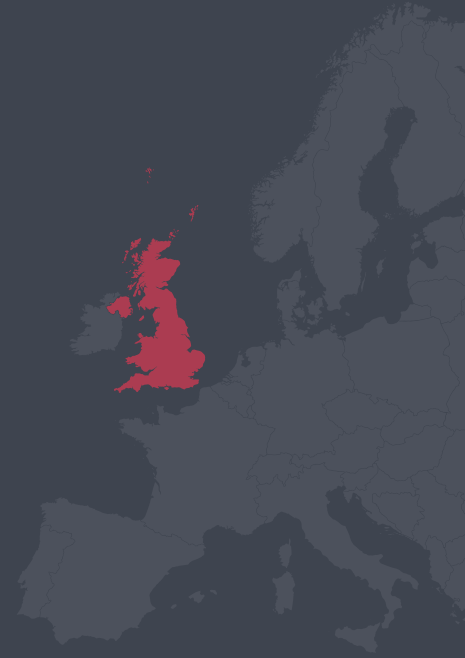


UK Consumer Sector Salary Survey 2015

# What are you worth?





# Introduction

Welcome to Nigel Wright Group's UK Consumer Sector Salary Survey 2015, 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 you can use, in an accessible format.

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This survey has been compiled from the responses of over 1,000 respondents who completed our online questionnaire in the final quarter of 2014/2015 as well as data from our own extensive database of candidates.

The survey represents a cross-section of respondents with the following profile:

- Consumer sub-sector: Food & Drink, Health & Beauty, Consumer Electronics, DIY, Fashion and Apparel, Household Products, Luxury Goods, OTC pharmaceuticals, Leisure & Entertainment, Media and publishing, Retail and E-commerce and Travel;
- Male 71%, female 29%;
- Average age 43;
- 98% of respondents work in full-time employment;
- 64% of respondents are educated to degree level or above;
- 30% have been in their current position less than one year; 45% for between one and three years, 15% for between three and five years and 9% for more than five years.

The first three sections of the report 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 analyses of salaries.

**For further information or to discuss your recruitment requirements please contact us on 0191 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](http://www.nigelwright.com).**



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## Respondent's Profile



**71%**

MALE



**29%**

FEMALE

Average age: **43**



**64%**

Are educated to  
degree level or above



**98%**

Work in full time  
employment



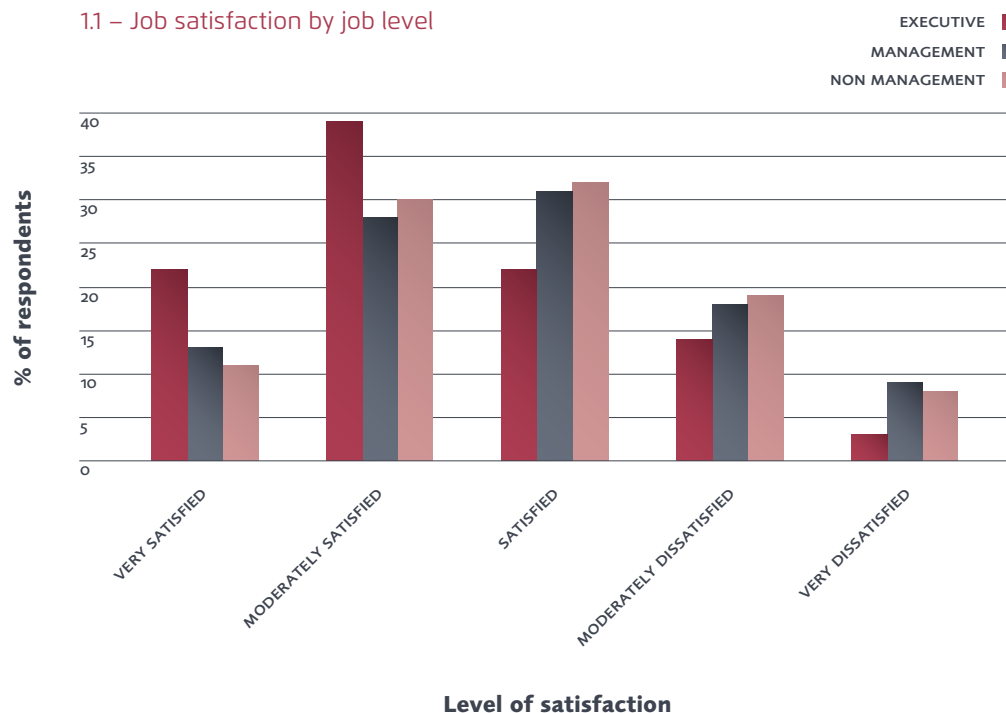
# 1. Non-monetary indicators

## 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 dissatisfied
- 2** = moderately dissatisfied
- 3** = satisfied
- 4** = moderately satisfied
- 5** = very satisfied

