

Salary Guide  
South West

# AGENCY CLIENT SERVICES



# 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	Lowest	Average	Highest
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 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
Digital Strategist	£35,000	£40,000	£50,000
Strategy / Planning Director	£70,000	£90,000	£130,000

\*Range quoted includes any bonuses which may be used to increase the overall package

# INTEGRATED CLIENT SERVICES REWARD MODEL

Permanent Roles	Lowest	Average	Highest
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
Integrated Strategist	£35,000	£40,000	£50,000
Strategy / Planning Director	£70,000	£90,000	£130,000

\*Range quoted includes any bonuses which may be used to increase the overall package

# PR CLIENT SERVICES REWARD MODEL

Permanent Roles	Lowest	Average	Highest
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
PR Strategist	£35,000	£45,000	£50,000
Strategy / Planning Director	£70,000	£90,000	£130,000

\*Range quoted includes any bonuses which may be used to increase the overall package

# CRM CLIENT SERVICES REWARD MODEL

Permanent Roles	Lowest	Average	Highest
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
CRM Strategist	£35,000	£40,000	£50,000
Strategy / Planning Director	£70,000	£90,000	£130,000

\*Range quoted includes any bonuses which may be used to increase the overall package

# BRANDING CLIENT SERVICES REWARD MODEL

Permanent Roles	Lowest	Average	Highest
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
Brand Strategist	£35,000	£40,000	£50,000
Strategy / Planning Director	£70,000	£90,000	£130,000

\*Range quoted includes any bonuses which may be used to increase the overall package

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