



Charity Marketing & Communications Salary Survey 2013

Welcome to the 2013 TPP Not for Profit Charity Marketing & Communications Salary Survey, in association with CharityComms. This report aims to benchmark communications salaries across the sector, allowing employees to compare their salary against the average and giving employers a standard when budgeting for new roles. TPP is a specialist charity recruitment consultancy with a dedicated marketing and communications division, which gives us a unique insight into the market. CharityComms is the professional membership body for charity communicators.

The financial climate is continuing to affect marketing and communications salaries in charities and other not for profit organisations. Most salaries have seen only an extremely modest increase, with a 2% rise overall since the previous year, and only the top end has seen any significant growth. In a highly competitive market, where charities are still struggling to find funding and there are plenty of jobseekers available, this seems unlikely to change dramatically in the near future.

Average salaries by seniority

	2013	2012	Difference
Assistant / Coordinator	22,850	22,632	1%
Executive / Officer	26,972	28,186	-4%
Senior Executive / Officer	33,574	32,971	2%
Manager / Lead	35,110	37,938	-7%
Head of	43,621	43,319	16%
Director	56,517		

Please see the data tables at the end of this report for detailed statistics on salaries by seniority, area of expertise, size of organisation and type of contract.

Area of expertise

The most lucrative area of expertise for charity communications professionals remains brand management, and this specialism has also seen the greatest increase in average salaries of 26%. However, as this specialism is only applicable to senior roles the average will always be higher.

The other best-paid areas are campaigns, fundraising, general marketing and public affairs/policy/advocacy. Areas with the lowest salaries include events and internal communications. Digital marketing has gone from one of the highest paid skills to one of the lowest paid - a change which is most likely to be due to a lack response from senior professionals in this area.

Size of organisation

As expected, employees of larger not for profit organisations get paid 2% more than average for the third sector. Staff at small organisations receive -8% less on average. Smaller organisations definitely seem to be at the sharp end of the economic downturn, as salaries at these charities have dropped by -2% year on year.

Type of contract

Those working part time have also been affected by the economic climate, with -16% lower salaries than average. While this can be partly explained by the fact that higher-paid senior professionals are less likely to be part-timers, these salaries have also dropped by -7% since the previous year.

Sex

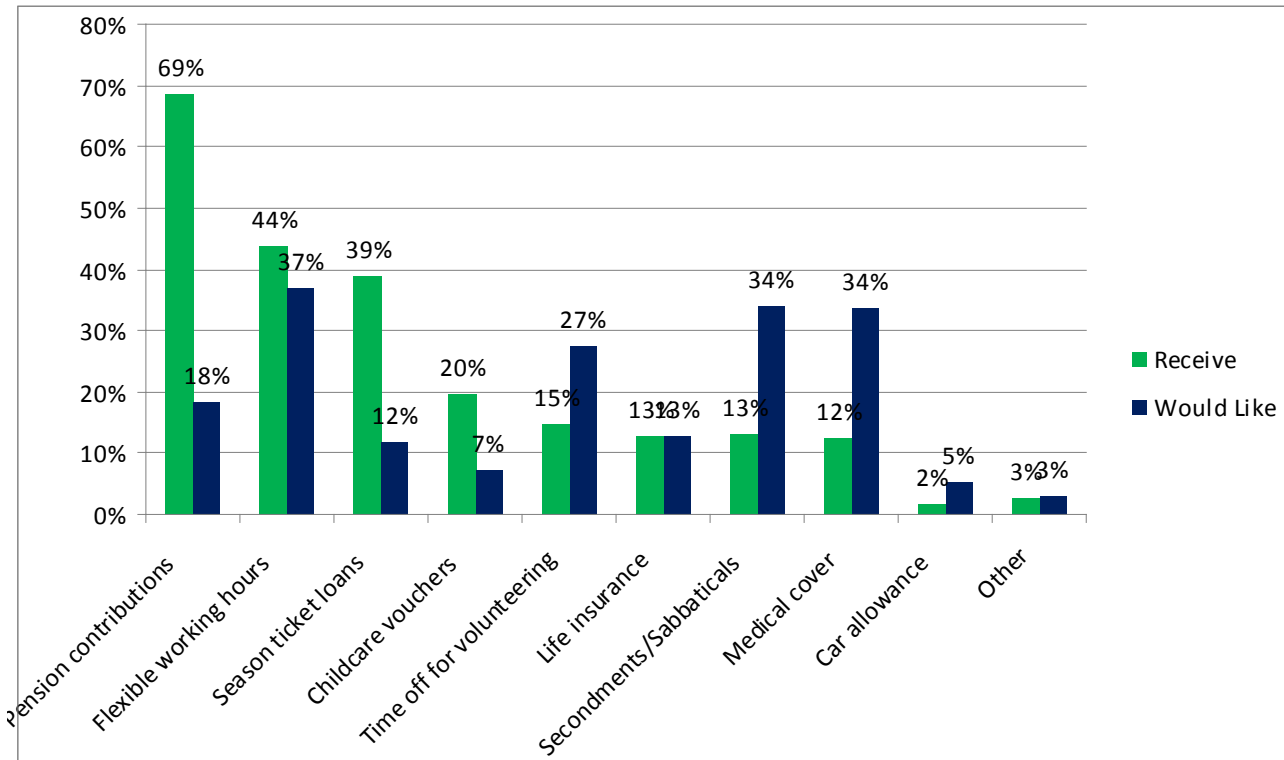
Male marcomms professionals in the third sector are slightly better off than their female colleagues, being paid 2% more than average overall. However, at director level female respondents are paid 17% more than men.