1.1 – Job satisfaction by job level



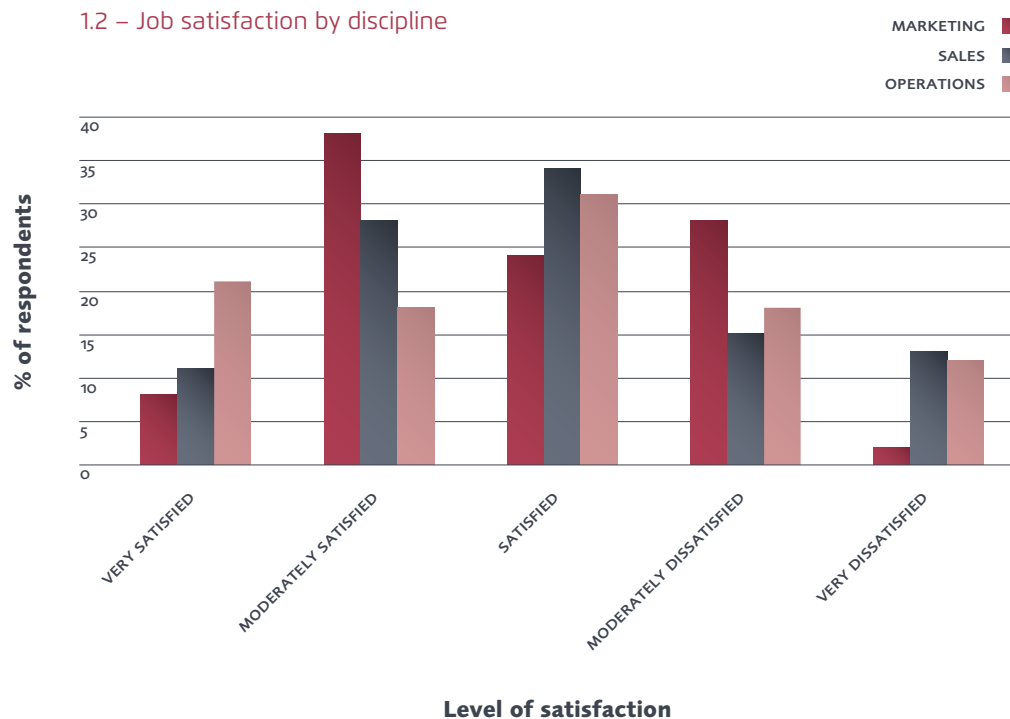
The results show a fairly satisfied workforce in the UK consumer sector. Although there are variations between the strength of respondents' satisfaction, over 70% of respondents at each level of their organisations rated themselves as being between satisfied and very satisfied. This is encouraging for HR professionals and managers alike. The challenge, then, is to find out why the other 25% is 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

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

- 1** = very dissatisfied
- 2** = moderately dissatisfied
- 3** = satisfied
- 4** = moderately satisfied
- 5** = very satisfied

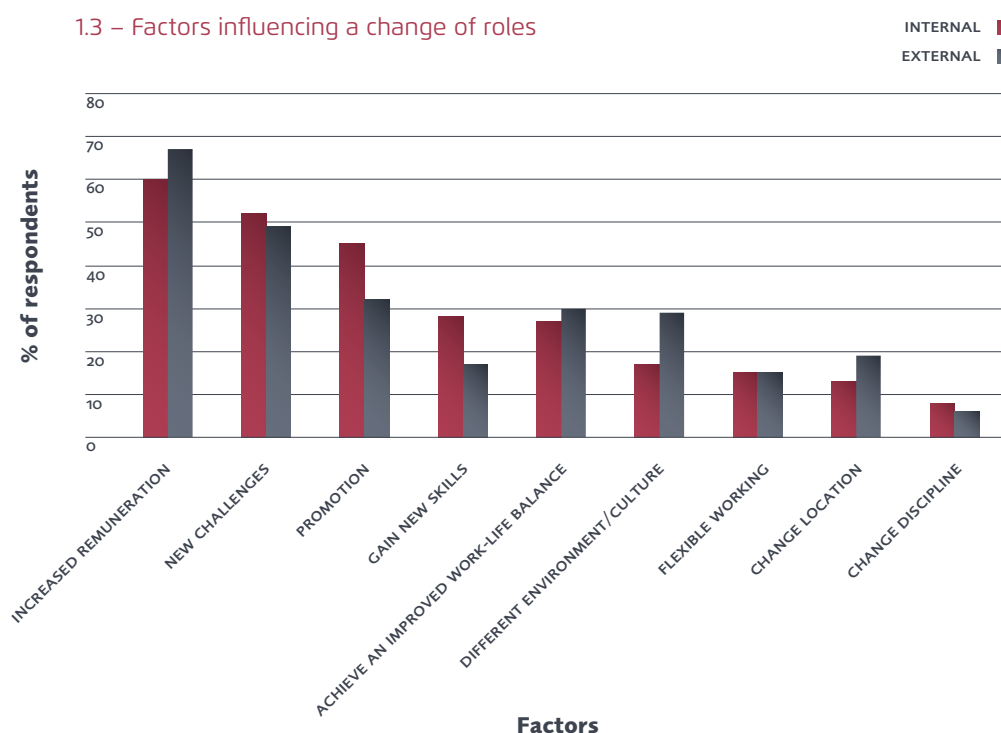


Sales people are marginally happier in their jobs with 73% stating they were at least satisfied in their current role. One in five of those working in operations, however, stated they were 'very satisfied', which was actually more than those in marketing and sales combined.



