



Marketing & Creative

2024 Salary & Market Insights Guide



Introduction

Looking back

Before putting 'pen to paper', I referred back to my commentary on last year's salary guide. What a difference a year makes!

This time last year (mid-January at the time of writing) many in the recruitment sector were starting to feel the inevitable slowdown of the post-COVID surge whilst others were still going strong. By the mid-year point we were all accepting the reality that the bubble had burst. The summer months are always a slower time in the recruitment industry and the September bounce back didn't make its usual impact. We have had to accept that we are now in different times, some would say more normal times, in line with pre-COVID levels, but for the many who have joined the recruitment industry over the last 18 months it will feel like a different job entirely.

In many ways, and particularly for us at The ONE Group, this can be seen as a positive, as the frenetic sourcing of 2022 allowed little time for true consultative work. In a slower more considered marketplace, we are now able to find time to think, to re-evaluate and to re-engage. Face to face meetings and insights led conversations will allow us the ability to align our talent pipelining and networking with our clients' business objectives. As we research and consider the impact of the advancement of AI and Automation on our industry, it has never been more apparent that the true human, emotional and empathetic element of recruiting is now at the forefront for the Recruitment Consultancy/Client Partnership.

Themes for 2024

The themes of 2022/23 are now firmly embedded and set to stay throughout 2024 and beyond;

Hybrid Working: It's highly unlikely that businesses will be able to attract top talent without some form of hybrid working in place. There has been a definite shift, over the last few months, of employers wanting to encourage teams back into the office, some doing it more collaboratively than others. As work and home lives have become interwoven over the past few years, it is a real challenge and danger for employers to try to take back control too quickly, or even at all. The most prevalent working pattern seems to be settling at two days from home, three days in the office.

Leadership: Empathetic and trust-based leadership is very much at the forefront of a healthy and prosperous culture and the talent pool in the post-COVID world are giving this high priority in their career making decisions. Whilst this undoubtedly lends itself to a happy workforce, more challenging economic times can make it feel like walking a tightrope.

Benefits Packages: Generous, ever competitive benefits packages are very much here to stay (I wonder how those brave companies are getting on with their four-day weeks?) Here at The ONE Group, we've successfully navigated a year of unlimited

holiday and 'working from anywhere', and, if you're anything like us, you may now have some additional canine team members as well...

Skills Shortage: The acute skills shortage of 2022/23 has eased, generally, with a much better balance of 'power' between employer and job seeker. Employers aren't held to ransom quite as much, in what last year, seemed to be a constant struggle to both hire and retain. This is certainly a positive for businesses to be able to achieve business goals and objectives which of course are always underpinned by their people.

Technology: Technology in the recruitment sector has moved at pace and those not utilising AI, automation and advanced sourcing platforms are risking being left behind. What at first felt like a threat to the essential relationship elements of recruitment, has now settled into a strong partnership, if used well. Multi-plate spinning recruiters are now able to focus on the relationship side of the job with the more transactional parts of the role being looked after by technology. Those that achieve the balance will thrive.

Fostering Strong Recruitment Partnerships

The recruitment landscape has changed so much over the past five years, not least the role of the recruitment agency. In a crowded recruitment market with skilled talent teams and so much access to online networking, recruitment agencies will need to change their narrative and re-evaluate their proposition to stay relevant. Low value, low engagement contingency recruitment needs to be replaced with broader conversations of partnership and talent solutions. Here at The ONE Group, we will be investing in our consultants across 2024, focussing on L&D and continuing to elevate conversations from vacancies to talent partnerships.

Finally...

As we settle into 2024 you can look forward to seeing a broader portfolio of value added services from The ONE Group, as we look to continue to engage with our clients not only on recruitment but with a variety of additional services from EVP packages (if you haven't seen our client EVP videos, take a look!), benchmarking reports, FD/HRD insight roundtables and more.

The business of 'people' has never been so challenging, multi-faceted and rewarding.

We look forward to sharing our consultancy skills, insights, technology, and networks with you to support your business in achieving its talent goals throughout 2024.

Catherine Wallis
Operations Director



Marketing & Creative Recruitment Industry

In 2023, the marketing recruitment industry saw dynamic shifts in response to ever changing market demands and technological advancements. The industry showed more emphasis on digital expertise, with companies seeking candidates skilled in emerging technologies such as artificial intelligence and data analytics. Remote work continued to play a significant role, influencing recruitment strategies as companies continued to embrace hybrid models, with 2-3 days in the office being a favoured approach.

Employers prioritised diversity, equity and inclusion initiatives, prompting recruitment agencies like The ONE Group to adapt their strategies to attract a more diverse pool of marketing talent. Skill sets such as creativity, adaptability, and a strategic understanding of evolving consumer behaviour became crucial for candidates aiming to secure positions in this competitive landscape.

Also, the industry saw an increased reliance on data-driven decision-making, leading to a growing demand for candidates with an understanding of marketing analytics and the ability to show actionable insights. Social media and influencer marketing expertise remained highly sought after, showing the continued importance of these channels in reaching and engaging target audiences.

Salaries continued to increase in 2023 but so did candidates' expectations on benefits. More and more larger corporates have started to mimic the benefits approach of a start up to ensure they remain competitive. Free lunches, increased maternity/paternity and annual leave exceeding 25 days are some of the more popular ones we've witnessed this year.