Benefits

Very few respondents receive any additional financial benefits such as bonuses or commission, which reflects the sector as a whole. However, 29% receive time off in lieu or paid overtime. A few respondents also receive allowances for cars or living abroad.

The most common non-financial benefit is pension contributions from their employer, with flexible working and season ticket loans also reasonably common. When asked what benefits they would most like to receive, flexible working again proved extremely popular, along with the option for secondments or sabbaticals and medical cover. Other benefits requested include participation in the Cycle2Work scheme and staff discounts.

However, the benefit that most respondents would like to see is support for professional development. Budget for training and time off for study seems to have more or less disappeared from the sector, which may result in shortages for well qualified senior candidates in the future.

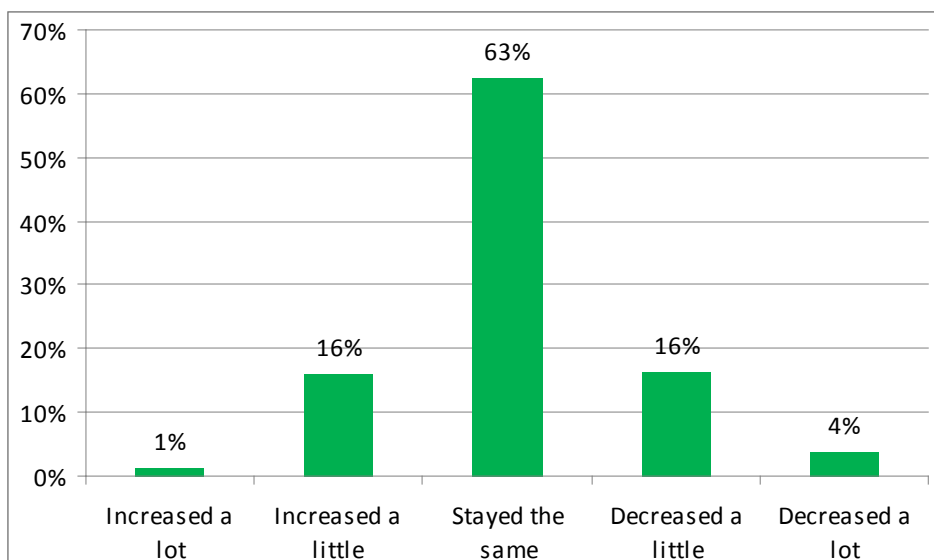


“Training and personal development investment from an employer is also important”

“I do feel constantly excluded from the main annual conferences and events due to cost - this also goes for one day learning events which would also give me the opportunity to network with sector colleagues.”

