

Salary Guide
South West

AGENCY

ADLIB

Certified

Corporation

WHAT IS THE AVERAGE AGENCY SALARY IN THE SOUTH WEST?

We've outlined the average salaries and day rates typically received for Agency roles in the South West.

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 within the South West agency world. Factors that can influence one's salary: the size of business and team, their location, the size and number of accounts you may be working on, management responsibilities, the industry sector, and specific marketing skills, will all have an impact.

What to consider when assigning a salary to a role

However, 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 | £70,000 | £90,000 | £120,000 |
| Commercial Director | £80,000 | £90,000 | £120,000 |
| Operations Director | £60,000 | £80,000 | £100,000 |
| Managing Director | £80,000 | £100,000 | £160,000 |
| CFO | £80,000 | £120,000 | £170,000 |
| COO | £80,000 | £90,000 | £120,000 |
| CEO | £100,000 | £150,000 | £200,000 |

AGENCY CLIENT SERVICES & STRATEGY SALARY BENCHMARKS

| Permanent Roles | Lowest | Average | Highest |
|--|---------|---------|----------|
| BRANDING CLIENT SERVICES | | | |
| Branding Account Executive | £26,000 | £30,000 | £32,000 |
| Branding Account Manager | £32,000 | £35,000 | £40,000 |
| Branding Senior Account Manager | £35,000 | £40,000 | £45,000 |
| Branding Account Director | £45,000 | £50,000 | £60,000 |
| Branding Senior Account Director | £55,000 | £60,000 | £65,000 |
| Branding Group Account Director | £60,000 | £70,000 | £80,000 |
| Branding Client Partner / Managing Partner | £70,000 | £80,000 | £90,000 |
| Client Services Director | £65,000 | £80,000 | £100,000 |
| CRM CLIENT SERVICES | | | |
| CRM Account Executive | £26,000 | £30,000 | £32,000 |
| CRM Account Manager | £32,000 | £35,000 | £40,000 |
| CRM Senior Account Manager | £35,000 | £40,000 | £45,000 |
| CRM Account Director | £45,000 | £50,000 | £60,000 |
| CRM Senior Account Director | £55,000 | £60,000 | £65,000 |
| CRM Group Account Director | £60,000 | £70,000 | £80,000 |
| CRM Client Partner / Managing Partner | £70,000 | £80,000 | £90,000 |
| Client Services Director | £65,000 | £80,000 | £100,000 |
| DIGITAL CLIENT SERVICES | | | |
| Digital Account Executive | £26,000 | £30,000 | £32,000 |
| Digital Account Manager | £32,000 | £35,000 | £40,000 |
| Digital Senior Account Manager | £35,000 | £40,000 | £45,000 |
| Digital Account Director | £45,000 | £50,000 | £60,000 |
| Digital Senior Account Director | £55,000 | £60,000 | £65,000 |
| Digital Group Account Director | £60,000 | £70,000 | £80,000 |
| Digital Client Partner / Managing Partner | £70,000 | £80,000 | £90,000 |
| Client Services Director | £65,000 | £80,000 | £100,000 |
| INTEGRATED CLIENT SERVICES | | | |
| Integrated Account Executive | £26,000 | £30,000 | £32,000 |
| Integrated Account Manager | £32,000 | £35,000 | £40,000 |
| Integrated Senior Account Manager | £35,000 | £40,000 | £45,000 |
| Integrated Account Director | £45,000 | £50,000 | £60,000 |
| Integrated Senior Account Director | £55,000 | £60,000 | £65,000 |
| Integrated Group Account Director | £60,000 | £70,000 | £80,000 |
| Integrated Client Partner / Managing Partner | £70,000 | £80,000 | £90,000 |
| Client Services Director | £65,000 | £80,000 | £100,000 |
| PR CLIENT SERVICES | | | |
| PR Account Executive | £26,000 | £30,000 | £32,000 |
| PR Account Manager | £32,000 | £35,000 | £40,000 |
| PR Senior Account Manager | £35,000 | £40,000 | £45,000 |
| PR Account Director | £45,000 | £50,000 | £55,000 |
| PR Senior Account Director | £55,000 | £60,000 | £65,000 |
| PR Group Account Director / Associate Director | £60,000 | £70,000 | £80,000 |
| Client Services Director | £65,000 | £80,000 | £100,000 |
| STRATEGY / PLANNING | | | |
| Junior Strategist | £26,000 | £35,000 | £40,000 |
| Strategist | £40,000 | £45,000 | £50,000 |
| Senior Strategist | £50,000 | £60,000 | £65,000 |
| Strategy / Planning Director | £65,000 | £90,000 | £130,000 |