Harry Bragg
Divisional Manager

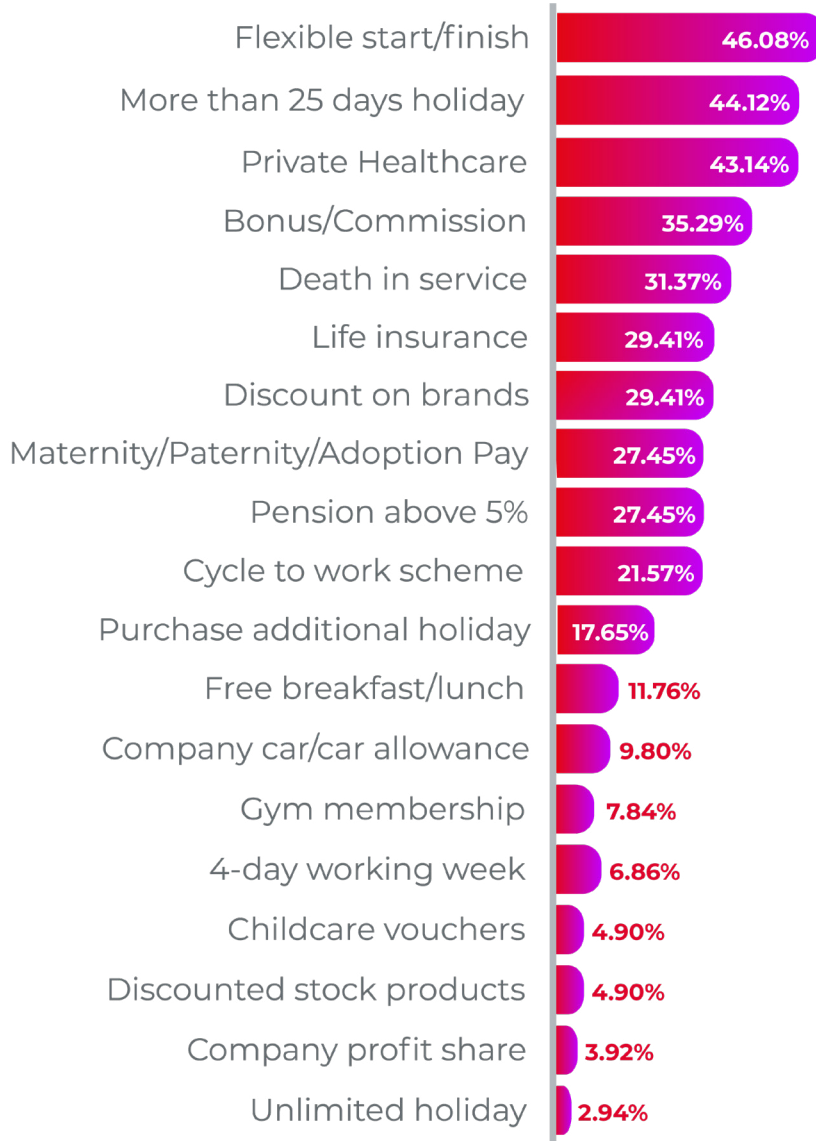


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Salary & Benefits

Which benefits do you currently receive?



If you could choose, what would be your top 5 benefits?

Private Healthcare

Funded private healthcare or dental care.

1

4-Day Working Week

Working hours condensed into 4 days.

2

More than 25 Days Holiday

More than 25 days holiday or unlimited holiday.

3

4

Bonus/Commission

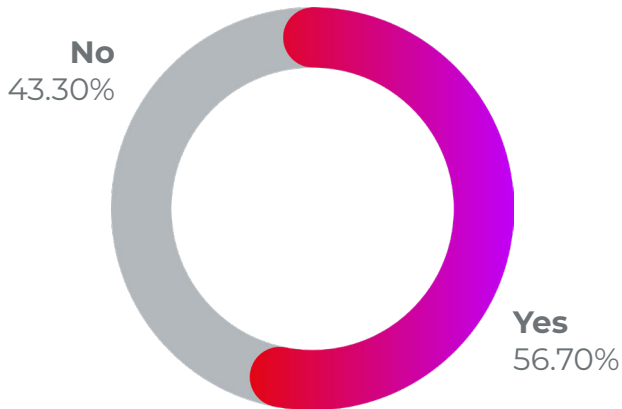
Bonuses or more commission to support cost of living.

5

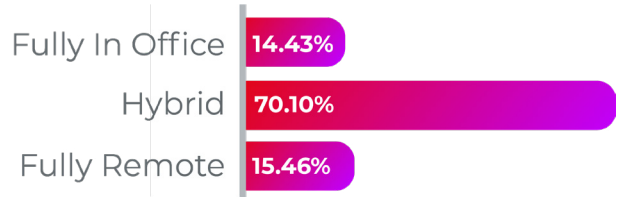
Flexible Start/Finish

Flexible start/finish times or remote/hybrid working options.

Has your working pattern changed in the last 2 years?



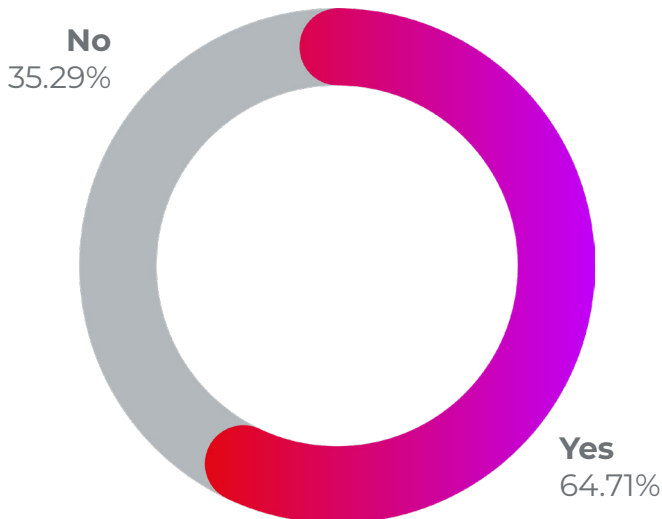
What is your current working pattern?



Do you think it's important to work in the office as a marketer?



Do you feel fairly remunerated for your position?