Salary change over the past year

The majority of survey respondents (63%) feel that salaries have not changed in the past year. Those who felt that salaries had increased and those who felt they had decreased are evenly spread. Many respondents have had their salaries frozen for the past three years, and this lack of change has resulted in a decrease in incomes, as salaries fail to keep pace with inflation.



Marcomms is an extremely popular field, and some charity employers are taking advantage of the glut of jobseekers to lower salaries after employees have left. It is also often hard to link marcomms activity directly to incoming revenue, which means that some employers view it purely as a cost and are reluctant to invest in increased salaries.

“There is more unemployment. I’ve seen first hand in my company as people have left the company, the company has merged roles meaning everyone is taking on a higher work load. It is a very challenging time in the third sector.”

“At my workplace at least, the central support workforce has shrunk and there has been a pay freeze since 2009/10. In real terms, this means a pay decrease.”

“Employers have hundreds of applicants with varying levels of experience going for one position, giving them a huge choice of candidates and leverage to demand vast experience in comparison to the salary offered. “

“I don’t think people realise the benefit of PR and communications when it comes to charities”

“Charity sector specialists are being asked to do the work that three people used to do and on a smaller salary. Sometimes I read the JD and I can’t believe a company genuinely thinks one person would be able to deliver it”

“I think it’s down to the new intern culture. With so many people struggling to get on the first step of their career, if people are willing and able to work for free an organisation will choose to employ more interns than a paid for role.”

“It is an incredibly competitive field. There will always be someone to do the job if you leave.”

“Link up between comms/marketing roles and charity success not widely appreciated at Director / trustee level”

Methodology

The salaries used in this report were compiled using information from 385 survey respondents from March 2013.

We have used the most common market terminology for roles for the purposes of this survey, however we appreciate not every job will fit this terminology. The results are provided as generic market information only.

We hope you find this survey useful and would welcome any feedback or recommendations for our next report.

If you would like any more detailed information or career advice, please feel free to contact our Marketing & Communications team.

Access this report online at www.tpp.co.uk/comms_salaries_2013

About TPP Not for Profit

TPP Not for Profit is a recruitment consultancy specialising in meeting the needs of organisations in the charity, arts and public sectors. Established in 1996 as The Principle Partnership, we use our experience, specialist knowledge of the sector and shared values and principles to meet our clients’ recruitment needs.

All our consultants are sector specialists, able to offer the best advice and service to both our candidates and clients. TPP’s divisions cover the full breadth of charity roles.

TPP’s Marketing & Communications Team have both the experience and the expert knowledge of the not for profit sector needed to provide our clients with consistently high-quality marketing and communications professionals. We recruit candidates with a wide range of skills, including direct marketing, online expertise, PR and copywriting, to all levels from Assistant to Director.

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About CharityComms

CharityComms (charitycomms.org.uk) is the professional membership body for charity communicators. We aim to improve the standard of communications and champion its role in the sector.

Membership of CharityComms gives you access to great content, examples of best practice, networking events and a host of opportunities for professional development. Find out more at charitycomms.org.uk/membership

To explore best practice on a range of key communications issues, see our events calendar at charitycomms.org.uk/events

Data Tables

Salaries by seniority and area of expertise

	Assistant / Coordinator	Executive / Officer	Senior Executive / Officer	Manager / Lead	Head of	Director	Grand Total	Total 2012
Brand management				47,500	49,351	60,000	51,111	40,480
Campaigns	20,930	28,681	37,639	35,067	54,000		35,896	38,632
Communications	23,019	26,584	33,909	34,226	45,291	57,833	34,122	30,124
Digital / Online / Social Media	25,300	27,169	29,692	38,088	48,304		30,666	33,505
Events	24,000	26,716		34,600			28,008	31,995
Fundraising	24,600	26,200	39,800	37,799	42,000	71,333	39,550	31,258
Internal Communications	23,000	34,084		38,375	38,000		31,490	
Marketing		25,711	36,560	31,648	43,150	52,675	36,013	31,227
PR / Press / Media relations	24,050	28,663	29,550	35,680	38,108	40,000	32,562	33,555
Public affairs / Policy / Advocacy	27,915	30,225	36,233	36,500		54,350	36,587	31,673
Publications		27,000	38,250	35,125			34,857	30,904
Cover all areas / Not applicable	20,773	24,052	31,213	34,808	41,432	54,778	34,452	
Grand Total	22,850	26,972	33,574	35,110	43,621	56,517	34,468	32,888

