

# Marketing Team Roles & Responsibilities Guide

Essential Roles for B2B Marketing Teams | UK Salary Benchmarks 2025-2026

marketingmary.ai

## LEADERSHIP ROLES

**Chief Marketing Officer (CMO)** £125K–£250K

Board-level strategy, budget ownership, cross-functional alignment

**VP / Director of Marketing** £100K–£200K

Department strategy, team leadership, stakeholder management

**Head of Marketing** £90K–£120K

Strategy execution, team management, campaign oversight

## DEMAND GENERATION

**Demand Gen Manager** £45K–£79K

Pipeline creation, paid media, events, ABM programmes

**Paid Media Specialist** £35K–£55K

PPC, social ads, display campaigns, budget optimisation

**Email / Lifecycle Marketer** £35K–£50K

Nurture sequences, segmentation, marketing automation

## CONTENT & BRAND

**Content Marketing Manager** £45K–£90K

Content strategy, editorial calendar, brand voice governance

**Content Writer / Copywriter** £30K–£50K

Blog posts, case studies, whitepapers, web copy

**Graphic Designer** £30K–£50K

Visual assets, brand guidelines, templates, presentations

## PRODUCT MARKETING & OPS

**Product Marketing Manager** £55K–£100K

Positioning, product launches, competitive intelligence

**Marketing Ops Manager** £40K–£75K

MarTech stack management, data quality, automation workflows

**AI Marketing Ops Lead** £130K–£200K

AI workflow governance, prompt engineering, model evaluation

## HIRING PRIORITY BY COMPANY STAGE

Stage	Size	Key Hires
Startup (£1–10M)	1–3	Head of Marketing, Content Specialist, Demand Gen
Growth (£10–30M)	4–8	Ops Coordinator, Product Marketer, Designer
Mid-Market (£30–100M)	9–20	Directors, Channel Specialists, Analytics
Enterprise (£100M+)	20+	VPs, AI Ops Lead, Field Marketing, Chief of Staff

## TYPICAL BUDGET ALLOCATION BY FUNCTION

Demand Generation / Paid Media	35–45%
Content & Creative Production	20–25%
Marketing Technology (MarTech)	15–20%
Events & Field Marketing	10–15%
Brand & PR	5–10%

### Quick Reference: Team Structure Best Practices

- Hire smart:** Start with a generalist Head of Marketing, then add specialists as pipeline demands grow.
- Budget benchmark:** Allocate 40–60% of marketing spend to demand generation in growth-stage companies.
- AI-first advantage:** An AI Marketing Ops Lead can multiply output 3–5x, reducing headcount needs by 30–40%.
- Measure what matters:** Track cost-per-lead by channel and marketing-sourced pipeline % to justify new hires.

Marketing as % of Revenue

**5–15%**

typical B2B SaaS benchmark

CAC Payback Period

**12–18 months**

healthy growth-stage target

Pipeline Coverage Ratio

**3–4x**

pipeline to quota for predictability

Marketing-Sourced Revenue

**30–50%**

target for mature marketing teams