



Salary Guide  
South West

# AGENCY PM, BA, PRODUCT & OPS

**ADLIB**

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Corporation

# WHAT IS THE AVERAGE AGENCY PM, BA, PRODUCT & OPS SALARY IN THE SOUTH WEST?

We've outlined the average salaries a typically received for these Agency roles in the South West.

## How do we benchmark Agency salaries?

At ADLIB, we're always keeping close to market trends and how things can fluctuate between organisations.

Here, we aim to provide an overall range of salaries based on the spectrum of roles within the South West agency world. Factors that can influence one's salary: the size of business and team, their location, the size and number of accounts you may be working on, management responsibilities, the industry sector, and specific marketing skills, will all have an impact.

## What to consider when assigning a salary to a role

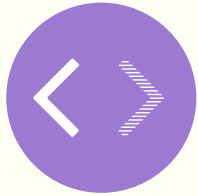
However, it is worth noting that salary isn't everything, and there are lots of other important factors to consider when wanting to attract the best talent.

These factors include but are not limited to: hybrid working patterns, flexible hours, bonus schemes, clear progression plans, learning and development budgets, wellness vouchers, maternity and paternity pay, pension contributions, health insurance schemes, discounted gym memberships, social activities, a focus on employee wellbeing, and an inclusive working environment.

# AGENCY PM, BA, PRODUCT & OPS

Permanent Roles	Lowest	Average	Highest
<b>DIGITAL DELIVERY</b>			
Project Executive / Coordinator	£26,000	£28,000	£30,000
Junior Digital PM	£30,000	£35,000	£40,000
Midweight Digital PM	£40,000	£45,000	£50,000
Senior Digital PM	£50,000	£55,000	£60,000
Lead PM	£60,000	£65,000	£70,000
Project Director	£70,000	£85,000	£90,000
Head of Project Management	£90,000	£100,000	£110,000+
<b>STUDIO &amp; OPERATIONS</b>			
Studio coordinator	£35,000	£40,000	£45,000
Studio Manager / Traffic Manager	£45,000	£50,000	£55,000
Production Manager	£50,000	£60,000	£65,000
Senior Resourcer / Senior SM/TM	£65,000	£70,000	£75,000
Resource Lead	£75,000	£80,000	£85,000
Head of Resourcing	£85,000	£100,000	£115,000
<b>BUSINESS ANALYSTS</b>			
Business Analyst	£50,000	£55,000	£60,000
Senior Business Analyst	£60,000	£65,000	£70,000
Lead Business Analyst	£75,000	£80,000	£85,000
Head of BA	£80,000	£90,000	£100,000
<b>PRODUCT - AGENCY / SOFTWARE HOUSE</b>			
Product Owner	£50,000	£55,000	£60,000
Product Manager	£65,000	£70,000	£75,000
Product Strategist	£70,000	£80,000	£90,000
Lead Product Strategist / Product Lead	£90,000	£95,000	£100,000

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