AGENCY CREATIVE & UX BENCHMARKS

| Permanent Roles | Lowest | Average | Highest |
|-------------------------------------|---------|---------|----------|
| ARTWORKING | | | |
| Junior Artworker | £26,000 | £27,000 | £28,000 |
| Midweight Artworker | £27,000 | £30,000 | £35,000 |
| Senior Artworker | £33,000 | £37,000 | £40,000 |
| COPYWRITING | | | |
| Junior Copywriter | £26,000 | £28,000 | £30,000 |
| Midweight Copywriter | £30,000 | £35,000 | £40,000 |
| Senior Copywriter | £40,000 | £45,000 | £50,000 |
| CONCEPTUAL | | | |
| Junior Art Director | £28,000 | £32,000 | £36,000 |
| Midweight Art Director | £36,000 | £40,000 | £50,000 |
| Senior Art Director | £50,000 | £60,000 | £65,000 |
| Junior Conceptual Copywriter | £26,000 | £29,000 | £33,000 |
| Midweight Conceptual Copywriter | £32,000 | £38,000 | £45,000 |
| Senior Conceptual Copywriter | £45,000 | £50,000 | £55,000 |
| DESIGN | | | |
| Junior Designer | £26,000 | £28,000 | £30,000 |
| Midweight Designer | £28,000 | £34,000 | £38,000 |
| Senior Designer | £38,000 | £43,000 | £50,000 |
| DIGITAL DESIGN | | | |
| Junior Digital Designer | £26,000 | £28,000 | £30,000 |
| Midweight Digital Designer | £30,000 | £35,000 | £40,000 |
| Senior Digital Designer | £40,000 | £48,000 | £55,000 |
| MOTION DESIGN | | | |
| Junior Motion Graphics Designer | £26,000 | £29,000 | £33,000 |
| Midweight Motion Graphics Designer | £33,000 | £38,000 | £42,000 |
| Senior Motion Graphics Designer | £42,000 | £48,000 | £55,000 |
| SENIOR CREATIVE / CREATIVE DIRECTOR | | | |
| Head of Design / Design Lead | £55,000 | £62,000 | £70,000 |
| Design Director | £60,000 | £68,000 | £80,000 |
| Associate Creative Director | £65,000 | £72,000 | £85,000 |
| Creative Director | £75,000 | £85,000 | £110,000 |
| UX DESIGNER | | | |
| Junior UX Designer | £28,000 | £32,000 | £35,000 |
| Midweight UX Designer | £35,000 | £43,000 | £50,000 |
| Senior UX Designer | £50,000 | £60,000 | £70,000 |
| UX CONSULTANT / USER RESEARCH | | | |
| Junior UX Designer | £30,000 | £33,000 | £36,000 |
| Midweight UX Designer | £36,000 | £45,000 | £55,000 |
| Senior UX Designer | £55,000 | £62,000 | £70,000 |
| SERVICE DESIGN | | | |
| Junior | £32,000 | £35,000 | £38,000 |
| Midweight | £38,000 | £50,000 | £55,000 |
| Senior | £55,000 | £65,000 | £75,000 |
| SENIOR & LEADERSHIP | | | |
| Head of UX | £65,000 | £75,000 | £100,000 |
| UX Director | £75,000 | £90,000 | £120,000 |
| UI & DIGITAL PRODUCT DESIGN | | | |
| Junior | £28,000 | £31,000 | £34,000 |
| Midweight | £34,000 | £40,000 | £46,000 |
| Senior | £46,000 | £50,000 | £65,000 |

