



Our role is to help you excel

Sales & Marketing Salary Guide 2022

Sales & Marketing Outlook

Key Trends

Over the last number of years, Digital marketing has never been so essential to a company's success as it was during the pandemic. This is especially relevant when we think about traditional businesses who had no option but to move their operations online.

Many companies thrived using online activities which opened a whole new world for businesses to reach customers. This has resulted in an increased demand for Digital marketing positions at both junior and mid-level roles. Content, e-commerce, and analytics professionals have experienced continued employment growth. While salaries in these areas have remained relatively consistent with increases in PPC and SEO disciplines as employers are seeing increased value in being discovered online.

The marketing industry was somewhat ahead of the curve when it came to agile working options so the shift to home working opportunities has been less of a learning curve for many marketers, especially amongst agency, content, and PR companies.

In relation to sales, many sales candidates are becoming increasingly open-minded with their job applications, weighing up long-term stability and growth over initial salary levels. Culture and overall packages (including pension and healthcare) are in equal measure when deciding which positions to progress with and its certainly a candidate driven market at the moment.

Looking Ahead to 2022

As we enter 2022, we remain optimistic about the growth of the Irish sales & marketing sectors. We predict the market will remain candidate-driven for a lot of 2022 and companies will be vying for top talent in more creative ways than previous recruiting efforts. This will continue to be a challenge for employers, but it will be extremely advantageous for candidates.

If you wish to discuss the findings of this guide, or if you need our assistance with your sales & marketing recruitment requirements, please contact Ambyr Medford, Recruitment Consultant at ambyr@excelrecruitment.com.



Sales & Marketing Salary Guide

Role	Low	Average	Good
Marketing Assistant	26K	28K	30K
Marketing Executive	30K	35K	40K
Marketing Manager	45K	55K	65K
Head of Marketing	80K	90K	100K

Role	Low	Average	Good
Telesales	26K	28K	30K
Telesales Team Leader	40K	43K	48K
Business Developer	35K	38K	40K
Business Development Manager	40K	45K	55K
Sales Manager	60K	70K	80K
Head of Sales	85K	95K	105K

Role	Low	Average	Good
Ecommerce Assistant	26K	28K	30K
Ecommerce Executive	30K	35K	40K
Ecommerce Manager	45K	55K	65K
Head of Ecommerce	80K	90K	100K



Ambyr Medford
Recruitment Consultant

“As we enter 2022, we remain optimistic about the growth of the Irish sales & marketing sectors. We predict the market will remain candidate-driven for a lot of 2022 and companies will be vying for top talent in more creative ways than previous recruiting efforts. This will continue to be a challenge for employers, but it will be extremely advantageous for candidates.”



visit: www.excelrecruitment.ie

Call Our Office on 01 814 8747 or

Email info@excelrecruitment.com for more information.

excel

