

# Automotive Industry Salary Guide 2024



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AUTOMOTIVE RECRUITMENT

Over 20 yrs Expertise Recruiting Sales & Marketing Positions



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# A MESSAGE FROM THE MANAGING DIRECTOR

2023 was a more positive year for the UK motor industry with new car registrations up considerably on 2022. This was with a backdrop of continued change in our industry. The switch to electric and the move to the agency model effected many businesses and inturn jobs. The number of employers making redundancies was up on the previous year.

With continued high inflation, wages grew fast and by mid 2023 wage growth overtook inflation for the first time in 2 years and many employers paid out 'cost of living' bonuses to help support employees.

## WAGE GROWTH OVERTOOK INFLATION IN 2023

Copeland Automotive Recruitment have continued to act as a specialist recruiter and a trusted advisor to UK automotive industry employers and employees, helping them build extraordinary teams and achieve career aspirations .

As part of our service we've produced our 2024 salary guide to provide insights into automotive Industry hiring trends, rewards & benefits and salaries. Our salary tables on pages 19-21 will help you benchmark against industry averages. They focus on jobs functions where we have specialist knowledge, however if you have a role that is not listed, please get in touch.

I'd like to personally thank the record numbers of employers and employees who completed our surveys in November 2023. We could not produce this guide without you.

Julia Pennington  
Managing Director

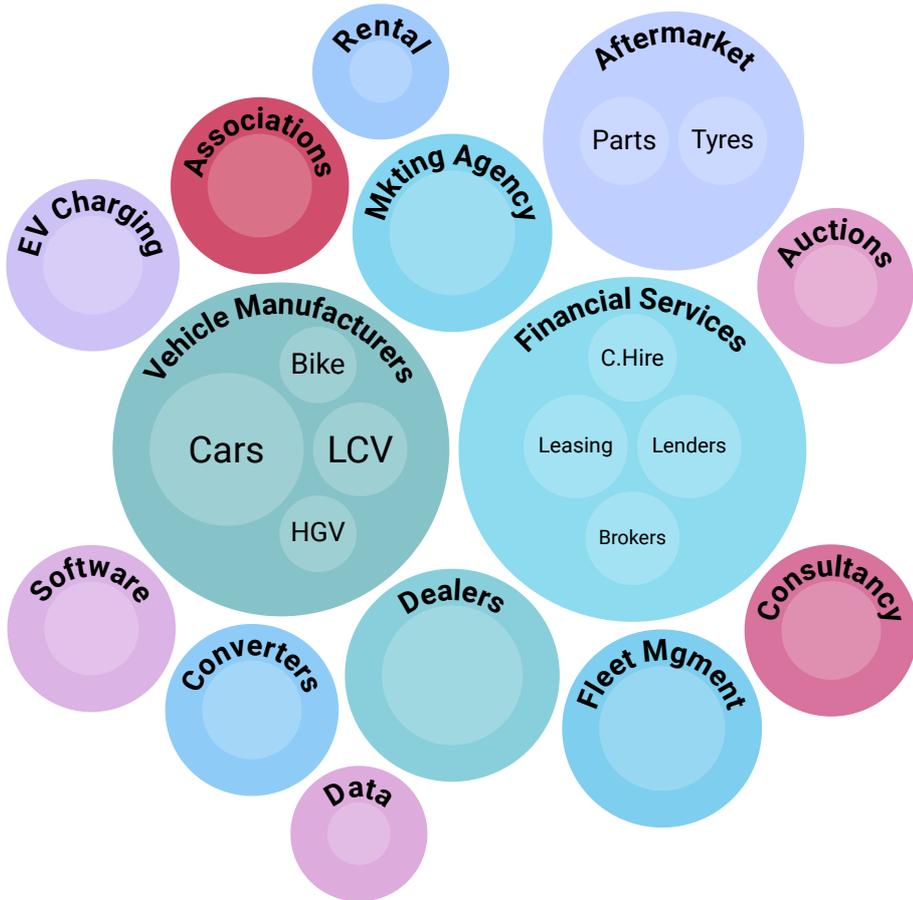




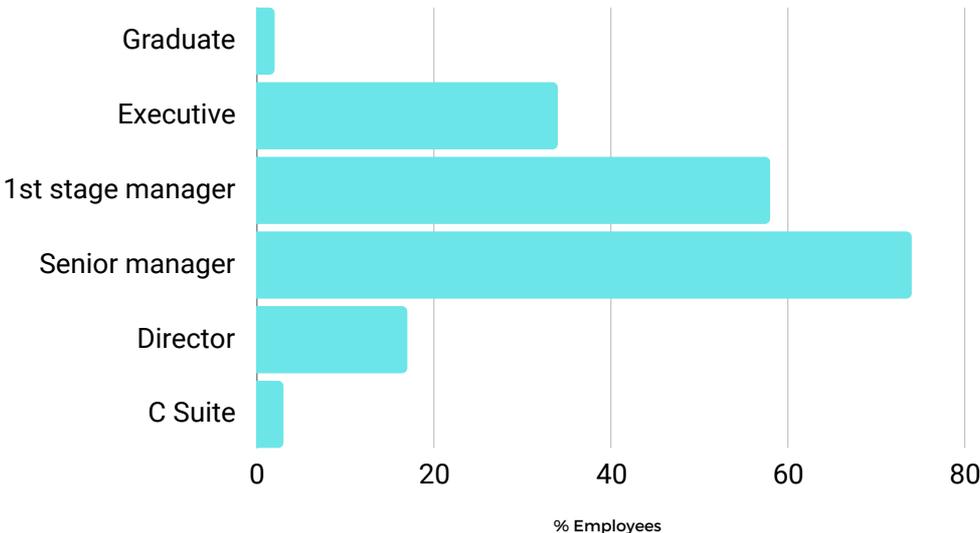
# ABOUT OUR DATA

The data for this guide has been sourced from Copeland’s own database and our independent automotive industry employee and employer surveys carried out in November 2023.

### Where our survey respondents work



### Level of our employee survey respondents\*\*



Source:  
 \*Copeland Employer Survey - November 2023  
 \*\* Copeland Employee Survey - November 2023

ABOUT OUR DATA



# UK AUTOMOTIVE INDUSTRY

Despite a seemingly relentless stream of challenges over recent years - Brexit, Covid, war in Ukraine, prolonged supply chain issues, electrification, move to agency model and soaring inflation, the UK automotive industry is on course to reclaim its position as a £100 billion+ industry by the end of 2023.

Looking at SMMT data at the end of November 2023 - ytd new car registrations were over 18% up yr on yr, with the largest increase by engine type being PHEVs - up 38.8%.

By sector, fleet was the main contributor to growth with ytd registrations up over 39% yr on yr. The LCV market saw a similar increase - up over 19% yr on yr. Overall the SMMT were predicting new car registrations to reach 1.88 million by the end of 2023.

Used car sales also grew in 2023 with the market up 4.6% year to date at November 2023 - an increase on 2022, but still 9.3% behind pre-pandemic levels. The EV share of the market continued to grow - 55.4% of car registrations were EV's or Hybrids in 2023, compared with 51.6% in the previous year. <sup>(1)</sup>

## NEW CAR REGISTRATIONS UP 18%

Looking ahead to 2024 what can we expect? In November 2023, Motortrader reported that the overall market outlook for 2024 was marginally more positive than previously anticipated, up 1% to 1.97 million units. <sup>(2)</sup>

Source:  
(1) SMMT  
(2) Motortrader





# THE UK JOB MARKET

2023 saw continued high rates of inflation and high levels of pay growth. Wage rises reached 7.3% and outpaced inflation for the first time in 2 years. However by October the rate of wage growth began to ease and was showing signs of stalling.

## WAGE GROWTH REACHED 7.3% OUTPACING INFLATION

Unemployment was at around 4.2% however predictions were for this to increase to over 5% in the next couple of years.<sup>(3)</sup>

But did the automotive industry job market reflect the wider UK job market? The following pages explore in detail the current trends on the automotive job market.