## 1.3 Changing jobs

Factors influencing a change of roles internally or externally to another organisation.

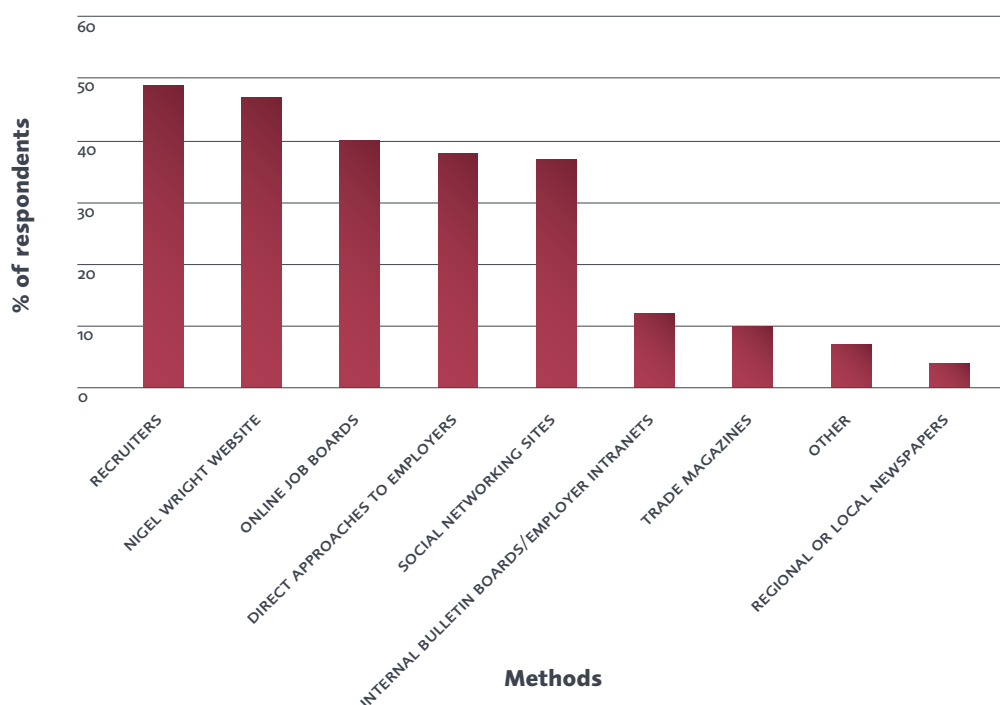


Respondents were asked to select the top three factors that would motivate them to change jobs, both within their current company (internally) and to another organisation (externally). In the consumer sector, although money is important, the opportunity to gain new skills and experience new challenges are also persuasive factors for employees considering their next move. Achieving an improved work-life balance is also an increasingly important factor for job seekers today.



## 1.4 Methods used to search for a new role

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. As the respondents surveyed were mainly people already known to Nigel Wright, it is no surprise that within the top three methods were our website and using a recruitment consultancy. Social networking is also an increasingly important method for job seekers. Using Social Networking sites to identify job opportunities now surpasses the use of traditional media such as newspapers and magazines.



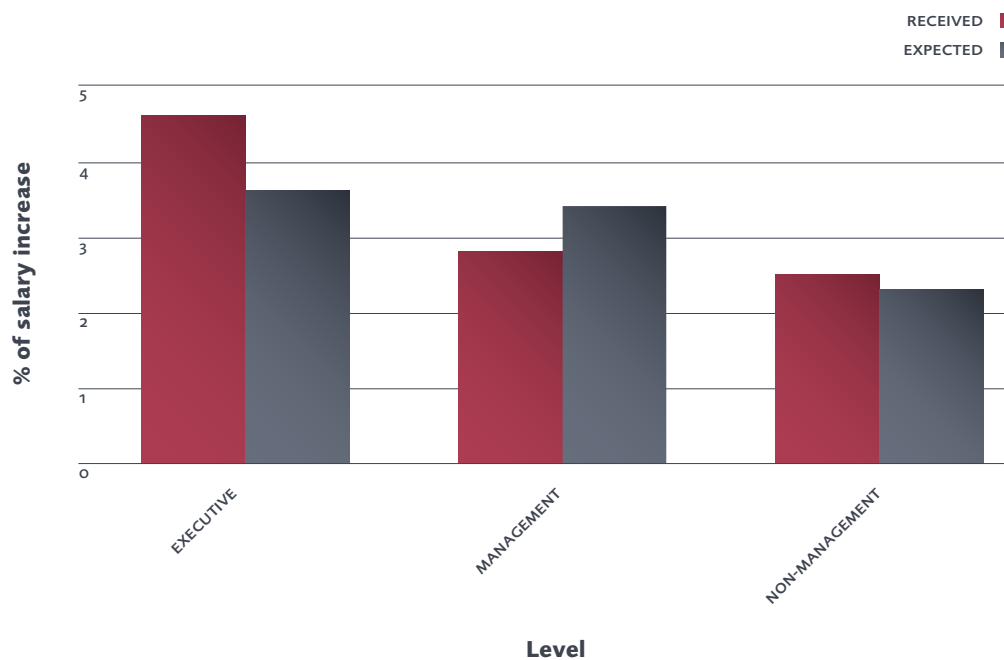
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# Salary, benefits and bonuses

