

Salary Guide
London & South East

AGENCY CLIENT SERVICES

ADLIB



WHAT IS THE AVERAGE AGENCY CLIENT SERVICES JOB SALARY?

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

How do we benchmark SW Agency 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.

In addition to the basic salary, the benefits package as a whole must also be considered.

What to consider when assigning a salary to a role

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.

Salaries in the South East are more aligned than ever with London, with candidate along the M4 corridor, home counties and other surrounding areas picking up London-weighted salaries and working from home.

DIGITAL CLIENT SERVICES REWARD MODEL

Permanent Roles	Lowest	Average	Highest
Digital Account Executive	£26K+	£30K	£35K
Digital Account Manager	£35K	£40K	£45K
Digital Senior Account Manager	£45K	£48K	£50K
Digital Account Director	£50K	£60K	£70K
Digital Senior Account Director	£65K	£70K	£80K
Digital Group Account Director	£70K	£85K	£90K
Digital Client Partner / Managing Partner	£75K	£90K	£110K
Client Services Director*	£90K	£110K	£150K
Digital Strategist	£40K	£55K	£60K
Strategy / Planning Director	£90K	£120K	£160K

***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	£26K+	£30K	£35K
Integrated Account Manager	£35K	£40K	£45K
Integrated Senior Account Manager	£45K	£48K	£50K
Integrated Account Director	£50K	£60K	£65K
Integrated Senior Account Director	£65K	£70K	£75K
Integrated Group Account Director	£70K	£80K	£85K
Integrated Client Partner / Managing Partner	£75K	£88K	£100K
Client Services Director*	£90K	£110K	£150K
Integrated Strategist	£40K	£55K	£60K
Strategy / Planning Director	£90K	£120K	£160K

***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	£26K+	£30K	£35K
PR Account Manager	£35K	£40K	£45K
PR Senior Account Manager	£45K	£48K	£50K
PR Account Director	£50K	£60K	£70K
PR Senior Account Director	£60K	£68K	£75K
PR Group Account Director/ Associate Director	£75K	£85K	£95K
Client Services Director*	£95K	£120K	£140K
PR Strategist	£40K	£55K	£60K
Strategy / Planning Director	£90K	£120K	£160K

*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	£26K+	£30K	£35K
CRM Account Manager	£35K	£40K	£45K
CRM Senior Account Manager	£45K	£48K	£50K
CRM Account Director	£50K	£60K	£70K
CRM Senior Account Director	£65K	£70K	£80K
CRM Group Account Director	£75K	£80K	£95K
CRM Client Partner / Managing Partner	£80K	£90K	£105K
Client Services Director*	£100K	£120K	£150K
CRM Strategist	£40K	£55K	£60K
Strategy / Planning Director	£90K	£120K	£160K

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

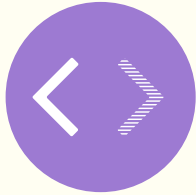
BRANDING CLIENT SERVICES REWARD MODEL

Permanent Roles	Lowest	Average	Highest
Branding Account Executive	£26K+	£30K	£35K
Branding Account Manager	£35K	£40K	£45K
Branding Senior Account Manager	£45K	£48K	£50K
Branding Account Director	£50K	£60K	£65K
Branding Senior Account Director	£65K	£70K	£75K
Branding Group Account Director	£70K	£80K	£85K
Branding Client Partner / Managing Partner	£75K	£85K	£100K
Client Services Director*	£90K	£110K	£150K
Brand Strategist	£40K	£55K	£60K
Strategy / Planning Director	£90K	£120K	£160K

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

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