Source:  
(3) [BBC News - December 2023](#)



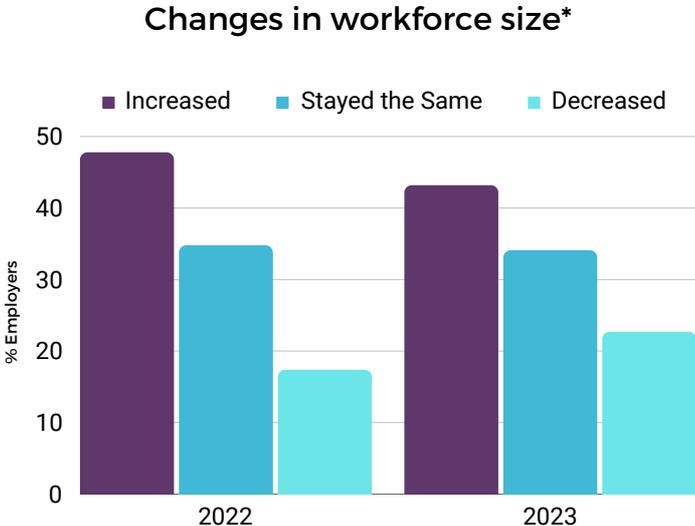


# WORKFORCE SIZE

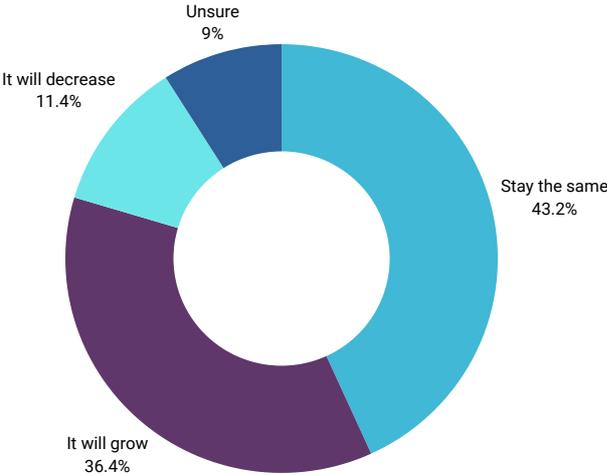
The next few pages cover employment trends in the automotive industry. Firstly we'll look at workforces.

EMPLOYMENT TRENDS IN AUTOMOTIVE

43% of employers increased the size of their workforce in 2023. This down from almost 49% in 2022.



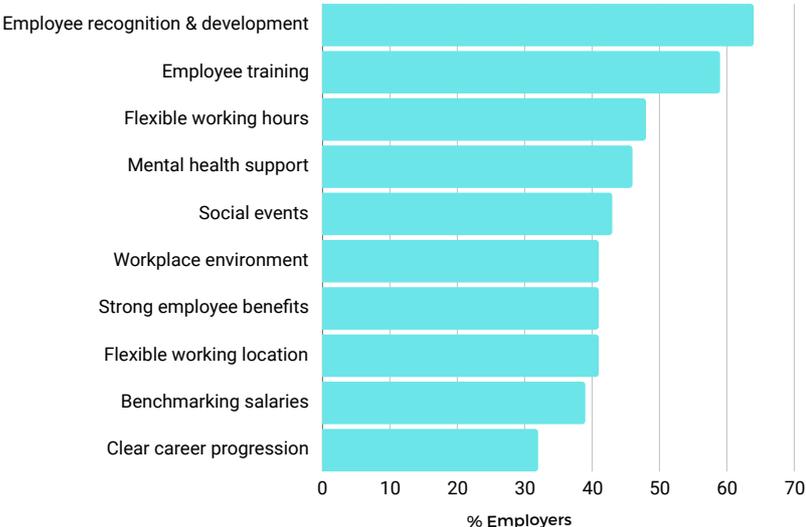
## Anticipated workforce changes in 2024\*



Looking forward, 36% of employers expect the size of their workforce to grow in 2024.

We asked employers what steps they have taken to help retain employees. Recognition and development followed by training and flexible working hours were the most frequently mentioned.

## Steps taken to retain employees\*



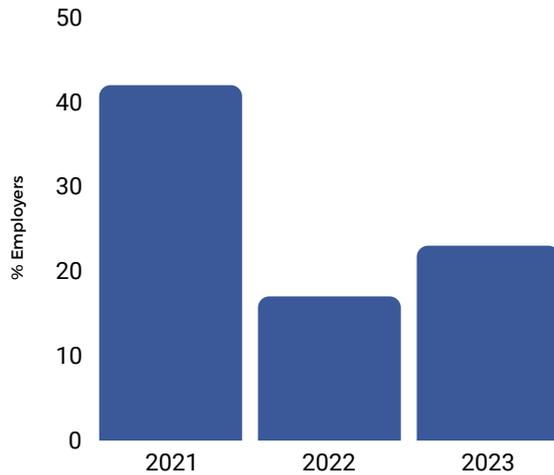
Source: \*Copeland Employer Survey - November 2023



# REDUNDANCIES

We asked employers whether they had made redundancies in 2023 and, if so, what the main causes were.

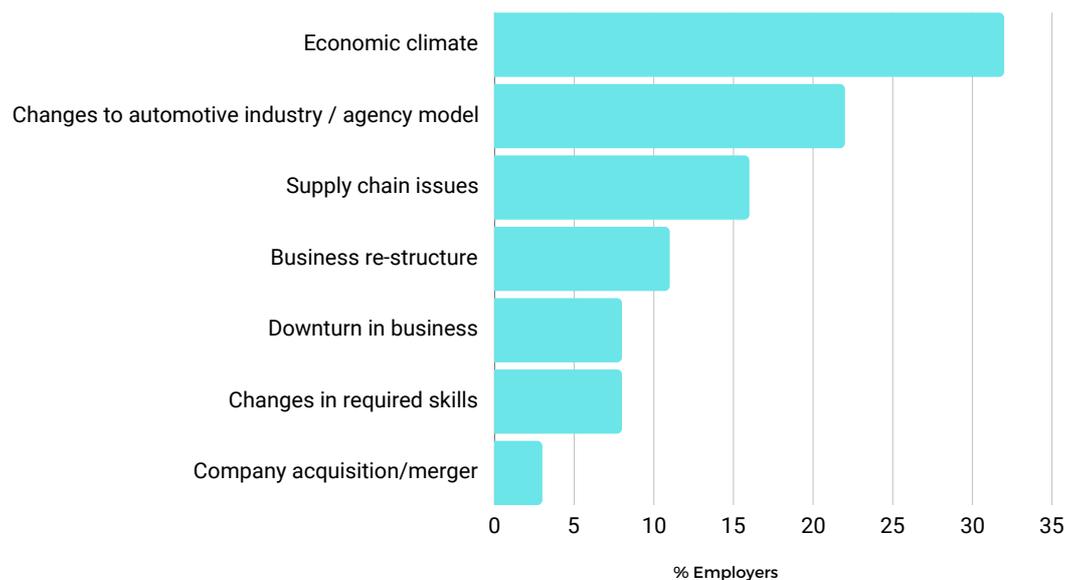
Redundancy numbers



23% of employers made redundancies in 2023 - up 6 percentage points on 2022 but still well below 2021 figures.

## ECONOMIC CLIMATE BIGGEST FACTOR CAUSING REDUNDANCIES

Factors causing redundancies\*



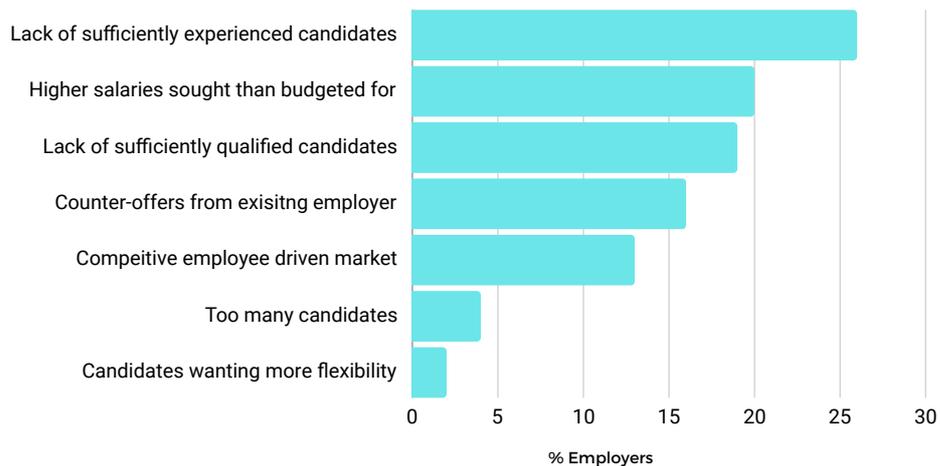
Employers told us that the biggest factors influencing redundancies were the general economic climate and changes to the automotive industry including a move to an agency model.



