



FIDARSI

Relationships built on trust

Marketing Salary Guide 2026 (London)



Market Overview

The financial services sector has shown remarkable resilience in 2025, with marketing functions seeing steady demand despite economic pressures. While recruitment in some areas has slowed compared to 2022's peak, specialist roles continue to command premium salaries, particularly in digital transformation and data analytics.

Marketing Salaries

**All salaries in GBP*

Marketing (General)

Position	0-3 years	3-5 years	
Marketing Executive	35,000 - 45,000	45,000 - 50,000	50,000 - 55,000
Marketing Manager	55,000 - 60,000	60,000 - 80,000	80,000 - 90,000
Marketing Director	100,000 - 110,000	110,000 - 130,000	130,000 - 160,000

Digital Marketing

Position	0-3 years	3-5 years	
Digital Marketing Executive	35,000 - 40,000	40,000 - 50,000	50,000 - 55,000
Digital Marketing Manager	55,000 - 60,000	60,000 - 70,000	70,000 - 90,000
Digital Marketing Director	90,000 - 110,000	110,000 - 120,000	120,000 - 180,000

Brand Marketing

Position	0-3 years	3-5 years	5+ years
Brand Marketing Executive	35,000 - 45,000	45,000 - 50,000	50,000 - 60,000
Brand Marketing Manager	50,000 - 60,000	65,000 - 80,000	80,000 - 90,000
Brand Marketing Director	90,000 - 100,000	100,000 - 110,000	110,000 - 130,000

Marketing Contract Rates (Daily)

Position	0-3 years	3-5 years	5+ years
Marketing Executive	200 - 250	250 - 300	350 - 400
Marketing Manager	300 - 350	350 - 450	450 - 600
Digital Marketing Manager	350 - 450	450 - 550	550 - 650



Key Market Insights

Marketing Trends

The marketing landscape in financial services continues to evolve rapidly, with digital transformation driving significant changes in skill requirements and compensation. Technical expertise is increasingly valued alongside traditional marketing capabilities, leading to enhanced packages for professionals who can bridge both areas. Some key developments we've observed include:

-  Digital marketing roles continue to command premium salaries due to increasing focus on digital transformation
-  Data analytics skills within marketing can add 10-15% to base salary
-  AI and social media expertise increasingly valued
-  Strong demand for marketing professionals with financial services experience

Benefits & Additional Compensation

Compensation packages in financial services remain highly competitive, with firms focusing on holistic offerings that go beyond base salary. While monetary benefits remain important, we're seeing increased emphasis on flexibility and work-life balance. The standard compensation package typically includes substantial bonuses, with annual bonuses ranging from 10-30% for marketing roles.

Standard benefits typically include:

- Private healthcare
- Life insurance
- Pension contributions (typically 6-12%)
- Annual leave 25-30 days
- Flexible/hybrid working options

Market Outlook 2026

Looking ahead to 2026, we anticipate continued evolution in marketing functions within financial services. Digital transformation remains a key driver of change, influencing both skill requirements and compensation levels. The market shows strong signs of stability despite broader economic uncertainties, with particular emphasis on specialist skills and strategic roles.

Professional development and career progression opportunities are becoming increasingly important, with many firms investing in upskilling programs. This trend is likely to continue through 2026, as organisations focus on building internal capabilities while remaining competitive in the external market.

Note: Salaries can vary significantly based on company size, specific sector within financial services, and individual experience/expertise. Figures represent base salary only and exclude additional benefits or bonuses.





FIDARSI

Relationships built on trust

Contact us

If you have questions about Fidarsi, please contact us!

Address

75 King William St, London, EC4N 7BE

Email

info@fidarsi.co.uk