

The background of the entire page is a vibrant, abstract composition of red and pink brushstrokes. The strokes are thick and expressive, creating a sense of movement and energy. The colors range from deep, rich reds to soft, pastel pinks, with some areas where the colors blend together. The overall effect is a dynamic and artistic backdrop for the text.

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.

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.

Digital Client Services Reward Model

Role	Junior	Midweight	Senior
Digital Account Executive	£18K - £20K	£20K - £22K	£22K - £25K
Digital Account Manager	£25K - £27K	£27K - £30K	£30K - £32K
Digital Senior Account Manager	£32K - £34K	£34K - £37K	£35K - £40K
Digital Senior Account Director	£50K - £53K	£53K - £57K	£57K - £60K
Digital Group Account Director	£60K - £65K	£65K - £70K	£70K - £80K
Digital Client Partner / Managing Partner	£70K - £75K	£75K - £80K	£80K - £90K

Role	Junior	Midweight	Senior
Client Services Director*	£50K - £60K	£60K - £80K	£80K - £100K
Digital Strategist	£20K - £32K	£32K - £50K	£50K - £80K
Strategy / Planning Director	£60K - £70K	£70K - £85K	£85K - £130K

***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	£18K - £20K	£20K - £22K	£22K - £25K
Integrated Account Manager	£25K - £27K	£27K - £30K	£30K - £32K
Integrated Senior Account Manager	£32K - £34K	£34K - £37K	£37K - £40K
Integrated Account Director	£40K - £44K	£44K - £47K	£47K - £50K
Integrated Senior Account Director	£50K - £53K	£53K - £57K	£57K - £60K
Integrated Group Account Director	£60K - £65K	£65K - £70K	£70K - £80K

Role	Junior	Midweight	Senior
Integrated Client Partner / Managing Partner	£70K - £75K	£75K - £80K	£80K - £90K
Client Services Director*	£50K - £60K	£60K - £80K	£80K - £90K
Integrated Strategist	£20K - £32K	£32K - £45K	£45K - £68K
Strategy / Planning Director	£60K - £70K	£70K - £85K	£85K - £125K

***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	£18K - £20K	£20K - £22K	£22K - £25K
PR Account Manager	£25K - £27K	£27K - £30K	£30K - £32K
PR Senior Account Manager	£32K - £34K	£34K - £37K	£37K - £40K
PR Account Director	£40K - £44K	£44K - £47K	£47K - £50K
PR Senior Account Director	£50K - £53K	£53K - £57K	£57K - £60K
PR Group Account Director/ Associate Director	£60K - £65K	£65K - £70K	£70K - £75K

Role	Junior	Midweight	Senior
Client Services Director*	£50K - £60K	£60K - £80K	£80K - £90K
PR Strategist	£30K - £40K	£40K - £50K	£50K - £70K
Strategy/ Planning Director	£60K - £70K	£70K - £85K	£85K - £100K

***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	£18K - £20K	£20K - £22K	£22K - £25K
CRM Account Manager	£25K - £27K	£27K - £30K	£30K - £32K
CRM Senior Account Manager	£32K - £34K	£34K - £37K	£37K - £40K
CRM Account Director	£40K - £44K	£44K - £47K	£47K - £50K
CRM Senior Account Director	£50K - £53K	£53K - £57K	£57K - £60K
CRM Group Account Director	£60K - £65K	£65K - £70K	£70K - £75K

Role	Junior	Midweight	Senior
CRM Client Partner / Managing Partner	£70K - £75K	£75K - £80K	£80K - £90K
Client Services Director*	£50K - £60K	£60K - £80K	£80K - £100K
CRM Strategist	£20K - £30K	£30K - £45K	£45K - £68K
Strategy / Planning Director	£60K - £70K	£70K - £85K	£85K - £125K

***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	£18K - £20K	£20K - £22K	£22K - £25K
Branding Account Manager	£25K - £27K	£27K - £30K	£30K - £32K
Branding Senior Account Manager	£32K - £34K	£34K - £37K	£37K - £40K
Branding Account Director	£40K - £44K	£44K - £47K	£47K - £50K
Branding Senior Account Director	£50K - £53K	£53K - £57K	£57K - £60K
Branding Group Account Director	£60K - £65K	£65K - £70K	£70K - £75K

Role	Junior	Midweight	Senior
Branding Client Partner / Managing Partner	£70K - £75K	£75K - £80K	£80K - £90K
Client Services Director*	£50K - £60K	£60K - £80K	£80K - £100K
Brand Strategist	£20K - £30K	£30K - £45K	£45K - £70K
Strategy / Planning Director	£60K - £70K	£70K - £85K	£85K - £125K

***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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