# RECRUITMENT

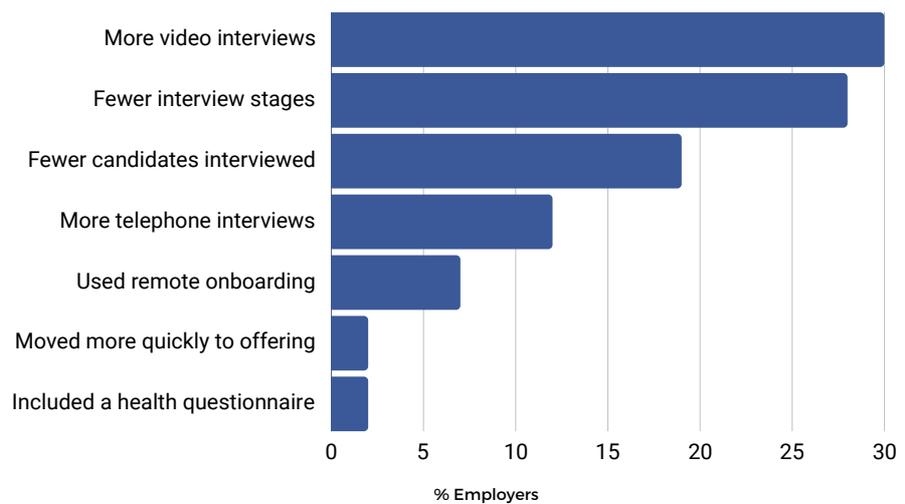
We asked employers who had hired new employees in 2023 what challenges they had faced and whether they had made any changes to their recruitment processes.

### Hiring challenges in 2023\*



Lack of sufficiently experienced candidates and a demand for higher wages than budgeted for were the biggest hiring challenges for employers in 2023.

### Changes to recruitment process\*

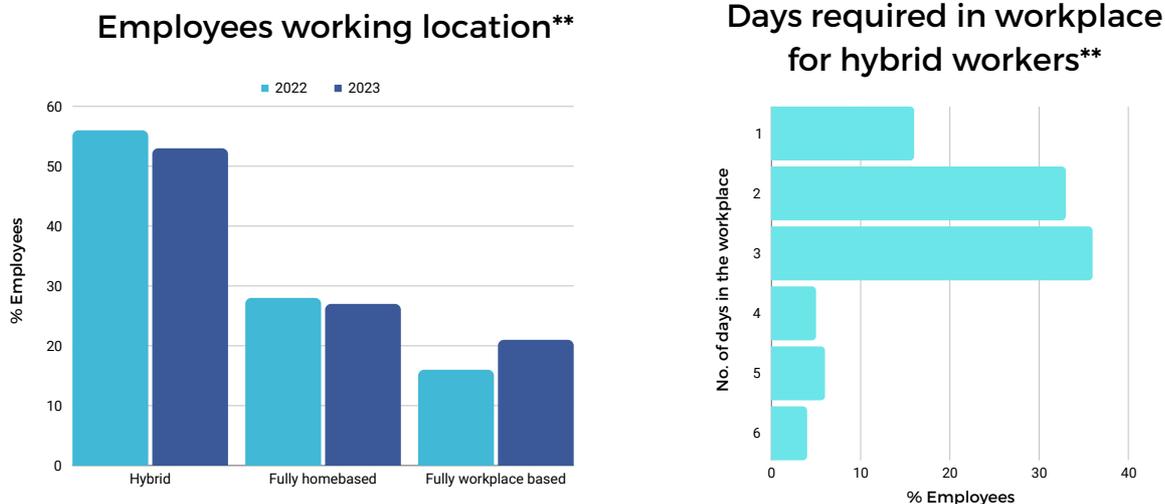


More use of video interviews and fewer stages to interview processes were the most common changes to recruitment processes.



# WORKING LOCATIONS

Looking at working locations, 2023 saw a slight shift away from hybrid working with the number of employees offered hybrid options reducing from 56% in 2022 to 53% in 2023.



## FEWER EMPLOYEES OFFERED HYBRID WORKING

We asked employees who had hybrid working if their employer had changed the number of days required in the workplace. 17% said yes. The majority of these are now required to be in the workplace more days than previously. The most common number of days per week required in the office was 3 (20%) followed by 2 (18%). When asked how they felt about these changes -these are some of the comments recieved:

MORE DAYS IN THE OFFICE. IT HAS HAD A NEGATIVE EFFECT

CHANGES PROPOSED TO GO FROM 2 TO 3 DAYS BUT WITHDRAWN AFTER NEGATIVE FEEDBACK FROM EMPLOYEE SURVEY

GONE FROM 2 DAYS TO 3 - NO PERSONAL IMPACT

We asked employers who were not offering hybrid working why this was. The majority said it was because the nature of the work required employees to be in the workplace, however 40% said it was due to lack of appetite from management. \*

Source:

\*Copeland Employer Survey - November 2023

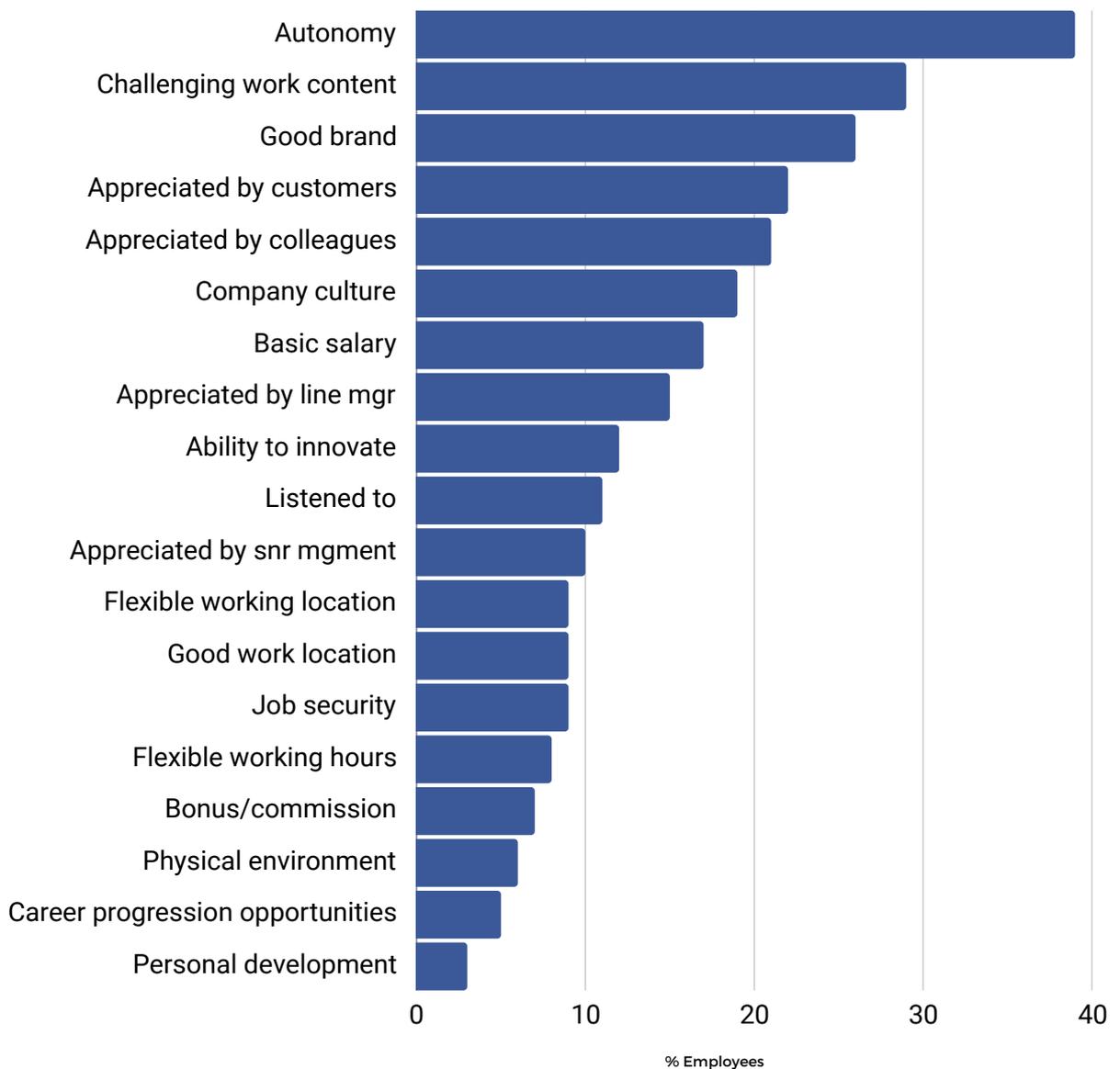
\*\* Copeland Employee Survey - November 2023



