



# SALARY GUIDE

PR, MARKETING, DIGITAL & CREATIVE



2024/25







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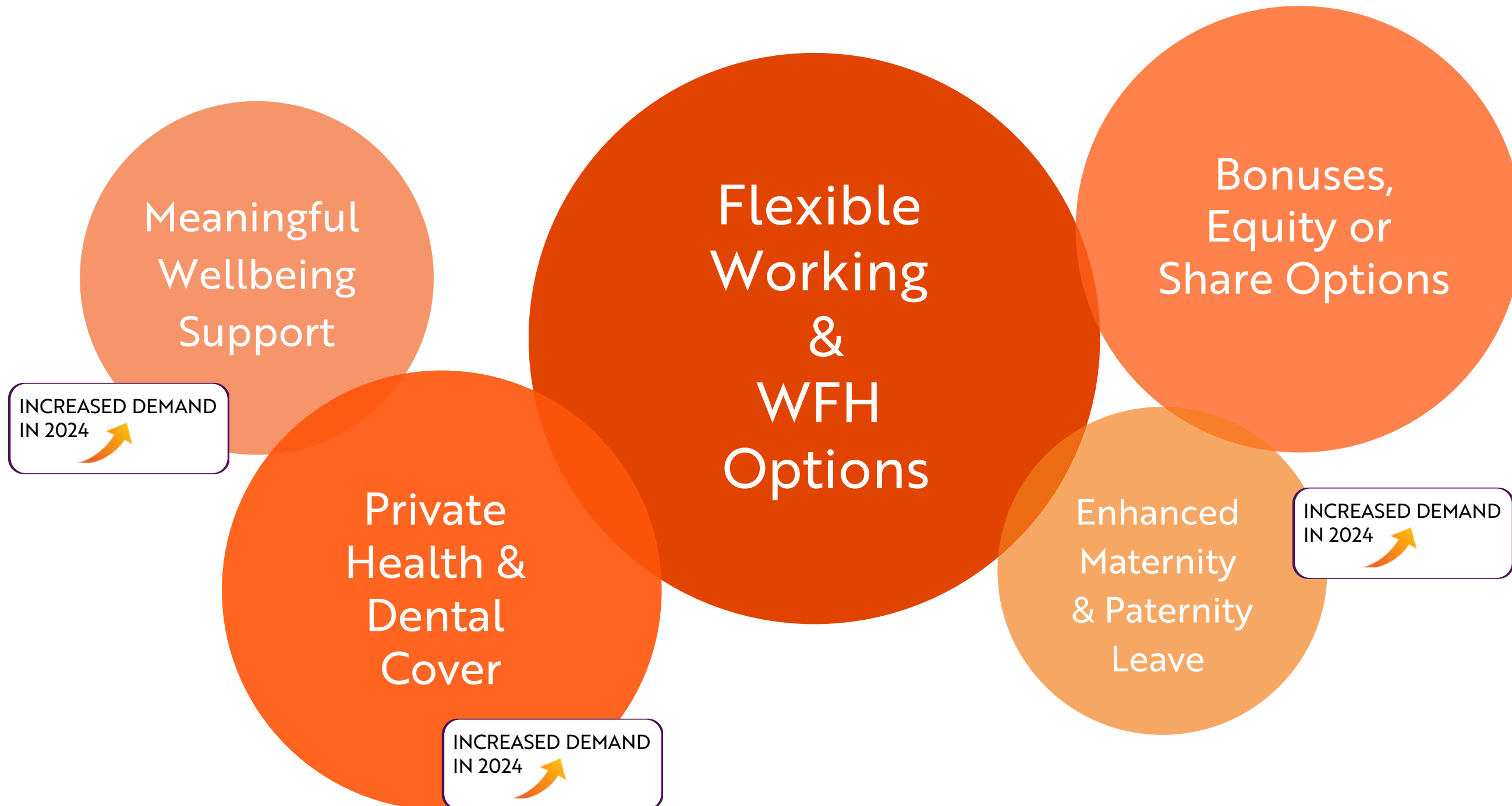
**Key Takeaways for Employers**





# BENEFIT TRENDS

While salary remains the main decision influencer, employee demands of a better work/life balance and improved wellbeing have continued to grow. The five most asked-for benefits by candidates in 2024 were:





# BENEFIT TRENDS

## 1. Flexible Working & WFH



The number one most valued benefit:  
**A hybrid pattern with at least two days working from home each week**

More than half of PR & Marketing professionals say they would sacrifice other benefits to keep this flexibility.

