

What



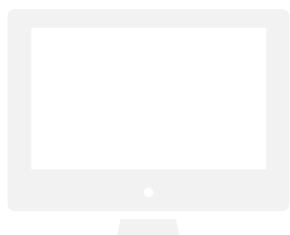
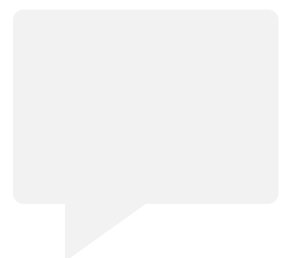
are



you



worth?



Introduction

Welcome to Nigel Wright Group's UK consumer salary survey 2017, which is specifically designed to provide you with an insight into the salaries commanded by professionals within this sector.

Nigel Wright Group has earned a strong reputation within the consumer sector across Europe for providing a high-quality recruitment service that is built upon our industry knowledge. We consider it important to continue to bring you relevant, useful information that provides insight and interest.

This survey has been compiled from the responses of over 1,300 respondents who completed our online questionnaire in the first quarter 2017 as well as data from our own extensive database of candidates. The survey represents a cross-section of respondents with the following profile in UK:

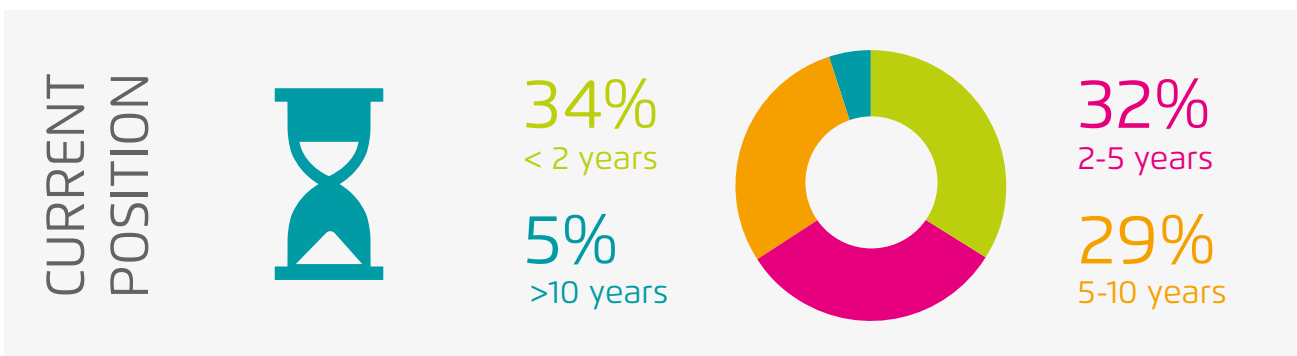
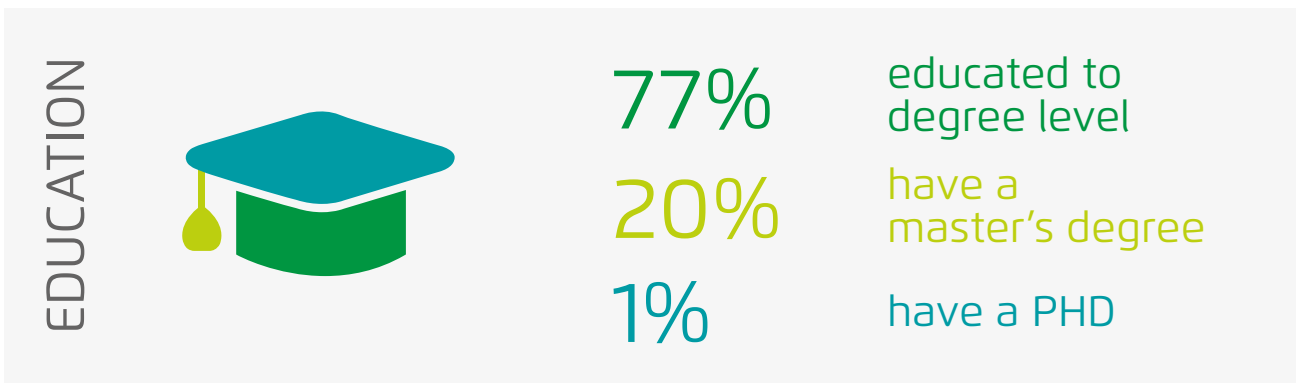
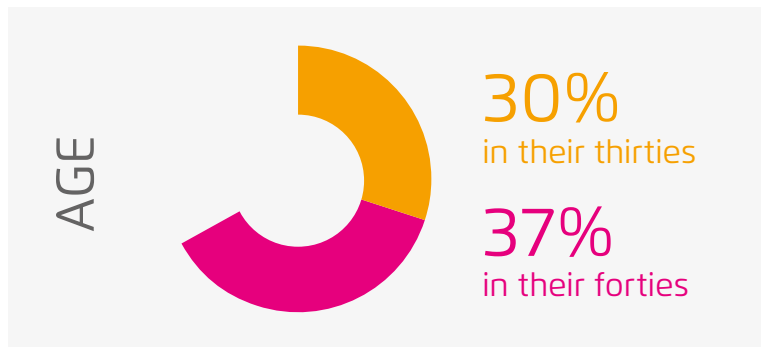
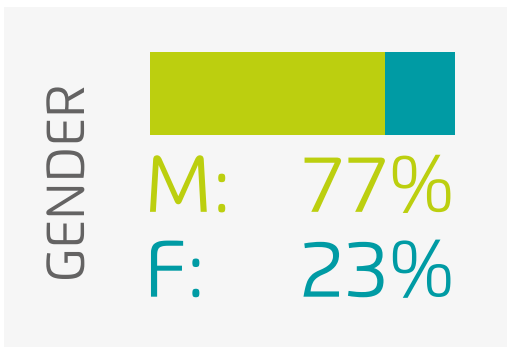
- Consumer sub-sector: Advertising and Media; Clothing, Footwear and Accessories; Consumer Electronics; Food & Drink; Health & Beauty; Home Construction / DIY; Retail; Telecommunications; Toys & Games, Travel & Leisure, Sports/Sporting Goods, Warehousing & Logistics Services;
- Male 77%, female 23%;
- 30% of respondents are in their thirties and 37% in their forties;
- 77% of respondents are educated to degree level or above; 20% have a Masters, and 1% a PhD;
- 34% have been in their current position less than two years; 32% for between two and five years, 29% for between five and ten years and 5% for 10 or more years.

The first three parts of the survey focus on some general points of interest, such as levels of satisfaction, respondents' motivation to change jobs as well as attitudes towards skill shortages and the qualities needed to succeed in the industry. This is followed by discipline-specific analysis of salaries.

For further information or to discuss your recruitment requirements please contact us at our London office on +44 (0)207 405 3921 or our Newcastle office on +44 (0)191 222 0770 and you will be directed to a consultant specialising in your area. For more information on our services please visit www.nigelwright.com.



Respondents' profiles



Foreword

When it comes to jobs, the UK has a lot to be happy about. Although not as far on toward the panacea of full employment as our some of our Nordic neighbours, the number of employed people in the UK reached a record high of 31.95 million in March 2017, with almost 200,000 new positions created in the first few months of 2017. The rate of unemployment as we go to print is also at a 42-year low, decreasing in every region bar London and the South East, evidenced by an extra 53,000 people now in work who previously weren't, back in December 2016.

