



excel recruitment

SALES & MARKETING SALARY GUIDE

2024



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SALES AND MARKETING KEY TRENDS

Like this time last year, the market has very much continued to be candidate driven and employers are aware and accepting of this. In the past, employers were set in stone on package and benefits where they are now flexible, depending on the candidate and their expectations. Employers are thinking outside the box and seeing the value in bringing on junior, less experienced candidates who demonstrate good soft skills such as drive, energy and ambition, where previously a CV would need to jump off the page with relevant experience. This is reflected in the salaries for Junior Marketing and Sales roles increasing on average by 7% from 2023.

DEMAND FOR REMOTE & FLEXIBLE WORK

The demand for remote working is continuing and this is not set to change. In fact, the trend we are now seeing is three days at home instead of two. It is evident that people do not want to make long journeys to their place of work and a job near their home has become especially important. Due to family commitments flexible working is also particularly important to candidates, allowing them to start work later or perhaps pop out for a few hours during the day and log back in after. Employers are becoming more flexible to such options for the right candidate.

INDUSTRY OUTLOOK

Overall, employers are willing to think outside the box and embracing more junior candidates with the right soft skills for roles they wouldn't have been considered for in the past. Employers are a lot more open minded and flexible when it comes to salary packages and benefits, as well as remote and flexible working options. The number of candidates for Marketing and Ecommerce roles declined in 2023, with this decline being attributed to high candidate satisfaction within their current roles, due to competitive salaries and packages. Making these roles more challenging to fill. There was a rise in Sales candidates with no shortage of applications for registered roles, with main reasons for moving coming down to money and extra benefits. Overall, there have been some very positive changes in 2023 and the gap between what candidates want and what employers are offering has shortened. This is to continue into 2024. If you wish to discuss the findings of this guide or how we can assist with your recruitment needs, please feel free to contact us at www.excelrecruitment.com. Alternatively, you can call us on **01 814 8747** or email Ambyr at ambyr@excelrecruitment.com.

Sales & Marketing		
Role	Salary Band 2024	2023 Comparison
Marketing		
Marketing Assistant	€30k-€33k	€28k-€32k
Marketing Executive	€35k-€45k	€35k-€45k
Marketing Manager	€55k-€70k	€55k-€70k
Head of Marketing	€85k-€110k	€85k-€110k
Ecommerce		
Ecommerce Assistant	€30k-€32k	€30k-€32k
Ecommerce Executive	€37k-€47k	€35k-€45k
Ecommerce Manager	€55k-€70k	€55k-€70k
Head of Ecommerce	€85k-€110k	€85k-€110k
Sales		
Telesales	€30k-€35k	€28k-€32k
Telesales Team Leader	€45k-€50k	€45k-€50k
Business Developer	€37k-€47k	€37k-€45k
Business Development Manager	€45k-€60k	€45k-€60k
Sales Manager	€65k-€85k	€65k-€85k
Head of Sales	€90k-€110k	€90k-€110k
Key Account Manager	€55k-€65k	N/A
Key Account Executive	€45k-€55k	N/A
Sales Support	€35k-€40k	N/A

Get In Touch...

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