New report on digital and ecommerce trends

Nigel Wright's latest management report 'Digital futures in the consumer sector: leadership, organisational structure, strategy and investment' confirms that many companies in the consumer industries still have a long way to go in terms of developing sophisticated and 'slick' ecommerce channels.

The research is based on a series of interviews with ecommerce and digital marketing experts, as well as the opinions of over one hundred senior executives from major consumer brands, that completed an online survey.

Although the economic crisis was a catalyst for many traditional consumer businesses to start investing in building digital capability, the majority of respondents to the European wide survey would only describe their digital infrastructure as fairly sophisticated or not sophisticated at all. Despite this, 77% agreed that most consumer businesses must seek to increase investment in digital infrastructure, if they want remain competitive.

The report asserts that to build this capability businesses need to identify and hire the right talent and introduce the right kind of leadership to drive digital change across the organisation. Experts were clear about what this should look like: "...strong commercial background with a good understanding of the mechanisms of the internet and the way in which consumers engage with products both online and offline. Ideally, you need people who have worked in the internet industry and who have conducted business online for a number of years."

Those that completed the survey, however, largely (72%) agreed that there is a shortage of people with the necessary skills to drive digital change in the consumer industries. Individuals with strong 'pure play' credentials are difficult to identify and as a consequence many businesses are still relying on traditional marketers to lead the digital function. According to industry experts, companies should endeavour to have their digital channel separate from marketing and led by an expert positioned at the same level with the same strategic focus, as other commercial departments.

Traditional consumer businesses do have an advantage in one area. The digital segment will increasingly be based around customer experience as people today expect the same level of service they receive offline, online. Companies that started out offline have a lot of experience in creating excellent customer service experiences for customers, while businesses that start online that don't invest in creating adequate service channels, often fail. Traditional retailers can also utilise their store assets to be creative, and take on pure plays in an environment where they don't exist.

The future of digital, according to experts, relies on a gradual transition from it being the bottom-up responsibility of the 'technocrats' to a situation where it is 'truly owned' by the executive functions. Seventy percent of respondents to the survey felt that eventually, digital would be integrated into all business units. We can deduce from this that many consumer companies see the evolution of the digital channel as something that will require executive leaderships to drive its initial development. In the long term, however, the aim of the strategy should be to provide business units with the necessary skills and autonomy to utilise it for their own purposes.

View the full report at www.nigelwright.com/downloads

Consumer Salary Survey 2012

Salaries in the UK consumer sector, according to our 2012 salary survey, increased on average by just over 4% last year. This was in line with the European average across the other markets we surveyed at the end of 2011/ beginning of 2012.

Although there has been an increase in hiring and some marginal improvement in confidence in the sector, the rate of increase has slowed slightly since 2010, where average increases were closer to 5%. This year, those employed in the sector are again less optimistic about the rate of increase they will receive, with respondents to our survey indicating, on average, that they are expecting to get between 3-4% in their next review, which is lower than in the previous two years.

The Nigel Wright Recruitment European salary review is based on the details we hold on our database and is supplemented with the information that we have collected as part of our annual salary and benefits 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

To download the full European Salary Survey please visit www.nigelwright.com/downloads. For specific salary advice please speak to one of our consultants.

Executive (£)	Minimum	Maximum	Average
CEO	150,000	500,000	200,000
Managing Director	90,000	300,000	160,000
Commercial Director	90,000	220,000	120,000
Marketing Director	80,000	180,000	110,000
Sales Director	80,000	180,000	110,000
Operations Director	80,000	180,000	110,000
Supply Chain Director	80,000	180,000	100,000
Procurement Director	70,000	150,000	100,000
National Account Director	70,000	120,000	100,000
Engineering Director	70,000	120,000	95,000
Technical Director	70,000	120,000	90,000

Sales (£)	Minimum	Maximum	Average
Senior Sales Manager	40,000	90,000	55,000
Sales Manager	30,000	80,000	50,000
Business Development Manager	40,000	70,000	50,000
Regional Sales Manager	30,000	70,000	45,000
National Account Manager	30,000	60,000	45,000
Category Manager	30,000	60,000	45,000
Key Account Manager	30,000	50,000	40,000
Field Sales Manager	30,000	50,000	40,000
Area Sales Manager	30,000	40,000	35,000
Ecommerce Manager	30,000	40,000	35,000
Account Manager	30,000	40,000	35,000
Junior Account Manager	20,000	35,000	30,000

Marketing (£)	Minimum	Maximum	Average
Senior Marketing Manager	40,000	90,000	55,000
Marketing Manager	30,000	70,000	50,000
Trade Marketing Manager	30,000	70,000	45,000
Senior Brand Manager	30,000	60,000	45,000
Senior Product Manager	30,000	50,000	45,000
Brand Manager	30,000	50,000	40,000
Product Manager	30,000	50,000	40,000
Digital Marketing Manager	30,000	50,000	40,000
Assistant Brand Manager	30,000	40,000	35,000
Assistant Product Manager	25,000	35,000	30,000

Operations (£)	Minimum	Maximum	Average
Operations Manager	40,000	90,000	55,000
Engineering Manager	30,000	70,000	50,000
Production Manager	30,000	70,000	45,000
Supply Chain Manager	30,000	60,000	45,000
Quality Manager	30,000	50,000	45,000
Maintenance Manager	30,000	50,000	40,000
Logistics Manager	30,000	50,000	40,000
Shift Manager	30,000	50,000	40,000
Senior Buyer	30,000	40,000	35,000
Buyer	25,000	35,000	30,000