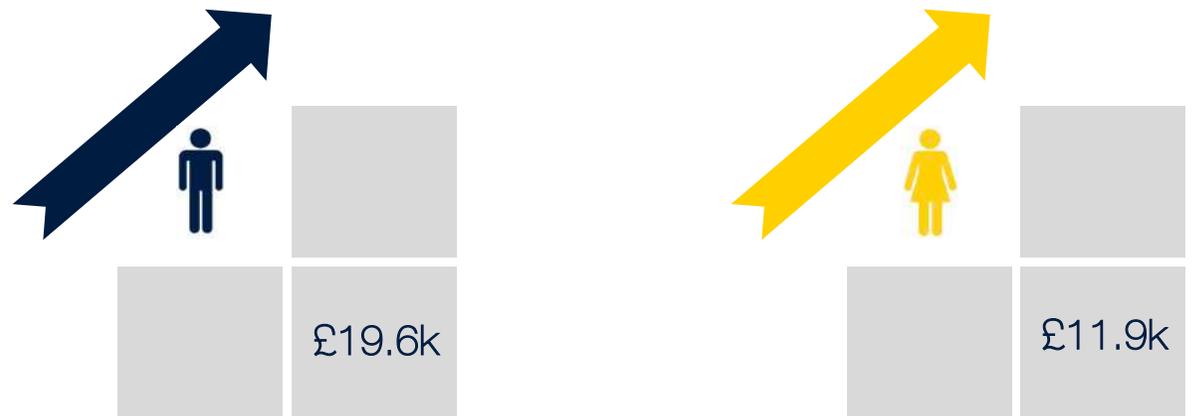
Each professional surveyed was asked what they expected their increase in salary to be when they moved to their next role.

While males on average expect a salary uplift of over £19.6k, females expect almost £8k less (asking for an average increase of £11.9k).

SALARY RANGE



AVERAGE EXPECTED PAY INCREASE IN NEXT ROLE



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Senior In-House Branding Professionals Pay by Location



LOCATION	AVERAGE BASE PAY
1 London	£120,550
2 South East	£105,000
3 South West	£80,000
4 West Midlands	£97,500
5 East Midlands	£90,000
6 North West	£100,000
7 North East	£85,000
8 Wales	£85,500
9 Scotland	£77,500
10 Eastern	£82,500

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Senior In-House Branding Professionals Pay by Sector