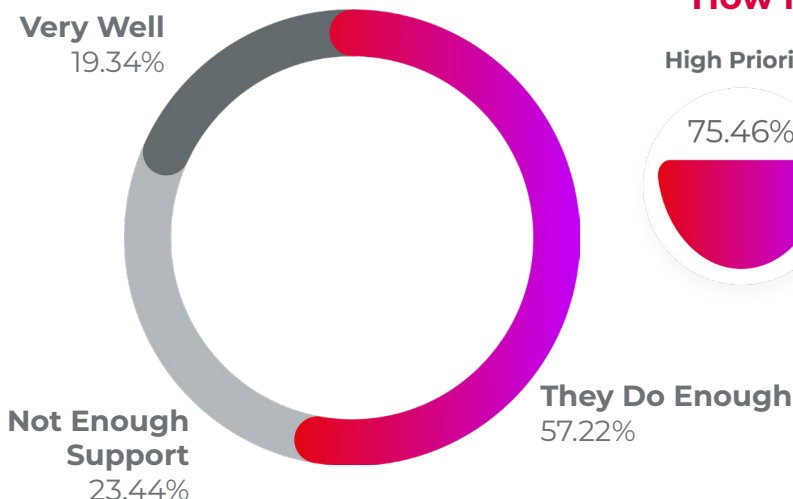


Why?

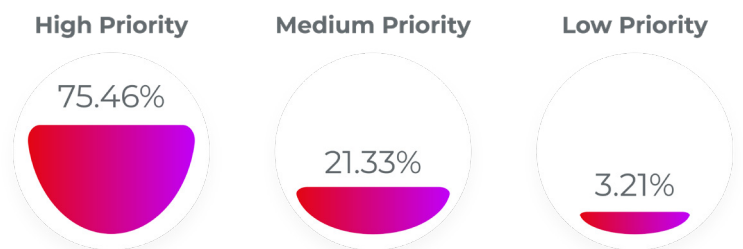
Key themes:

- Varying opinions on personal preferences and productivity in the office vs. at home - advocacy for a hybrid working pattern, combining both remote and in-office work.
- Face-to-face social interactions are considered valuable to marketers, but full-time office presence can hinder creativity and timelines.

How well do you feel your employer supports your wellbeing?



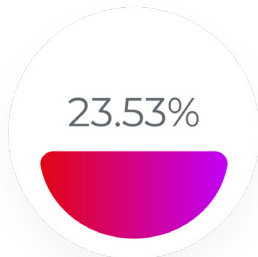
How high a priority is this for you?



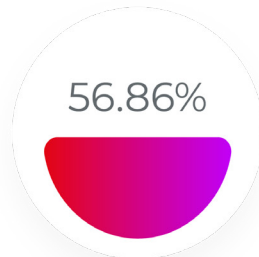
Job Security

How secure do you feel in your role?

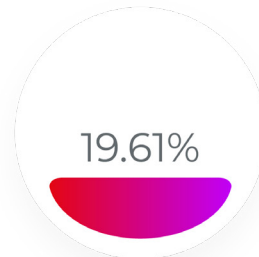
Very Secure



Quite Secure

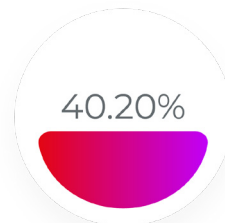


Not Secure

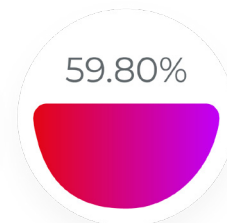


Have you moved jobs in the last 12 months?

Yes



No



Why do you think this?

Individuals have expressed that they feel secure in their jobs as they trust in the company's stability, emphasised on the significance of their skillsets and having positive managerial relationships.

On the other hand, feelings of insecurity has risen due to external market factors influencing job security and the impact it's having on some organisations.

Why?

Uncaring and uninspiring leaders 41.46%

Lack of career development 39.02%

Inadequate total compensation 31.71%

Unreliable and unsupportive people 24.39%

Lack of meaningful work 24.39%

Lack of support for mental health 21.95%

Unsustainable work expectations 14.63%

Lack of workplace flexibility 9.76%

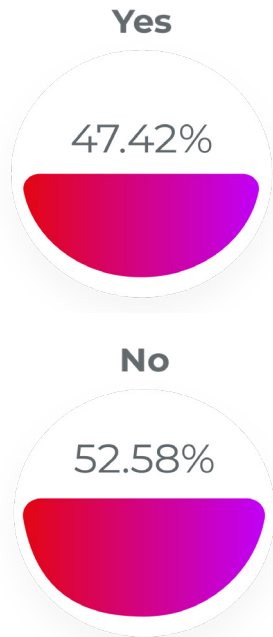
Inadequate resource accessibility 9.76%

Non-inclusive and unwelcoming 4.88%

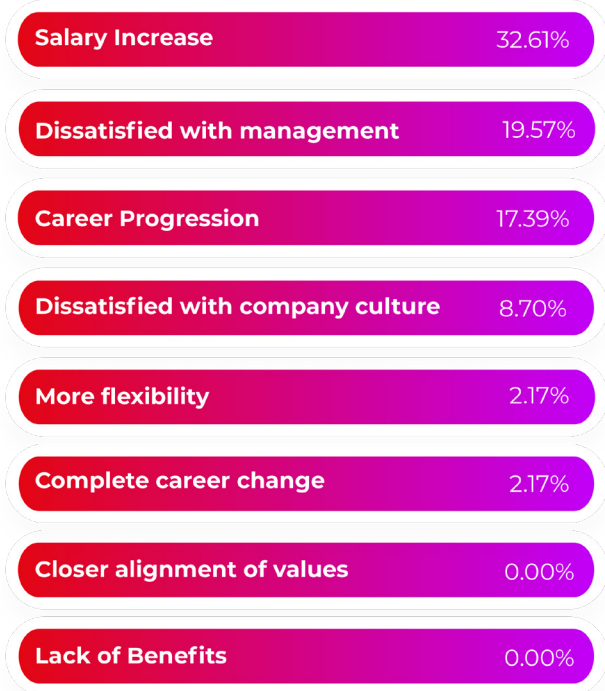
Geographical ties 3.75%

Unsafe workplace environment 0.00%

Are you considering a move in the next 6 months?