While the jobs market is looking healthier than it has done for some time, the most recent economic data for the UK would suggest we are entering a period of slower growth. Falling to 0.3% in quarter one, this represents a sizable drop from the figures at the end of 2016.

A major cause of this decline, however, is the fall in consumer spending seen via declining retail sales and a decelerating housing market. With inflation creeping up, consumer businesses could expect a difficult rest of year to ensue as the gap between inflation and wage growth widens. And it is private sector workers who are most affected by this stagnation in earnings, which although growing on average at around two point five to three percent, are falling behind rising prices.

Despite this, the UK is still expected to hit a recently raised growth forecast of 2% before slowing again as we enter 2018. Although it's worth noting that any outlook will be predicated on the result of our negotiations with Europe and whether business and consumer confidence can be maintained during the ongoing uncertainty over Britain's future role.

We hope you enjoy reading the report and find the perspectives offered to be useful. Should you have further questions, please do not hesitate to contact a member of our team who would be more than happy to clarify any of the information presented.



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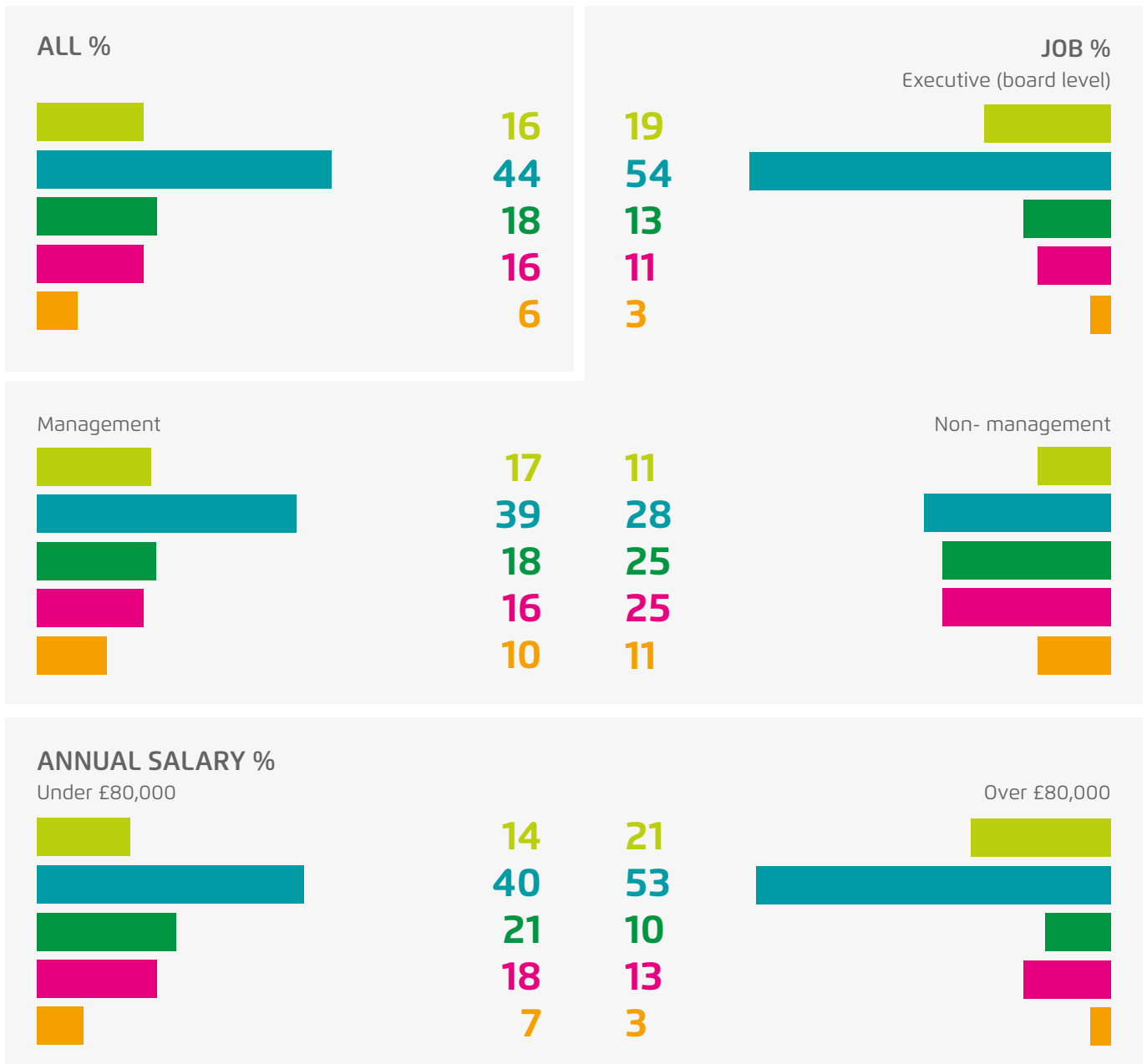
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1.0 Non-monetary indicators

1.1 Job satisfaction by job level

Respondents were asked to rate their level of job satisfaction on the following five-point scale:

- 1. Very satisfied
- 2. Moderately satisfied
- 3. Neither satisfied or dissatisfied
- 4. Moderately dissatisfied
- 5. Very dissatisfied



Our UK respondents were more likely to have high levels of job satisfaction compared to some of their European counterparts. Executive (C-suite & board level) unsurprisingly display the highest levels of job satisfaction. The results show that just over a fifth (22%) of the workforce are dissatisfied, but there is 60% saying they are either moderately or very satisfied.

Although there are variations between the strength of respondents' satisfaction there is a correlation between levels of satisfaction and position/salary. The challenge, then, is to find out why employees are dissatisfied and what can be done to change this, whilst ensuring that the satisfaction level of the rest of the workforce is maintained.

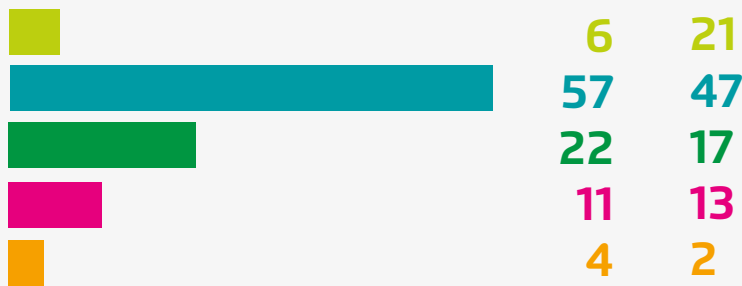
1.2 Job satisfaction by discipline and hours worked

Respondents were asked to rate their level of job satisfaction on the following five-point scale:

- 1. Very satisfied
- 2. Moderately satisfied
- 3. Neither satisfied or dissatisfied
- 4. Moderately dissatisfied
- 5. Very dissatisfied

DISCIPLINE %

Marketing



Sales

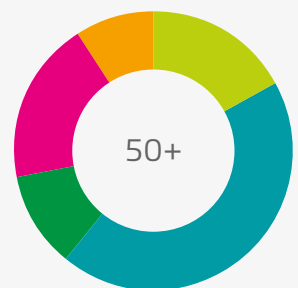
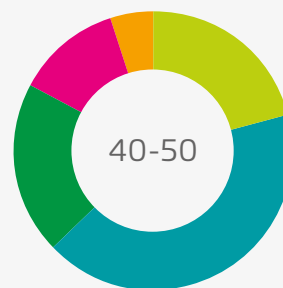
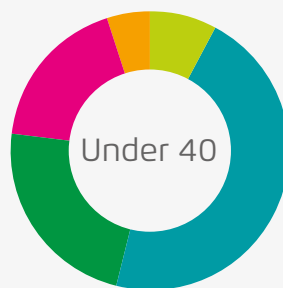


Operations & supply chain



WEEKLY HOURS WORKED %

	Under 40	40-50	50+
1. Very satisfied	8	21	17
2. Moderately satisfied	46	42	44
3. Neither satisfied or dissatisfied	23	20	11
4. Moderately dissatisfied	18	12	19
5. Very dissatisfied	5	5	9



We also examined job satisfaction by discipline and the number of hours people were working.

