

Salary Guide
North-West, North-East
& the East Midlands

AGENCY

ADLIB



WHAT IS THE AVERAGE AGENCY SALARY IN THE NORTH-WEST, NORTH-EAST & THE EAST MIDLANDS?

We've outlined the average salaries and day rates typically received for Agency roles in the North-West, North-East & the East Midlands.

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 in the North-West, North-East & the East Midlands.

What to consider when assigning a salary to a role

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.

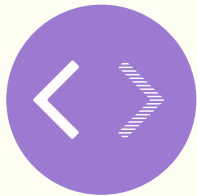
AGENCY BOARD & C-LEVEL SALARY BENCHMARKS

Permanent Roles	Lowest	Average	Highest
Agency Head / General Manager	£100,000	£125,000	£150,000
Commercial Director	£100,000	£120,000	£140,000
Operations Director	£100,000	£120,000	£130,000
Managing Director	£120,000	£140,000	£160,000
CFO	£120,000	£150,000	£170,000
COO	£100,000	£125,000	£150,000
CEO	£130,000	£150,000	£200,000

AGENCY CLIENT SERVICES & STRATEGY SALARY BENCHMARKS

Permanent Roles	Lowest	Average	Highest
BRANDING CLIENT SERVICES			
Branding Account Executive	£26,000	£28,000	£30,000
Branding Account Manager	£30,000	£34,000	£40,000
Branding Senior Account Manager	£35,000	£45,000	£50,000
Branding Account Director	£50,000	£56,000	£65,000
Branding Senior Account Director	£60,000	£65,000	£73,000
Branding Group Account Director	£70,000	£78,000	£85,000
Branding Client Partner / Managing Partner	£75,000	£88,000	£100,000
Client Services Director	£90,000	£110,000	£150,000
CRM CLIENT SERVICES			
CRM Account Executive	£26,000	£28,000	£30,000
CRM Account Manager	£30,000	£35,000	£40,000
CRM Senior Account Manager	£35,000	£45,000	£50,000
CRM Account Director	£50,000	£63,000	£70,000
CRM Senior Account Director	£65,000	£70,000	£75,000
CRM Group Account Director	£75,000	£80,000	£90,000
CRM Client Partner / Managing Partner	£80,000	£90,000	£105,000
Client Services Director	£100,000	£120,000	£150,000
DIGITAL CLIENT SERVICES			
Digital Account Executive	£26,000	£27,000	£32,000
Digital Account Manager	£30,000	£35,000	£40,000
Digital Senior Account Manager	£35,000	£45,000	£50,000
Digital Account Director	£50,000	£60,000	£70,000
Digital Senior Account Director	£65,000	£70,000	£75,000
Digital Group Account Director	£75,000	£82,000	£95,000
Digital Client Partner / Managing Partner	£80,000	£90,000	£100,000
Client Services Director	£100,000	£125,000	£150,000
INTEGRATED CLIENT SERVICES			
Integrated Account Executive	£26,000	£28,000	£30,000
Integrated Account Manager	£30,000	£34,000	£40,000
Integrated Senior Account Manager	£35,000	£45,000	£50,000
Integrated Account Director	£50,000	£56,000	£65,000
Integrated Senior Account Director	£60,000	£65,000	£73,000
Integrated Group Account Director	£70,000	£78,000	£85,000
Integrated Client Partner / Managing Partner	£75,000	£88,000	£100,000
Client Services Director	£100,000	£120,000	£150,000
PR CLIENT SERVICES			
PR Account Executive	£26,000	£28,000	£30,000
PR Account Manager	£28,000	£36,000	£42,000
PR Senior Account Manager	£35,000	£45,000	£50,000
PR Account Director	£50,000	£60,000	£70,000
PR Senior Account Director	£60,000	£68,000	£75,000
PR Group Account Director / Associate Director	£75,000	£85,000	£95,000
Client Services Director	£95,000	£120,000	£140,000
STRATEGY / PLANNING			
Junior Strategist	£28,000	£32,000	£40,000
Strategist	£40,000	£50,000	£60,000
Senior Strategist	£60,000	£70,000	£90,000
Strategy / Planning Director	£90,000	£120,000	£160,000

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