AGENCY DIGITAL MARKETING SALARY BENCHMARKS

| Permanent Roles | Lowest | Average | Highest |
|---------------------------------|---------|---------|----------|
| CONTENT | | | |
| Content Executive | £26,000 | £30,000 | £35,000 |
| Content Manager | £35,000 | £45,000 | £50,000 |
| Content Strategist / Lead | £45,000 | £50,000 | £60,000 |
| Head of Content | £55,000 | £70,000 | £80,000 |
| CRO | | | |
| CRO Executive | £26,000 | £35,000 | £38,000 |
| CRO Manager | £38,000 | £45,000 | £50,000 |
| CRO Strategist / Lead | £50,000 | £60,000 | £80,000 |
| Head of CRO | £65,000 | £70,000 | £90,000 |
| CRM | | | |
| CRM Executive | £26,000 | £35,000 | £38,000 |
| CRM Manager | £38,000 | £45,000 | £50,000 |
| Senior CRM Manager | £50,000 | £55,000 | £60,000 |
| Head of CRM | £60,000 | £75,000 | £100,000 |
| CRM Director | £70,000 | £85,000 | £120,000 |
| PAID MEDIA | | | |
| PPC Executive | £26,000 | £30,000 | £35,000 |
| PPC Manager | £35,000 | £45,000 | £50,000 |
| Senior PPC Manager | £40,000 | £45,000 | £50,000 |
| Head of Paid Media | £50,000 | £55,000 | £60,000 |
| Paid Media Director | £60,000 | £70,000 | £80,000 |
| PERFORMANCE MARKETING | | | |
| Performance Marketing Executive | £25,000 | £30,000 | £35,000 |
| Performance Marketing Manager | £35,000 | £45,000 | £50,000 |
| Head of Performance | £50,000 | £65,000 | £80,000 |
| SEO | | | |
| SEO Executive | £26,000 | £30,000 | £35,000 |
| SEO Manager | £35,000 | £45,000 | £50,000 |
| Senior SEO Manager | £40,000 | £45,000 | £50,000 |
| SEO Strategist | £50,000 | £55,000 | £60,000 |
| Head of SEO | £60,000 | £70,000 | £80,000 |
| SOCIAL MEDIA | | | |
| Social Media Executive | £26,000 | £30,000 | £35,000 |
| Social Media Manager | £35,000 | £42,000 | £50,000 |
| Senior Social Media Manager | £40,000 | £45,000 | £50,000 |
| Social Media Strategist | £50,000 | £60,000 | £70,000 |
| Social Media Director | £60,000 | £70,000 | £80,000 |