# EMPLOYEE VALUES

We were interested to discover what employees most valued about their current job. The top 5 answers in this year's survey were the same as the year before - however 'Autonomy' overtook 'Challenging work content' as the most valued. This year's top 3 in order of importance were: autonomy, challenging work content and good brand. These were followed by being appreciated by customers and colleagues respectively. As in previous years, all these things were more valued by employees than their basic salary which appears almost half way down the list.

What employees most value about their job\*\*



Source:

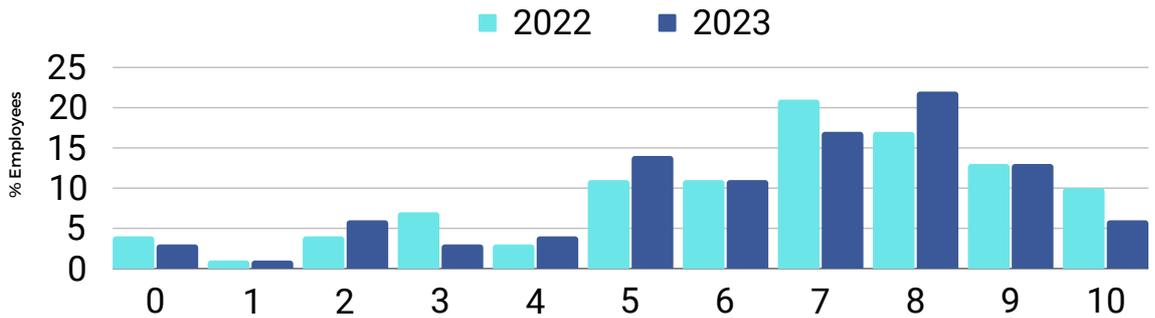
\*\* Copeland Employee Survey - November 2023



# JOB SECURITY

We asked employees how secure they felt in their current job and what factors were influencing this. We found that employees felt generally secure with 58% scoring 7 or more out of 10. This was fractionally down on the previous year when the figure was 61% .

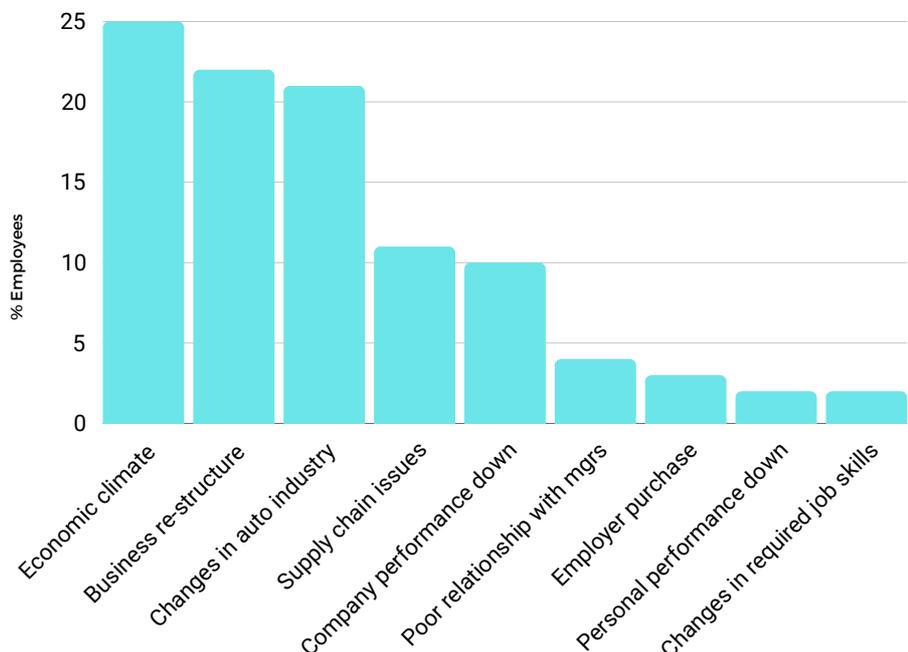
How secure employees felt in their job\*\*



## ECONOMIC CLIMATE WAS BIGGEST CAUSE OF JOB INSECURITY

When asked what factors influenced feelings of job insecurity, the economic climate, business re-structures and changes to automotive industry were the overriding factors influencing them.

Factors affecting employee job insecurity\*\*



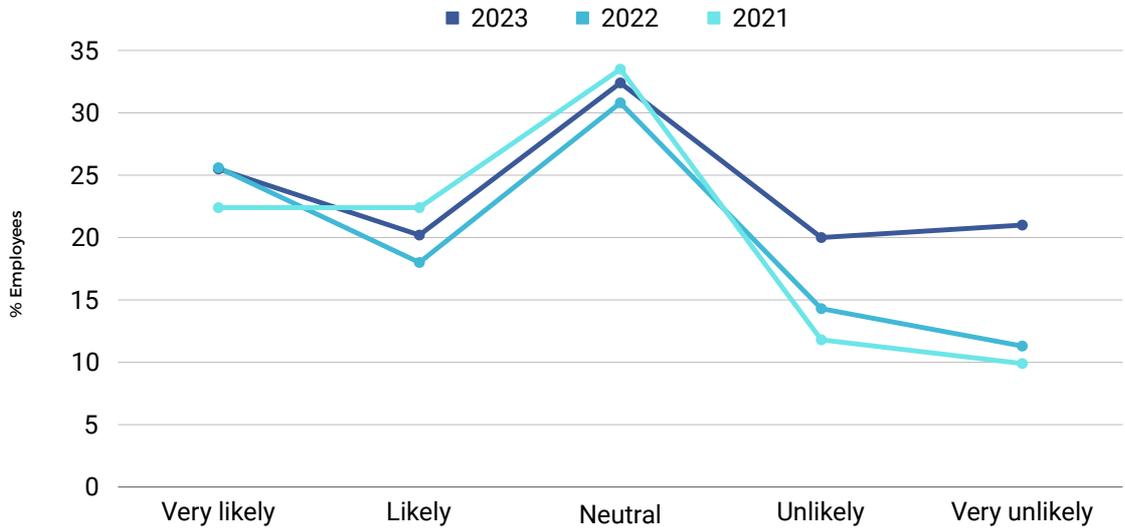
Source:  
\*\* Copeland Employee Survey - November 2023



# MOVING JOBS

We asked employees how likely they were to move jobs in 2024. We found that significantly more employees felt they were unlikely or very unlikely to move - compared to the previous 2 years.

