

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<br>(0-2 years) | Mid-Level<br>(2-4 years) | Senior<br>(4-6 years) |
|-------------------------------------------|-----------------------|--------------------------|-----------------------|
| Digital Account Executive                 | £26K+                 | £26K - £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<br>(0-2 years) | Mid-Level<br>(2-4 years) | Senior<br>(4-6 years) |
|----------------------------------------------|-----------------------|--------------------------|-----------------------|
| Integrated Account Executive                 | £26K+                 | £26K - £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<br>(0-2 years) | Mid-Level<br>(2-4 years) | Senior<br>(4-6 years) |
|--------------------------------------------------|-----------------------|--------------------------|-----------------------|
| PR Account Executive                             | £26K+                 | £26K - £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/<br>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<br>(0-2 years) | Mid-Level<br>(2-4 years) | Senior<br>(4-6 years) |
|---------------------------------------|-----------------------|--------------------------|-----------------------|
| CRM Account Executive                 | £26K+                 | £26K - £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<br>(0-2 years) | Mid-Level<br>(2-4 years) | Senior<br>(4-6 years) |
|-----------------------------------------------|-----------------------|--------------------------|-----------------------|
| Branding Account Executive                    | £26K+                 | £26K - £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 /<br>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

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