Other flexible working trends for 2024/5:

↑ **Condensed Working**, for example full time hours worked over 4 days each week.

↑ **Core Hours** giving flexibility on start & end time, for example working 10am-2.30pm is essential, with employees planning their work day around these to suit other commitments.

↑ **Tradeable Bank Holidays** to allow employees to take the extra days off when suits them best, for example swapping Good Friday for Eid.

↑ The opportunity to **work fully remotely or 'work from anywhere'**.

This year employers have regained the advantage with more PR and Marketing candidates in the pool. But the employers who place flexible working and employee wellbeing at the forefront of their recruitment proposition will reach the widest candidate pool and attract the very best talent in 2025.

## 2. Private Health Cover

Driven by NHS waiting lists and the rising lack of availability of dentists, demand for private health cover has reached its highest levels since 2008.



The three plans rising in demand by employees right now:

- **Private Medical Insurance (PMI)**
- **Health cash plans**
- **Private dental cover**

## 3. Equity & Shares

According to Vestd, 93% of clients reported a share scheme helped recruitment efforts and we have seen an increase in this benefit, particularly from scale-up companies and growing PR agencies. Why?

Giving employees partial ownership in the company:

- Unites the team towards the long-term goals
- Helps employers retain top talent for longer
- Employees benefit from tax relief

Share options depend on the company size and sector, with popular methods including direct ownership models:

- **Enterprise Management Incentive (EMI)**
- **Company Share Option Plan (CSOP)**
- **Share Incentive Plan (SIP)**

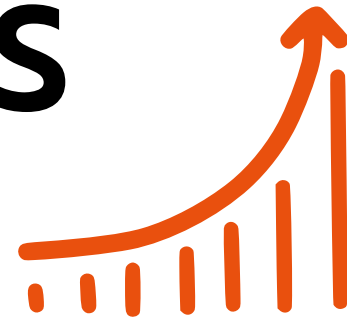
and the indirect ownership model:

- **Employee Ownership Trust (EOT)**





# BENEFIT TRENDS



## 4. Wellbeing Support

Wellbeing and mental health support in the workplace is not new, but it is constantly evolving. Innovative and increasingly in-demand approaches include:

- ↑ **The rise of the 'well-being allowance'** where employees are reimbursed (up to a limit) for costs on wellbeing courses, treatments, books and coaching - whatever they feel will improve or maintain their wellbeing.
- ↑ **Mental Health workshops** covering topics such as coping techniques, better sleep, boundary setting and resilience training, to help employees find the tools they need to care for their mental health, inside & outside of work.
- ↑ **Talking therapy / counselling** provided to all employees, either face to face or via phone 24/7 helplines.
- ↑ The provision of trained workplace **Mental Health First Aiders**.
- ↑ **Paid time off** to attend external therapy sessions.

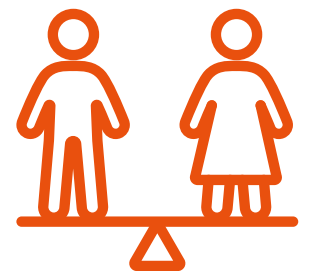


## 5. Enhanced Parental Leave

In 2024, we've seen progress around this benefit, with technology companies and not-for-profits leading the way, and parents/parents-to-be voices being increasingly heard. The gulf between employers raising the bar, and those sticking with the statutory minimum requirements is widening with those intent on attracting and retaining key employees offering policies featuring:

- Extended paid parental leave that gives **equal paid leave for mums, dads or second parents**.
- Expanded policies to **support fertility treatment, adoption, foster care and kinship care**.
- On-site **creche provision** (larger organisations) or a **salary sacrifice scheme for childcare costs** (scale-ups and smaller organisations & agencies).

