



SALARY SURVEY

UK EDITION 2025



Foreword

The UK's marketing, communications, and creative agency sector continues to evolve at a rapid pace, shaped by economic fluctuations, technological advancements, and shifting workforce expectations. As businesses navigate an increasingly complex landscape, the demand for top-tier talent has never been greater, yet the competition to attract and retain the right individuals has become one of the industry's most pressing challenges.

Challenges in the Sector

One of the biggest hurdles facing agencies today is the ongoing talent shortage, particularly at senior levels where strategic leadership and deep sector expertise are crucial. With hybrid and remote work now embedded in the industry's DNA, many businesses are struggling to strike the right balance between flexibility and fostering a strong company culture. Additionally, the economic climate, budget constraints, and client expectations for agility and innovation place immense pressure on agencies to do more with less - intensifying the need for resilient, adaptable teams.

Opportunities for Growth

Despite these challenges, the sector remains a hub of creativity, innovation, and transformation. The increasing integration of AI and automation offers opportunities to streamline processes and enhance efficiency, allowing teams to focus on high-value strategic thinking.

Moreover, as brands place greater emphasis on purpose-driven marketing and inclusivity, agencies have the chance to attract diverse talent and redefine leadership models that foster long-term success.

For businesses looking to strengthen their teams, the key lies in a proactive, relationship-driven approach to recruitment, seeking out individuals who bring not only the right skills but also the mindset to navigate change and drive meaningful impact. The coming years will demand a blend of strategic foresight, adaptability, and a deep commitment to talent development, ensuring that agencies remain at the forefront of an ever-evolving industry.

At Jefferson Locke, we continue to partner with businesses across the sector, helping them secure the leaders and innovators they need to thrive. As the industry shifts, our focus remains on identifying and placing talent that transforms businesses, ensuring they are equipped to meet the demands of today while building for the future.

Tom Howe
Founding Partner



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CONTACT: hello@jeffersonlocke.com

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In the marketing and creative world, talent isn't just recruited—it's curated. The right hire doesn't just fit the brief; **they redefine it.**"



In 2024, leadership movement was limited except for Chief Revenue Officers. Businesses are leveraging this by refining services and expanding globally to drive revenue growth.



Leadership

CONTACT: hello@jeffersonlocke.com

JOB TITLE	AVG	RANGE	JOB TITLE	AVG	RANGE (p/d)
CEO	£200,000	£180-260k	CEO	£850	£850+
Chief Operations Officer	£180,000	£120-200k	Chief Operations Officer	£650	£600-800+
Chief Revenue Officer	£130,000	£120-150k	Chief Revenue Officer	£650	£600-800+
Operations Director	£90,000	£80-110k	Operations Director	£400	£450-550
Managing Director	£140,000	£120-160k	Managing Director	£600	£600-800+
Head of People & Culture	£100,000	£90-120k	Head of People & Culture	£500	£450-550
HR Director	£80,000	£70-90k	HR Director	£400	£350-450
Chief Financial Officer	£120,000	£100-180k	Chief Financial Officer	£550	£500-800+
Finance Director	£90,000	£85-120k	Finance Director	£400	£350-450
Commercial Director	£110,000	£90-120k	Commercial Director	£500	£450-550
IT Director	£100,000	£80-120k	IT Director	£450	£400-600



This field remains one of the most intensely competitive areas within the agency landscape and is set to continue into 2025 and beyond.



Strategy

CONTACT: hello@jeffersonlocke.com

JOB TITLE	AVG	RANGE	JOB TITLE	AVG	RANGE (p/d)
Chief Strategy Officer	£180,000	£160-220k	Chief Strategy Officer	£850+	£900+
Head of Strategy	£145,000	£130-160k	Head of Strategy	£600	£600-800
Head of Social	£85,000	£80-120k	Head of Social	£425	£375-400
Strategy Director	£100,000	£90-120k	Strategy Director	£500	£500-650
Senior Strategist	£85,000	£75-90k	Senior Strategist	£450	£400-550
Data Scientist	£75,000	£70-85k	Data Scientist	£500	£500+
Paid Social Strategist	£60,000	£55-65k	Paid Social Strategist	£400	£350-425
Social Media Strategist	£60,000	£55-75k	Social Media Strategist	£425	£375-475
Content Strategist	£50,000	£50-65k	Content Strategist	£450	£400-500
Mid weight Strategist	£50,000	£45-65k	Mid weight Strategist	£350	£350-400
Junior Strategist	£40,000	£35-45k	Junior Strategist	£280	£250-300



New Business



During challenging market conditions, agencies typically focus their investments on revenue growth and market development, a trend that has persisted over the past 12 months.



