

Marketing & Creative



# Company's Marketing Structures

The Digital Recruitment Company



DIGITAL  
RECRUITMENT  
COMPANY

Hi, welcome

# Welcome

Welcome to our guide to understand a standard structure for a marketing divisions, there are many different ways of building a team depending on what is the wanted outcome for each business. We hope you find this report useful & we are more than happy to help discuss your ideas and plans.

If you have any questions please get in touch!

Best wishes,

Toby Day – Head of Digital

[toby@digitalrecruitmentcompany.com](mailto:toby@digitalrecruitmentcompany.com)





# About Us

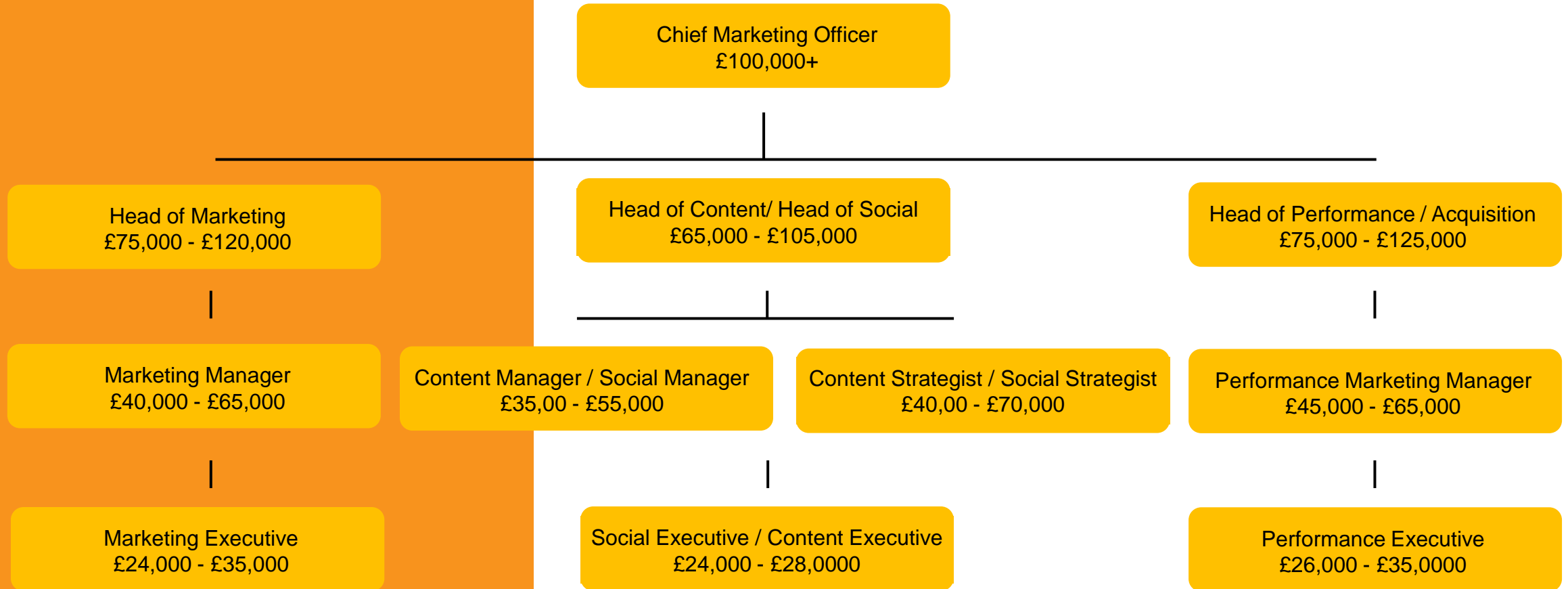
## Who we are

The Digital Recruitment Company was founded in London in 2010 with the sole vision of becoming the leading specialist provider of global recruitment solutions to the Digital & Tech sectors. With an initial focus on Marketing, Innovation and Social Media, the company quickly expanded in line with the wider Digital Sector. As technology continues to transform the sector our business has similarly adapted to include Creative, Strategy and Tech.