Operations and supply chain professionals in our sample were less happy in their jobs than other disciplines.

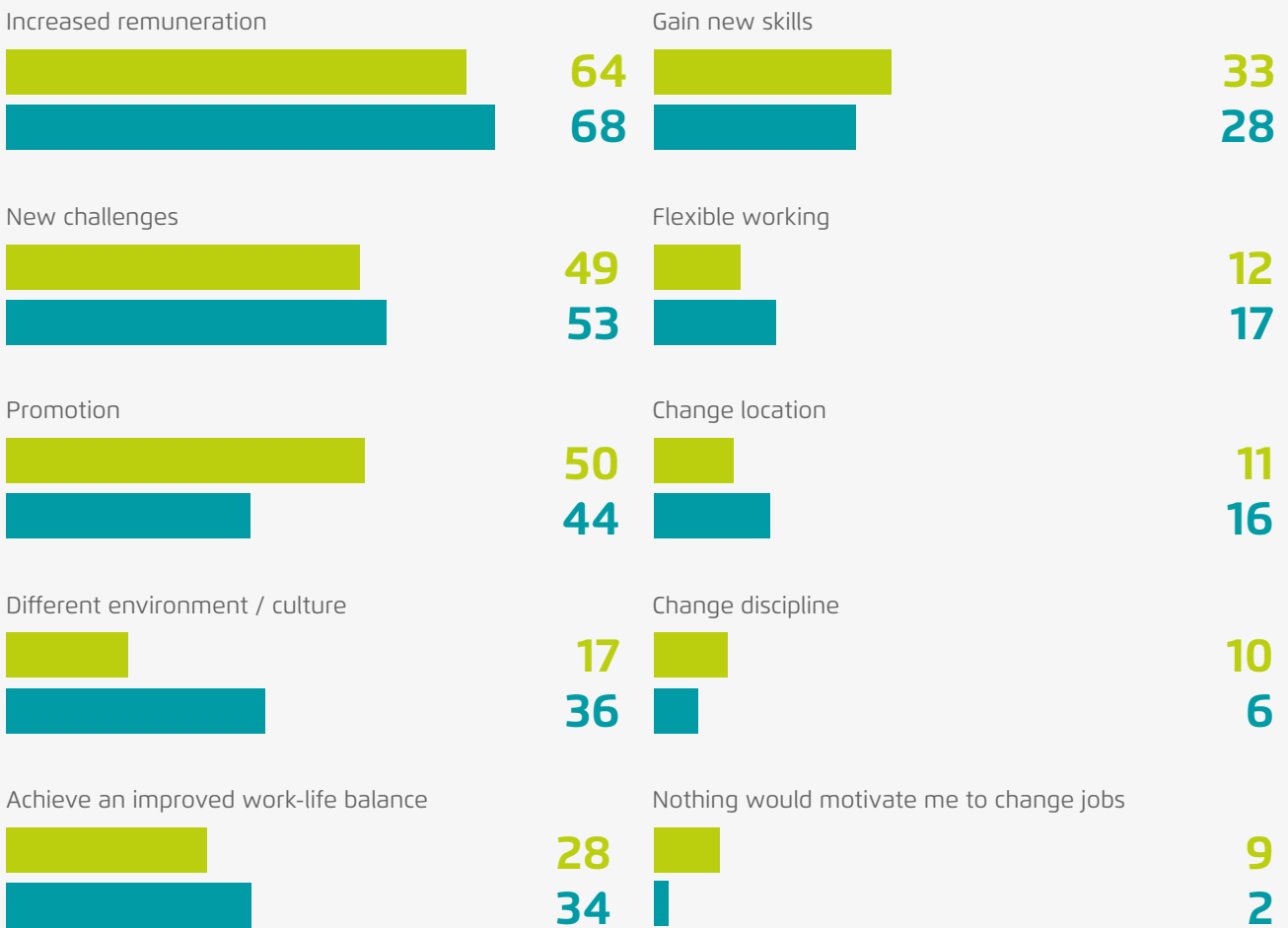
There is a correlation between the number of hours worked and job satisfaction. People working the longest hours show more job dissatisfaction.