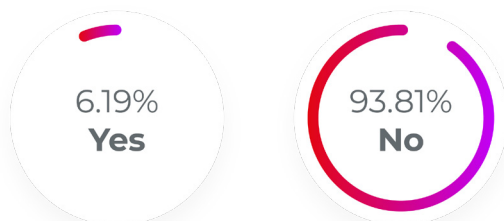
What is your main reason for looking?



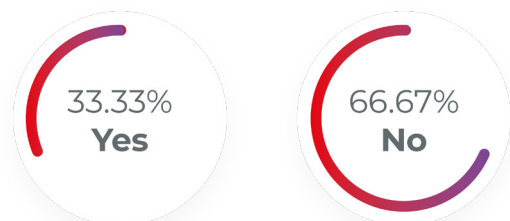
If you were to resign from your current role, would you consider a counteroffer?



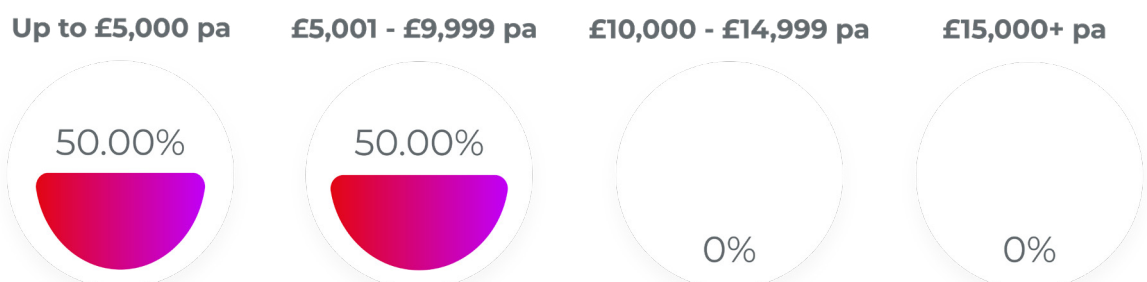
Have you received a counteroffer this year?



Did you accept it?

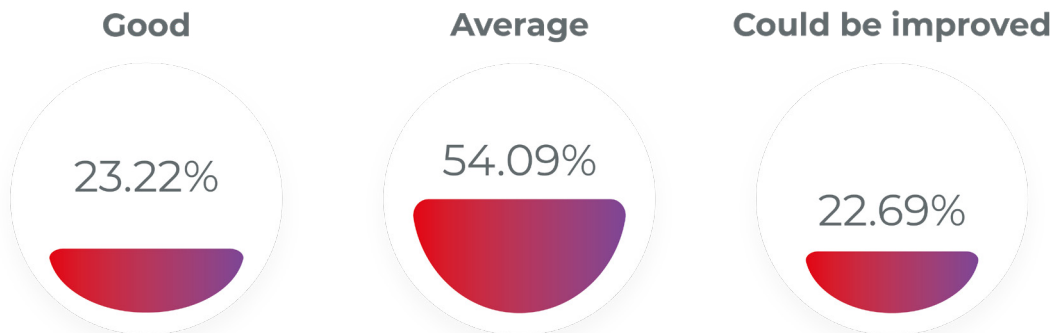


What was the increase?



The Hiring Process

How would you rank your onboarding & training experience in your current employer?

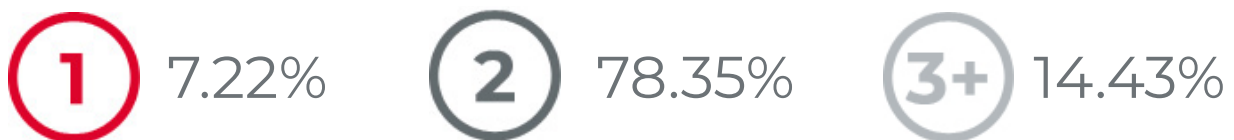


What was good/not so good about it?

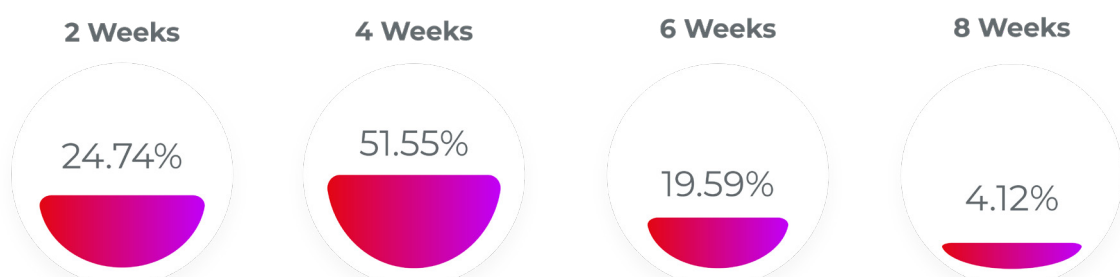
Individuals highlighted that effective training was received through a carefully planned induction process, supportive onboarding, hands-on experience, approachable managers, and dedicated time for learning about the business.

Conversely, inadequate training was associated with rushed onboarding, lack of structured plans, limited support, and perceived boredom with a lack of progression.