With **75%** of mothers in work in the UK vs **92%** of fathers, improved childcare support also helps employers create and maintain a diverse workplace.







# SALARIES

## PR Agency: Consumer

Job Title	Salary Range	Freelance Day Rate
Account Executive	£25,000 - £28,000	£150 - £180
Senior Account Executive	£28,000 - £35,000	£170 - £190
Account Manager	£35,000 - £40,000	£200 - £250
Senior Account Manager	£40,000 - £47,000	£300 - £350
Account Director	£48,000 - £55,000	£350 - £400
Senior Account Director	£55,000 - £65,000	£400 - £470
Associate Director / CSD	£65,000 - £80,000	£420 - £500
Director / Partner	£80,000 - £125,000	£480 - £550+
Managing Director	£130,000 - £160,000	£600+

## PR Agency: Corporate Comms & Advisory

Job Title	Salary Range	Freelance Day Rate
Account Executive	£26,000 - £33,000	£160 - £180
Senior Account Executive	£33,000 - £40,000	£170 - £195
Account Manager	£40,000 - £46,000	£200 - £250
Senior Account Manager	£48,000 - £55,000	£300 - £350
Account Director	£55,000 - £65,000	£350 - £400
Senior Account Director	£65,000 - £75,000	£400 - £470
Associate Director / CSD	£75,000 - £90,000	£420 - £500
Director / Partner	£90,000 - £130,000	£480 - £550+
Managing Director	£140,000 +	£600+



## PR Agency: Financial Comms & Capital Markets

Job Title	Salary Range	Freelance Day Rate
Account Executive	£29,000 - £35,000	£160 - £185
Senior Account Executive	£35,000 - £40,000	£170 - £200
Account Manager	£40,000 - £47,000	£200 - £280
Senior Account Manager	£47,000 - £55,000	£300 - £380
Account Director	£55,000 - £65,000	£350 - £450
Senior Account Director	£65,000 - £75,000	£400+
Associate Director / CSD	£75,000 - £95,000	£500+
Director / Partner	£95,000 - £150,000	£600+
Managing Director	£150,000 +	-

## PR Agency: Corporate & Public Affairs

Job Title	Salary Range	Freelance Day Rate
Account Executive	£25,000 - £30,000	£650 - £190
Senior Account Executive	£30,000 - £35,000	£170 - £200
Account Manager	£36,000 - £42,000	£250 - £300
Senior Account Manager	£40,000 - £48,000	£300 - £350
Account Director	£48,000 - £58,000	£350 - £380
Senior Account Director	£58,000 - £65,000	£350 - £400
Associate Director / CSD	£65,000 - £85,000	£400+
Director / Partner	£85,000 - £125,000	£450+
Managing Director	£130,000 +	-



## PR Agency: Technology & TMT

Job Title	Salary Range	Freelance Day Rate
Account Executive	£25,000 - £28,000	£160 - £180
Senior Account Executive	£28,000 - £33,000	£170 - £190
Account Manager	£35,000 - £42,000	£200 - £280
Senior Account Manager	£42,000 - £48,000	£300 - £350
Account Director	£48,000 - £58,000	£300 - £380
Senior Account Director	£58,000 - £68,000	£350 - £450
Associate Director / CSD	£68,000 - £90,000	£450 - £600
Director / Partner	£80,000 - £135,000	£575+
Managing Director	£145,000 +	£650+







## PR In-house: PR and Comms

Job Title	Salary Range
Executive Officer	£30,000 - £33,000
Senior Executive	£33,000 - £35,000
Manager	£40,000 - £45,000
Senior Manager	£45,000 - £60,000
Director	£65,000 - £80,000
Senior Director	£85,000 - £100,000
Head of PR / Comms	£100,000 +

## PR In-house: Internal Comms & Employee Engagement

Job Title	Salary Range
Internal Comms Executive	£28,000 - £35,000
Internal Comms Manager	£35,000 - £50,000
Internal Comms Director	£55,000 - £90,000
Head of Internal Comms	£100,000 - £160,000 +

