

Salary Guide 2020 (Agency) – London

Market Overview

A candidate driven market within agency has continued to create competition amongst agencies that can access the most sought after talent and has resulted in companies offering increasingly attractive and creative remuneration packages to entice staff to switch employer. Q4 in 2019 seems to have been the trickiest period for a few but with the General Election seemingly bringing about greater certainty and stability within politics most public affairs professionals and agencies have a positive outlook for 2020. However this is being tempered in the first half of 2020 by a period of uncertainty in the current and post COVID-19 environment. Financial communications has always been known to pay slightly higher on average and the range at each banding seems to be broader. Below is an overview of salaries in the industry.

Corporate Communications

	Generalist	Financial
Account Executive	£22,000-£27,000	£24,000-£29,000
Senior Account Executive	£27,000-32,000	£29,000-£33,000
Account Manager	£30,000-£37,000	£33,000-£40,000
Senior Account Manager	£37,000-£44,000	£39,000-£47,000
Account Director	£45,000-£61,000	£49,000-£65,000
Associate Director	£60,000-£80,000	£65,000-£85,000
Director/Partner	£80,000-£110,000	£85,000-£120,000
Managing Director	£120,000-£180,000	£120,000-£210,000

Public Affairs

	Generalist	Property & Planning	Healthcare
Account Executive	£22,000-£31,000	£22,000-£31,000	£22,000-£32,000
Account Manager	£30,000-£46,000	£30,000-£42,000	£31,000-£50,000
Account Director	£45,000-£61,000	£45,000-£60,000	£48,000-£68,000
Associate Director	£65,000-£85,000	£60,000-£80,000	£65,000-£85,000
Director/Partner	£80,000-£120,000	£75,000-£110,000	£85,000-£120,000
Managing Director	£120,000-£210,000	£120,000-£150,000	£120,000-£200,000

Benefits/bonuses

Bonuses: most agencies use a 'discretionary scheme' broadly up to 10% of their salary based on individual and team performance. Some boutique agencies offer a new business bonus to consultants (including AMs and ADs) of 10% of the first years income from a client where new business work is seemingly more of a focus and directly attributable to the bottom line.

Pension: up to 5% is on par with most places (usually less) and candidates don't seem to place a great deal of importance on this compared to other factors.

Mobile phone/laptop: This is standard with most agencies and some will flex to whatever brand you are used to working with.

Gym Discount: Contribution towards a gym membership is commonly seen across a lot of agencies now. Can be seen in the form of £500 expensed into monthly instalments throughout the year.

Childcare: this seems to be more and more important to candidates, particularly at the senior end. It also includes non-financial incentives or 'agile' working opportunities where staff can work from home or receive TOIL whilst they balance home life with work.

Training budgets: Difficult to put a budget average on this but most businesses will have a 'training and development budget' to help with professional and leadership development of their staff.

Holiday allowance: 25 days seems to be par within the industry and the modal value for agencies. Employers will also offer complimentary days holiday i.e. for birthdays etc.