

Salary Guide
South West

AGENCY CLIENT SERVICES

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WHAT IS THE AVERAGE AGENCY CLIENT SERVICES JOB SALARY?

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

How do we benchmark 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.

What to consider when assigning a salary to a role

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

Permanent Roles	Junior	Midweight	Senior
Digital Account Executive	N/A	N/A	£26K
Digital Account Manager	£26K - £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
Client Services Director*	£50K - £60K	£60K - £80K	£80K - £100K
Digital Strategist	£26K - £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

Permanent Roles	Junior	Midweight	Senior
Integrated Account Executive	N/A	N/A	£26K
Integrated Account Manager	£26K - £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
Integrated Client Partner / Managing Partner	£70K - £75K	£75K - £80K	£80K - £90K
Client Services Director*	£50K - £60K	£60K - £80K	£80K - £90K
Integrated Strategist	£26K - £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

Permanent Roles	Junior	Mid-Level	Senior
PR Account Executive	N/A	N/A	£26K
PR Account Manager	£26K - £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
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

Permanent Roles	Junior	Midweight	Senior
CRM Account Executive	N/A	N/A	£26K
CRM Account Manager	£26K - £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
CRM Client Partner / Managing Partner	£70K - £75K	£75K - £80K	£80K - £90K
Client Services Director*	£50K - £60K	£60K - £80K	£80K - £90K
CRM Strategist	£26K - £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

Permanent Roles	Junior	Midweight	Senior
Branding Account Executive	N/A	N/A	£26K
Branding Account Manager	£26K - £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
Branding Client Partner / Managing Partner	£70K - £75K	£75K - £80K	£80K - £90K
Client Services Director*	£50K - £60K	£60K - £80K	£80K - £100K
Brand Strategist	£26K - £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

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