Salary Benchmarking

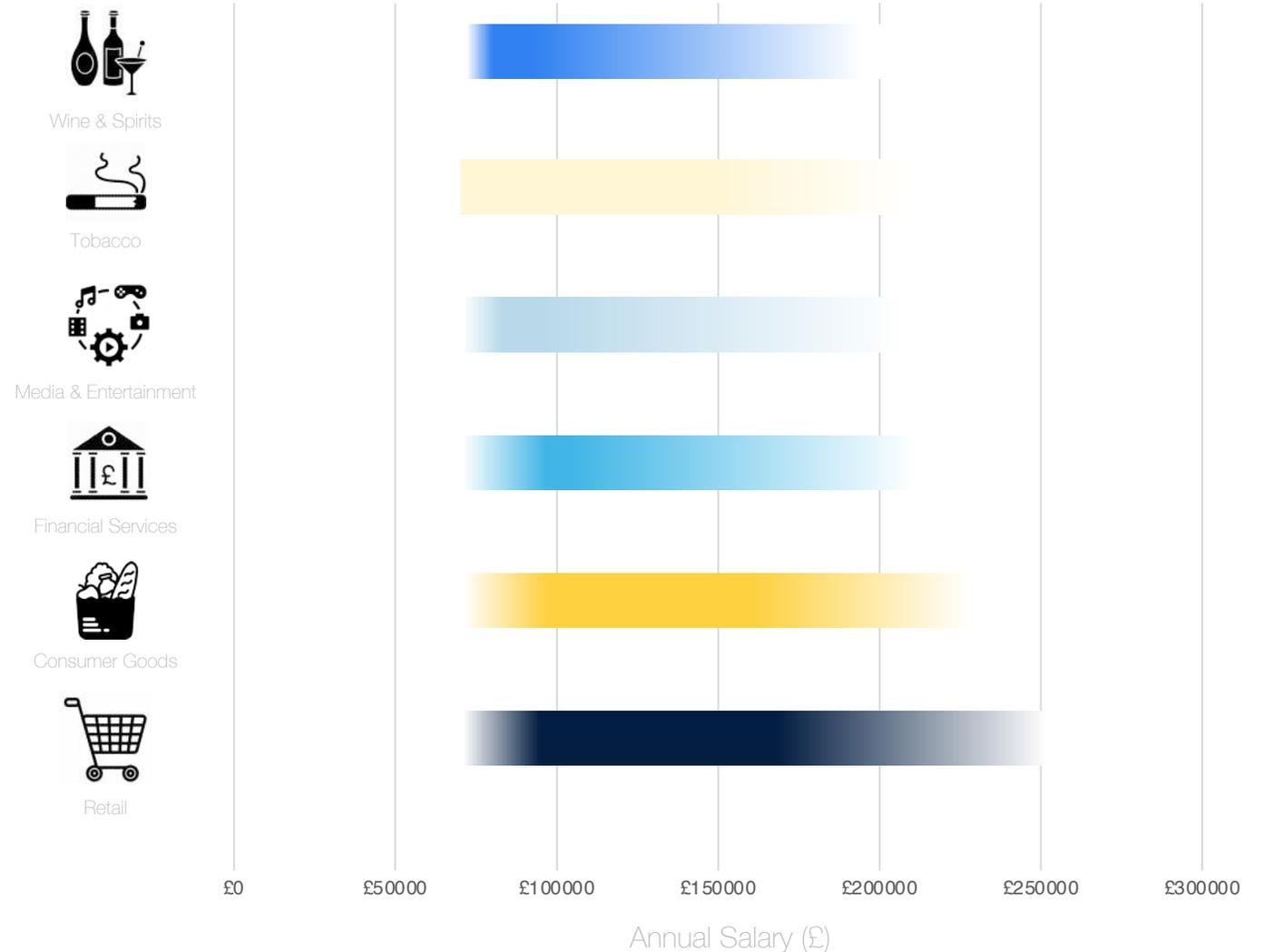
SENIOR IN-HOUSE BRANDING PROFESSIONALS PAY RANGE BY SECTOR

Senior Branding Professionals work in almost every industry. However, for the purpose of this report, average pay of Senior Branding Professionals have been compared in the Top six industries that employ this talent.*

Companies within these six sectors broadly pay similar salaries to top In-house Branding talent with a few specific individuals in retail identified as earning up to c.£250k

Average Remuneration by Industry

Average Remuneration by Industry



* <https://www.acolytegroup.co.uk/filemanager/LEADING%20IN%20HOUSE%20BRANDING%20TALENT%20IN%20LONDON.pdf>