CONTACT: hello@jeffersonlocke.com

JOB TITLE	AVG	RANGE	JOB TITLE	AVG	RANGE (p/d)
Chief Growth Officer	£160,000	£140-180k	Chief Growth Officer	£1,000+	£1,000+
VP of Growth	£130,000	£110-140k	VP of Growth	£800	£800+
Head of New Business	£120,000	£110-150k	Head of New Business	£700	£600-750
Business Development Director	£90,000	£80-100k	Business Development Director	£500	£500-600
Snr Business Developer	£70,000	£60-80k	Snr Business Developer	£400	£350-450
Business Development Manager	£55,000	£50-60k	Business Development Manager	£300	£275-350
Business Development Exec	£38,000	£35-45k	Business Development Exec	£250	£200-285



Client Services



Client services demand remains high, with mid-level roles (Account Managers to Directors) sought after as cost-effective solutions amid tighter budgets. Agencies pitch more than ever, but a senior-heavy structure makes recruiting mid-level talent competitive, driving up salaries.



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JOB TITLE	AVG	RANGE	JOB TITLE	AVG	RANGE (p/d)
Client Services Director	£110,000	£90-120k	Client Services Director	£500	£450-500
Client Partner	£110,000	£90-120k	Client Partner	£450	£400-500
Business Director	£90,000	£85-100k	Business Director	£400	£350-400
Group Account Director	£80,000	£75-85k	Group Account Director	£400	£350-450
Senior Account Director	£70,000	£65-75k	Senior Account Director	£375	£350-450
Account Director	£60,000	£55-65k	Account Director	£350	£300-400
Senior Account Manager	£50,000	£45-55k	Senior Account Manager	£300	£300-350
Account Manager	£40,000	£35-45k	Account Manager	£250	£200-300
Senior Account Executive	£32,000	£30-34k	Senior Account Executive	£200	£150-220
Account Executive	£28,000	£25-30k	Account Executive	£180	£150-200



Project Management



The tech market's rapid evolution sustains demand for digitally skilled Project Managers, while production declines as firms manage work in-house and adopt AI. Upskilling is key to staying competitive.



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JOB TITLE	AVG	RANGE	JOB TITLE	AVG	RANGE (p/d)
Head of Projects	£90,000	£90-110k	Head of Projects	£400	£350-450
Project Director	£85,000	£80-100k	Project Director	£400	£350-450
Senior Project Manager	£65,000	£60-70k	Senior Project Manager	£350	£350-400
Project Manager	£45,000	£45-50k	Project Manager	£325	£300-350
Creative Services Director	£75,000	£65-75k	Creative Services Director	£400	£350-400
Production Director	£78,000	£75-100k	Production Director	£400	£350-400
Traffic Manager	£48,000	£45-50k	Traffic Manager	£350	£300-400
Senior Producer	£65,000	£60-70k	Senior Producer	£375	£350-450
Mid weight Producer	£50,000	£45-55k	Mid weight Producer	£300	£250-350
Junior Producer	£34,000	£30-37k	Junior Producer	£250	£225-275



Creative & Artwork



Agencies need creatives who excel in both innovation and execution, with high demand for senior hybrid talent and AI-skilled designers. Key roles include Senior Conceptual Designers, 3D Designers, and Senior Creatives in activation.



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JOB TITLE	AVG	RANGE	JOB TITLE	AVG	RANGE (p/d)
Exec Creative Director	£140,000+	£140k +	Exec Creative Director	£600+	£600+
Creative Director	£100,000	£90-130k	Creative Director	£500	£600+
Head of Design	£70,000	£70-80k	Head of Design	£425	£400-450
Senior Creative	£60,000	£55-65k	Senior Creative	£400	£375-450
Senior Designer	£55,000	£50-60k	Senior Designer	£350	£350+
Mid weight Designer	£45,000	£38-45k	Mid weight Designer	£300	£250-320
Junior Designer	£30,000	£28-35k	Junior Designer	£250	£220-275
Senior Creative Team	£70,000	£65-85k	Senior Creative Team	£350	£375-500
Mid weight Creative Team	£45,000	£40-55k	Mid weight Creative Team	£350	£350-375
Creative Artworker	£45,000	£40-50k	Creative Artworker	£315	£275-350
Artworker	£35,000	£30-38k	Artworker	£260	£240-275



Growth Performance



Performance marketing is crucial for growth, with businesses increasing investment despite tighter data regulations. Demand for data and analytical expertise is rising to maintain a competitive edge.