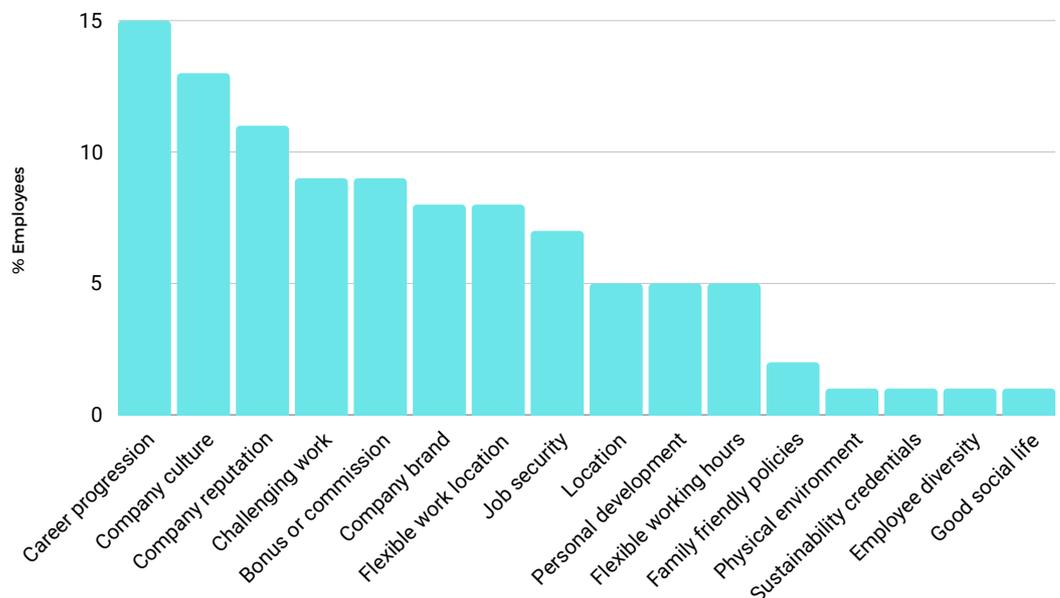
Likelihood of employees moving job in the next year\*\*



## CAREER PROGRESSION MOST IMPORTANT FACTOR IN CHOICE OF NEW JOB

When questioned on what factors, other than money, would influence a choice of new job, employees cited career progression and company culture top.

Factors influencing choice of new job\*\*

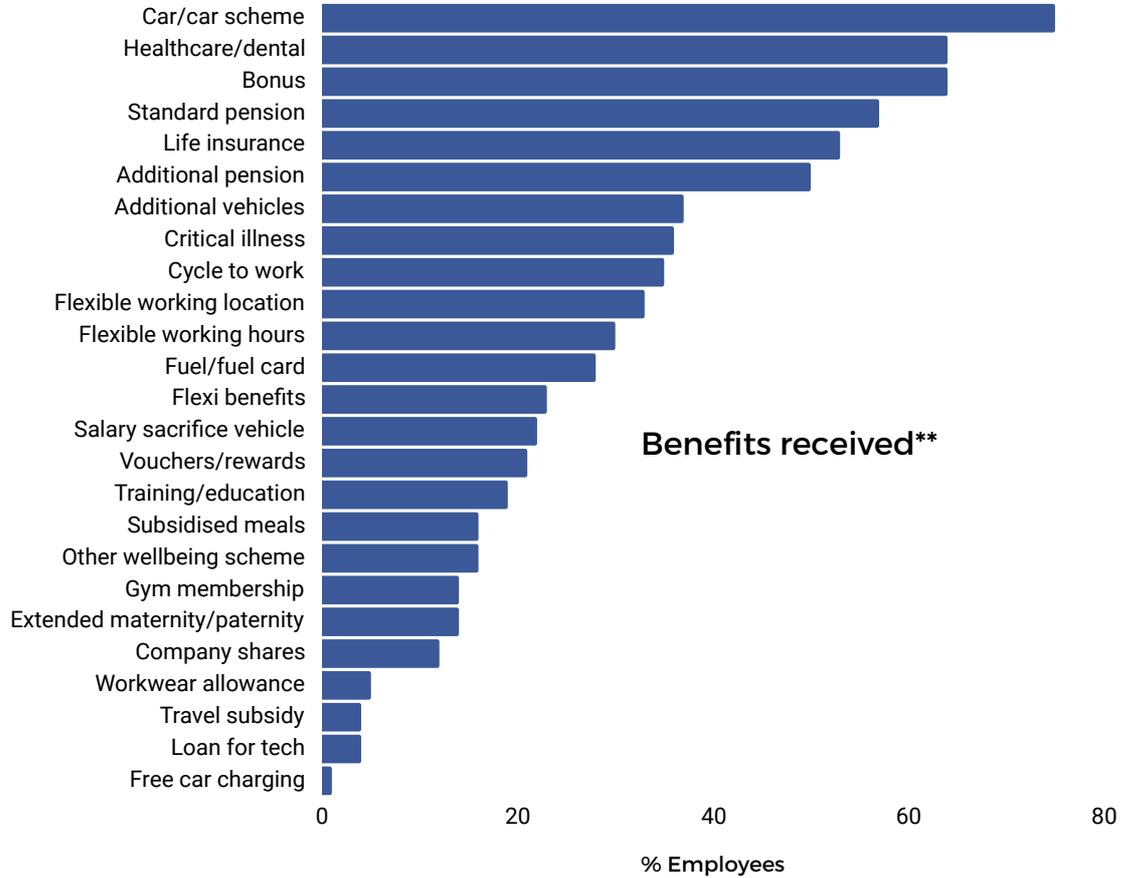


Source:  
\*\* Copeland Employee Survey - November 2023

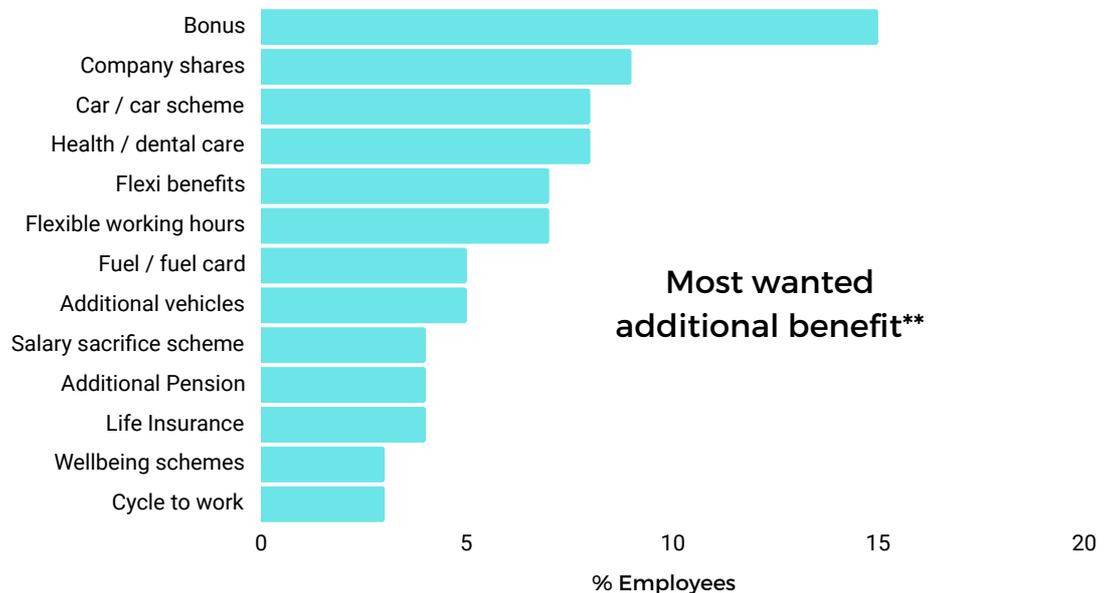


# BENEFITS

Looking at employee benefits, the most frequently received were company car and healthcare.



We asked employees what was the one additional benefit they would most like to receive. The most sought after were bonuses and company shares.