1.3 Changing jobs - factors influencing a change of roles internally or externally to another organisation

Internal External

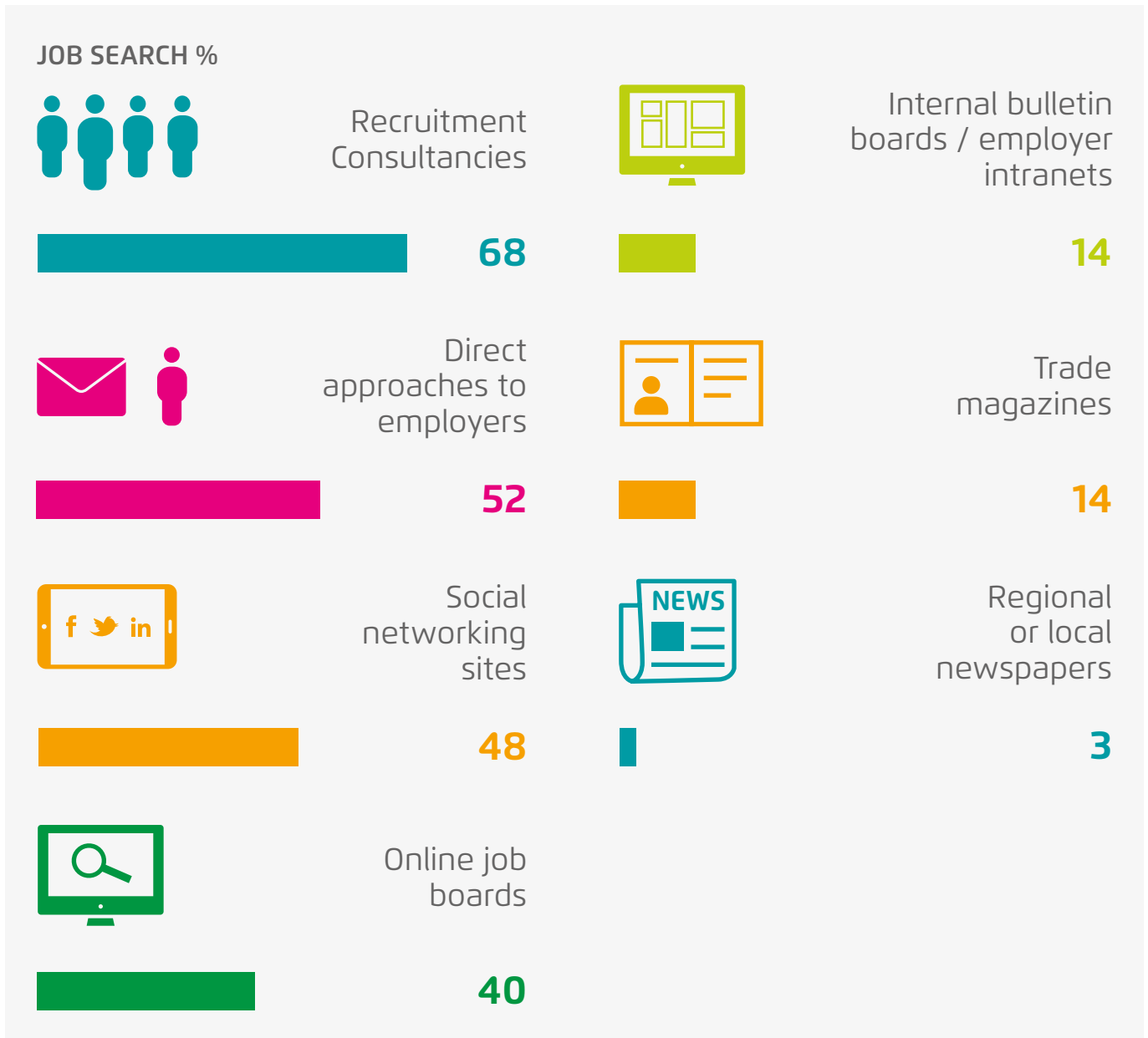
CHANGING JOBS %



Within our sample, 81% said that they would anticipate changing jobs. Over a third (36%) said that they expect to change jobs within the next six months and over a quarter (27%) in the next 18 months. When we looked at general job satisfaction against propensity to change roles there is not surprisingly a strong correlation. 73% of people who are satisfied with their jobs are not planning to change, compared to just 4% of people who do not have job satisfaction.

Respondents were then asked to select the top three factors that would motivate them to change jobs, both within their current company (internally) and to another organisation (externally). Money is important in the UK consumer sector and this is top of the motivations to change internally & externally. Interestingly, remuneration is not the key reason quoted in the other European countries we have surveyed. The opportunity to experience new challenges is also a persuasive factor for employees considering their next move.

1.4 Methods used to search for a new role



Respondents were asked to select all methods that they would utilise when looking for a new role. Using a recruitment consultancy was cited by our sample as the most common method, and this was followed by directly approaching an employer. Social networking is also an important method for job seekers in the UK.



2.0 Salaries, benefits and bonuses

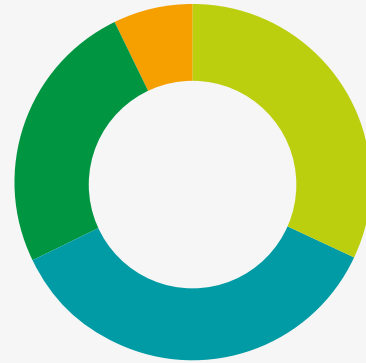
This section presents information from respondents from all disciplines and levels of the UK consumer sector on their salaries, benefits and bonuses.

2.1 Average salaries

32% of our sample were earning up to £50,000 per year, and 32% were earning £80,000 or more, which is obviously not representative of the entire UK workforce.

SALARY PER ANNUM %

Up to £50,000	32
£50,000 to £80,000	36
£80,000 to £150,000	25
£150,000 +	7



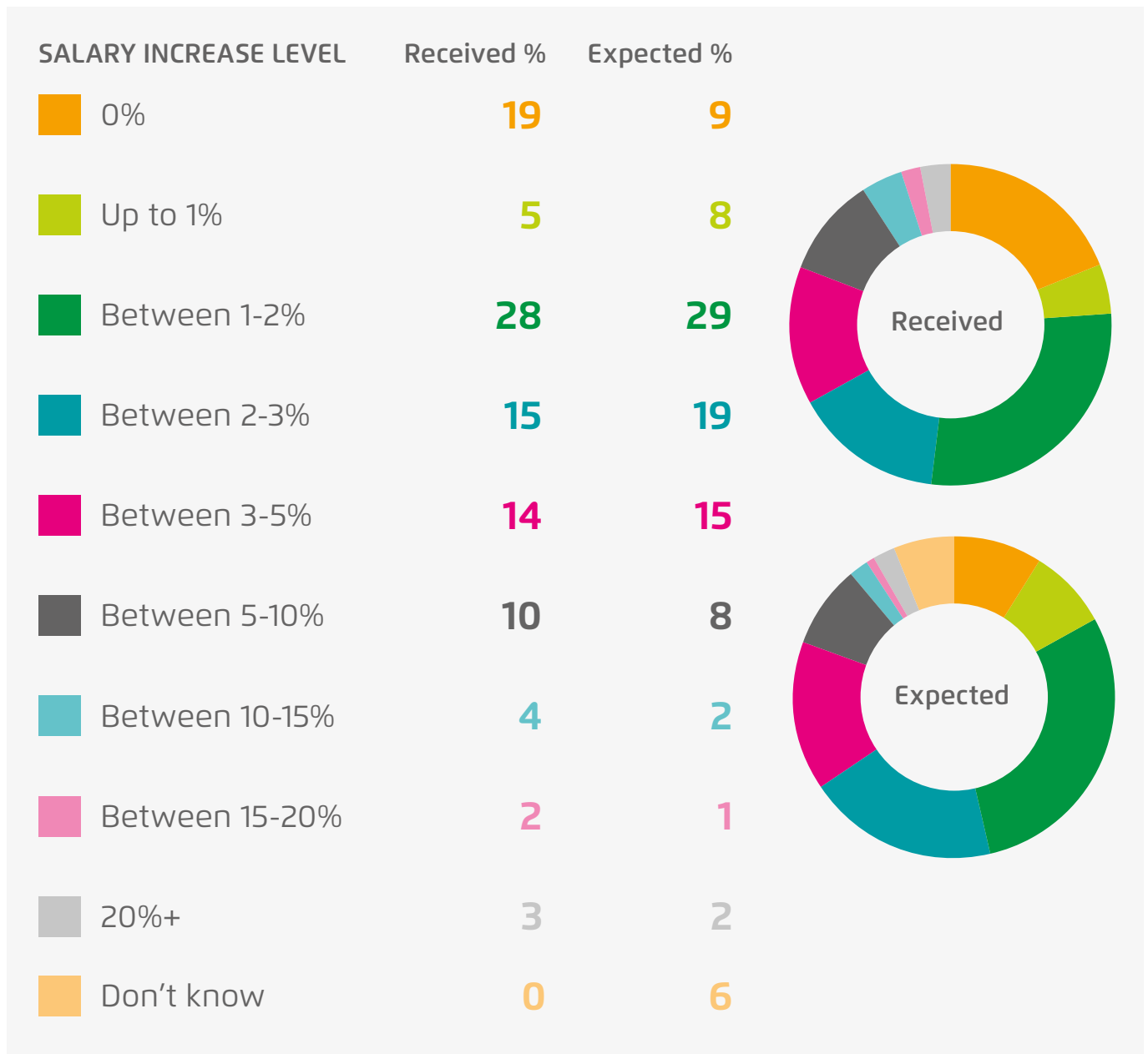
It should be noted that salary levels can vary depending on company size, industry sector and the availability of candidates in a specific discipline, and in Section 3 of this report, we draw on our extensive database of salary data for the UK market-place.

