



SALARY SURVEY EAST MIDLANDS 2025



VanillaTM
UNIQUE RECRUITMENT



2025 Salary Survey - East Midlands

Welcome to Vanilla's salary survey for the East Midlands. Our data for this survey has been collated through Vanilla's knowledge of the local employment market and research across a wide range of online sources.

We hope that you find this salary guide informative and useful. If you have any queries or want help standing out from the competition in order to attract talent please contact me eloise@teamvanilla.co.uk or **07921 124 013**

Eloise Shelton - Vanilla's Founder & Director

At Vanilla Recruitment, we specialise in permanent, temporary and contract recruitment across 4 main areas -

Office, Marketing, HR and Accountancy & Finance

Within these areas we recruit at all levels; from an entry position to Senior Managers and Directors and we work with businesses large and small, to help find them the best available talent in the employment market.

If you would like more information, please contact us. Send us an email at hello@teamvanilla.co.uk or give us a call on **01858 898 058**.

OFFICE

EAST MIDLANDS

Job Title	Lower Quartile	Average	Upper Quartile
Office Manager	30,000	32,500	35,000
Senior Administrator	26,500	29,000	30,000
Sales Administrator	25,000	27,000	29,000
Administrator	23,000	26,000	28,000
Receptionist	23,000	24,000	25,000
Data Entry Clerk	22,500	23,000	24,000
Executive Assistant	40,000	45,000	50,000
Personal Assistant	30,000	34,000	37,000
Secretary	25,000	30,000	35,000
Head of Customer Service	55,000	65,000	80,000
Customer Service Manager	31,000	35,000	38,000
Customer Service Team Leader	27,000	30,000	33,000
Customer Service Advisor	23,000	25,000	26,000
Customer Service Administrator	24,000	25,500	27,000
Buyer	30,000	33,000	35,000
Assistant Buyer	24,500	26,000	28,000

MARKETING

EAST MIDLANDS

Job Title	Lower Quartile	Average	Upper Quartile
Marketing Director	50,000	70,000	90,000
Head of Marketing	60,000	63,000	66,000
Marketing Manager	40,000	42,500	45,000
Senior Marketing Executive	29,500	32,500	35,000
Marketing Executive	25,000	28,000	31,000
Marketing Assistant	23,500	25,000	26,000
Brand Manager	34,000	40,000	44,500
Brand Ambassador	24,500	27,500	30,500
Product Owner	56,000	58,500	61,000
Product Manager	53,000	56,000	59,000
Content Manager	33,000	36,000	38,500
Digital Marketing Manager	38,000	41,000	44,000
Digital Marketing Executive	27,500	38,000	40,500
Social Media Manager	35,500	38,000	40,500
Social Media Executive	25,000	27,500	30,500
PR Manager	28,000	32,000	36,000
PR Assistant	24,000	25,500	27,000
Events Manager	31,000	33,500	36,500
Events Coordinator	24,500	26,000	27,500

HR & TRAINING

EAST MIDLANDS

Job Title	Lower Quartile	Average	Upper Quartile
HR Director	70,000	90,000	120,000
Head of HR	60,000	76,000	85,000
HR Business Partner	45,000	48,000	60,000
HR Manager	38,000	45,000	55,000
HR Advisor	30,000	32,000	36,000
HR Officer	29,000	30,000	32,000
HR Assistant	25,000	27,000	29,000
HR Administrator	23,000	25,000	26,000
Recruitment Manager	31,000	36,000	42,000
L&D Manager	40,000	45,000	50,000
L&D Advisor	30,000	35,000	40,000
Health & Safety Manager	34,000	40,000	45,000
Health & Safety Officer	23,000	27,000	30,000

ACCOUNTANCY & FINANCE

EAST MIDLANDS

Job Title	Lower Quartile	Average	Upper Quartile
Finance Director	80,000	95,000	120,000
Financial Controller	65,000	75,000	90,000
Finance Manager	47,000	52,000	57,000
Finance Business Partner	46,000	50,000	56,000
Financial Accountant	45,000	49,000	53,000
Management Accountant	36,000	40,000	46,000
Assistant Accountant	26,500	29,000	32,000
Accounts Assistant	24,500	26,000	28,000
Accounts Administrator	22,500	23,500	24,500
Bookkeeper	26,000	28,000	30,000
Credit Control Manager	37,000	40,000	43,000
Credit Controller	24,000	25,500	28,000
Accounts Payable Manager	30,000	34,000	37,000
Accounts Payable Assistant	23,500	25,000	26,000
Accounts Payable Administrator	22,500	23,500	24,000
Account Receivable Manager	31,000	35,000	40,000
Accounts Receivable Assistant	23,500	25,000	26,000
Account Receivable Administrator	22,500	23,500	24,500
Payroll Manager	37,000	40,000	45,000
Payroll Assistant	25,000	26,500	28,000
Payroll Administrator	22,500	23,500	24,500

DIRECTOR LEVEL

EAST MIDLANDS

Job Title	Lower Quartile	Average	Upper Quartile
Commercial Director	48,000	62,000	79,000
Company Secretary	48,000	62,000	80,000
General Manager	59,000	75,000	96,000
Managing Director	57,000	78,000	107,000
Marketing Director	60,000	75,000	90,000
Operations Director	46,000	59,000	76,000
HR Director	70,000	90,000	120,000
Financial Director	60,000	95,000	150,000



OUR STORY

At Vanilla, we have a passion for helping people transform their lives and their businesses by delivering a unique recruitment service. This was true when we set up in 2005 and we still stand by this today.

We are proud to be an independent recruitment agency and we have built our reputation on the quality of the service we provide. We do this through developing relationships and gaining an in-depth understanding of our clients needs, so we work with you to help you achieve exactly what you want.

We are truly passionate about recruitment and the positive impact it can have on people's lives and businesses.

We recruit predominantly across the East Midlands covering Leicestershire, Northamptonshire, Rutland and the surrounding areas.

Our HQ is based in Market Harborough but some of our specialisms are UK wide, because of the niche business areas they work within.

We currently have 4 specialist recruitment teams working with jobs within:

**Office • HR • Marketing
Accountancy & Finance**

We'd love to get to know you better, if you'd like to talk to us, drop us an email hello@teamvanilla.co.uk or give us a call on **01858 898 058**.



Vanilla™

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**Office • HR • Marketing
Accountancy & Finance**



Contact

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