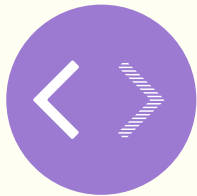
| Permanent Roles | Lowest | Average | Highest |
|--|---------|----------|----------|
| DIGITAL DELIVERY | | | |
| Project Executive / Coordinator | £26,000 | £28,000 | £30,000 |
| Junior Digital PM | £30,000 | £35,000 | £40,000 |
| Midweight Digital PM | £40,000 | £45,000 | £50,000 |
| Senior Digital PM | £50,000 | £55,000 | £60,000 |
| Lead PM | £60,000 | £65,000 | £70,000 |
| Project Director | £70,000 | £85,000 | £90,000 |
| Head of Project Management | £90,000 | £100,000 | £110000+ |
| STUDIO & OPERATIONS | | | |
| Studio coordinator | £35,000 | £40,000 | £45,000 |
| Studio Manager / Traffic Manager | £45,000 | £50,000 | £55,000 |
| Production Manager | £50,000 | £60,000 | £65,000 |
| Senior Resourcer / Senior SM/TM | £65,000 | £70,000 | £75,000 |
| Resource Lead | £75,000 | £80,000 | £85,000 |
| Head of Resourcing | £85,000 | £100,000 | £115,000 |
| BUSINESS ANALYSTS | | | |
| Business Analyst | £50,000 | £55,000 | £60,000 |
| Senior Business Analyst | £60,000 | £65,000 | £70,000 |
| Lead Business Analyst | £75,000 | £80,000 | £85,000 |
| Head of BA | £80,000 | £90,000 | £100,000 |
| PRODUCT - AGENCY / SOFTWARE HOUSE | | | |
| Product Owner | £50,000 | £55,000 | £60,000 |
| Product Manager | £65,000 | £70,000 | £75,000 |
| Product Strategist | £70,000 | £80,000 | £90,000 |
| Lead Product Strategist / Product Lead | £90,000 | £95,000 | £100,000 |

| Permanent Roles | Lowest | Average | Highest |
|---|----------|----------|----------|
| DATA ARCHITECTURE, ENGINEERING & DEVELOPMENT | | | |
| Cloud Data Engineer | £40,000 | £55,000 | £70,000 |
| Senior / Lead Cloud Data Engineer | £60,000 | £80,000 | £100,000 |
| BI Developer | £35,000 | £50,000 | £70,000 |
| Senior / Lead BI Developer | £50,000 | £70,000 | £85,000 |
| Cloud Data Architect | £55,000 | £75,000 | £90,000 |
| DATA & INSIGHT | | | |
| Customer Insight Analyst | £30,000 | £45,000 | £65,000 |
| Senior Customer Insight Analyst | £45,000 | £60,000 | £80,000 |
| Marketing Analyst | £30,000 | £45,000 | £55,000 |
| Senior Marketing Analyst | £45,000 | £55,000 | £70,000 |
| Digital Analyst | £35,000 | £50,000 | £65,000 |
| Senior Digital Analyst | £50,000 | £60,000 | £85,000 |
| Customer Insight Manager | £60,000 | £75,000 | £90,000 |
| Marketing Analytics Manager | £60,000 | £75,000 | £90,000 |
| Digital Analytics Manager | £60,000 | £75,000 | £100,000 |
| Business Intelligence Analyst | £35,000 | £45,000 | £65,000 |
| Senior Business Intelligence Analyst | £45,000 | £55,000 | £80,000 |
| Business Intelligence Manager | £60,000 | £70,000 | £90,000 |
| Head of Data & Analytics | £80,000 | £100,000 | £150,000 |
| DATA MANAGEMENT | | | |
| Data Governance Manager | £50,000 | £75,000 | £90,000 |
| Data Quality Manager | £45,000 | £65,000 | £90,000 |
| DATA SCIENCE AND MACHINE LEARNING | | | |
| Data Scientist | £50,000 | £60,000 | £80,000 |
| Senior Data Scientist | £60,000 | £75,000 | £100,000 |
| Lead Data Scientist | £80,000 | £90,000 | £120,000 |
| Machine Learning Engineer (Computer Vision / NLP Specialist) | £65,000 | £85,000 | £110,000 |
| Data Science Manager | £80,000 | £90,000 | £130,000 |
| Head of Data Science | £100,000 | £120,000 | £165,000 |