Salary by job title of respondent £

CEO	160,000
Managing Director / General Manager	140,000
Non Executive Director	130,000
Executive Director	110,000
Operational Director (below main board level)	100,000
Advisor	80,000
Head / Controller	80,000
Consultant	70,000
Senior Manager	60,000
Manager	50,000
Executive e.g. Marketing Executive or Sales Executive	50,000
Analyst	40,000
Assistant Manager	30,000
Scientist	30,000
Developer	30,000
Designer	30,000
Officer	20,000

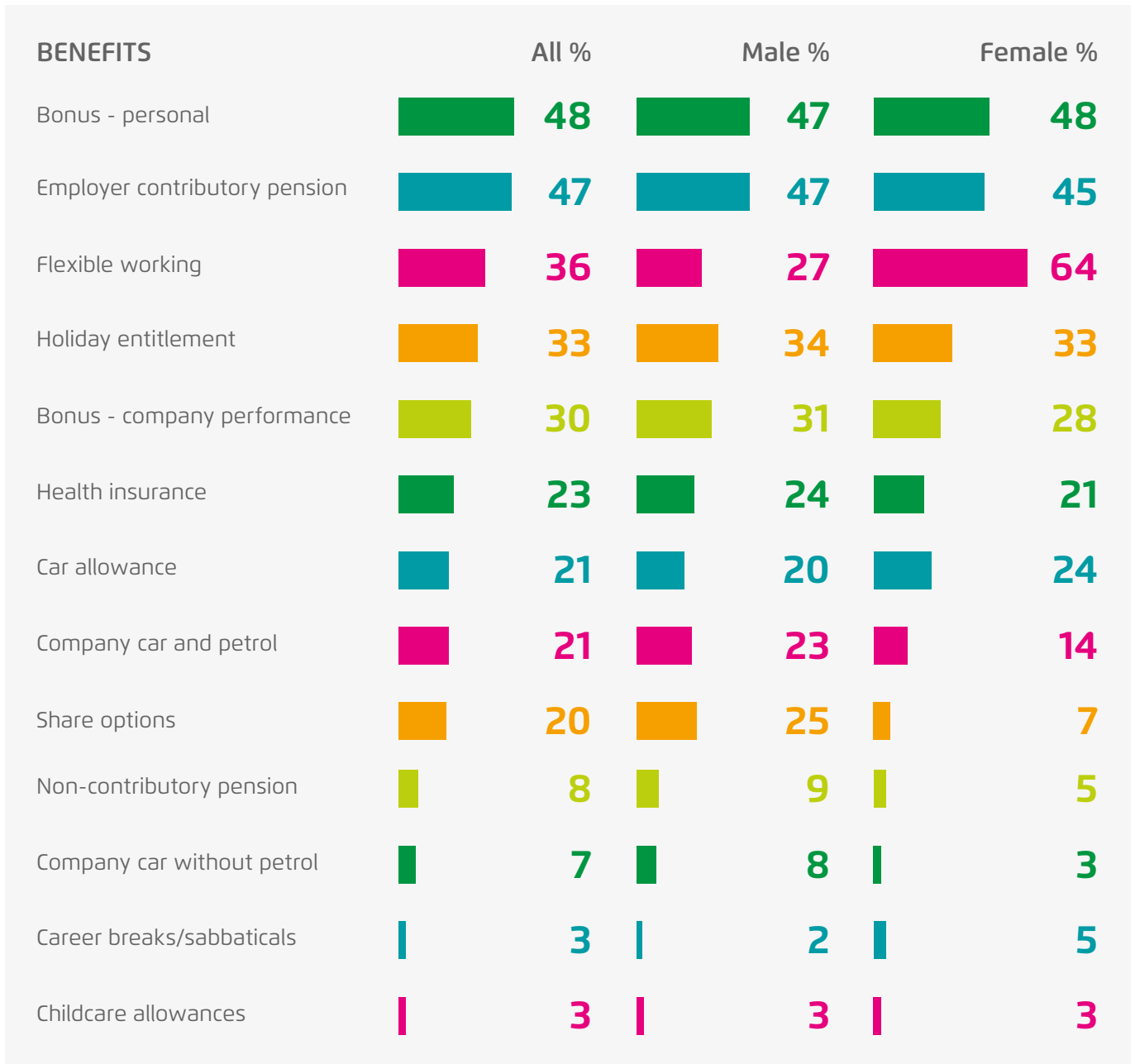


2.2 Average percentage of salary increase received and expected by level



As part of their last salary review over half of respondents had a salary increase of less than 2%. 19% had no change in their salary and 33% received an increase of between 1% and 2%. There is a slight element of positivity regarding this year's annual raise with 47% anticipating an increase of at least 2%. This information should be considered in relation to our other findings that 81% our UK respondents anticipate that they will change jobs and that over 60% would be prepared to move for an increase in salary (see table 1.3).

2.3 Importance of benefits as part of a remuneration package



We asked people to pick from a list what they believe to be the three most important elements within a remuneration package. Respondents felt that the three most important employer benefits as part of a remuneration package were a personal bonus (48%), a company pension (47%) and flexible working (36%).

Least important were a company car without petrol, career breaks and childcare allowances – none of which are common within UK remuneration packages anyway.

For women, flexible working is more important than a personal bonus in an overall remuneration package, and 64% (compared to 27% of men) said that it was one of the top three benefits.



2.4 Benefits and bonus entitlement

RECEIVE BENEFITS AND BONUSES %



Healthcare



82



Personal performance related bonus



51



Company performance related bonus



79



Guaranteed bonus



14





Car allowance

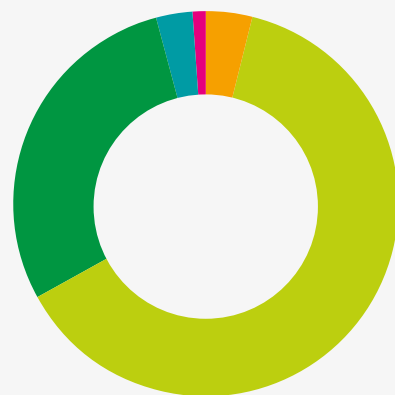


73

Overall 90% of those surveyed receive some form of benefit or bonus. The most common being healthcare (82%), a company bonus (79%) and a car allowance (73%).