Salaries by seniority and type of contract

	Assistant / Coordinator	Executive / Officer	Senior Executive / Officer	Manager / Lead	Head of	Director	Grand Total	Total 2012
Full time	23,448	27,037	34,125	35,578	43,778	56,517	35,102	33,735
Job share		26,000		34,500	38,500		34,375	
Part time	20,714	26,615	28,750	29,043	43,993		29,073	31,120
Grand Total	22,850	26,972	33,574	35,110	43,621	56,517	34,468	
Contract	25,561	29,457	35,774	37,057	52,000	48,750	33,385	34,167
Temporary / Interim	21,500	26,000		30,000			25,833	
Permanent	22,253	26,347	33,323	34,900	43,327	57,257	34,718	
Grand Total	22,850	26,972	33,574	35,110	43,621	56,517	34,468	

Salaries by seniority and sex

	Assistant / Coordinator	Executive / Officer	Senior Executive / Officer	Manager / Lead	Head of	Director	Grand Total	Total 2012
Female	22,574	27,291	32,067	35,483	43,014	59,169	34,337	
Male	23,837	26,136	40,464	33,786	45,254	50,457	35,132	
Unknown		25,000					25,000	
Grand Total	22,850	26,972	33,574	35,110	43,621	56,517	34,468	

Salaries by seniority and size of organisation

	Assistant / Coordinator	Executive / Officer	Senior Executive / Officer	Manager / Lead	Head of	Director	Grand Total	Total 2012
Large (100+ employees)	24,534	28,240	33,464	37,107	45,879	58,500	35,141	34,341
Medium (11-100 employees)	20,984	25,825	35,442	33,946	42,165	57,117	34,634	32,965
Small (1-10 employees)	22,653	26,320	30,686	29,410	42,333	53,667	31,706	32,507
Unknown				39,950			39,950	
Grand Total	22,850	26,972	33,574	35,110	43,621	56,517	34,468	

Salaries by seniority and type of organisation

	Assistant / Coordinator	Executive / Officer	Senior Executive / Officer	Manager / Lead	Head of	Director	Grand Total
Animals		29,000	40,000	34,633	37,500	61,000	42,386
Arts, Culture & Heritage		22,375		31,725	40,577	48,500	34,804
Cancer	21,000	25,691	30,500	32,625	54,500	55,000	33,963
Children	22,000	27,493	26,465	37,400	48,000	62,500	34,654
Disability	18,000	27,841	31,054	37,900	32,000		32,340
Education	23,333	27,351	35,833	39,583	40,235	40,000	34,299
Environment	23,500	23,217		32,869	43,000	58,500	32,686
Health	24,822	28,335	38,000	35,542	43,642		32,928
Homelessness	24,700	29,333	33,000	34,200	50,000		33,844
Hospices		25,000		33,500			30,667
Human Rights		28,625	39,100		42,100		35,111
International Aid	24,483	27,562	35,680	33,899	47,897	57,067	37,501
Membership	21,000	26,900	31,950	36,229	39,400	51,567	34,411
Older People	26,000	30,000					28,000
Society & Work	18,360	25,500	28,532	35,487		80,000	34,452
Sport		29,283	32,000	35,000		63,500	40,264
Grand Total	22,850	26,972	33,574	35,110	43,621	56,517	34,468

Salaries by seniority and location of organisation

	Assistant / Coordinator	Executive / Officer	Senior Executive / Officer	Manager / Lead	Head of	Director	Grand Total
Greater London	23,940	27,528	33,068	35,979	44,241	57,379	35,236
Midlands	15,500	25,156		30,000	52,000	58,500	29,114
North East				32,000			32,000
North West		25,000			30,011	40,000	31,670
Scotland		19,000					19,000
South East	19,125	25,741	33,926	32,593	40,587		32,001
South West & Wales	23,500	18,901	39,800	31,483	31,000	55,600	32,423
Grand Total	22,850	26,972	33,574	35,110	43,621	56,517	34,468