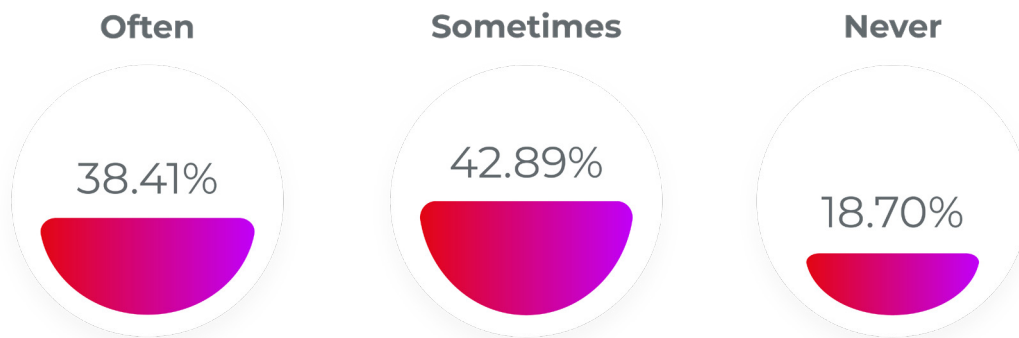
How many interview stages would you be happy to attend?



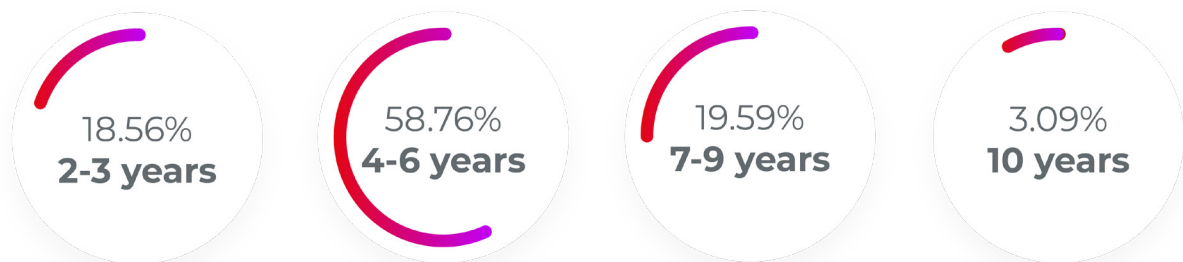
How long would you expect an effective recruitment process to last?



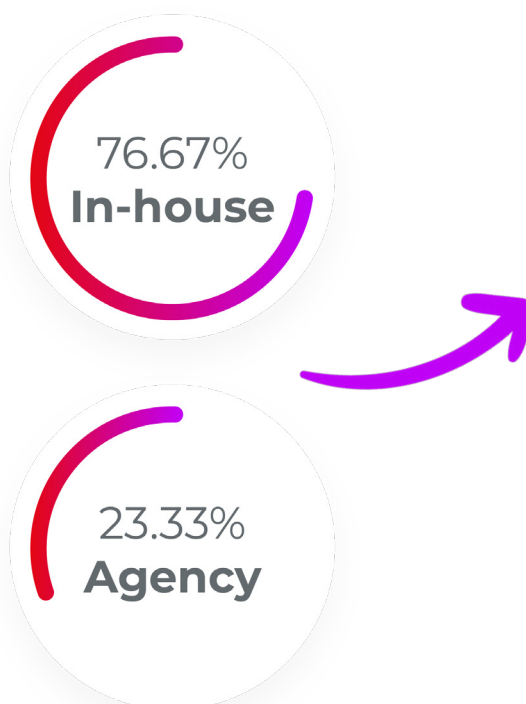
How often have you needed marketing qualifications to apply for a marketing role?



How many years marketing experience do you think you need before stepping into a managerial position?



As a manager, do you prefer managing an in-house team or an agency?



Why do you think this?

In-house:

- Deeper knowledge and passion for the product/fully immersed in the brand.
- Easier to manage budgets and workloads.
- Greater trust and understanding within the team.

Agency:

- Agencies valued for diverse ideas and impressing clients.
- Agencies bring variety to the role, but are never fully invested in the client's values/culture.
- Operate in dynamic, fast-paced environments, fostering adaptability and quick thinking.

Salaries

Marketing & Creative Salaries

Cambridge (+25 Miles)

Title	Min	Max	Typical
Marketing & Communications			
Chief Marketing Officer	£80,000	£130,000	£100,000
Marketing Director	£80,000	£130,000	£100,000
Head of Marketing	£50,000	£85,000	£70,000
Marketing Manager	£30,000	£60,000	£50,000
Marketing Specialist	£30,000	£50,000	£35,000
Marketing Associate	£24,000	£32,000	£30,000
Marketing Executive/Coordinator	£21,000	£35,000	£28,000
Marketing Assistant	£20,000	£28,000	£25,000
Communications Manager	£30,000	£60,000	£50,000
Communications Coordinator	£21,000	£35,000	£28,000
Communications Executive/Assistant	£22,000	£30,000	£25,000
Trade Marketing Manager	£35,000	£50,000	£45,000
Trade Marketing Executive	£25,000	£35,000	£28,000
Project Manager	£32,000	£36,000	£34,000
Creative			
Creative Director	£37,000	£65,000	£48,000
Creative Artworker	£22,000	£30,000	£28,000
Senior Graphic Designer	£30,000	£40,000	£33,000
Midweight Graphic Designer	£28,000	£35,000	£30,000
Graphic Designer	£18,000	£30,000	£26,000
Studio Manager	£34,000	£38,000	£35,000
Digital & E-commerce			
CRM Manager	£30,000	£50,000	£45,000
CRM Executive	£25,000	£33,000	£30,000
Email Marketing Executive	£22,000	£31,000	£28,000
PPC Manager	£25,000	£45,000	£37,000
SEO Manager	£25,000	£60,000	£37,000
eCommerce Director	£60,000	£90,000	£75,000
eCommerce Marketing Manager	£30,000	£60,000	£45,000
Digital Marketing Manager	£27,000	£60,000	£42,000
Digital Marketing Executive/Assistant	£22,000	£30,000	£26,000
Web Designer	£25,000	£38,000	£33,000
Brand & Product			
Head of Product	£50,000	£80,000	£60,000
Product Manager	£32,000	£60,000	£46,000
Head of Brand	£55,000	£80,000	£68,000
Brand Manager	£32,000	£50,000	£38,000
Brand Executive/Assistant	£20,000	£32,000	£28,000
Channel Manager	£40,000	£52,000	£46,000
Category Manager	£35,000	£52,000	£45,000
Category Executive	£22,000	£30,000	£25,000

Interested in temporary or contract pay-rates? Talk to one of our specialist temporary and contract controllers.