STANDARD HOLIDAY ALLOWANCE (WITHOUT LIEU DAYS) %

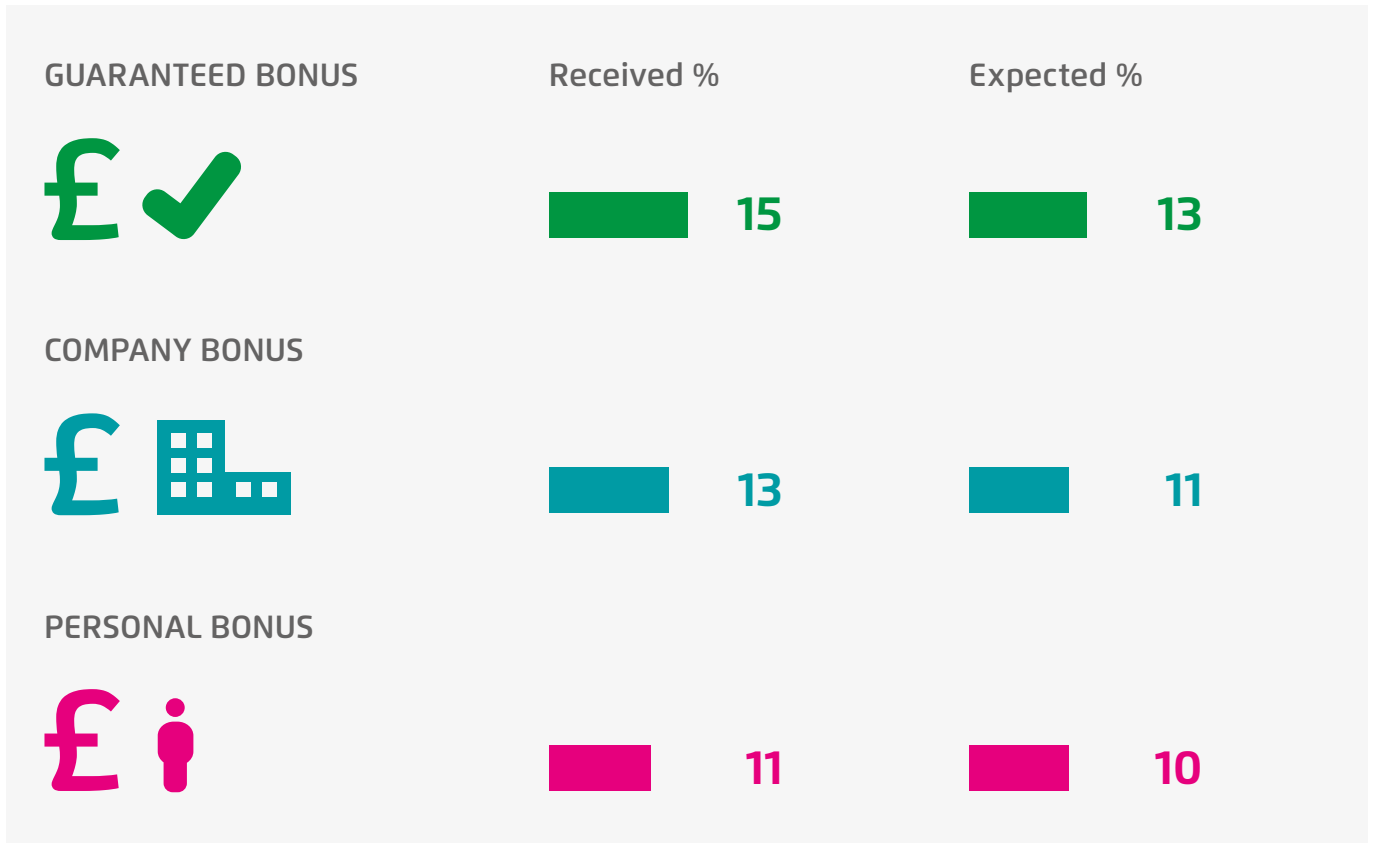
	Under 20 days	4
	21-25 days	63
	26-30 days	29
	31-35 days	3
	36 days or more	1



The majority of our sample in full time employment has between 26-30 days holiday a year and only 4% have over 31 days.

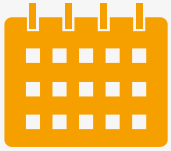
2.5 Bonus rates received and expected

There was a mixed degree of positivity about bonus payments this year, with respondents anticipating decreases across the board. However, the good news is that the size of the bonuses are slightly higher than those in other European countries.



2.6 Pensions

RECEIVE A COMPANY PENSION



Average number
of years in
pension

9

Percentage contribution from employer



3.4

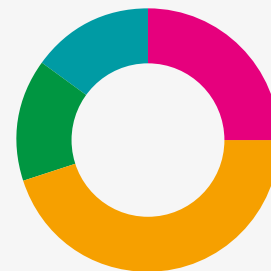
Percentage contribution from employee



2.9

CONCERN ABOUT SIZE OF FINAL PENSION %

	Not concerned at all	25
	Somewhat concerned	45
	Concerned	15
	Very concerned	15



In the United Kingdom, it is now mandatory that an employer enrolls employees into a pension scheme if the employee is aged over 21 years and earning at least £10,000 per year.

There is an average of 3.4% contribution from the employer with the recipient matching with a further 2.9%. We asked if people were concerned about their final pension pot, and only 25% said they were not concerned, and 15% admitted that they were very concerned. Overall, 75% of people have some level of concern which is clearly an issue for the future.

2.7 Flexible working options

Seven out of ten respondents (73%) work for a company that offers flexible working – the most common being working from home (60%) followed by part-time hours (31%) and flexi-time (28%).

WORKING OPTIONS %



Working from home



None



Part-time working



Job sharing



Flexi-time



Compressed hours
(same hours over fewer days)







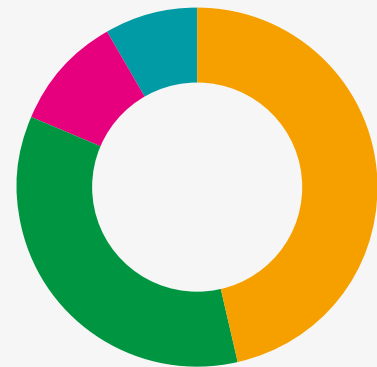
2.8 Working away from home

We also asked our sample how many nights do they stay away from home during the week, and found that 52% spend at least one night away from home.

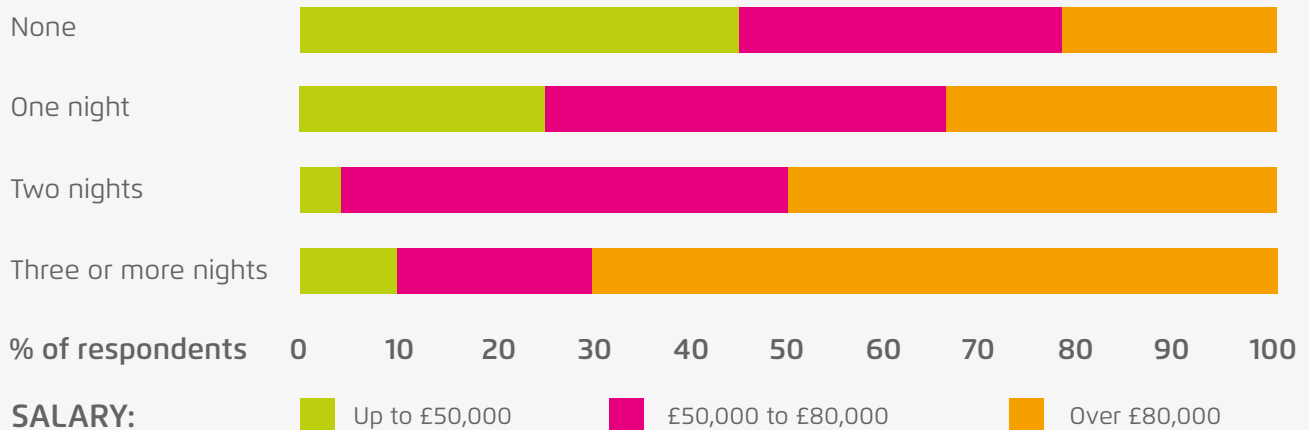
A third (34%) average one night away per week, 10% average two nights and 8% are spending at least three (although 70% of those spending 3 nights away are earning £80,000 or more). The figures show an unsurprising correlation between higher salaries and time away from home.