## 2.1 Average percentage of salary increase received and expected by level

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

### 2.1 – Average percentage of salary increase received and expected by level

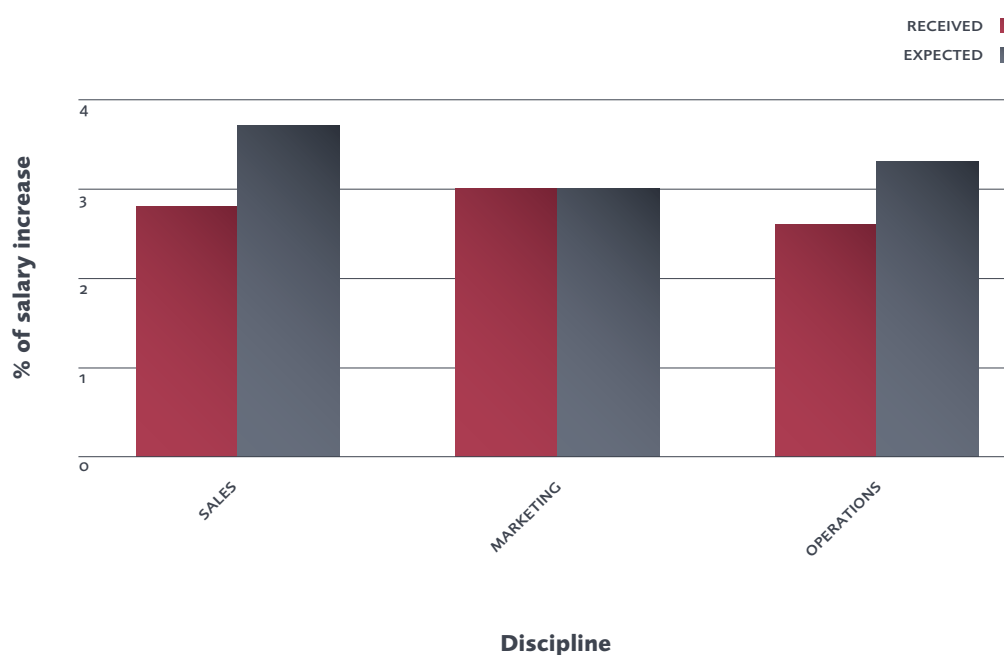


As part of their last salary review respondents received, on average, a 3.0% increase. Executives are anticipating a slight decline of 1% next year in their annual raise, while those at manager level are more confident their raise will increase by 0.6% percent, on average.



## 2.2 Average percentage of salary increase received and expected by discipline

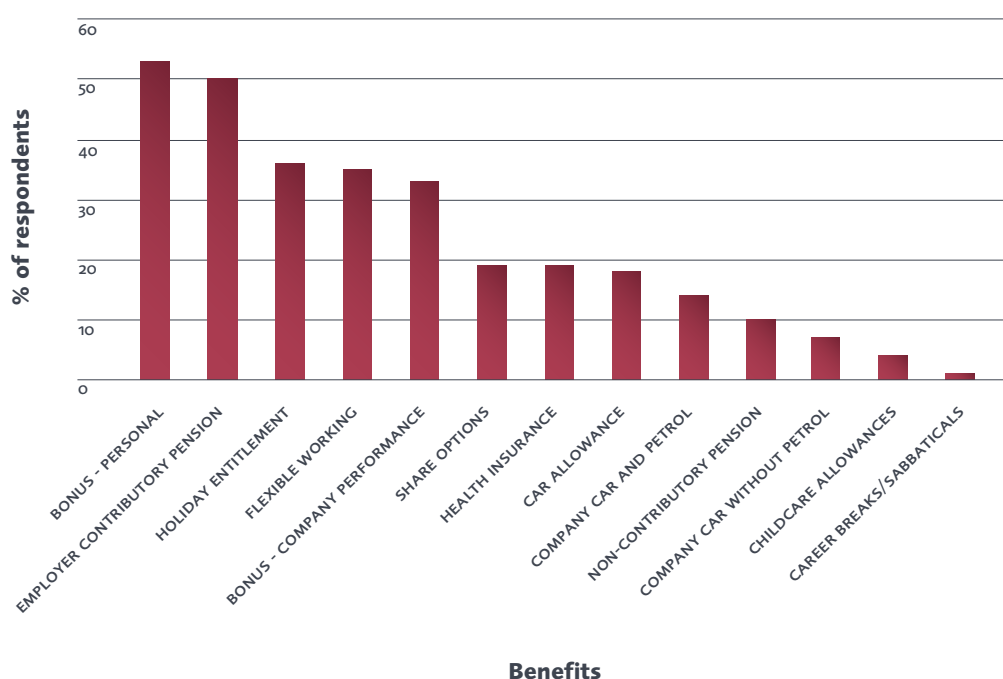
2.2 – Average percentage of salary increase received and expected by discipline



