

Salary Guide
South West

AGENCY

ADLIB

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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

AGENCY PM, BA, PRODUCT & OPS

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	£110,000+
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

DATA & AI SALARY BENCHMARKS

'Lowest/Average/Highest' reflects observed salary ranges for people holding the same job title at different points of experience within that role, rather than different job levels. The 'highest' salaries typically represent individuals approaching progression to the next title, often retained via compensation rather than immediate promotion etc.

Data & Insight roles focus on getting value from data to inform decision making, strategy, and performance. These professionals sit at the intersection of analytics, commercial understanding, and stakeholder engagement; they are hands-on (with tools, rather than being research/strategically driven) analysts and present to stakeholders with direct business impact.

Individuals at the upper end of each title are often operating with significant autonomy, influencing senior stakeholders, and shaping analytical approaches, even before a formal move into management.

Permanent Roles	Lowest	Average	Highest
DATA, INSIGHT & ANALYTICS			
Data Analyst	£30,000	£40,000	£50,000
Senior Data Analyst	£45,000	£55,000	£70,000
Customer Insight Analyst	£30,000	£40,000	£60,000
Senior Customer Insight Analyst	£45,000	£58,000	£75,000
Customer Insight Manager	£60,000	£65,000	£85,000
Business Intelligence Analyst	£35,000	£45,000	£60,000
Senior Business Intelligence Analyst	£45,000	£55,000	£70,000
Business Intelligence Manager	£60,000	£65,000	£85,000
Head of Data & Analytics	£80,000	£90,000	£130,000

Data Research and Insight Research roles focus on exploratory, methodological, and evidence based analysis rather than technical engineering or commercial insight delivery. These professionals are typically concerned with research design, hypothesis testing, experimentation, and rigorous interpretation of findings.

Unlike commercial analysts, research focused roles tend to prioritise depth, validity, and methodological quality over speed of insight or stakeholder influence. Progression within titles reflects increasing ownership of research frameworks, mentoring of other researchers, and contribution to organisational knowledge, rather than line management or revenue responsibility.

Permanent Roles	Lowest	Average	Highest
DATA RESEARCH & INSIGHT RESEARCH			
Data Research Analyst	£30,000	£40,000	£50,000
Senior Data/Insight Researcher	£45,000	£60,000	£75,000
Lead Data/Insight Researcher	£65,000	£80,000	£95,000
Research Manager/Head of Research (Data & Insight)	£75,000	£85,000	£110,000

DATA & AI SALARY BENCHMARKS

This section covers data driven marketing and digital roles, focusing specifically on analytical, measurement, and performance optimisation capabilities rather than executional marketing or channel delivery.

Permanent Roles	Lowest	Average	Highest
MARKETING & DIGITAL ANALYTICS			
Marketing Analyst	£30,000	£45,000	£55,000
Senior Marketing Analyst	£45,000	£55,000	£65,000
Digital Analyst	£35,000	£50,000	£65,000
Senior Digital Analyst	£50,000	£55,000	£75,000
Marketing Analytics Manager	£60,000	£65,000	£85,000
Digital Analytics Manager	£60,000	£75,000	£90,000

Analytics Engineering bridges the gap between data engineering, analytics and business intelligence, focusing on transforming raw data into clean, reliable, analytics ready datasets used by analysts, data scientists, and decision makers.

While data engineers focus on ingestion and infrastructure, and BI developers focus on reporting and visualisation, analytics engineers specialise in data modelling, transformation, testing, and semantic layer design; often using modern analytics stacks such as cloud data warehouses and transformation frameworks (such as dbt).

Permanent Roles	Lowest	Average	Highest
ANALYTICS ENGINEERING			
Analytics Engineer	£40,000	£55,000	£70,000
Senior Analytics Engineer	£55,000	£70,000	£85,000
Lead / Principal Analytics Engineer	£70,000	£85,000	£105,000
Analytics Engineering Manager	£80,000	£95,000	£115,000

DATA & AI SALARY BENCHMARKS

Applied data science and machine learning roles focused on building, deploying, and integrating predictive models into real world products, platforms, and client solutions.