DEVELOPERS AND TECHNOLOGY SALARY BENCHMARKS

| Permanent Roles | Lowest | Average | Highest |
|---|----------|----------|----------|
| FRONT-END DEVELOPER (REACT/VUE/ANGULAR/TYPESCRIPT) | | | |
| Junior | £27,000 | £31,000 | £35,000 |
| Mid-Level | £35,000 | £43,000 | £50,000 |
| Senior | £50,000 | £58,000 | £65,000 |
| Lead | £65,000 | £73,000 | £80,000 |
| FULL STACK JS DEVELOPER (REACT/ANGULAR/VUE & NODE) | | | |
| Junior | £30,000 | £35,000 | £40,000 |
| Mid-Level | £40,000 | £48,000 | £55,000 |
| Senior | £55,000 | £63,000 | £70,000 |
| Lead | £70,000 | £80,000 | £90,000 |
| PHP DEVELOPER (PHP, MYSQL, LARAVEL/SYMFONY, CMS: DRUPAL, MAGENTO, WORDPRESS) | | | |
| Junior | £27,000 | £31,000 | £35,000 |
| Mid-Level | £35,000 | £43,000 | £50,000 |
| Senior | £50,000 | £57,500 | £65,000 |
| Lead | £65,000 | £73,000 | £80,000 |
| FULL STACK PHP DEVELOPER (PHP, JAVASCRIPT: REACT/ANGULAR.VUE) | | | |
| Junior | £30,000 | £33,000 | £36,000 |
| Mid-Level | £36,000 | £43,000 | £50,000 |
| Senior | £50,000 | £58,000 | £65,000 |
| Lead | £65,000 | £78,000 | £90,000 |
| .NET DEVELOPER (C#, .NET, MVC/.NET CORE, AZURE, DYNAMICS, CMS: UMBRACO, SITECORE ETC) | | | |
| Junior | £27,000 | £31,000 | £35,000 |
| Mid-Level | £35,000 | £43,000 | £50,000 |
| Senior | £50,000 | £58,000 | £65,000 |
| Lead | £65,000 | £73,000 | £80,000 |
| RUBY DEVELOPER (RUBY, RAILS, HEROKU) | | | |
| Junior | £28,000 | £34,000 | £40,000 |
| Mid-Level | £40,000 | £48,000 | £55,000 |
| Senior | £55,000 | £63,000 | £70,000 |
| Lead | £70,000 | £80,000 | £90,000 |
| MOBILE DEVELOPER (IOS, ANDROID, KOTLIN, SWIFT, REACT NATIVE, XAMARIN) | | | |
| Junior | £28,000 | £34,000 | £40,000 |
| Mid-Level | £40,000 | £48,000 | £55,000 |
| Senior | £55,000 | £63,000 | £70,000 |
| Lead | £70,000 | £80,000 | £90,000 |
| DEVOPS ENGINEER (AWS, GCP, AZURE) | | | |
| Junior | £32,000 | £36,000 | £40,000 |
| Mid-Level | £40,000 | £48,000 | £55,000 |
| Senior | £55,000 | £63,000 | £70,000 |
| Lead | £70,000 | £85,000 | £100,000 |
| TESTER/QA (ISTQB, SELENIUM, AUTOMATION, CUCUMBER) | | | |
| Junior | £27,000 | £30,000 | £33,000 |
| Mid-Level | £33,000 | £36,500 | £40,000 |
| Senior | £40,000 | £48,000 | £55,000 |
| Lead | £55,000 | £63,000 | £70,000 |
| INFRASTRUCTURE SUPPORT (LINUX, WINDOWS, HELPDESK, IT MANAGER | | | |
| Junior | £27,000 | £31,000 | £35,000 |
| Mid-Level | £35,000 | £40,000 | £45,000 |
| Senior | £40,000 | £48,000 | £55,000 |
| Lead | £55,000 | £68,000 | £80,000 |
| HEAD OF TECH/CTO | | | |
| Technical Lead | £80,000 | £90,000 | £100,000 |
| Development Manager | £80,000 | £90,000 | £100,000 |
| Head of Tech | £80,000 | £90,000 | £100,000 |
| Chief Technology Officer (CTO) | £100,000 | £125,000 | £150,000 |

CONTACT US



Technology



Data



Product



Engineering



Science



Sustainability



eCommerce



Marketing



Design

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