When we consider salary increase by discipline, on average those working in Operations roles experienced a slightly lower rate than those working in Sales and Marketing. Despite that, those working in sales and operations roles are expecting higher annual salary raises next year, while those in marketing indicated they expect no change.

## 2.3 Importance of benefits as part of a remuneration package

### 2.3 – Importance of benefits as part of a remuneration package

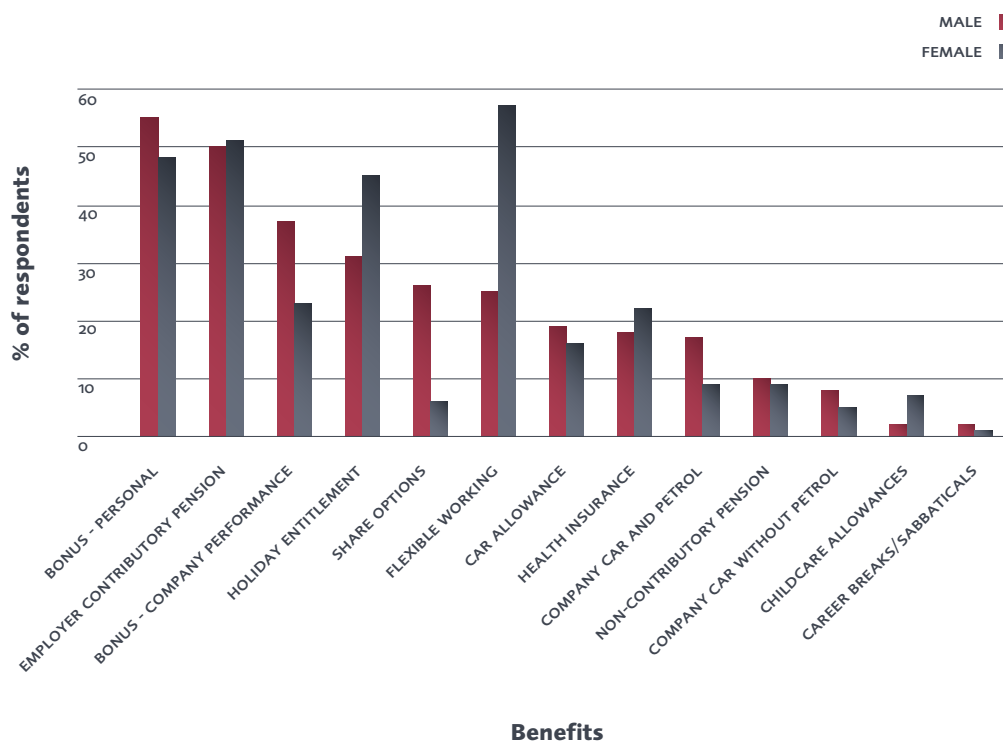


Respondents felt that the three most important employer benefits as part of a remuneration package were a personal bonus (53%), employer contributory pension (50%) and holiday entitlement (36%). Flexible working (35%) is also an increasingly important factor for employees in the UK.



## 2.4 Importance of benefits as part of a remuneration package by gender

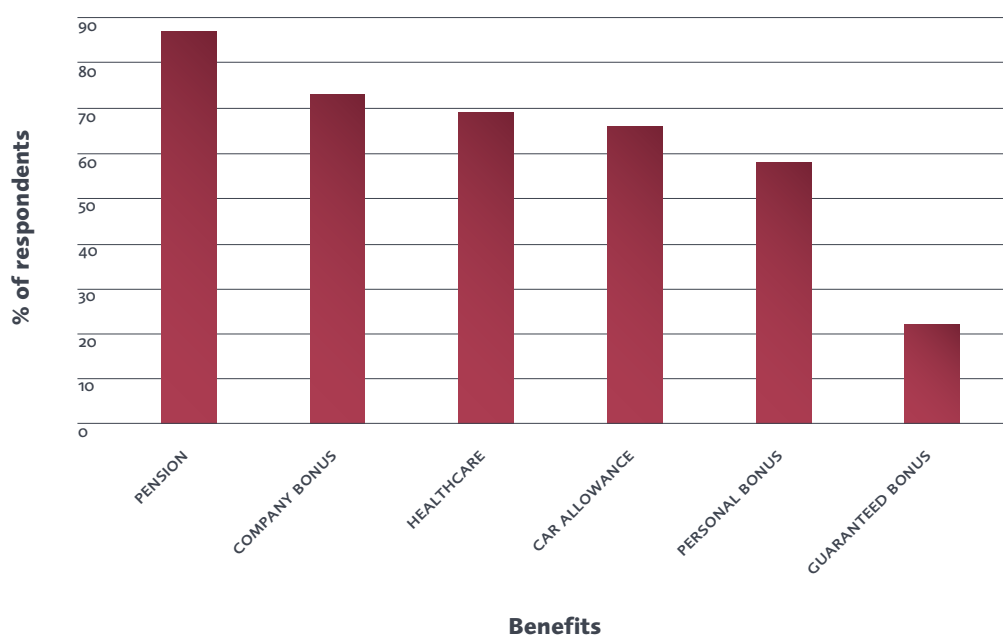
2.4 – Importance of benefits as part of a remuneration package by gender