## PR In-house: Corporate & Public Affairs

Officer / Executive	£24,000 - £34,000
Manager	£38,000 - £60,000
Senior Manager	£60,000 - £70,000
Director	£75,000 - £100,000
Head of Corporate / Public Affairs	£120,000 - £200,000



## PR In-house: Capital Markets & Investor Relations

Job Title	Salary Range
Executive	£25,000 - £35,000
Manager	£40,000 - £60,000
Senior Manager	£60,000 - £80,000
Director	£80,000 - £130,000
Head of Capital Markets / Investor Relations	£120,000 - £190,000

## PR In-house: Corporate Comms

Job Title	Salary Range
Executive	£25,000 - £35,000
Senior Executive	£35,000 - £40,000
Manager	£40,000 - £55,000
Senior Manager	£55,000 - £65,000
Director	£70,000 - £100,000
Head of Corporate Comms	£110,000 - £200,00



## Marketing In-house & Agency: Marketing

Job Title	Salary Range
Marketing / Marcomms Executive	£32,000 - £38,000
Senior Marketing / Marcomms Executive	£38,000 - £45,000
Marketing / Marcomms Manager	£45,000 - £60,000
Campaigns Manager	£50,000 - £65,000
Senior Marketing / Marcomms Manager	£55,000 - £70,000
Head of Marketing / Marcomms	£75,000 - £120,000
Chief Marketing Officer	£100,000 - £160,000
Brand Marketing Executive	£32,000 - £42,000
Brand Marketing Manager	£45,000 - £65,000
Head of Brand Marketing	£70,000 - £115,000

## Marketing In-house & Agency: CRM, Data & Analytics

Job Title	Salary Range
CRM Executive	£32,000 - £45,000
CRM Manager	£45,000 - £65,000
CRM Director / Account Director	£65,000 - £85,000
Head of CRM	£70,000 - £120,000
Data Scientist / Analyst	£35,000 - £55,000
Social Insights Analyst	£50,000 - £60,000
Head of Analytics / Digital Insight	£70,000 - £120,000





## Marketing In-house & Agency: Digital, eCommerce & Performance Marketing

Job Title	Salary Range
Digital Marketing Executive	£25,000 - £38,000
Digital Marketing Manager	£50,000 - £75,000
Head of Digital / Online	£75,000 - £95,000
SEO Executive	£28,000 - £35,000
SEO Manager	£40,000 - £55,000
Head of SEO	£65,000 - £95,000
PPC / Paid Social Media Manager	£35,000 - £50,000
Head of PPC Search	£75,000 - £95,000
Performance Marketing Manager	£45,000 - £60,000
Head of Performance Marketing	£75,000 - £95,000

## Marketing In-house & Agency: Product Marketing & Project Management

Job Title	Salary Range
Product Marketing Manager	£45,000 - £65,000
Senior Product Marketing Manager	£60,000 - £85,000
Product Marketing Director	£80,000 - £100,000
Product Co-ordinator	£30,000 - £40,000
Project Manager	£40,000 - £60,000
Senior Project Manager	£60,000 - £80,000
Project Director	£80,000 - £100,000
Head of Project Management	£95,000 - £115,000
Mid-weight Digital Project Manager	£45,000 - £65,000
Senior Digital Project Manager	£65,000 - £75,000



## Marketing In-house & Agency: Experiential / Events / Partnership

Job Title	Salary Range
Events Executive	£28,000 - £37,000
Events Manager	£35,000 - £50,000
Senior Events Manager	£42,000 - £55,000
Head of Production / Events	£65,000 - £95,000
Partnerships Manager	£55,000 - £70,000
Partnerships Director / Lead	£70,000 - £90,000

## Marketing In-house & Agency: Business Development

Job Title	Salary Range
Business Development Executive	£30,000 - £40,000
Business Development Manager	£40,000 - £55,000
Senior Business Development Manager	£55,000 - £65,000
Business Development Director	£65,000 - £90,000
Head of Business Development	£95,000+ depending on commission & incentives