Marketing & Creative Salaries

Cambridge (+25 Miles)

Title	Min	Max	Typical
PR & Communications			
	Min	Max	Typical
Head of Communications	£50,000	£70,000	£65,000
Head of PR	£45,000	£80,000	£65,000
PR Manager	£30,000	£50,000	£38,000
PR Executive	£22,000	£30,000	£26,000
PR Account Director (Agency)	£45,000	£60,000	£52,000
PR Account Manager (Agency)	£28,000	£38,000	£35,000
PR Account Executive (Agency)	£20,000	£27,000	£23,500
Agency & Account Management			
	Min	Max	Typical
Client Services Director	£50,000	£65,000	£55,000
Account Director	£45,000	£60,000	£48,000
Senior Account Manager	£35,000	£45,000	£36,000
Account Manager	£23,500	£36,000	£32,000
Senior Account Executive	£22,000	£30,000	£27,500
Account Executive	£18,000	£25,000	£22,500
Social Media & Content			
	Min	Max	Typical
Social Media Marketing Manager	£28,000	£50,000	£36,000
Social Media Marketing Executive	£20,000	£32,000	£26,000
Content Marketing Manager	£40,000	£55,000	£50,000
Content Writer/Copywriter	£25,000	£34,000	£28,000
Event Marketing			
	Min	Max	Typical
Event Manager	£30,000	£50,000	£38,000
Event Coordinator	£22,000	£32,000	£28,000



Marketing & Creative Salaries

Hertfordshire (+25 Miles)

Title	Min	Max	Typical
Marketing & Communications			
	Min	Max	Typical
Chief Marketing Officer	£80,000	£130,000	£100,000
Marketing Director	£85,000	£140,000	£110,000
Head of Marketing	£70,000	£120,000	£90,000
Marketing Manager	£40,000	£70,000	£50,000
Marketing Specialist	£30,000	£55,000	£40,000
Marketing Associate	£24,000	£32,000	£30,000
Marketing Executive/Coordinator	£25,000	£40,000	£30,000
Marketing Assistant	£22,000	£30,000	£25,000
Communications Manager	£35,000	£60,000	£50,000
Communications Coordinator	£25,000	£40,000	£30,000
Communications Executive/Assistant	£22,000	£30,000	£25,000
Trade Marketing Manager	£35,000	£50,000	£45,000
Trade Marketing Executive	£25,000	£35,000	£28,000
Project Manager	£32,000	£36,000	£34,000
Creative			
	Min	Max	Typical
Creative Director	£42,000	£70,000	£55,000
Creative Artworker	£25,000	£40,000	£30,000
Senior Graphic Designer	£40,000	£60,000	£50,000
Midweight Graphic Designer	£30,000	£45,000	£40,000
Graphic Designer	£25,000	£35,000	£30,000
Studio Manager	£35,000	£45,000	£40,000
Digital & E-commerce			
	Min	Max	Typical
CRM Manager	£30,000	£50,000	£45,000
CRM Executive	£25,000	£35,000	£30,000
Email Marketing Executive	£22,000	£31,000	£28,000
PPC Manager	£25,000	£45,000	£37,000
SEO Manager	£25,000	£60,000	£37,000
eCommerce Director	£60,000	£90,000	£75,000
eCommerce Marketing Manager	£30,000	£60,000	£45,000
Digital Marketing Manager	£30,000	£60,000	£45,000
Digital Marketing Executive/Assistant	£18,000	£30,000	£26,000
Web Designer	£25,000	£38,000	£33,000
Brand & Product			
	Min	Max	Typical
Head of Product	£50,000	£80,000	£60,000
Product Manager	£32,000	£60,000	£46,000
Head of Brand	£55,000	£80,000	£68,000
Brand Manager	£32,000	£50,000	£38,000
Brand Executive/Assistant	£20,000	£32,000	£28,000
Channel Manager	£40,000	£52,000	£46,000
Category Manager	£35,000	£52,000	£45,000
Category Executive	£22,000	£30,000	£25,000

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Marketing & Creative Salaries

Hertfordshire (+25 Miles)

Title	Min	Max	Typical
PR & Communications	Min	Max	Typical
Head of Communications	£50,000	£70,000	£65,000
Head of PR	£45,000	£80,000	£65,000
PR Manager	£30,000	£50,000	£38,000
PR Executive	£22,000	£30,000	£26,000
PR Account Director (Agency)	£45,000	£60,000	£52,000
PR Account Manager (Agency)	£28,000	£38,000	£35,000
PR Account Executive (Agency)	£20,000	£27,000	£23,500
Agency & Account Management	Min	Max	Typical
Client Services Director	£50,000	£65,000	£55,000
Account Director	£45,000	£60,000	£48,000
Senior Account Manager	£35,000	£45,000	£36,000
Account Manager	£23,500	£36,000	£32,000
Senior Account Executive	£22,000	£30,000	£27,500
Account Executive	£18,000	£25,000	£22,500
Social Media & Content	Min	Max	Typical
Social Media Marketing Manager	£28,000	£50,000	£36,000
Social Media Marketing Executive	£25,000	£40,000	£30,000
Content Marketing Manager	£40,000	£55,000	£50,000
Content Writer/Copywriter	£25,000	£40,000	£30,000
Event Marketing	Min	Max	Typical
Event Manager	£25,000	£40,000	£32,000
Event Coordinator	£20,000	£30,000	£20,000