For men and woman, an employer contributory pension and personal bonus are considered to be the most important benefits in an overall remuneration package. Men tend to value car allowances and share options as important factors in their overall benefits package. Woman value flexible working and holidays more so than those factors.

## 2.5 Benefits and bonus entitlement

### 2.5 – Benefits and bonus entitlement

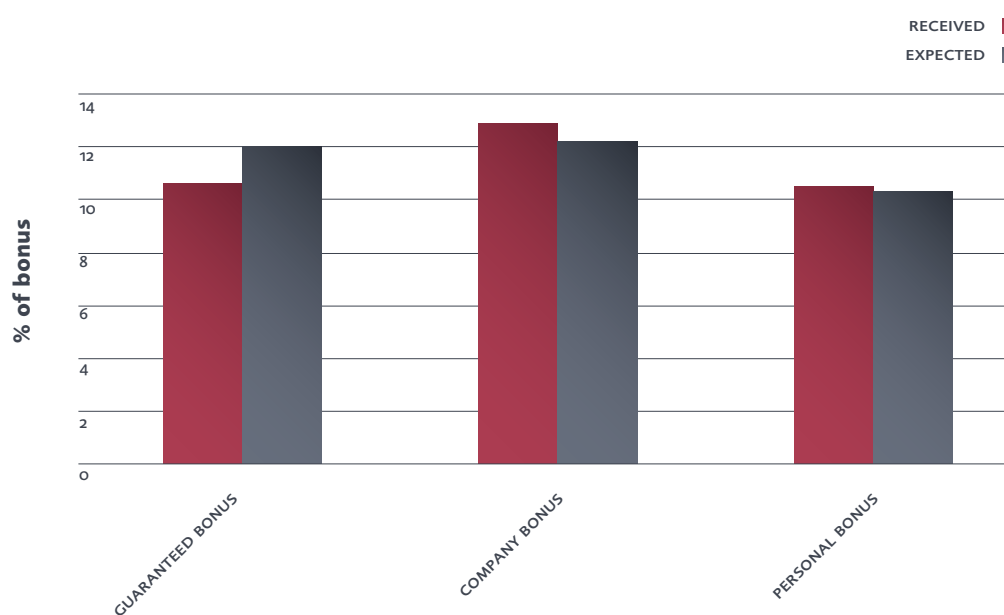


Overall 88% of those surveyed receive some form of benefit or bonus. The most common being a pension (87%), a company performance related bonus (73%) and healthcare (69%).



## 2.6 Bonus rates received and expected

2.6 – Bonus rates received and expected



Those respondents that received a bonus last year gained, on average, 11.3%. There was a slight degree of positivity about this year's bonus, with respondents indicating, on average, that their bonus would increase by 0.2% to 11.5%. Guaranteed bonuses were generally expected to rise this year. With regards to company and personal bonuses, respondents were less inclined to express confidence that their bonus would rise this year.





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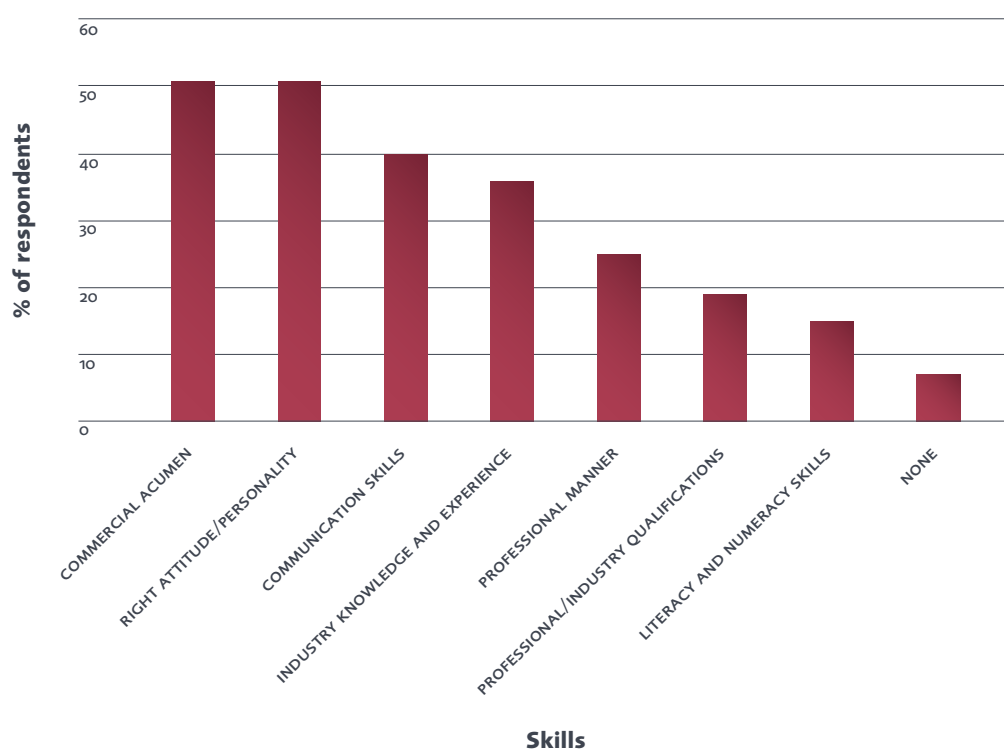
# Skills and attitudes



