

Salary Guide  
South West

AGENCY

ADLIB



# 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
<b>BRANDING CLIENT SERVICES</b>			
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
<b>CRM CLIENT SERVICES</b>			
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
<b>DIGITAL CLIENT SERVICES</b>			
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
<b>INTEGRATED CLIENT SERVICES</b>			
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
<b>PR CLIENT SERVICES</b>			
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
<b>STRATEGY / PLANNING</b>			
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
<strong>ARTWORKING</strong>			
Junior Artworker	£26,000	£27,000	£28,000
Midweight Artworker	£27,000	£30,000	£35,000
Senior Artworker	£33,000	£37,000	£40,000
<strong>COPYWRITING</strong>			
Junior Copywriter	£26,000	£28,000	£30,000
Midweight Copywriter	£30,000	£35,000	£40,000
Senior Copywriter	£40,000	£45,000	£50,000
<strong>CONCEPTUAL</strong>			
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
<strong>DESIGN</strong>			
Junior Designer	£26,000	£28,000	£30,000
Midweight Designer	£28,000	£34,000	£38,000
Senior Designer	£38,000	£43,000	£50,000
<strong>DIGITAL DESIGN</strong>			
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
<strong>MOTION DESIGN</strong>			
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
<strong>SENIOR CREATIVE / CREATIVE DIRECTOR</strong>			
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
<strong>UX DESIGNER</strong>			
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
<strong>UX CONSULTANT / USER RESEARCH</strong>			
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
<strong>SERVICE DESIGN</strong>			
Junior	£32,000	£35,000	£38,000
Midweight	£38,000	£50,000	£55,000
Senior	£55,000	£65,000	£75,000
<strong>SENIOR &amp; LEADERSHIP</strong>			
Head of UX	£65,000	£75,000	£100,000
UX Director	£75,000	£90,000	£120,000
<strong>UI &amp; DIGITAL PRODUCT DESIGN</strong>			
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
<b>CONTENT</b>			
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
<b>CRO</b>			
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
<b>CRM</b>			
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
<b>PAID MEDIA</b>			
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
<b>PERFORMANCE MARKETING</b>			
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
<b>SEO</b>			
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
<b>SOCIAL MEDIA</b>			
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

# AGENCY PM, BA, PRODUCT & OPS

Permanent Roles	Lowest	Average	Highest
<b>DIGITAL DELIVERY</b>			
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	£110,000+
<b>STUDIO &amp; OPERATIONS</b>			
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
<b>BUSINESS ANALYSTS</b>			
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
<b>PRODUCT - AGENCY / SOFTWARE HOUSE</b>			
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

# DATA & INSIGHT SALARY BENCHMARKS

Permanent Roles	Lowest	Average	Highest
<b>DATA ARCHITECTURE, ENGINEERING &amp; DEVELOPMENT</b>			
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
<b>DATA &amp; INSIGHT</b>			
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
<b>DATA MANAGEMENT</b>			
Data Governance Manager	£50,000	£75,000	£90,000
Data Quality Manager	£45,000	£65,000	£90,000
<b>DATA SCIENCE AND MACHINE LEARNING</b>			
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
<b>FRONT-END DEVELOPER (REACT/VUE/ANGULAR/TYPESCRIPT)</b>			
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
<b>FULL STACK JS DEVELOPER (REACT/ANGULAR/VUE &amp; NODE)</b>			
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
<b>PHP DEVELOPER (PHP, MYSQL, LARAVEL/SYMFONY, CMS: DRUPAL, MAGENTO, WORDPRESS)</b>			
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
<b>FULL STACK PHP DEVELOPER (PHP, JAVASCRIPT: REACT/ANGULAR.VUE)</b>			
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
<b>.NET DEVELOPER (C#, .NET, MVC/.NET CORE, AZURE, DYNAMICS, CMS: UMBRACO, SITECORE ETC)</b>			
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
<b>RUBY DEVELOPER (RUBY, RAILS, HEROKU)</b>			
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
<b>MOBILE DEVELOPER (IOS, ANDROID, KOTLIN, SWIFT, REACT NATIVE, XAMARIN)</b>			
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
<b>DEVOPS ENGINEER (AWS, GCP, AZURE)</b>			
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
<b>TESTER/QA (ISTQB, SELENIUM, AUTOMATION, CUCUMBER)</b>			
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
<b>INFRASTRUCTURE SUPPORT (LINUX, WINDOWS, HELPDESK, IT MANAGER)</b>			
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
<b>HEAD OF TECH/CTO</b>			
Technical Lead	£30,000	£39,000	£100,000
Development Manager	£30,000	£39,000	£100,000
Head of Tech	£30,000	£39,000	£100,000
Chief Technology Officer (CTO)	£100,000	£125,000	£150,000