Marketing & Creative Salaries

Northampton (+25 Miles)

Title	Min	Max	Typical
Marketing & Communications			
Chief Marketing Officer	£80,000	£130,000	£100,000
Marketing Director	£55,000	£100,000	£85,000
Head of Marketing	£50,000	£75,000	£65,000
Marketing Manager	£30,000	£60,000	£45,000
Marketing Specialist	£30,000	£50,000	£35,000
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Communications Coordinator	£22,000	£35,000	£30,000
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Project Manager	£32,000	£45,000	£35,000
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Creative Director	£40,000	£80,000	£55,000
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Studio Manager	£30,000	£38,000	£35,000
Digital & E-commerce			
CRM Manager	£40,000	£60,000	£45,000
CRM Executive	£28,000	£35,000	£30,000
Email Marketing Executive	£30,000	£60,000	£45,000
PPC Manager	£30,000	£60,000	£45,000
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eCommerce Marketing Manager	£32,000	£60,000	£45,000
Digital Marketing Manager	£20,000	£30,000	£28,000
Digital Marketing Executive/Assistant	£19,000	£22,000	£20,000
Web Designer	£25,000	£38,000	£33,000
Brand & Product			
Head of Product	£65,000	£100,000	£80,000
Product Manager	£40,000	£65,000	£55,000
Head of Brand	£50,000	£75,000	£65,000
Brand Manager	£32,000	£50,000	£35,000
Brand Executive/Assistant	£25,000	£30,000	£28,000
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Category Manager	£35,000	£55,000	£45,000
Category Executive	£22,000	£30,000	£25,000

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Marketing & Creative Salaries

Northampton (+25 Miles)

Title	Min	Max	Typical
PR & Communications	Min	Max	Typical
Head of Communications	£30,000	£40,000	£35,000
Head of PR	£65,000	£100,000	£80,000
PR Manager	£40,000	£60,000	£50,000
PR Executive	£28,000	£35,000	£30,000
PR Account Director (Agency)	£45,000	£80,000	£60,000
PR Account Manager (Agency)	£28,000	£40,000	£35,000
PR Account Executive (Agency)	£20,000	£27,000	£25,000
Agency & Account Management	Min	Max	Typical
Client Services Director	£55,000	£80,000	£60,000
Account Director	£45,000	£60,000	£55,000
Senior Account Manager	£35,000	£55,000	£45,000
Account Manager	£30,000	£50,000	£40,000
Senior Account Executive	£25,000	£30,000	£28,000
Account Executive	£20,000	£24,000	£22,000
Social Media & Content	Min	Max	Typical
Social Media Marketing Manager	£35,000	£60,000	£45,000
Social Media Marketing Executive	£25,000	£32,000	£28,000
Content Marketing Manager	£30,000	£45,000	£37,000
Content Writer/Copywriter	£25,000	£35,000	£28,000
Event Marketing	Min	Max	Typical
Event Manager	£30,000	£40,000	£35,000
Event Coordinator	£20,000	£30,000	£25,000

Marketing & Creative Salaries

Peterborough (+25 Miles)

Title	Min	Max	Typical
Marketing & Communications			
Chief Marketing Officer	£80,000	£130,000	£100,000
Marketing Director	£55,000	£100,000	£85,000
Head of Marketing	£50,000	£75,000	£65,000
Marketing Manager	£30,000	£55,000	£45,000
Marketing Specialist	£30,000	£50,000	£35,000
Marketing Associate	£24,000	£32,000	£30,000
Marketing Executive/Coordinator	£21,000	£30,000	£28,000
Marketing Assistant	£18,000	£21,000	£18,000
Communications Manager	£30,000	£50,000	£45,000
Communications Coordinator	£22,000	£35,000	£30,000
Communications Executive/Assistant	£20,000	£30,000	£25,000
Trade Marketing Manager	£35,000	£50,000	£45,000
Trade Marketing Executive	£25,000	£35,000	£28,000
Project Manager	£32,000	£36,000	£34,000
Creative			
Creative Director	£37,000	£65,000	£48,000
Creative Artworker	£22,000	£30,000	£28,000
Senior Graphic Designer	£28,000	£40,000	£33,000
Midweight Graphic Designer	£28,000	£35,000	£30,000
Graphic Designer	£18,000	£30,000	£26,000
Studio Manager	£34,000	£38,000	£35,000
Digital & E-commerce			
CRM Manager	£30,000	£50,000	£45,000
CRM Executive	£25,000	£30,000	£28,000
Email Marketing Executive	£22,000	£35,000	£30,000
PPC Manager	£25,000	£45,000	£37,000
SEO Manager	£25,000	£60,000	£37,000
eCommerce Director	£60,000	£90,000	£75,000
eCommerce Marketing Manager	£30,000	£60,000	£45,000
Digital Marketing Manager	£27,000	£60,000	£42,000
Digital Marketing Executive/Assistant	£22,000	£30,000	£26,000
Web Designer	£25,000	£38,000	£33,000
Brand & Product			
Head of Product	£50,000	£80,000	£60,000
Product Manager	£32,000	£60,000	£46,000
Head of Brand	£55,000	£80,000	£68,000
Brand Manager	£32,000	£50,000	£38,000
Brand Executive/Assistant	£20,000	£32,000	£28,000
Channel Manager	£40,000	£52,000	£46,000
Category Manager	£35,000	£52,000	£45,000
Category Executive	£22,000	£30,000	£25,000

Interested in temporary or contract pay-rates? Talk to one of our specialist temporary and contract controllers.