## 3.1 Skills shortages

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

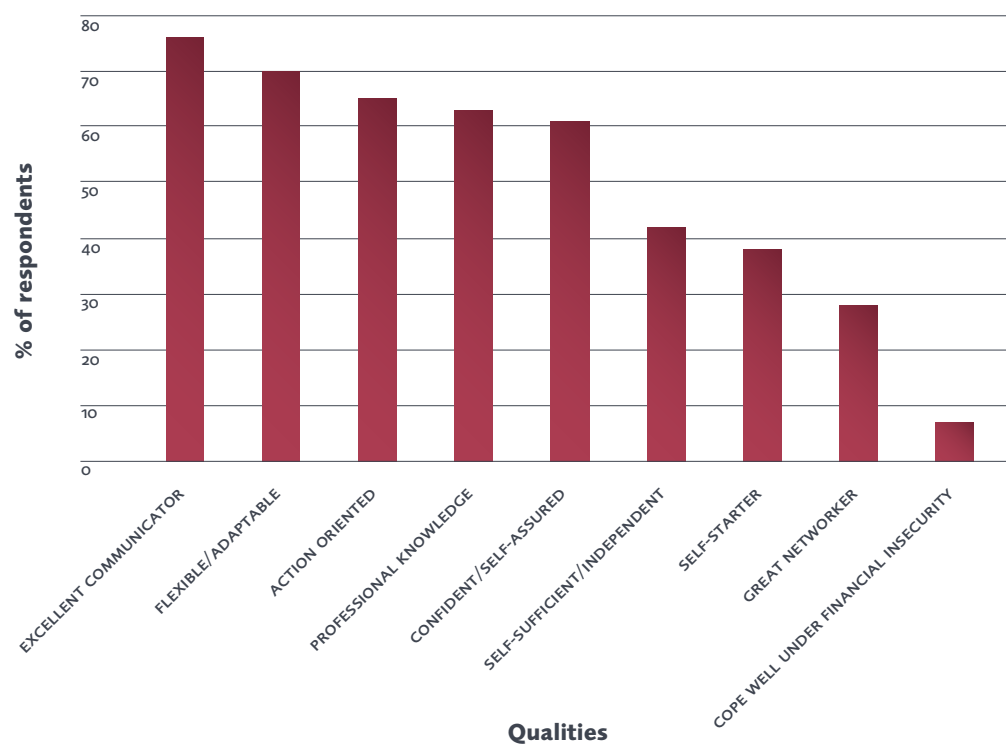
### 3.1 – Skills shortages



Respondents were asked to select which skills they thought were lacking in the consumer industry. Overall, commercial acumen (51%) and having the right attitude and personality (51%) were the most commonly selected skills, followed by communication (40%).

## 3.2 Qualities needed to be successful

3.2 – Qualities needed to be successful



Again, respondents were asked to select what qualities they felt were the most important for those working in the consumer sector. Being an excellent communicator (76%) and Flexible/adaptable (70%) were considered the most significant, followed by Action oriented (65%).



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# Analysis of salaries in relation to discipline



## 4.1 Executive

The Nigel Wright UK Consumer sector 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	Minimum	Maximum	Average
CEO	£160,000	£500,000	£240,000
Managing Director	£100,000	£300,000	£190,000
Commercial Director	£90,000	£220,000	£150,000
Marketing Director	£80,000	£180,000	£125,000
Sales Director	£80,000	£180,000	£125,000
Operations Director	£90,000	£160,000	£120,000
Supply Chain Director	£90,000	£160,000	£110,000
Procurement Director	£90,000	£160,000	£110,000
Engineering Director	£80,000	£150,000	£110,000
Technical Director	£90,000	£150,000	£110,000
National Account Director	£70,000	£120,000	£105,000