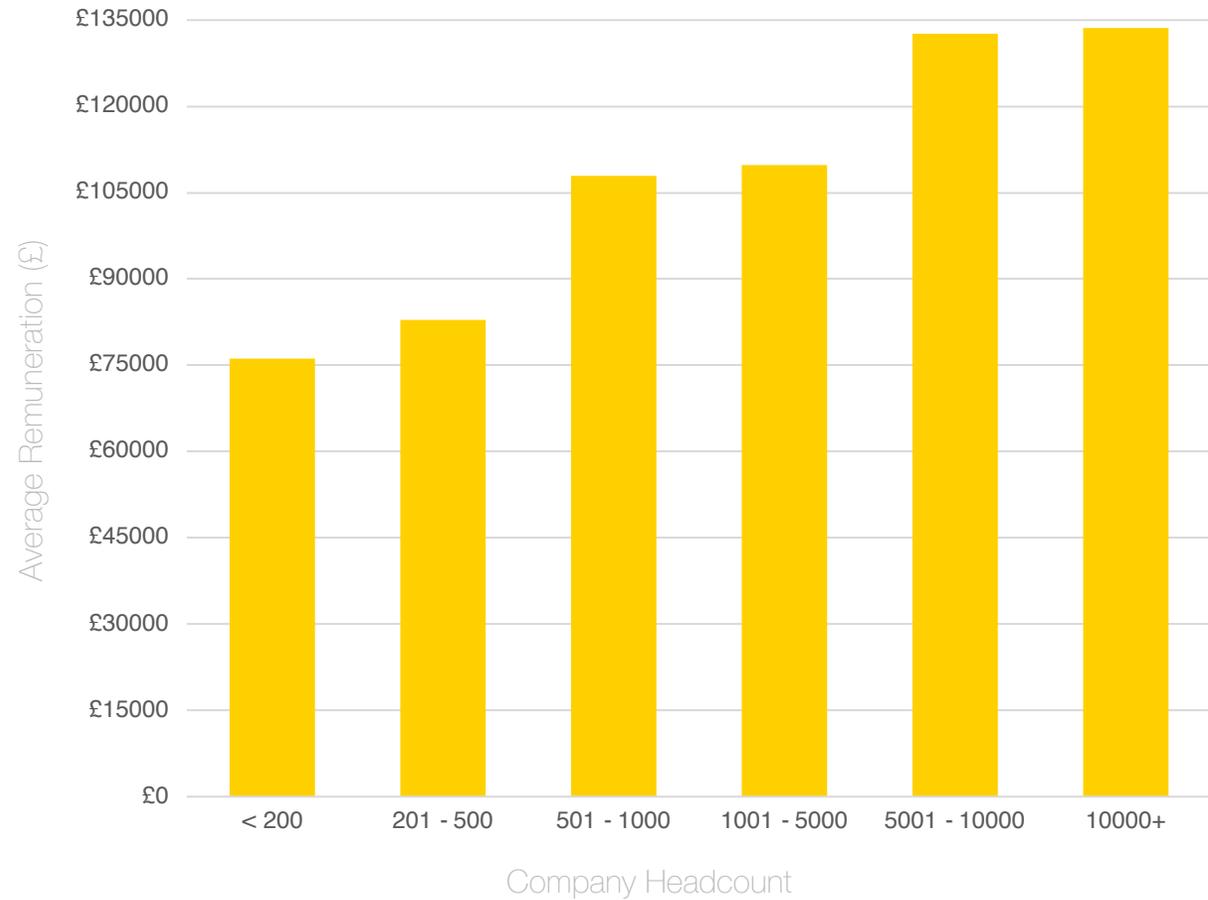
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Senior In-House Branding Professionals Pay by Company Size

SENIOR BRANDING PROFESSIONALS PAY RANGE BY SIZE OF COMPANY

Professionals working in organisations with over 5,000 staff are paid significantly more than those individuals working in smaller organisations (an average of c.£133k). These include large retail companies, multinational consumer goods companies, Financial Services and Media & Entertainment firms (M&S, Unilever, HSBC and Electronic Arts).

Top Branding Professionals employed at large organisations at companies employing over 5,000 staff are paid similar salaries. This may indicate that companies of this scale are competing for similar talent.