## Marketing In-house & Agency: Content & Production

Job Title	Salary Range
Content Marketing Executive	£28,000 - £37,000
Content Manager	£35,000 - £47,000
Content Strategist	£45,000 - £60,000
Senior Content Strategist	£55,000 - £70,000
Head of Content	£70,000 - £85,000
Resource Coordinator	£30,000 - £35,000
Studio Coordinator	£30,000 - £35,000

Job Title	Salary Range
Traffic / Studio Manager	£40,000 - £45,000
Junior Producer	£30,000 - £40,000
Mid-weight Producer	£40,000 - £50,000
Senior Producer	£60,000 - £70,000
Production Coordinator	£25,000 - £35,000
Production Manager	£42,000 - £55,000
Production Director	£75,000 - £95,000





## Digital & Integrated Agency: Client Services

Job Title	Salary Range	Freelance Day Rate
Account Executive	£25,000 - £32,000	£150 - £180
Senior Account Executive	£28,000 - £35,000	£180 - £210
Account Manager	£35,000 - £45,000	£200 - £280
Senior Account Manager	£45,000 - £55,000	£250 - £350
Account Director	£55,000 - £62,000	£350 - £380
Senior Account Director	£60,000 - £75,000	£350 - £450
Associate Director	£70,000 - £90,000	£400 - £525
Director	£80,000 - £130,000	£475 - £550
Managing Director	£150,000 +	£600 +

## Digital & Integrated Agency: Social Media & Influencer

Job Title	Salary Range
Social Media Executive	£30,000 - £37,000
Senior Media Manager / Community Manager	£35,000 - £50,000
Social Media Strategist / Senior Strategist	£50,000 - £65,000
Head of Social Media	£65,000 - £80,000
Paid Social Manager	£40,000 - £55,000
Paid Social Strategist	£55,000 - £65,000
Influencer Manager	£40,000 - £55,000
Influencer Marketing Director	£60,000 - £85,000



## Creative Agency

Job Title	Salary Range	Freelance Day Rate
Junior Designer	£28,000 - £36,000	£180 - £220
Mid-weight Designer	£35,000 - £49,000	£220 - £280
Senior Designer	£48,000 - £68,000	£300 - £380
Design Director / Head of Design	£68,000 - £80,000	£350 - £450
Junior Creative	£35,000 - £39,000	£180 - £230
Mid-weight Creative	£45,000 - £55,000	£220 - £265
Senior Creative / Art Director	£55,000 - £70,000	£450 - £600

Job Title	Salary Range	Freelance Day Rate
Junior Copywriter	£28,000 - £35,000	£170 - £210
Mid-weight Copywriter	£335,000 - £55,000	£210 - £250
Senior Copywriter	£55,000 - £70,000	£250 - £350
Head of Copy	£70,000 - £85,000	£350 - £400



# EMPLOYERS: 3 KEY TAKEAWAYS

## Hybrid working is now seen as an expectation not a perk

By offering flexible ways of working you will not only be able to source from a wider talent pool, research shows it also:

- improves retention
- increases diversity in the workplace
- improves employees sense of being trusted



## Take steps to enhance your employer brand

To stand out in a competitive market, a solid Employer Value Proposition (EVP) shows candidates what they'll get in return for working with you. A well executed EVP can:

- increase the retention of new hires by 24-47%
- decrease annual employee turnover by 69%
- increase the likelihood of employees acting as advocates for your business by an average of 29%



Our Consultants can advise on this, [find out more](#).

## Prioritise employee wellbeing and mental health

By listening to your team, improving your understanding of their challenges and by being creative in what you offer, employers can demonstrate that they value their employees as people, helping build trust and loyalty in the brand.







# WE ARE PREMIER

The PR, Marketing, Digital & Creative  
Talent Advisory and Search Specialists

Our clients include established global agencies, in-house teams, and scale-up & market-leading companies seeking top tier talent to achieve their growth targets. Working as a natural extension of your team, we take time to learn about your culture, brand and recruitment challenges to ensure we only place people who fit with your organisation. Our three search plans - retained, exclusive and contingency - offer you the flexibility to work with us in a way that suits you.

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