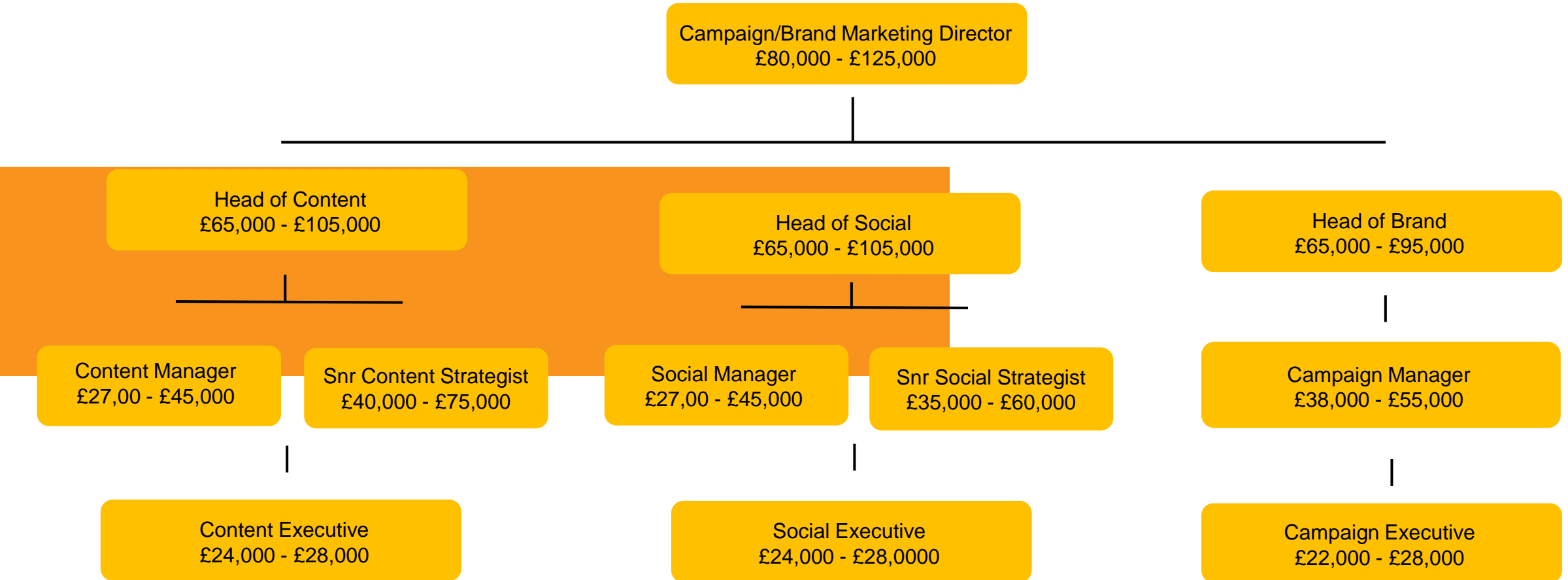
## What we do

The Digital Recruitment Company works across the Digital Sector in both the UK & Internationally. Our consultants are highly knowledgeable in their recruitment niche and have extensive experience in their industry. We aim to create long-lasting partnerships with our clients. We work across the following specialisms; Client Services, Creative, Data & Analytics, Executive Appointments, Innovation & Service Design, Insight & Research, Marketing, Media Planning & Buying, Performance Media, Project Management / Product Management, Sales, Strategy, Tech & UX. We supply permanent hires, executive search, freelance & fixed term contracts and payroll management services.

