

Talent Search Careers

This salary survey is a compilation sourced from clients and candidates. The seniority of the candidates ranged from marketing assistants to marketing directors, account executives to account directors, designers at all levels and business executives and managers***.***

Keeping up to date with the latest salary information is essential for employers in this fast-paced business world, so whether you just want to check what the competition are paying their staff in similar positions or you are looking to recruit new starters this is an essential tool to keep you in touch with the industry.

**What we have found**

Our survey data was collated from our knowledge of the market and hundreds of candidates, all at different levels both agency and client-side who worked for companies of all sizes ranging from start-ups to large global organisations.

For those who are considering changing jobs the main reasons given were:

* Looking for a change of direction
* Attracted by a new business culture
* Wanted to learn new skills
* Career progression

**What todays benefits look like**

* Flexible/ Hybrid working
* Pension Scheme
* 25 days holiday
* Option to purchase more holiday
* Annual Bonus
* Gym membership
* Parking
* Ride to work schemes
* Heath/Dental care
* Support with professional qualifications



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**Employee attraction**

In our experience, organisations attracting the best talent pool are focusing their recruitment strategies in the following ways:

Culture fit – recruiting candidates who fit the current culture and are also future fit, ensuring you have the right candidate who is robust enough to grow as the company grows. This is often as important if not more so than a complete skill fit. Interview questions can focus quite heavily on this

Responding quickly – many organisations are now realising that, in this market, they need to react quickly in terms of organising interviews, making offers and signing new starters off

Educating hiring managers to ensure the culture message is passed down so hiring managers can play their part in recruiting the right talent.

Working closely with partners such as Talent Search to ensure we understand the culture and what ‘good’ looks like, so we have a better chance of getting it right first time

Wellbeing & inclusion – a lot of recruitment strategies are being tied in with wellbeing and inclusion, as well as rewards and clear progression paths

Career page – a focus is being put on career pages to make them engaging and give a real flavour of the company

In the current climate there aren’t as many quality candidates around as there have been in recent years, so we’d urge clients to jump on those that look good quickly rather than waiting for a big batch. It also means that more than ever candidates know their worth and are demanding more from their employers. Candidates often want to work with desirable brands, products or clients, but by offering a supportive culture and attractive benefits the right candidates will be attracted to the role.



**Agency salaries Marketing and PR**

Client Service Director £60-80K

Account Director £50-70K

Senior Account Manager £35-50K

Account Manager £30-40K

Account Executive £25-30K

Creative Director £50-80K

Senior Designer £35-55K

Creative Designer £25-35K

UX/UI Designer £40-80K

**Client-side salaries**

Marketing Director £60-80K

Marketing Manager/Digital £40-60K

Marketing Executive /Digital £28-35K

Marketing Assistant/Digital £23-28K

PR Manager £35-55K

Content Manager £35-55K

Social Media Manager £35-45K

Content Writer £20-40K

Graphic Designer £25-40K

Business Development Executive £25-35K + commission/bonus

Business Development Manager £35-50K + commission/bonus

Graduates £23-25K

Please note salaries in London are likely to be £3-6K higher for both Agency and Client-side.

**Talent Search have many candidates in our specialist areas of Marketing, Digital, Creative and Business Development plus access to all the major job boards so if you are recruiting at any level we can help, please do get in touch.**



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[www.talentsearch.careers](http://www.talentsearch.careers) email: [info@talentsearch.careers](mailto:info@talentsearch.careers)