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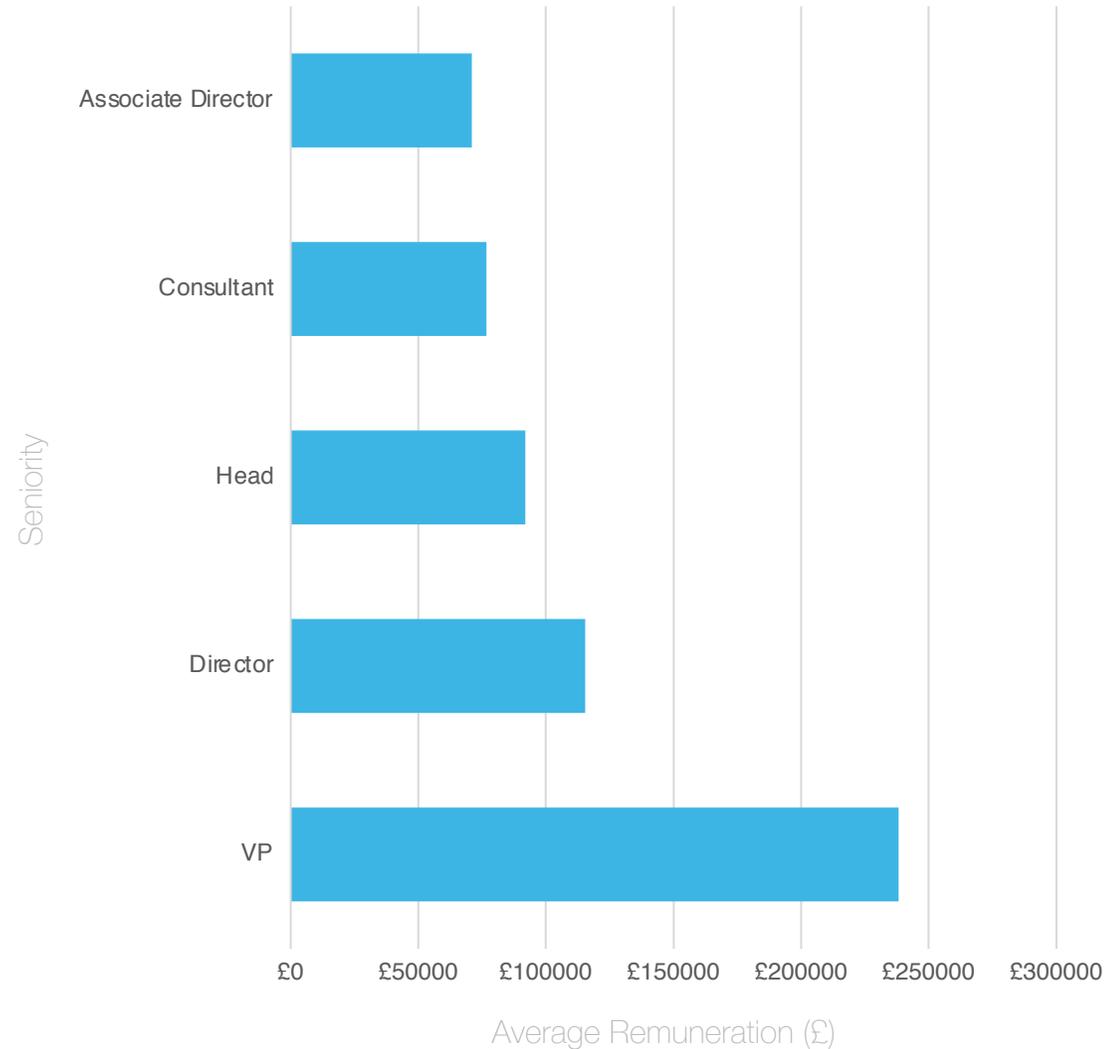
Senior In-House Branding Professionals Pay by Seniority

SENIOR BRANDING PROFESSIONALS PAY RANGE BY SENIORITY

An analysis of average remuneration paid to Senior Branding Professionals at different stages of their career has been undertaken. This analysis focuses on London based professionals to remove regional variance. Reward appears to reflect experience and responsibility with consistent progression through the seniority levels.

A small number of individuals with the title Vice President (VP) were identified in the population. This group earned significantly more than the rest of the sample (typically over £200K in salaries). As the job title would suggest, these VPs work for very large American corporates (Marriott, Expedia etc) and represent less than 5% of the population as whole.

Average Remuneration by Seniority



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About Acolyte



Search technology for organisations who want to hire talent directly

Acolyte's mission is simple:

To create a platform that offers employers the insight and recruitment solutions they need for direct, scalable and cost-effective access to the high-quality talent required to meet their business objectives

We harness data, AI and the latest technology to energise hiring in your business and empower your in-house recruitment and HR teams to deliver direct hire strategies



Access the best candidates

“Professional, quick to deliver results & cost effective, We trailed contingent agencies alongside Acolyte and the best and successful candidates came via the Acolyte Platform”

Stakeholder Success

“The Acolyte platform allows us to truly get to the bottom of what the hiring managers are looking for on each and every role”

Amazing Candidate Experience

“I successfully went through the Board succession selection process. It’s a great outcome for me! and none of this would have happened without Acolyte, so thank you so much!”



**Please contact Chris Murphy for
further information.**

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