

The background of the image is a vibrant, abstract composition of red and pink brushstrokes. The strokes are thick and expressive, creating a sense of movement and depth. The colors range from deep, rich reds to lighter, more delicate pinks, with some areas appearing more saturated than others. The overall effect is a dynamic and artistic backdrop for the text.

ADLIB

Agency Client Services
Salary Guide (London & SE)

Why work in Agency Client Services?

There are many reasons to say the least...

Based on our daily conversations with Client Service Professionals across London, 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 in London.

7

Wealth of opportunity

The agency landscape in London 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.

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

Role	Junior	Midweight	Senior
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

Role	Junior	Midweight	Senior
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

Role	Junior	Midweight	Senior
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

Role	Junior	Midweight	Senior
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

Role	Junior	Midweight	Senior
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

Role	Junior	Midweight	Senior
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

Role	Junior	Midweight	Senior
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

Role	Junior	Midweight	Senior
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

Role	Junior	Midweight	Senior
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

Role	Junior	Midweight	Senior
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

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



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