REWARDS AND BENEFITS

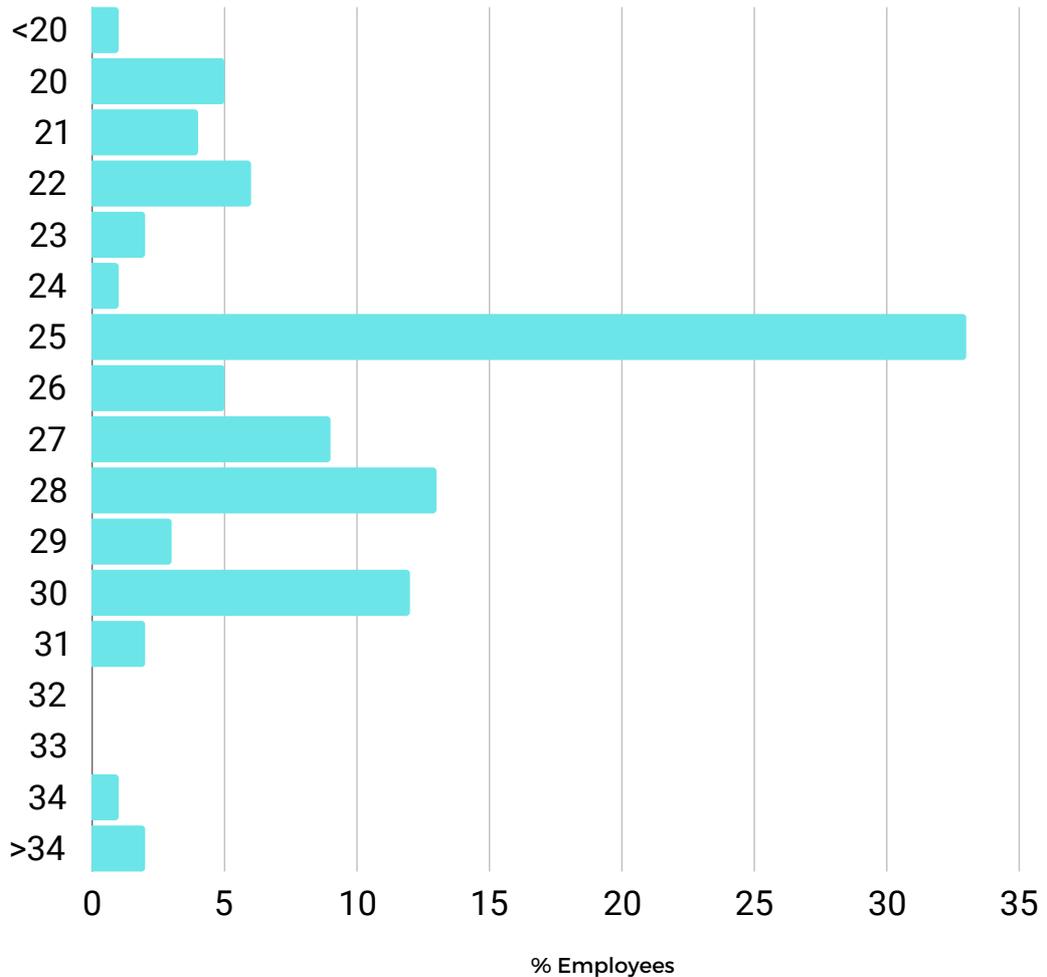
Source:  
\*\*Copeland Employee Survey - November 2023



# ANNUAL LEAVE

We asked employees how many days standard paid annual leave they receive. 81% get 25 days or more with 25 days being the most common.

Days Annual Leave\*\*



**25 DAYS ANNUAL LEAVE  
MOST COMMON**

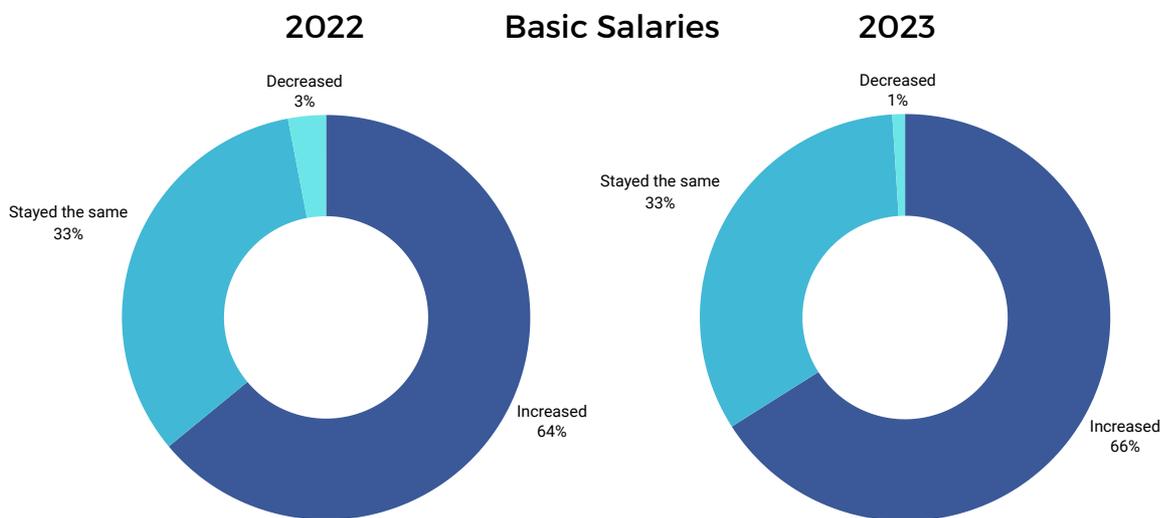
The majority of those who received 30 days or more annual leave worked for vehicle manufacturers.



# SALARIES AND BONUSES

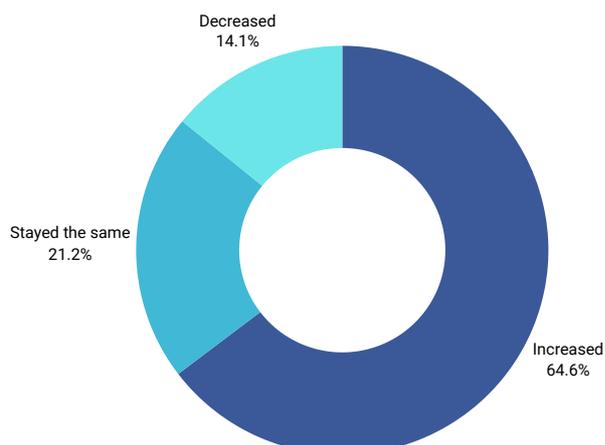
Salaries rose sharply in 2023 for the 2nd year running. Almost all (99%) employees reported that their salary either increased or stayed the same - with 66% reporting an increase. On average salaries increased by 5.8%.

## 66% OF EMPLOYEES HAD INCREASE IN SALARY\*\*



## ON AVERAGE BASIC SALARIES INCREASED BY 5.8% IN 2023\*\*

### Total Earnings 2023

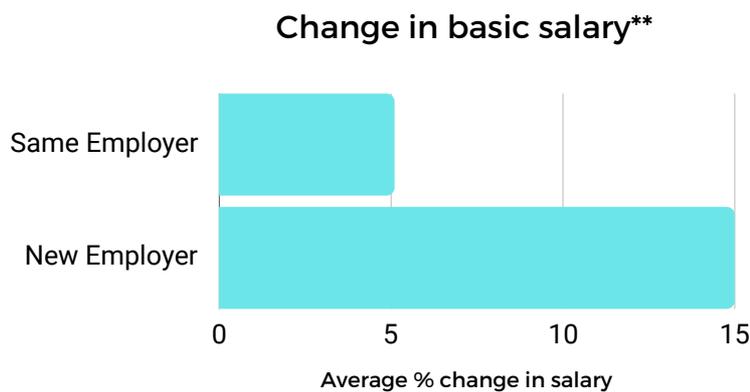


More employees reported a decrease in total earnings than in basic salary. We can assume this was caused by a reduction in bonus and commission earnings.



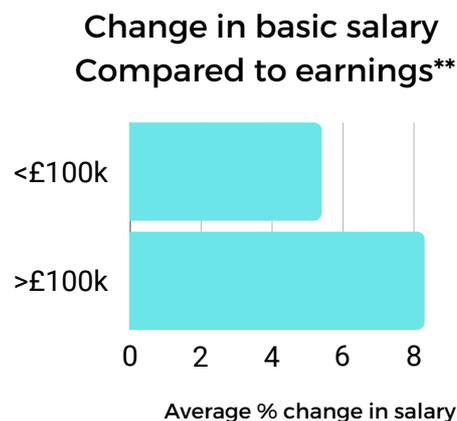
# SALARY CHANGES

Looking at salary changes in more detail we found that for those who stayed with the same employer the average salary change was a 5.1% increase, however those who moved employer enjoyed an average salary increase of 15%.



## AVERAGE SALARY INCREASE OF 15% FOR THOSE WHO MOVED EMPLOYER

We also looked at salary changes compared to starting basic salary. We found that those earning over £100k had an average salary increase of 8.3% compared with those earning under £100k who saw an increase of 5.4%.