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JOB TITLE	AVG	RANGE	JOB TITLE	AVG	RANGE (p/d)
Head of Growth Marketing	£90,000	£80-110k	Head of Growth Marketing	£450	£400-500
Head of Performance	£85,000	£80-100k	Head of Performance	£450	£400-500
Head of SEO	£85,000	£70-90k	Head of SEO	£450	£425-475
Head of PPC Search	£70,000	£65-75k	Head of PPC Search	£400	£380-450
Programmatic Manager	£65,000	£60-75k	Programmatic Manager	£375	£325-425
PPC/Paid Social Manager	£65,000	£60-70k	PPC/Paid Social Manager	£325	£275-350
PPC/Paid Social Executive	£40,000	£38-45k	PPC/Paid Social Executive	£250	£225-275
SEO Manager	£60,000	£50-70k	SEO Manager	£325	£300-350
SEO Executive	£38,000	£34-45k	SEO Executive	£250	£225-275



Social & Content



With rising social media use and ad spend, video content, TikTok, and social commerce are driving marketing trends and increasing demand for agile content and strategic experts.



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JOB TITLE	AVG	RANGE	JOB TITLE	AVG	RANGE (p/d)
Influencer Director	£75,000	£65-80k	Influencer Director	£400	£350-450
Influencer Manager	£50,000	£45-60k	Influencer Manager	£350	£350-450
Head of Social	£85,000	£80-110k	Head of Social	£425	£375-475
Content Writer	£65,000	£55-75k	Content Writer	£350	£300-375
Paid Social Manager	£50,000	£40-55k	Paid Social Manager	£325	£300-350
Social Media Manager	£50,000	£40-55k	Social Media Manager	£325	£300-350
Social Media Executive	£35,000	£28-38k	Social Media Executive	£250	£225-275
Content Manager	£45,000	£40-50k	Content Manager	£300	£350-350
Editor	£40,000	£35-45k	Editor	£300	£250-350



UX/UI Design



Demand for UX/UI and Product Design remains strong, with AI integration, accessibility, and AR/VR shaping 2025 trends. Roles like Conversational Designers and UX Copywriters are increasingly sought after.



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JOB TITLE	AVG	RANGE	JOB TITLE	AVG	RANGE (p/d)
UX Director	£100,000	£80-120k	UX Director	£600	£600+
Digital Design Director	£90,000	£70-100k	Digital Design Director	£525	£500-550
Senior UI Designer	£65,000	£60-75k	Senior UI Designer	£500	£450-600
Senior UX Designer	£55,000	£55-75k	Senior UX Designer	£500	£450-550
Senior Digital Designer	£45,000	£45-65k	Senior Digital Designer	£375	£350-400
Mid weight Digital Designer	£40,000	£35-45k	Mid weight Digital Designer	£300	£300-350
Mid weight UX Designer	£48,000	£45-50k	Mid weight UX Designer	£325	£300-350
Junior Digital Designer	£28,000	£25-35k	Junior Digital Designer	£250	£225-275
Junior UX Designer	£35,000	£30-40k	Junior UX Designer	£300	£275-325
Junior UI Designer	£38,000	£30-40k	Junior UI Designer	£300	£275-325



PR & Marketing



With rising marketing budgets, teams are set for growth in 2025, driven by evolving customer needs and new technologies. Demand for AI, data analytics, and digital marketing experts is increasing, pushing salaries up as businesses adapt to stay competitive.



CONTACT: hello@jeffersonlocke.com

JOB TITLE	AVG	RANGE	JOB TITLE	AVG	RANGE (p/d)
Chief Marketing Officer	£130,000	£120-185k	Chief Marketing Officer	£650	£650-800+
Head of Marketing	£90,000	£80-130k	Head of Marketing	£450	£400-500
Senior Marketing Manager	£65,000	£60-80k	Senior Marketing Manager	£375	£350-400
Marketing Manager	£50,000	£50-60k	Marketing Manager	£275	£250-300
Marketing Executive	£35,000	£30-40k	Marketing Executive	£200	£200-220
Head of Comms	£95,000	£75-100k	Head of Comms	£400	£400-500
Director of Communications	£115,000	£100-150k	Director of Communications	£450	£450+
PR Director	£70,000	£65-90k	PR Director	£400	£400-450
PR Manager	£50,000	£50-60k	PR Manager	£250	£225-300
Press Officer	£35,000	£30-40k	Press Officer	£180	£180-200



Conclusion



2025 will be a year of strategic growth, driven by M&A activity, AI integration, and intensified competition for mid-level talent in marketing, client services, and digital strategy.



