

# **Voices of Oxfordshire:**

# **Pay & Benefits**

# **Report 2025**

## **Marketing**



## About This Report and Our Survey

This marketing-focused report forms part of our Voices of Oxfordshire: Pay & Benefits Report 2025. The wider study surveyed our candidate network across Oxfordshire, gathering insights on pay, benefits and workplace expectations.

This microanalysis draws specifically on the responses of professionals working in the Marketing sector. Their feedback, captured through a mix of multiple-choice and open-ended questions, provides a valuable snapshot of what matters most to today's Marketing workforce.

By focusing on this specialist group, we are able to highlight the priorities, challenges and opportunities unique to Marketing, while setting these findings in the context of broader regional and national trends.

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## What Marketing Professionals Want

Marketing remains one of the most dynamic and fast-evolving professions, shaped by digital innovation, AI and shifting candidate expectations. In such a competitive and changeable environment, attracting, retaining and supporting the right talent has never been more important.

Our report draws on the views of hundreds of professionals across Oxfordshire, from Assistants to Heads of Department. Their insights reveal what matters most to today's marketers, from pay satisfaction and career development to wellbeing, flexibility and values.

This snapshot provides both Marketing professionals and employers with a clear picture of the challenges and opportunities shaping the sector right now. For employers, it offers guidance on how to stand out in a challenging market. For professionals, it highlights the trends influencing pay, benefits and career pathways across the region.



# Key Themes

## 1. High Mobility and Pay Dissatisfaction

Nearly 87% of the marketing professionals registered with Allen Associates who completed our survey told us they are considering a job change in the next 12 months. Pay was cited as a major factor. While this does not represent the entire marketing workforce, it highlights a clear trend among actively engaged candidates in Oxfordshire.

Nearly **87% of marketing professionals** are considering a job change in the next 12 months - far higher than national averages. Pay is a major factor:

**29% rated their salary satisfaction poorly (1-2/5)**



**34% were neutral (3/5)**



**Only 12% were highly satisfied (5/5)**



**Table 1: Marketing Salary Bands**  
(with % of respondents and UK comparison)

| Role                   | Oxfordshire Range  | UK Range          |
|------------------------|--------------------|-------------------|
| Marketing Assistant    | £24,000 - £30,000  | £24,000 - £28,000 |
| Marketing Executive    | £30,000 - £38,000  | £28,000 - £35,000 |
| Digital Marketing Exec | £32,000 - £40,000  | £30,000 - £38,000 |
| Marketing Manager      | £45,000 - £60,000  | £42,000 - £55,000 |
| Head of Marketing      | £70,000 - £110,000 | £65,000 - £95,000 |

**Finding:** Marketing pay growth is lagging behind other sectors (3% vs UK average 6%). Employers risk losing talent unless progression and benchmarking are prioritised.

## 2. Benefits: Expectation vs. Reality

Current benefits are common but not always aligned with what marketers want most.

- **Now:** Pension contributions (57.6%), flexible working (37.8%), remote working (36.7%), healthcare (28.4%)
- **Future:** Pensions (62%), flexible working (53%), healthcare (49%), bonus/commission (37%)

Current vs Future Benefits - Marketing Professionals:



**Finding:** Flexibility and financial security matter most - softer perks like discounts rank lower.



### 3. Wellbeing Pressures

Wellbeing remains a critical concern for marketing professionals, many of whom work in fast-paced environments with high expectations for creativity and delivery. The pressures of tight deadlines, constant change, and limited progression opportunities are reflected in their responses.



#### Low wellbeing (1-2)

27.6% of respondents  
report low wellbeing



#### Medium wellbeing (3)

36.2% of respondents  
rate themselves average



#### High wellbeing (4-5)

Only 10% feel their  
wellbeing is excellent

Top improvements cited by marketers:

**42.8%**

Recognition and Reward

**41.4%**

Development Opportunities

**38.8%**

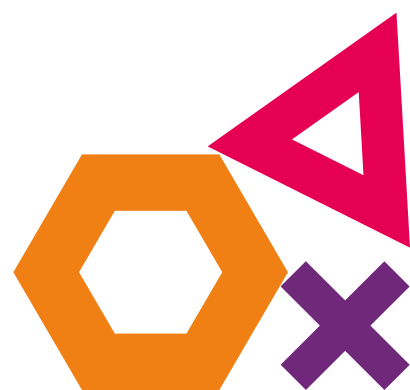
Supportive Management

**35.6%**

Flexible Working

**35.6%**

Better Work-Life Balance

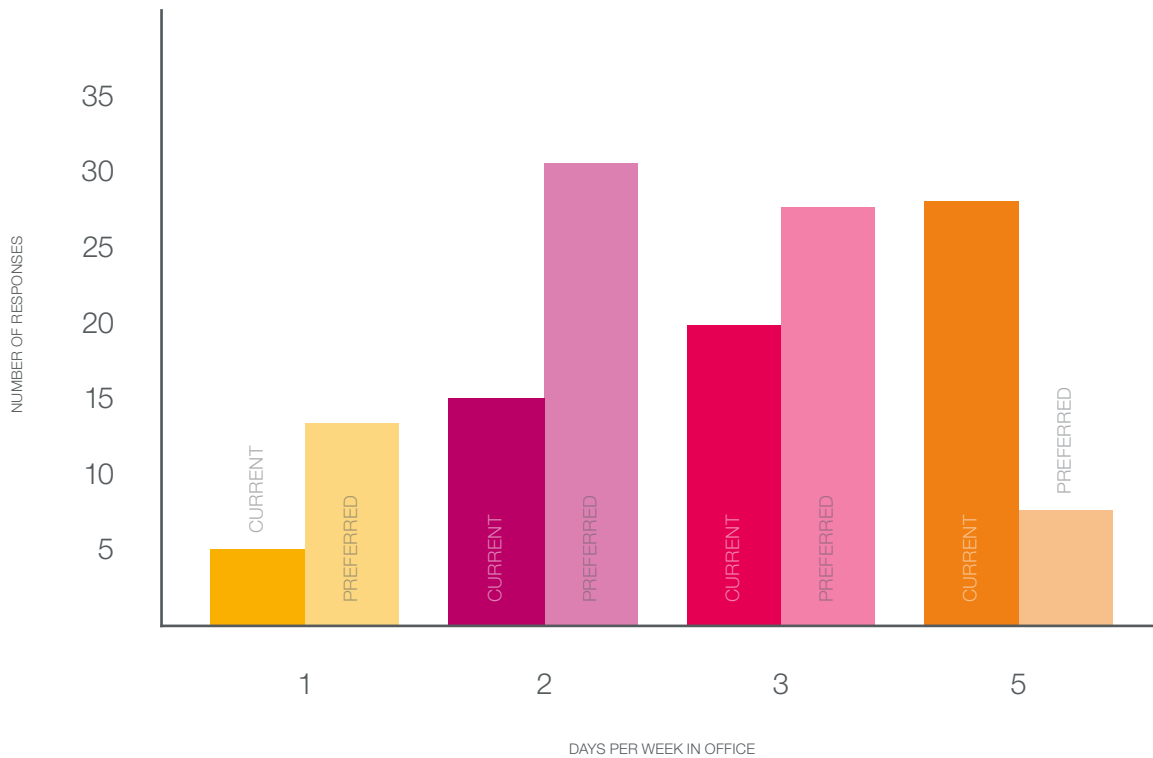


#### 4. Hybrid Working Is Non-Negotiable

While 28% of marketers are required to be in the office five days a week, just 7.6% actually want this.

- Preference is strongest for 2 days (30.5%) or 3 days (27.6%) in the office.
- 74% would consider leaving their role if hybrid flexibility were removed.

Office Days: Current Requirement vs Candidate Preference:



\*Please note: none of the marketing professionals surveyed indicated a requirement to work in the office four days per week.

**Finding:** Hybrid is now foundational. Employers who resist risk losing access to top talent.



## 5. Skills Development Gap

Training and development emerged as one of the most underserved areas for marketing professionals in Oxfordshire. A quarter of respondents reported receiving no training at all in their current role, while many others described provision as inconsistent or generic.

This disconnect poses a clear risk - without structured opportunities to learn and grow, employees are more likely to feel disengaged and consider moving to employers that invest in their development.

- 25% receive no training at all
- Current training is patchy and generic
- Strongest demand is for leadership, digital/AI, and professional qualifications

## Implications for Employers



### Pay Pressure

Salaries under £40,000 dominate, but external benchmarks are higher. Competitive pay and transparent reviews are essential.



### Flexibility Is Essential

Hybrid/remote is now a core expectation, not a perk.



### Benefits Can Differentiate

Pensions, healthcare, and training & development are increasingly decisive.



### Retention Is At Risk

With modest salary growth and high mobility, marketing professionals are more likely than ever to move.



# Implications for Marketing Professionals



## Salary Awareness

Benchmark your role and explore progression into management to move beyond the £30k-£40k band.



## Flexibility As Leverage

Hybrid and remote working are strong negotiation points.



## Value Benefits Holistically

Pensions and healthcare add long-term value beyond salary.



## Training Matters

Invest in developing AI, leadership, and digital skills to stay competitive.

## Conclusion

As this report focuses on Allen Associates' actively registered Marketing candidates, it's natural that many are already considering new opportunities. What's most important are the reasons they gave: pay dissatisfaction, infrequent reviews, patchy training, and inflexible working patterns. These insights highlight the specific factors that are influencing job searches and shaping expectations right now in Oxfordshire's Marketing sector.

**Key takeaway:** Employers who align pay, flexibility, and progression with market expectations will have a real advantage in attracting and retaining marketing talent in 2025 and beyond.





## About Allen Associates

We understand how critical the right people are to your organisation's success. Based in Oxfordshire, we have been recruiting talented professionals across Marketing, HR, Finance and PA/Administration for over 25 years.

Our reputation has been built on the strength of our relationships, our unrivalled knowledge of the local market and our rigorous recruitment process. Every candidate we put forward is carefully interviewed and assessed by our experienced team. This means employers can be confident that the individuals they meet are not only technically strong but also aligned with their culture, values, and long-term goals.

For Marketing in particular, we know the demands of the profession are changing rapidly. Employers need people who can combine creativity with commercial awareness, digital expertise with strategic thinking, and innovation with resilience. Whether you are hiring your first Marketing Executive, building a digital team, or appointing a Head of Marketing, we can connect you with candidates who will make a real impact.

Our Model of Excellence ensures a seamless process from start to finish, from taking the time to understand your needs to managing interviews, providing feedback, and supporting negotiations. Many of our clients have worked with us for years because we consistently deliver results and act as a trusted recruitment partner.

If you would like to find out more about how Allen Associates can support your next Marketing hire, or to discuss the findings of this report in more detail, please get in touch.