NIGHTS SPENT WORKING AWAY FROM HOME PER WEEK %

	None	45
	One night	34
	Two nights	10
	Three or more nights	8



NIGHTS AWAY PER WEEK

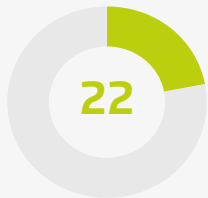


3.0 Skills and attitudes

This section presents information from respondents on skill shortages and what qualities they believe are needed to be successful in their industry.

3.1 Actions to address skill shortages

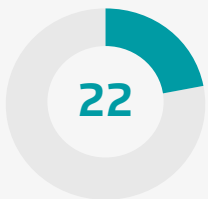
SKILL SHORTAGES %



Increased training budgets



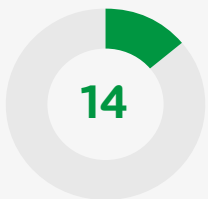
Transferred employees into skill shortage



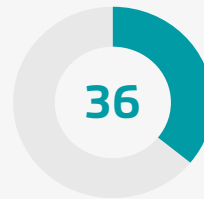
Recruited from other industries or professions



Increased marketing activity to raise profile with prospective candidates



Recruited workers from other countries



Don't know



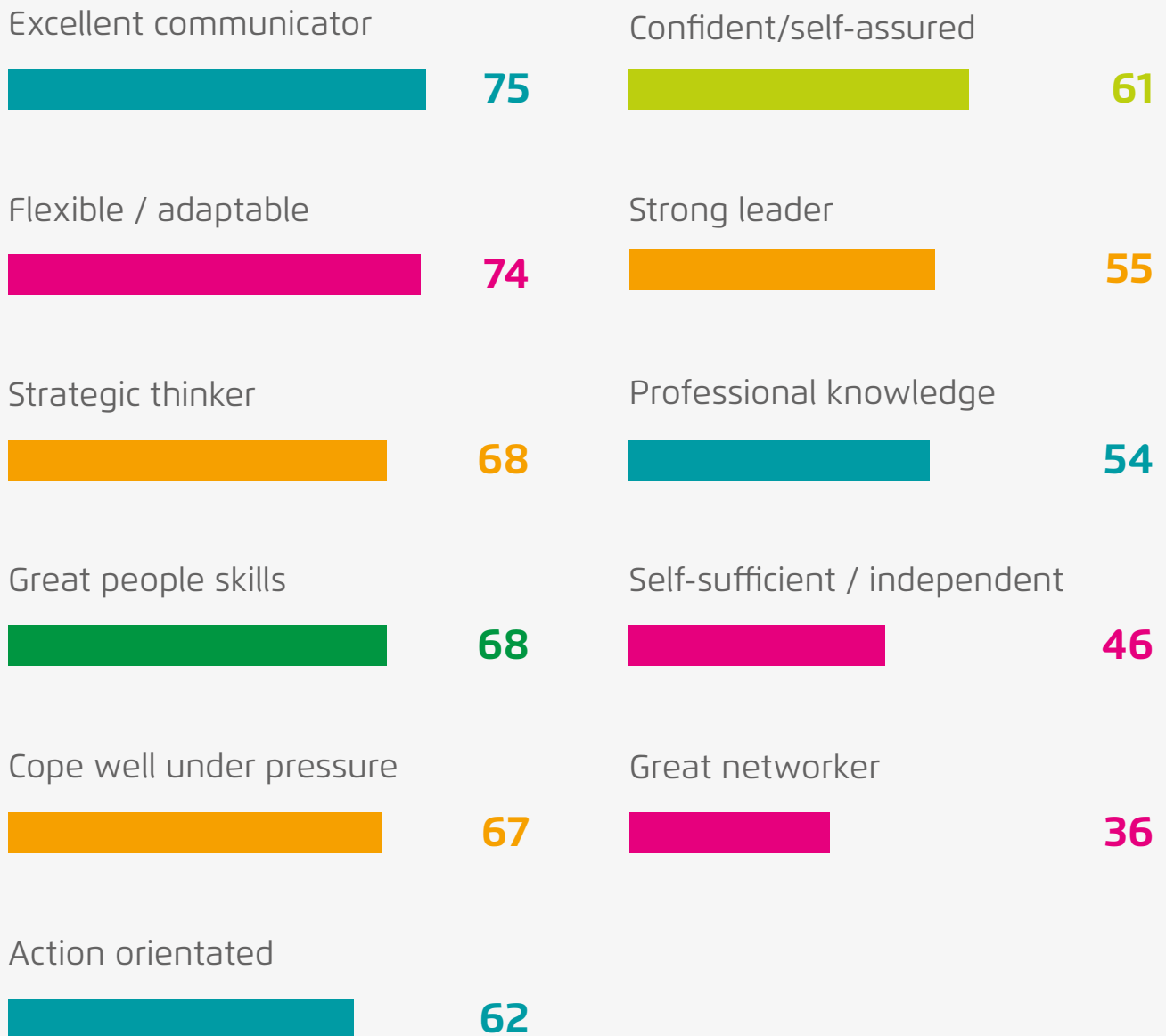
Recruited apprentices

Over a third (38%) of our sample felt that there were skill shortages at their place of work. When asked for specific information about these skill shortages, whilst the majority cited specific operational skills, 25% highlighted managerial and leadership skills shortages and 20% mentioned sales & marketing skill shortages.

All respondents were then asked to what actions their employers have taken to correct skill shortages. The actions most cited by a third of our sample were increasing training budgets and recruiting from other industries. Only 14% said that their employers had recruited workers from abroad.

3.2 Qualities needed to be successful

QUALITIES NEEDED %



Respondents were asked to select what qualities they felt were the most important for those working in the consumer sector. Being an excellent communicator (75%), flexible and adaptable (74%), having the ability to think strategically (68%) and having great people skills (68%) were considered the most significant. Interestingly, only 36% of our sample cited networking skills as a quality needed for success.



4.0 Analysis of salaries in relation to discipline

4.1 Executive

The Nigel Wright Group UK salary review is based on the details we hold on our database and is supplemented with the information we have collected as part of this survey. Whilst we make every possible attempt to ensure the data we provide is accurate it should be noted that salary levels can vary depending on company size, industry sector and the availability of candidates in a specific discipline.