Current State of the UK Recruitment Market (2024-2025)

Over the past year, recruitment in the UK's advertising, marketing, and creative sectors has faced volatility, primarily due to economic uncertainty, shifts in work models, and evolving client demands. While demand for C-suite hires has slowed, mid-tier client services and marketing roles have remained resilient, with agencies focusing on cost-effective yet impactful hires. Strategy roles have maintained steady demand, particularly as businesses seek to refine their positioning in a competitive landscape. Additionally, the freelance creative market has stayed robust, driven by the flexibility it offers both employers and talent.

As 2025 unfolds, a positive shift is already underway, with increased hiring activity, particularly in growth-focused roles. Many agencies are looking beyond recovery and into expansion, particularly through mergers and acquisitions (M&A). The trend of larger network agencies acquiring smaller, specialised firms is gaining traction, as agencies aim to recoup lost revenue and diversify service offerings.

Another key transformation is the ongoing debate over hybrid work. While agencies are advocating for three to four days in the office to rebuild culture and collaboration, many sought-after candidates prefer a fully remote or hybrid setup with a maximum of two office days. This standoff is expected to continue, with only an oversupply of talent potentially shifting attitudes toward increased in-office work.

Emerging Trends Shaping Recruitment in 2025 and Beyond

1. Increase in Performance Marketing and Data-Driven Roles

The growing reliance on data, AI, and automation in marketing is fuelling demand for performance marketers, data analysts, and AI strategists. Companies are prioritising hires who can drive measurable ROI, optimise campaigns, and navigate new data privacy regulations.



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2. Continued Rise of AI and Technology-Integrated Roles

AI is no longer a supplementary tool but a core component of many marketing and creative functions. There is an increasing demand for UX/UI professionals specialising in AI-enhanced customer experiences, as well as for Conversational Designers and UX Copywriters skilled in chatbot and virtual assistant development.

3. Shift in Creative Hiring Dynamics

While the freelance creative market remains strong, permanent creative roles are seeing a shift. Agencies are prioritising hybrid creatives with expertise in both content creation and digital strategy. Video content specialists and designers proficient in AR/VR are also in high demand as brands invest in immersive experiences.

4. Mergers & Acquisitions Driving Leadership Hires

As network agencies acquire smaller firms, leadership and integration roles will increase.

This includes Chief Strategy Officers and Business Transformation Directors who can align newly acquired agencies with existing structures.

5. The War for Mid-Level Talent Intensifies

With agencies streamlining budgets, mid-tier talent—Account Managers, Senior Account Managers, and Account Directors—remains the most in-demand. These professionals offer a cost-effective solution while maintaining quality execution.

6. Salary Inflation & Candidate Expectations

As competition intensifies for specialised talent, salary expectations are rising, especially in digital and performance marketing roles. Companies will need to balance budgets while offering flexible work conditions to attract top candidates.



Conclusion

Projections for 2025 and Beyond

2025: A year of recovery and strategic growth, with an emphasis on M&A, hybrid work negotiations, and increased demand for mid-level marketing and client service professionals. AI integration across creative, marketing, and strategy roles will accelerate.

2026-2027: A more stabilised market, with agencies fully adapting to AI-driven processes and talent shortages in specialist roles such as UX, data analytics, and AI-enhanced content strategy. Hybrid work structures will likely settle into a two-to-three-day office model as a standard.

Beyond 2027: The traditional agency model may undergo further transformation, with more project-based, flexible employment structures emerging. The gig economy will play a larger role, and companies will rely more on fractional leadership hires and contract-based specialists to remain agile.

Overall, the UK's advertising, marketing, and creative sectors are entering an exciting period of reinvention. The next few years will test the adaptability of both businesses and talent, making flexibility, innovation, and strategic thinking the defining factors for success.



Contact

Jefferson Locke partners with marketing, communications and creative businesses to help them manage and implement organisational change and effective growth strategy through people centric solutions.

ABOUT THIS SURVEY

The survey was compiled by the The Jefferson Group using data collected from over 4,000 respondents combined with insight gathered from our Talent Partners.

The tables under each section represents an overview of job levels and salary averages in all listed disciplines.

Should you require further information on any roles not listed within this survey then get in touch with us at the following:

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