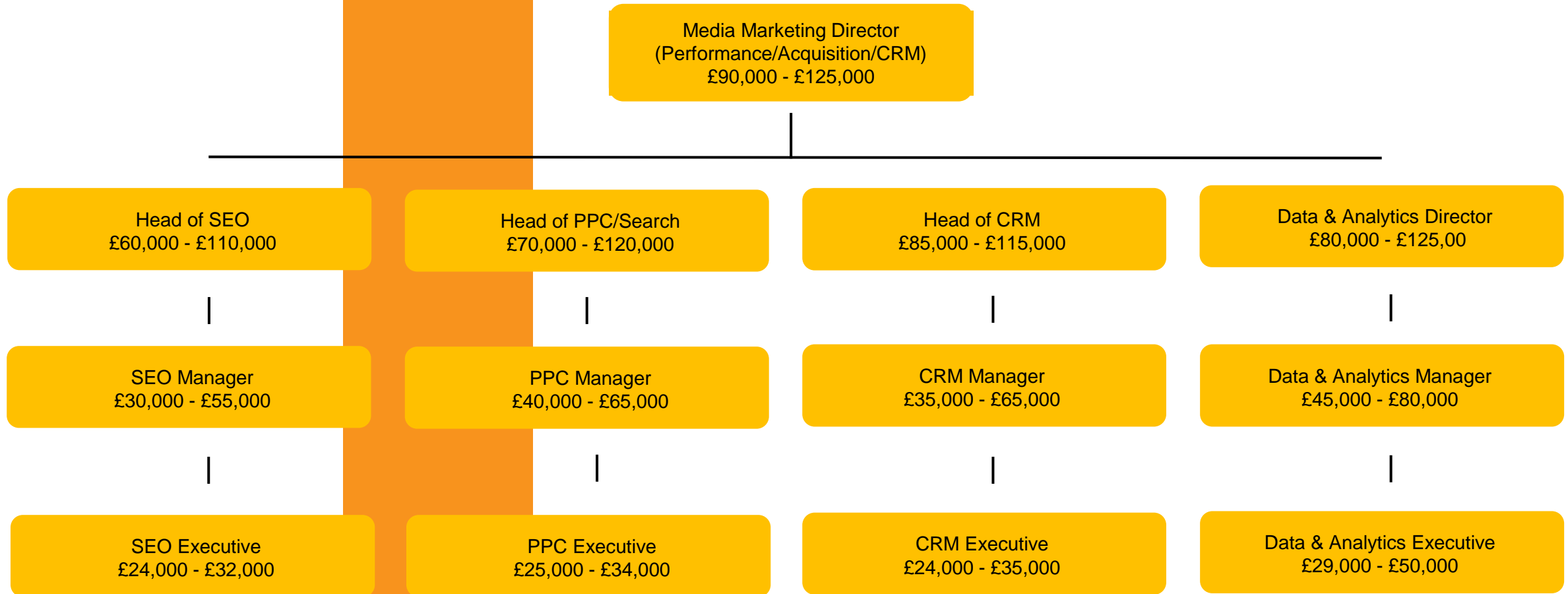
# STANDARD MARKETING STRUCTURE



# CAMPAIGN MARKETING STRUCTURE



# MEDIA / ACQUISITION MARKETING STRUCTURE



# UX / UI & Creative Structure

Chief Design Officer  
£110,000 - £175,000

Director of UX  
£86,000 - £145,000

Product Design / Creative Design  
£72,000 - £125,000

Director of UI  
£75,000 - £115,000

Senior UX Designer  
£42,000 - £95,000

Graphic Designer  
£24,000 - £65,000

Web Designer  
£24,000 - £65,000

Senior UI Designer  
£60,000 - £93,000

Jnr UX Designer  
£25,000 - £38,000

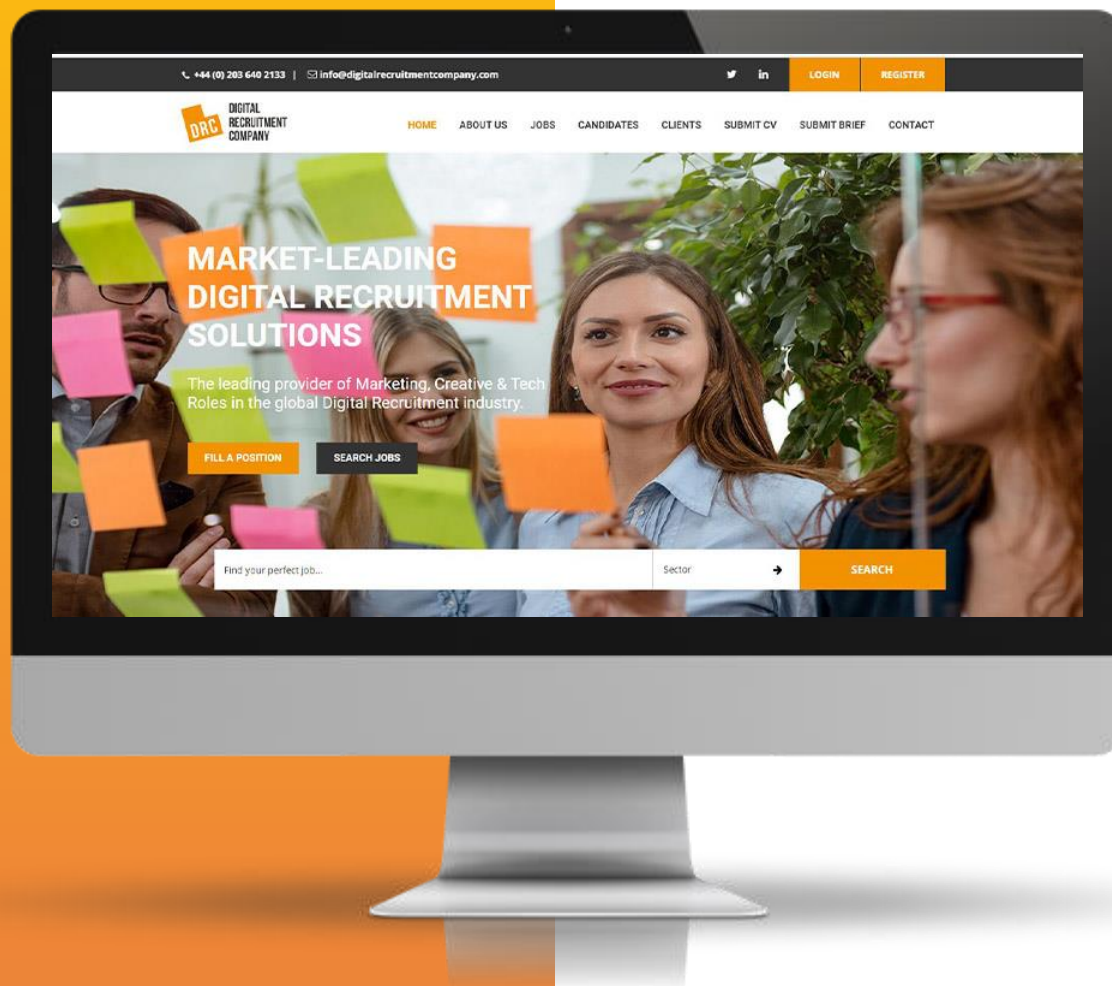
UX/UI Researcher  
£35,000 - £65,000

Motion Designer  
£24,000 - £45,000

Jnr UI Designer  
£28,000 - £45,000

UX/UI Researcher  
£35,000 - £65,000





## Contact Us

We hope you've enjoyed our varied Marketing Team Structures. If you would like to discuss more around the structures or would like to work with us on your next hire or your next career move, then please get in touch:

- +44 (0) 203 640 2133
- [info@digitalrecruitmentcompany.com](mailto:info@digitalrecruitmentcompany.com)
- [www.digitalrecruitmentcompany.com](http://www.digitalrecruitmentcompany.com)