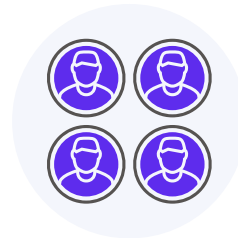


HubSpot and Marketing Automation Talent Snapshot (UK)



There are 2.5K live vacancies

across all job boards, LI and company websites, with **HubSpot** in the title or as a core skillset.



There are just 4 candidates per role in the South East

and **2 per role in London** with **HubSpot** and **marketing automation** skills.



The average salary of a marketer with HubSpot as one of their main skill-sets is £43K pa (across all experience levels)

Talent with **8+ years' experience** commands **£82k**.

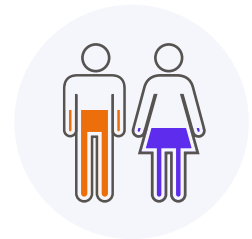
In contrast, the average salary of a **generalist marketing specialist** is **£32K**.

There are 6.6K candidates in the UK with **marketing automation** in their job titles/as a core skill. This reduces to **600** when filtering to **HubSpot** alone.



Marketing automation has a 60|40 gender split in favour of men

and the majority of talent (60%) is experienced with **8+ years in marketing**.



Top institutes for marketing automation & HubSpot talent