Marketing & Creative Salaries

Peterborough (+25 Miles)

Title	Min	Max	Typical
PR & Communications	Min	Max	Typical
Head of Communications	£50,000	£70,000	£65,000
Head of PR	£45,000	£80,000	£65,000
PR Manager	£30,000	£50,000	£38,000
PR Executive	£22,000	£30,000	£26,000
PR Account Director (Agency)	£45,000	£60,000	£52,000
PR Account Manager (Agency)	£28,000	£38,000	£35,000
PR Account Executive (Agency)	£20,000	£27,000	£23,500
Agency & Account Management	Min	Max	Typical
Client Services Director	£50,000	£65,000	£55,000
Account Director	£45,000	£60,000	£48,000
Senior Account Manager	£35,000	£45,000	£36,000
Account Manager	£23,500	£36,000	£32,000
Senior Account Executive	£22,000	£30,000	£27,500
Account Executive	£18,000	£25,000	£22,500
Social Media & Content	Min	Max	Typical
Social Media Marketing Manager	£28,000	£50,000	£36,000
Social Media Marketing Executive	£20,000	£32,000	£26,000
Content Marketing Manager	£30,000	£45,000	£37,000
Content Writer/Copywriter	£25,000	£34,000	£28,000
Event Marketing	Min	Max	Typical
Event Manager	£28,000	£45,000	£36,000
Event Coordinator	£22,000	£32,000	£26,000

Why you should use our **FREE** Benchmarking service

We offer free, no obligation, professional salary benchmarking services.

For over 20 years we've advised UK businesses of all shapes, sizes and industries on salaries for their teams. We can help you:



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Retain valuable employees



Gain peace of mind



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Ensure efficient salary budgeting

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Our “Beyond Recruitment” approach also means that we’re here whenever you need us - even if that’s not when you’re recruiting or looking for a job.

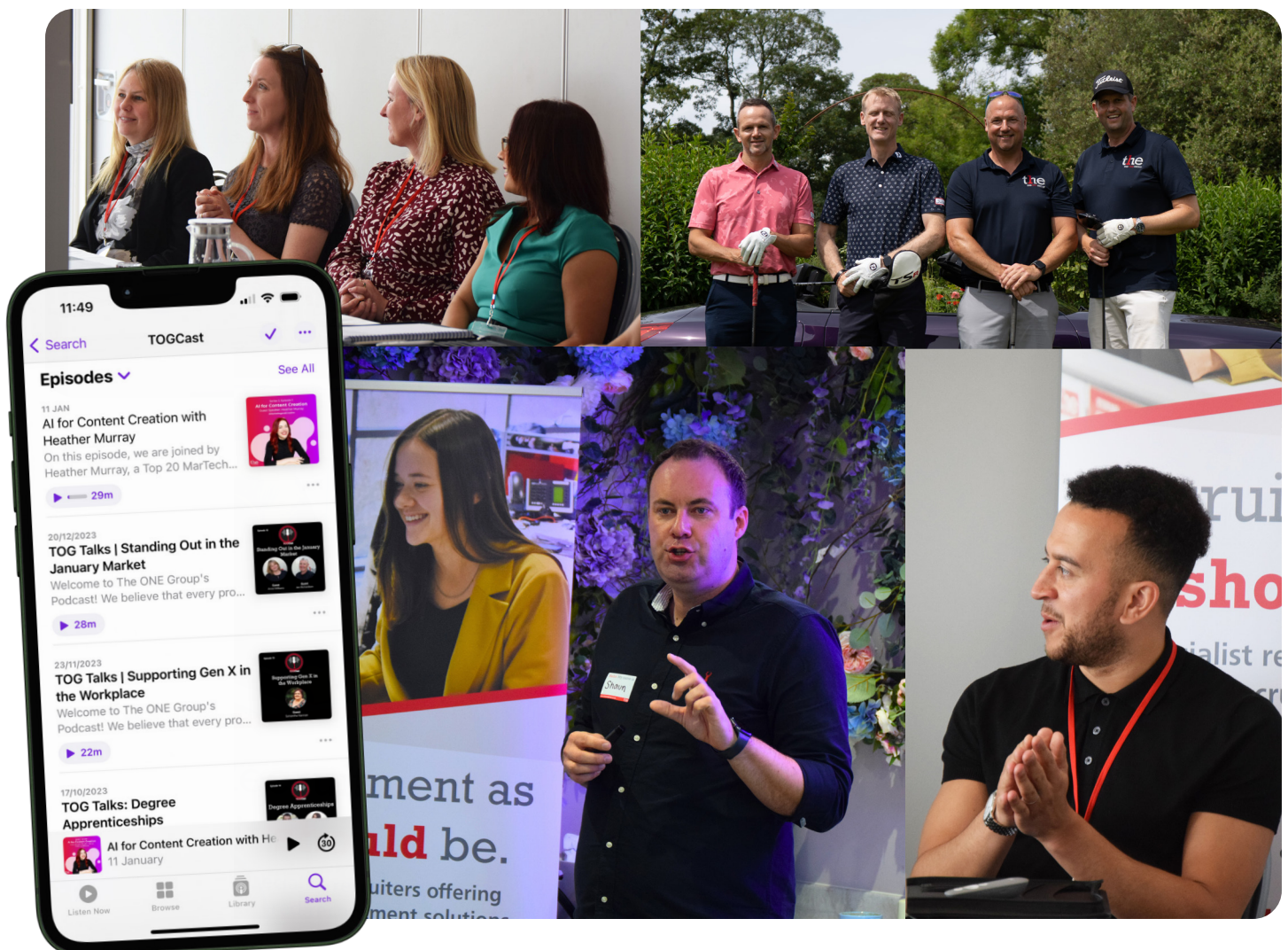
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Over the past year, we have helped 1000’s of people addresses issues such as: diversity & inclusion, wellbeing, leadership, creating a more inclusive culture, personal development, employer brand and effective management in a remote working world.

At a time when the world slowed down, its thirst for learning increased, and we are committed to continue developing credible and informative events that offer value to you professionally. A massive thank you to everyone who has partnered with us and shared valuable insight to make these sessions happen.

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