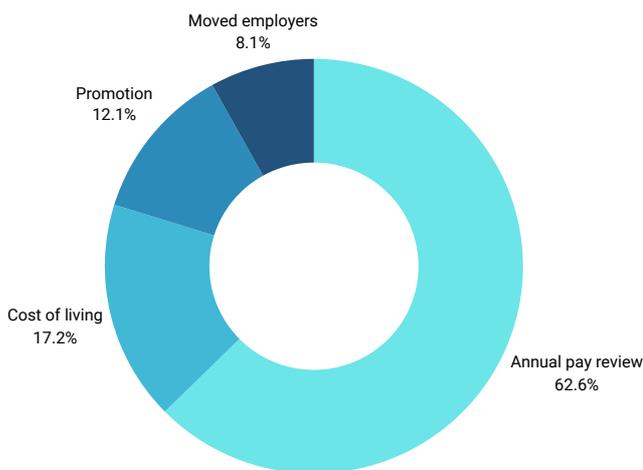




# SALARY CHANGES

We were interested in discovering the causes of salary changes for employees. We found that the primary reasons for salary increases were annual pay reviews, cost of living uplifts, promotions and moving to a new employer. 17% of employees said they received a salary uplift to help with the cost of living in 2023.

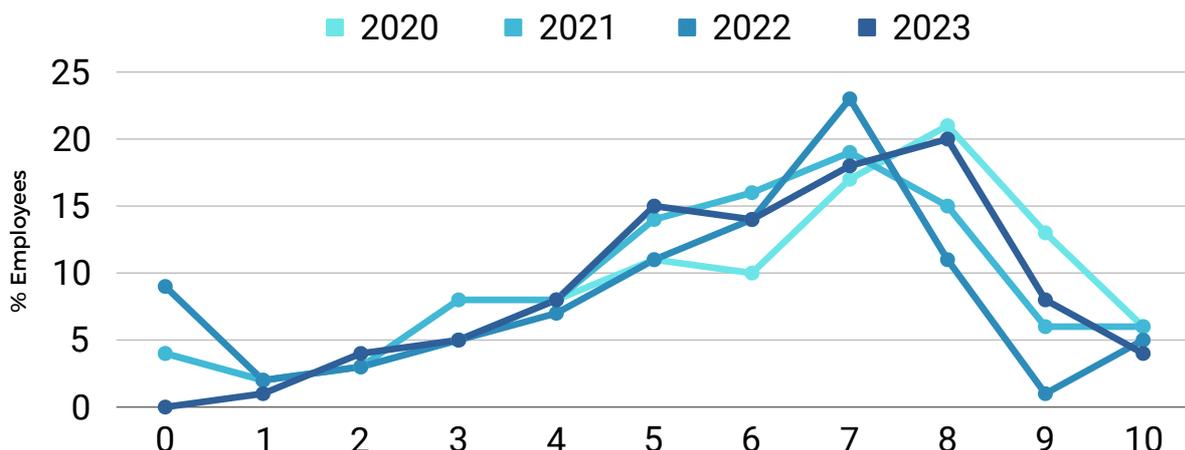
Reasons for increase in salary\*\*



## 17% EMPLOYEES RECEIVED COST OF LIVING UPLIFT

We asked employees how satisfied they were with their overall package and have compared the results to previous years. Interestingly, satisfaction levels have remained fairly consistent over the past 4 years.

Employee satisfaction with package\*



Source:  
\*\*Copeland Employee Survey - November 2023



# SALARY TABLES

These salary tables are a guide to maximum, minimum and average salary levels for many jobs functions that Copeland recruit. The OTE figures include basic salary + any commission or bonus but do not necessarily include cars or car allowances.

<b>Vehicle Manufacturer</b>		<b>BASIC SALARY £</b>			<b>OTE £</b>		
<b>JOB TYPE</b>	<b>LEVEL</b>	<b>LOW</b>	<b>HIGH</b>	<b>AVERAGE</b>	<b>LOW</b>	<b>HIGH</b>	<b>AVERAGE</b>
<b>Management</b>	Director	94000	176000	128500	115000	228800	144750
<b>Management</b>	Senior Manager	66700	104000	80900	68650	119000	89000
<b>Management</b>	Middle Manager	51000	82500	67700	60000	94800	74800
<b>Operations</b>	Field Team Manager	57750	78000	67200	61950	92700	74500
<b>Operations</b>	Area / Zone Manager	51000	71000	59700	51000	81000	63120
<b>Network Development</b>	All levels	52000	79300	63100	55500	83000	66800
<b>Product Mgr.</b>	All levels	42000	79560	54600	42200	79560	57580
<b>Marketing</b>	Manager	41200	75000	57900	41200	85000	61600
<b>Marketing</b>	Specialist / Executive	27800	45000	38644	29300	55000	40400
<b>PR</b>	Manager	46350	89300	60800	50300	90000	64000
<b>Training /L&amp;D</b>	Manager	47250	65000	53750	47250	78000	61250
<b>Corporate / Fleet Sales</b>	Sales Role	48000	72000	54750	51000	99200	62150
<b>Corporate / Fleet Sales</b>	Team Manager	60300	89500	75890	63000	96750	79800
<b>Various</b>	Specialist / Controller	36000	46000	41300	36000	48000	42500

This data is provided as a benchmark guide - actual salaries may vary and be lower or higher than those quoted. If you would like to discuss any of this data with us - please [get in touch](#).



# SALARY TABLES

<b>Financial Services</b>		<b>BASIC £</b>			<b>OTE £</b>		
<b>JOB TYPE</b>	<b>LEVEL</b>	<b>LOW</b>	<b>HIGH</b>	<b>AVERAGE</b>	<b>LOW</b>	<b>HIGH</b>	<b>AVERAGE</b>
<b>Director</b>	Director	80000	150000	126000	100000	190000	155000
<b>Senior / National Management</b>	Sales Management	52000	115000	79700	68000	155000	99700
<b>Regional Finance Sales</b>	Sales Roles	49000	100000	60000	52000	160000	87650
<b>Marketing</b>	Manager	53000	74000	63000	54500	84000	68500
<b>Marketing</b>	Executive	35400	38500	37000	39400	45000	41700
<b>Various</b>	Specialist / Exec	35000	45000	40800	46000	50100	48500

<b>Marketing Agency</b>		<b>BASIC £</b>			<b>OTE £</b>		
<b>JOB TYPE</b>	<b>LEVEL</b>	<b>LOW</b>	<b>HIGH</b>	<b>AVERAGE</b>	<b>LOW</b>	<b>HIGH</b>	<b>AVERAGE</b>
<b>Field / Regional Marketing Managers</b>	Agency on behalf of OEM	45000	54000	49000	45000	54000	49500
<b>Account Directors</b>	Team Management	50000	67500	58950	55000	67500	61200
<b>Account Manager/ SAM</b>	Executive / AM	30000	50000	40800	30000	50000	41200

This data is provided as a benchmark guide - actual salaries may vary and be lower or higher than those quoted. If you would like to discuss any of this data with us - please [get in touch](#).



# SALARY TABLES

<b>B2B Suppliers</b>		<b>BASIC £</b>			<b>OTE £</b>		
<b>JOB TYPE</b>	<b>LEVEL</b>	<b>LOW</b>	<b>HIGH</b>	<b>AVERAGE</b>	<b>LOW</b>	<b>HIGH</b>	<b>AVERAGE</b>
<b>Director</b>	Management	80000	160000	107000	103200	205000	132000
<b>Sales Managers / Head of Sales</b>	Management	67600	110000	83900	87700	153000	115250
<b>B2B Field Sales Roles</b>	Sales Roles	40000	75000	55500	45000	100000	71000
<b>B2B Telephone Sales / Account Managers</b>	Sales Roles	28400	37500	33700	36500	49500	41200
<b>Marketing Managers</b>	Mid	45200	93000	63500	45200	93000	67000

