

The background of the image is a close-up, artistic shot of pink and red feathers, likely from a peacock or similar bird. The feathers are layered and overlapping, creating a rich, textured appearance with various shades of pink, magenta, and red. The lighting is soft, highlighting the intricate patterns and colors of the feathers.

# ADLIB

Agency Client Services  
Salary Guide (SW)

There are many reasons to say the least...

Based on our daily conversations with Client Service Professionals across the South West, the common reasons for taking the career path are as follows.

1

### **A defined career**

From Account Exec all the way to Group Account Director or Client Services Director.  
Simple and transparent career progression.

2

### **The variety and pace**

No day or project are ever the same. The pace can be demanding at times, but the result is the pleasure of seeing it all come together.

3

### **Building relationships**

Strong and trusting ones with clients.

4

### **Internal Collaboration**

With all agency internal specialists and experts, all pulling together to deliver.

5

### **Providing solutions to problems**

Helping clients to solve problems, succeed and reach their business goals.  
Your work can have a real impact.

6

### **Part of a Community**

Collaboration and Support are great here in the South West. Pulling together as a region.

7

### **Wealth of opportunity**

The agency landscape here in the South West is a thriving one. Opportunities are aplenty.

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

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.

# Digital Client Services Reward Model

<b>Role</b>	<b>Junior</b>	<b>Midweight</b>	<b>Senior</b>
Digital Account Executive	£18K - £24K	£21K - £22K	£23K - £24K
Digital Account Manager	£24K - £26K	£27K - £28K	£28K - £30K
Senior Digital Account Manager	£31K - £32K	£32K - £34K	£35K - £36K
Digital Account Director	£37K - £40K	£40K - £45K	£45K - £50K
Digital Group Account Director	£50K - £54K	£44K - £46K	£46K - £55K
Client Services Director	£50K - £60K	£60K - £70K	£70K - £80K

# Integrated Client Services Reward Model

<b>Role</b>	<b>Junior</b>	<b>Midweight</b>	<b>Senior</b>
Integrated Account Executive	£18K - £20K	£21K - £22K	£23K - £24K
Integrated Account Manager	£24K - £26K	£27K - £28K	£28K - £30K
Senior Integrated Account Manager	£31K - £32K	£32K - £34K	£35K - £36K
Integrated Account Director	£37K - £40K	£40K - £45K	£45K - £50K
Integrated Account Director	£37K - £40K	£40K - £45K	£46K - £50K
Integrated Group Account Director	£50K - £54K	£54K - £46K	£47K - £55K
Client Services Director	£50K - £60K	£61K - £70K	£71K - £80K

## PR/ Public Relations Client Services Reward Model

<b>Role</b>	<b>Junior</b>	<b>Midweight</b>	<b>Senior</b>
PR Account Executive	£18K - £20K	£21K - £22K	£23K - £24K
PR Account Manager	£25K - £28K	£29K - £32K	£33K - £35K
PR Account Director	£36K - £40K	£41K - £44K	£45K - £48K

## Contact us

If you'd like market specific information please feel free to get in touch with the ADLIB team.



**Technology**



**Data**



**Marketing**



**Creative**

Find us at St Bartholomews House, Bristol, BS1 2NH and contact us on **0117 926 9530**

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