JOB TITLE	AVERAGE	MINIMUM	MAXIMUM
EXECUTIVE			
CEO	£250,000	£170,000	£510,000
Managing Director	£200,000	£100,000	£310,000
MARKETING			
Global Marketing Director	£140,000	£80,000	£190,000
Marketing Director	£110,000	£70,000	£180,000
Brand Director	£110,000	£70,000	£120,000
Digital Marketing Director	£100,000	£50,000	£150,000
Category Director	£100,000	£80,000	£150,000
Communication Director	£90,000	£60,000	£150,000
Innovation Director	£90,000	£70,000	£160,000
Trade Marketing Director	£80,000	£60,000	£120,000
SALES			
Commercial Director	£120,000	£90,000	£200,000
Sales Director	£110,000	£80,000	£200,000
Business Unit Director	£100,000	£80,000	£140,000
Regional Sales Director	£90,000	£70,000	£150,000
Export Director	£105,000	£85,000	£150,000
MANUFACTURING			
R&D Director	£125,000	£90,000	£200,000
Technical Director	£120,000	£90,000	£180,000
Operations Director	£125,000	£90,000	£200,000
Procurement Director	£120,000	£90,000	£180,000
Site Director	£110,000	£85,000	£140,000
Supply Chain Director	£120,000	£90,000	£200,000
Manufacturing Director	£120,000	£90,000	£180,000
Engineering Director	£110,000	£90,000	£140,000
Logistics Director	£100,000	£90,000	£150,000



4.2 Sales

JOB TITLE	AVERAGE	MINIMUM	MAXIMUM
Commercial Director	£120,000	£90,000	£200,000
Sales Director	£110,000	£80,000	£200,000
Business Unit Director	£100,000	£80,000	£140,000
Regional Sales Director	£90,000	£70,000	£150,000
Export Director	£105,000	£85,000	£150,000
National Account Director	£70,000	£40,000	£110,000
Head of Sales	£70,000	£60,000	£140,000
National Sales Manager	£50,000	£40,000	£80,000
Sales Manager	£50,000	£40,000	£80,000
Field Sales Manager	£40,000	£20,000	£60,000
Business Unit Manager	£70,000	£40,000	£90,000
Commercial Manager	£60,000	£40,000	£90,000
Commercial Executive	£30,000	£30,000	£40,000
National Account Controller	£60,000	£50,000	£90,000
Senior National Account Manager	£60,000	£50,000	£80,000
National Account Manager	£50,000	£40,000	£60,000
National Account Executive	£30,000	£25,000	£40,000
Head of Key Accounts	£70,000	£50,000	£90,000
Senior Key Account Manager	£50,000	£40,000	£70,000
Key Account Manager	£40,000	£30,000	£60,000
Junior Key Account Manager	£30,000	£20,000	£40,000
Business Development Manager	£50,000	£20,000	£70,000
Business Development Executive	£28,000	£20,000	£40,000
Head of Export	£70,000	£50,000	£100,000
Export Sales Manager	£50,000	£40,000	£80,000
Export Sales Executive	£30,000	£20,000	£40,000

4.3 Marketing

JOB TITLE	AVERAGE	MINIMUM	MAXIMUM
Global Marketing Director	£140,000	£80,000	£190,000
Marketing Director	£110,000	£70,000	£180,000
Brand Director	£110,000	£70,000	£120,000
Digital Marketing Director	£100,000	£50,000	£150,000
Category Director	£100,000	£80,000	£150,000
Communication Director	£90,000	£60,000	£150,000
Innovation Director	£90,000	£70,000	£160,000
Trade Marketing Director	£80,000	£60,000	£120,000
Head of Marketing	£80,000	£60,000	£100,000
Marketing Controller	£70,000	£55,000	£90,000
Marketing Manager	£60,000	£40,000	£80,000
Marketing Coordinator / Executive	£25,000	£19,000	£35,000
Senior Brand Manager	£50,000	£40,000	£80,000
Brand Manager	£40,000	£30,000	£70,000
Assistant Brand Manager	£30,000	£20,000	£40,000
Senior Product Manager	£50,000	£40,000	£70,000
Product Manager	£40,000	£20,000	£60,000
Junior / Assistant Product Manager	£30,000	£20,000	£35,000



4.3 Marketing

JOB TITLE	AVERAGE	MINIMUM	MAXIMUM
Head of Category / Category Controller	£75,000	£60,000	£90,000
Senior Category Manager	£60,000	£45,000	£80,000
Category Manager	£50,000	£30,000	£70,000
Category Insights Manager	£40,000	£30,000	£60,000
Head of Trade Marketing	£70,000	£50,000	£100,000
Shopper Marketing Manager	£50,000	£30,000	£70,000
Trade Marketing Manager	£50,000	£25,000	£65,000
Head of PR / Communications	£70,000	£40,000	£120,000
PR / Communications Manager	£50,000	£30,000	£70,000
Marketing Innovation Manager	£70,000	£40,000	£150,000
Head of Digital	£90,000	£50,000	£140,000
Digital Marketing Manager	£45,000	£30,000	£70,000
Digital Marketing Executive	£25,000	£19,000	£30,000

4.4 Operations

JOB TITLE	AVERAGE	MINIMUM	MAXIMUM
MANUFACTURING			
R&D Director	£125,000	£90,000	£200,000
Technical Director	£120,000	£90,000	£180,000
Operations Director	£125,000	£90,000	£200,000
Procurement Director	£120,000	£90,000	£180,000
Site Director	£110,000	£85,000	£140,000
Factory General Manager	£90,000	£70,000	£120,000
Head of Operations	£80,000	£50,000	£90,000
Senior Operations Manager	£80,000	£60,000	£90,000
Operations Manager	£70,000	£50,000	£80,000
Manufacturing Manager	£60,000	£45,000	£70,000
Group Engineering Manager / Head of Engineering	£100,000	£80,000	£120,000
Chief Engineer	£90,000	£70,000	£100,000
Programme Manager	£90,000	£60,000	£110,000
Engineering Manager	£65,000	£45,000	£80,000
Project Engineer	£55,000	£40,000	£70,000
Group CI Manager	£90,000	£70,000	£110,000
CI Manager	£60,000	£40,000	£70,000
Group Technical Manager / Head of Technical	£90,000	£80,000	£100,000
Technical Manager	£60,000	£40,000	£70,000
Head of R&D	£80,000	£60,000	£110,000
NPD Manager	£60,000	£40,000	£70,000
Group Health & Safety Manager	£90,000	£70,000	£100,000
Health & Safety Manager	£60,000	£50,000	£80,000



4.4 Operations

JOB TITLE	AVERAGE	MINIMUM	MAXIMUM
SUPPLY CHAIN & PROCUREMENT			
Supply Chain Director	£120,000	£90,000	£200,000
Manufacturing Director	£120,000	£90,000	£180,000
Engineering Director	£110,000	£90,000	£140,000
Logistics Director	£100,000	£90,000	£150,000
Head of Supply Chain	£90,000	£70,000	£120,000
Head of S&OP	£80,000	£60,000	£110,000
Head of Planning (Supply / Demand)	£70,000	£50,000	£100,000
Supply Chain Manager	£70,000	£50,000	£90,000
Planning Manager (Supply / Demand)	£70,000	£40,000	£80,000
Planner (Supply / Demand)	£30,000	£25,000	£50,000
Head of Logistics	£80,000	£70,000	£110,000
Logistics Manager	£70,000	£50,000	£80,000
Head of Procurement	£90,000	£80,000	£110,000
Procurement / Purchasing Manager	£70,000	£50,000	£95,000
Category Manager	£60,000	£40,000	£70,000
Senior Buyer	£50,000	£40,000	£70,000
Buyer	£40,000	£30,000	£50,000

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