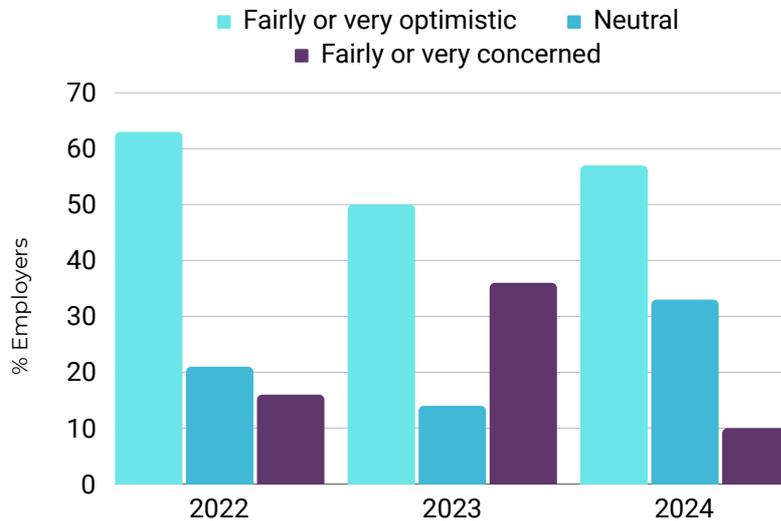
<b>Dealer / Retailer</b>		<b>BASIC £</b>			<b>OTE £</b>		
<b>JOB TYPE</b>	<b>LEVEL</b>	<b>LOW</b>	<b>HIGH</b>	<b>AVERAGE</b>	<b>LOW</b>	<b>HIGH</b>	<b>AVERAGE</b>
<b>DP / GM</b>	Management	43500	85000	66000	58000	115000	88500
<b>Sales Manager / General Sales Mgr.</b>	Middle Management	36400	60000	46500	53000	102500	73100
<b>Corporate / Fleet Sales</b>	Sales	35000	52500	43600	55250	85500	66800
<b>Senior / Group Marketing Manager</b>	Middle / Snr Management	62500	77000	71500	62500	102000	77220
<b>Marketing Manager</b>	Exec - Mid Management	30000	55000	42800	34000	68000	48100
<b>Marketing Executive</b>	Executive	25000	32500	29000	25000	32500	29400

This data is provided as a benchmark guide - actual salaries may vary and be lower or higher than those quoted. If you would like to discuss any of this data with us - please [get in touch](#).



# PROSPECTS FOR 2024

We asked automotive industry employers what they felt about the prospects for their business in 2024. Encouragingly, 57% said they felt optimistic - an increase from 50% in the previous year.

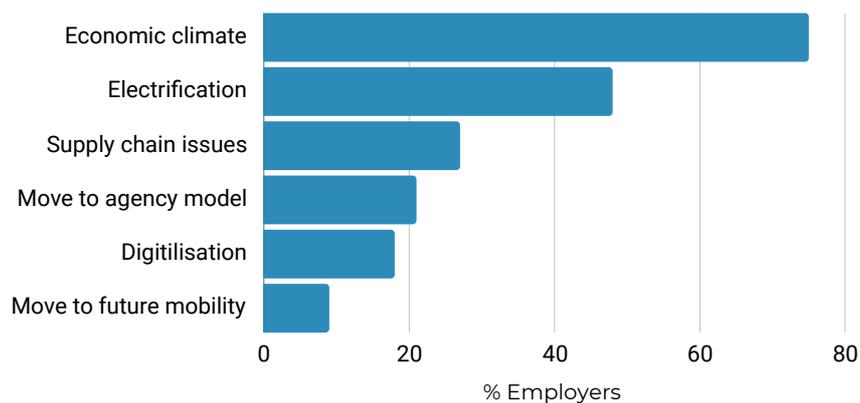


Feelings on business prospects for 2024\*

37% of employers expect the size of their workforce to grow in 2024 whilst 43% expect it to stay the same. For those who plan to recruit next year flexibility and adaptability was the most mentioned attribute they will look for.

## ADAPTABILITY MOST DESIRED ATTRIBUTE BY EMPLOYERS

### Biggest challenges for UK automotive industry in 2024\*





# KEY FINDINGS

In summary, whilst 2023 was a better year for the automotive industry, it was another difficult year for the automotive industry job market.

Despite this, employers seemed to feel more positive about prospects for 2024 with 54.5% feeling optimistic about the prospects for their business (compared with 50% the previous year).

Our key findings:

- New car registrations up 18% year on year
- UK wage growth hit 7.3% & outpaced inflation
- 43% of employers increased workforce size
- 23% of automotive employers made redundancies
- Employers offering hybrid working down from 56% to 53%
- 17% of hybrid workers had number of days in workplace changed
- 3 days a week in the workplace most common for hybrid workers
- 'Autonomy' most valued factor in job for employees
- Career progression most important factor in a new job
- 66% of employees had a salary increase
- Basic salaries rose by an average of 5.8%
- Changing employer saw average salary increase of 15%
- 17% employees received cost of living uplift

## SUMMARY

We hope you have found this guide useful. If you would like to discuss anything raised in more detail please [get in touch](#).



# COPELAND AUTOMOTIVE RECRUITMENT

Copeland are UK automotive industry recruiters. We help employers find automotive industry expert candidates. Our process reduces hiring times by focusing on quality over quantity.

We help employees progress their careers with carefully selected job opportunities and career advice.

We specialise in recruiting mid to senior level jobs in 5 automotive business areas: Vehicle Manufacturers, Leasing & Financial Services, Automotive Suppliers, Marketing Agencies & Dealers

## My Story



Julia Pennington  
Managing Director

I began my career in media sales where I managed large sales teams at the Financial Times. I then moved to Oxfordshire and began recruiting for the UK automotive industry. In 2009 I launched Copeland Automotive Recruitment to provide high quality and personal executive search and recruitment services for Vehicle Manufacturers, Fleet & Financial Services, Marketing Agencies, Automotive Suppliers & Dealers.

15 years on Copeland can demonstrate an enviable track record of successfully filling mid to senior level roles for automotive businesses and enjoy a repeat business rate of over 90%. Take a look at our employer and employee feedback on the following pages.



# EMPLOYER TESTIMONIALS

Some of our clients have shared their experiences of working with Copeland Automotive Recruitment



Julia made the process of finding and selecting the right person an enjoyable one, and I would definitely recommend to others.

**Richard Evans, Head of Business Development, JAAMA**



I was provided with an excellent shortlist, from which I held initial discussions with four outstanding candidates, all were very well aligned with my expectation.

**Chris Mason, CEO, FISITA**



We have worked with Julia for a number of years in hiring automotive specialist field teams to work with/as one of our clients extended team. She's always provided excellent candidates, has supported us through the process, and the people we've hired through her have added a lot of value to the business. We wouldn't work with anyone else.

**Kat McKinney, Business Director, Grey London**

**Marketing Delivery**



I can pick up the phone to someone who is in our industry who understands the kind of people who are out there.

**Jeremy Evans, Chief Executive, Marketing Delivery**



Absolutely spot on. We had 3 very strong candidates in the final stage – all supplied by Copeland and it was a difficult decision.

**Chris Banks, Group Sales Manager, Winchester Motor Group**



Julia stepped in with a sense of urgency – whilst previous agencies had a long drawn-out process that still produced the wrong candidates.

**Paul Smith, Marketing Director, Scania Group**



Over 20 yrs Expertise Recruiting Sales & Marketing Positions

EMPLOYER TESTIMONIALS

# EMPLOYEE TESTIMONIALS

Our candidates have shared their experiences working with Copeland Automotive Recruitment

"A serendipitous contact request from Julia, has resulted in a new job that I love. Her knowledge, support and counselling leading up to my successful application was fantastic. I'm extremely grateful for her help I would highly recommend Julia."

**Dave Morgan, placed at Motability Operations**

"I highly recommend Julia when looking for a new role. Julia and I had many conversations throughout the recruitment process, she took the time to guide me through the various stages offering support throughout, always a phone call away if needed."

**Emma Gamoury-Dubourdeau, placed at Genesis Motor UK**

"Julia was an excellent person to deal with during the searching for a job/ recruitment process. Polite, friendly, informative, excellent communication skills..."

**Kylie Skilton placed at Hyundai Capital**

"It felt like you had done your research to offer me a job that was tailored to my experience rather than just a scatter gun approach."

**James Patching, placed at PSA Finance**

"Julia was fantastic to deal with, really informative and helpful with regards to preparation. Would highly recommend her services."

**Jack Smith, placed at JAAMA**



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EMPLOYEE TESTIMONIALS



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[Employer Resources](#) | [Employee Resources](#)

## GET IN TOUCH

Get in touch with Julia to discuss your hiring or career needs.

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