These roles emphasise practical delivery, production ready modelling, and measurable outcomes rather than academic research. Progression within titles usually reflects increasing complexity of problems tackled, scalability of solutions, and influence over modelling approaches and tooling choices. Individuals at the higher end of each title often operate as technical authorities, bridging the gap between data science, engineering, and commercial teams.

Permanent Roles	Lowest	Average	Highest
ARTIFICIAL INTELLIGENCE, DATA SCIENCE & APPLIED ML			
Data Scientist	£45,000	£55,000	£70,000
Senior Data Scientist	£60,000	£70,000	£90,000
Lead Data Scientist	£70,000	£85,000	£105,000
Machine Learning Engineer (CV/ NLP)	£60,000	£80,000	£100,000
Data Science Manager	£80,000	£90,000	£115,000
Head of Data Science	£100,000	£105,000	£140,000

AI roles in agencies skew more towards engineering and product and tend to be more encompassing than pure modelling. AI Engineering roles focus on the design, development, and deployment of AI driven systems, including large language models, inference pipelines, and AI enabled products. These positions are engineering led rather than research led, and typically prioritise robustness, scalability, integration, and real world use cases.

Permanent Roles	Lowest	Average	Highest
ARTIFICIAL INTELLIGENCE, DATA SCIENCE & APPLIED ML			
AI Engineer (LLMs, APIs, RAG, pipelines, deployment)	£45,000	£60,000	£75,000
Senior AI Engineer	£65,000	£80,000	£95,000
Lead / Principal AI Engineer	£80,000	£95,000	£115,000
Applied AI Engineer (client-facing, solutions-led, less research)	£50,000	£65,000	£85,000
Machine Learning Engineer (AI-focused) (distinct from classic MLOps/ data pipeline, more model delivery, inference and deployment focused)	£75,000	£95,000	£120,000
AI Architect (systems, integration, governance, scalability)	£85,000	£100,000	£120,000
AI Engineering Manager/AI Lead (optional role, depending on structure and layout of the agency)	£95,000	£115,000	£140,000
Head of AI (for agencies positioning AI as a practice/larger/growing function)	£100,000	£125,000	£160,000

DATA & AI SALARY BENCHMARKS

This section covers research focused AI roles that are distinct from applied AI engineering and commercial delivery functions. AI Research professionals typically focus on experimentation, model innovation, evaluation methodologies, and advancing theoretical or methodological understanding rather than deploying production systems.

These roles usually involve less direct commercial exposure and client delivery, and instead sit closer to R&D, innovation teams, and long term capability development. Senior researchers often operate as internal subject matter experts, shaping future approaches rather than owning immediate business outcomes.

Permanent Roles	Lowest	Average	Highest
ARTIFICIAL INTELLIGENCE – RESEARCH & EXPERIMENTATION			
AI Research Scientist	£55,000	£70,000	£90,000
Senior AI Research Scientist	£75,000	£90,000	£115,000
Lead AI Research Scientist	£85,000	£100,000	£120,000
Head of AI Research	£100,000	£120,000	£140,000

Data Management roles focus on the integrity, reliability, and regulatory alignment of data assets across organisations. These positions are critical in ensuring that data is trusted, governed appropriately, and fit for purpose as organisations scale their data usage.

Permanent Roles	Lowest	Average	Highest
DATA MANAGEMENT			
Data Governance Manager	£50,000	£70,000	£85,000
Data Quality Manager	£45,000	£60,000	£85,000

DATA & AI SALARY BENCHMARKS

Roles in this category are delivery driven and engineering led, with a strong emphasis on cloud platforms, data pipelines, scalable architectures, reliability, and performance. Progression within titles is often based on technical depth, system ownership, and architectural complexity rather than people management.

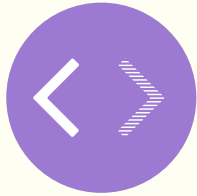
Salary variation within each title typically reflects growing responsibility for platform design, mentoring of other engineers, and ownership of increasingly complex data environments, particularly in cloud native and regulated contexts.

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	£65,000
Senior / Lead BI Developer	£50,000	£70,000	£85,000
Cloud Data Architect	£55,000	£75,000	£90,000

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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