

Salary Guide
London & South East

AGENCY CLIENT SERVICES

ADLIB



WHAT IS THE AVERAGE AGENCY CLIENT SERVICES JOB SALARY?

We've outlined the average salaries typically received for Agency Client Services roles.

How do we benchmark SW Agency salaries?

It's important here to consider agencies come in all shapes and sizes, there are several factors that can influence one's salary. For example, the size of business and team, their location, the size account(s) you may be working on, management responsibilities, the industry and specific required skill sets, all of which have an impact.

In addition to the basic salary, the benefits package as a whole must also be considered.

What to consider when assigning a salary to a role

In order to remain competitive, and to attract and retain Marketing talent, it's evermore important to find the right balance between time spent in the office vs remote working with the majority of agencies opting for a hybrid working model.

Salaries in the South East are more aligned than ever with London, with candidate along the M4 corridor, home counties and other surrounding areas picking up London-weighted salaries and working from home.

DIGITAL CLIENT SERVICES REWARD MODEL

Permanent Roles	Junior (0-2 years)	Mid-Level (2-4 years)	Senior (4-6 years)
Digital Account Executive	£22K - £24K	£24K - £27K	£27K - £30K
Digital Account Manager	£30K - £32K	£32K - £36K	£36K - £40K
Digital Senior Account Manager	£40K - £44K	£44K - £47K	£47K - £50K
Digital Account Director	£50K - £54K	£54K - £58K	£58K - £60K
Digital Senior Account Director	£55K - £58K	£58K - £62K	£62K - £65K
Digital Group Account Director	£65K - £70K	£70K - £80K	£80K - £85K
Digital Client Partner / Managing Partner	£70K - £80K	£80K - £90K	£90K - £100K
Client Services Director*	£70K - £80K	£80K - £100K	£100K - £130K
Digital Strategist	£28K - £40K	£40K - £60K	£60K - £85K
Strategy / Planning Director	£80K - £90K	£90K - £110K	£110K - £140K

***Range quoted includes any bonuses which may be used to increase the overall package**

INTEGRATED CLIENT SERVICES REWARD MODEL

Permanent Roles	Junior (0-2 years)	Mid-Level (2-4 years)	Senior (4-6 years)
Integrated Account Executive	£22K - £24K	£24K - £27K	£27K - £30K
Integrated Account Manager	£30K - £32K	£32K - £36K	£36K - £40K
Integrated Senior Account Manager	£40K - £44K	£44K - £47K	£47K - £50K
Integrated Account Director	£50K - £54K	£54K - £58K	£58K - £60K
Integrated Senior Account Director	£55K - £58K	£58K - £62K	£62K - £65K
Integrated Group Account Director	£65K - £70K	£70K - £80K	£80K - £85K
Integrated Client Partner / Managing Partner	£70K - £80K	£80K - £90K	£90K - £100K
Client Services Director*	£70K - £85K	£85K - £100K	£100K - £130K
Integrated Strategist	£28K - £40K	£40K - £60K	£60K - £85K
Strategy / Planning Director	£80K - £90K	£90K - £110K	£110K - £140K

***Range quoted includes any bonuses which may be used to increase the overall package**

PR CLIENT SERVICES REWARD MODEL

Permanent Roles	Junior (0-2 years)	Mid-Level (2-4 years)	Senior (4-6 years)
PR Account Executive	£22K - £24K	£24K - £27K	£27K - £30K
PR Account Manager	£30K - £32K	£32K - £36K	£36K - £38K
PR Senior Account Manager	£38K - £44K	£44K - £47K	£47K - £50K
PR Account Director	£50K - £54K	£54K - £58K	£58K - £60K
PR Senior Account Director	£55K - £58K	£58K - £62K	£62K - £65K
PR Group Account Director/ Associate Director	£60K - £65K	£65K - £75K	£75K - £80K
Client Services Director*	£70K - £85K	£85K - £100K	£100K - £120K
PR Strategist	£28K - £40K	£40K - £60K	£60K - £80K
Strategy / Planning Director	£80K - £90K	£90K - £100K	£100K - £130K

*Range quoted includes any bonuses which may be used to increase the overall package

CRM CLIENT SERVICES REWARD MODEL

Permanent Roles	Junior (0-2 years)	Mid-Level (2-4 years)	Senior (4-6 years)
CRM Account Executive	£22K - £24K	£24K - £27K	£27K - £30K
CRM Account Manager	£30K - £32K	£32K - £36K	£36K - £40K
CRM Senior Account Manager	£40K - £44K	£44K - £47K	£47K - £50K
CRM Account Director	£50K - £54K	£54K - £58K	£58K - £60K
CRM Senior Account Director	£55K - £58K	£58K - £62K	£62K - £65K
CRM Group Account Director	£65K - £70K	£70K - £80K	£80K - £85K
CRM Client Partner / Managing Partner	£70K - £80K	£80K - £90K	£90K - £100K
Client Services Director*	£70K - £85K	£85K - £100K	£100K - £130K
CRM Strategist	£28K - £40K	£40K - £60K	£60K - £85K
Strategy / Planning Director	£80K - £90K	£90K - £110K	£110K - £140K

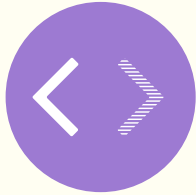
*Range quoted includes any bonuses which may be used to increase the overall package

BRANDING CLIENT SERVICES REWARD MODEL

Permanent Roles	Junior (0-2 years)	Mid-Level (2-4 years)	Senior (4-6 years)
Branding Account Executive	£22K - £24K	£24K - £27K	£27K - £30K
Branding Account Manager	£30K - £32K	£32K - £36K	£36K - £40K
Branding Senior Account Manager	£40K - £44K	£44K - £47K	£47K - £50K
Branding Account Director	£50K - £54K	£54K - £58K	£58K - £60K
Branding Senior Account Director	£55K - £58K	£58K - £62K	£62K - £65K
Branding Group Account Director	£65K - £70K	£70K - £75K	£75K - £80K
Branding Client Partner / Managing Partner	£70K - £80K	£80K - £90K	£90K - £100K
Client Services Director*	£70K - £85K	£85K - £100K	£100K - £120K
Brand Strategist	£28K - £40K	£40K - £60K	£60K - £85K
Strategy / Planning Director	£80K - £90K	£90K - £110K	£110K - £120K

***Range quoted includes any bonuses
which may be used to increase the
overall package**

CONTACT US



Technology



Data



Product



Engineering



Science



Sustainability



eCommerce



Marketing



Design

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