## 4.2 Marketing

The Nigel Wright UK Consumer sector 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	Minimum	Maximum	Average
Marketing Controller	£60,000	£80,000	£72,000
Senior Marketing Manager	£40,000	£90,000	£62,000
Marketing Manager	£30,000	£70,000	£51,000
Senior Brand Manager	£30,000	£60,000	£47,000
Trade Marketing Manager	£30,000	£70,000	£46,000
Senior Product Manager	£30,000	£50,000	£46,000
Digital Marketing Manager	£30,000	£50,000	£42,000
Brand Manager	£30,000	£50,000	£41,000
Product Manager	£30,000	£50,000	£41,000
Assistant Brand Manager	£30,000	£40,000	£33,000
Assistant Product Manager	£25,000	£35,000	£31,000



## 4.3 Sales

The Nigel Wright UK Consumer sector 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	Minimum	Maximum	Average
National Account Controller	£55,000	£80,000	£70,000
Senior Sales Manager	£40,000	£90,000	£66,000
Senior National Account Manager	£50,000	£70,000	£62,000
Commercial Manager	£50,000	£65,000	£58,000
National Account Manager	£30,000	£60,000	£53,000
Sales Manager	£30,000	£80,000	£51,000
Category Manager	£30,000	£60,000	£51,000
Business Development Manager	£40,000	£70,000	£51,000
Regional Sales Manager	£30,000	£70,000	£43,000
Field Sales Manager	£30,000	£50,000	£43,000
Key Account Manager	£30,000	£50,000	£41,000
Ecommerce Manager	£30,000	£40,000	£37,000
Area Sales Manager	£30,000	£40,000	£36,000
Account Manager	£30,000	£40,000	£34,000
Junior Account Manager	£20,000	£35,000	£31,000



## 4.4 Operations

The Nigel Wright UK Consumer sector 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	Minimum	Maximum	Average
Factory General Manager	£70,000	£110,000	£95,000
Operations Manager	£50,000	£90,000	£72,000
Engineering Manager	£50,000	£80,000	£72,000
Procurement Manager	£50,000	£90,000	£65,000
Supply Chain Manager	£40,000	£70,000	£60,000
Production Manager	£40,000	£60,000	£56,000
Technical Manager	£40,000	£70,000	£56,000
Maintenance Manager	£40,000	£60,000	£46,000
Logistics Manager	£30,000	£50,000	£46,000
Senior Buyer	£40,000	£60,000	£45,000
Shift Manager	£35,000	£50,000	£41,000
Buyer	£25,000	£40,000	£35,000
QA Manager	£25,000	£40,000	£30,000





## 5. Contact details

For more information on the UK Consumer Sector Salary Survey 2015, please contact the Marketing department at Nigel Wright Group on the details below:

### **Nigel Wright Group**

Lloyds Court  
78 Grey Street  
Newcastle upon Tyne  
NE1 6AF

**T:** +44 (0)191 222 0770

**E:** [creative@nigelwright.com](mailto:creative@nigelwright.com)

**W:** [www.nigelwright.com](http://www.nigelwright.com)

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#### **NEWCASTLE UPON TYNE**

LLOYDS COURT  
78 GREY STREET  
NEWCASTLE UPON TYNE  
NE1 6AF

**T:** +44 (0)191 222 0770

#### **LONDON**

PALLADIA CENTRAL COURT  
25 SOUTHAMPTON BUILDINGS  
LONDON  
WC2A 1AL

**T:** +44 (0)207 405 3921

#### **ABERDEEN**

RIVERSIDE HOUSE  
RIVERSIDE DRIVE  
ABERDEEN  
AB11 7LH  
SCOTLAND

**T:** +44 (0)1224 224 830

#### **COPENHAGEN**

HAVNEGADE 39  
1058 COPENHAGEN K  
DENMARK

**T:** +45 7027 8601

#### **AARHUS**

INGE LEHMANN'S GADE 10, 6. SAL  
8000 AARHUS C  
DENMARK

**T:** +45 7027 8601

#### **STOCKHOLM**

GREV TUREGATAN 3, 4 TR  
114 46 STOCKHOLM  
SWEDEN

**T:** +46 (0)8 400 264 35

#### **MALMÖ**

KÄRLEKSGATAN 2A  
211 45 MALMÖ  
SWEDEN

**T:** +46 (0)8 400 264 35

#### **OSLO**

DRONNINGEUFEMIAS GATE 16  
0191 OSLO  
NORWAY

**T:** +47 238 97 773

#### **HELSINKI**

BULEVARDI STREET 7  
00120 HELSINKI  
FINLAND

**T:** +45 7027 8601

#### **PARIS**

29 RUE DE BASSANO  
75008 PARIS  
FRANCE

**T:** +33 1 76 73 29 80

#### **DÜSSELDORF**

GRAF-ADOLF PLATZ 15  
40213 DÜSSELDORF  
GERMANY

**T:** +49 211 882 42 364

#### **MADRID**

PALACIO DE MIRAFLORES  
CARRERA DE SAN JERÓNIMO, 15 - 2ª  
28014 MADRID  
SPAIN

**T:** +34 91 788 3172

