

**CREATIVE
MARKETING
COMMUNICATIONS**



**SALARY SURVEY
UK EDITION**

JEFFERSON

Foreword 02

Over the past three years, the marketing, communications, and creative sectors have faced significant turbulence. The year 2020 began with a standstill due to the pandemic, prompting agencies to assess client demand and shift to remote/hybrid working. The second half of 2020 saw a sharp rise in activity as businesses adapted.

The subsequent two years experienced unprecedented demand in the recruitment industry, facilitated by remote work models. Talent pools expanded globally, leading to new opportunities. However, this growth was accompanied by challenges, including furloughs, employee burnout, and a surge in job opportunities as employees sought change.

Despite record demand, many job openings were replacements rather than new positions, with employees opting to move on for various reasons. Clients also adjusted marketing strategies, creating new revenue streams for agencies. In 2022, client-side redundancies, especially in tech, increased reliance on agencies.

This wave of change persisted until Q1 2023 when signs of a return to normality emerged. The market shifted from a candidate-driven to a more balanced state, particularly in senior and leadership positions. However, demand for junior and mid-level talent in client services and project management remained high.

Ongoing research suggests that 2024 will bring more stability, with agencies reporting comfortable numbers, better long-term visibility, and seeing increased client commitment. The anticipation though is for 2025 to be a year of global growth.

For discussions on the current market, projections, or attraction and retention strategies, feel free to reach out.



Tom Howe
CEO

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LEADERSHIP

In 2023, leadership mobility is limited, except for Chief Revenue Officer positions. Agencies are capitalizing on this by refining their services and pursuing a global approach to revenue growth via portfolio expansion and new engagements.

Methodology 05

The Jefferson Group is a specialist business transformation consultancy that focuses on Talent Acquisition, Merger & Acquisitions, Business Strategy, Change Management and Leadership Development across the UK, US and APAC regions.

The following salary insights report takes real world UK vacancy data from the marketing, communications and creative jobs arena and reports it with minimal filtration and no adjustment.

Within our day-to-day activity we work with businesses of all shapes and sizes and introduce talent at all levels and disciplines within the marketing, communications and creative space.

Based on their current needs, each client provides us with a salary banding to work to. As well as insight into whether this is a new or replacement hire, the approximate value of business they will be working on and which sectors they will cover.

Naturally this may vary dependent on size of agency and role responsibilities.

It's this data, and this data alone, that is used to produce the salary benchmark report and help give us the insight into where the market might be going over the next 12 months.

We have taken vacancy data from the last 3 years - more than 4,000 recorded vacancies in total - and collated it according to seniority and specific specialism. We use this data to produce the charts and accompanying analysis in the following pages.

*Certain values in the report are not shown: this is the result of incomplete or non-existent data.

**UK'S CREATIVE INDUSTRIES
CONTRIBUTES ALMOST
£13 MILLION TO THE
UK ECONOMY
EVERY HOUR**

Client Services 07

Within the past 12 months, client service resource demand has seen a significant shift, compared to 2020-22 where demand across all levels was very high. 2023 though has painted a very different picture.

Based on feedback from both our client side and agency side engagements, it would appear that client marketing budgets were being placed under increased pressure with a higher demand on ROI as well as witnessing some services brought back in house. To add to this, rather than agencies witnessing long term client commitments, budgets were being issued on a project-by-project basis, making it harder for agencies to forward plan.

In response, most agencies seem to have repeated the same strategy from 2008 by strengthening their junior to mid-level support to ensure they over service their client portfolio and retain client relationships.

As a result, we continued to see a rise in demand for Account Manager and Senior Account Manager roles with Account Director level remaining steady.

Where the biggest impact was felt was between Group Account Director and Client Partner levels. However, the usual demand for perm talent was swiftly replaced with the need for senior level freelancers.

Having said all of this, through our client growth strategy meetings, we are anticipating and already starting to see investment being released for senior hire roles.

What has also proved interesting is the continued move to combine account management with project management with the expectation that candidates can undertake the requirements needed to fill each role.

Client Services **08**

JOB TITLE	MINIMUM	MAXIMUM	AVERAGE
Client Services Director	£90,000	£120,000	£110,000
Client Partner	£90,000	£120,000	£110,000
Business Director	£80,000	£90,000	£85,000
Group Account Director	£70,000	£80,000	£75,000
Senior Account Director	£60,000	£70,000	£65,000
Account Director	£50,000	£60,000	£60,000
Senior Account Manager	£42,000	£50,000	£48,000
Account Manager	£35,000	£40,000	£38,000
Senior Account Executive	£26,000	£30,000	£28,000

Client Services 09

JOB TITLE	DAY RATE MINIMUM	DAY RATE MAXIMUM	AVERAGE
Client Services Director	£400	£600	£500
Client Partner	£400	£500	£450
Business Director	£350	£450	£450
Group Account Director	£300	£400	£400
Senior Account Director	£300	£400	£400
Account Director	£250	£350	£350
Senior Account Manager	£240	£300	£275
Account Manager	£200	£240	£225
Senior Account Executive	£180	£200	£200
Account Executive	£150	£180	£180

Creative & Artwork 10

Since 2019, the compensation landscape for creative roles has gradually expanded, notably within medium-sized enterprises, surpassing £120,000 in 2020. Average salaries across all levels also increased, with the most significant impact seen at the senior level (+18%).

Historically, the creative and production sectors have experienced high turnover rates due to professionals seeking fresh challenges every 2-3 years. However, this pattern often finds mitigation when employers rotate personnel onto different projects for variety.

In 2020, the creative field, despite substantial job transitions in other disciplines, saw a downturn in turnover. Notably, 2020 and 2021 witnessed a surge in job briefs, resulting in more new full-time hires than replacements.

In 2021, the freelance creative market saw a decline in assignments,

prompting traditional freelancers to return to full-time employment. This influx of talent potentially reduced the impact of headhunting, leading to fewer counter offers.

However, by 2023, there was a notable shift, with a slowdown in permanent hires and an acceleration in freelance demand, especially within large global network agencies.

As we approach 2024, the sustainability of these trends is uncertain, pending a market confidence rebound. A potential paradigm shift is possible, particularly as the freelance market rebounds, enticing professionals to reconsider full-time employment. The dynamic between freelancers and traditional employees is poised to reshape the industry landscape, with only time revealing the extent of this transformative journey.

Creative & Artwork

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JOB TITLE	MINIMUM	MAXIMUM	AVERAGE
Executive Creative Director	£110,000	£150,000	£140,000
Creative Director	£85,000	£120,000	£100,000
Head of Design	£65,000	£75,000	£70,000
Senior Art Director	£50,000	£70,000	£60,000
Art Director	£50,000	£60,000	£55,000
Senior Designer	£45,000	£55,000	£50,000
Midweight Designer	£30,000	£40,000	£38,000
Junior Designer	£24,000	£28,000	£38,000
Senior Creative Team	£50,000	£75,000	£65,000
Midweight Creative Team	£35,000	£45,000	£45,000
Junior Creative Team	£28,000	£35,000	£30,000
Senior Artworker	£40,000	£55,000	£45,000
Artworker	£30,000	£45,000	£40,000

Creative & Artwork 12

JOB TITLE	DAY RATE MINIMUM	DAY RATE MAXIMUM	AVERAGE
Executive Creative Director	£500	£800+	£600+
Creative Director	£450	£500	£450
Head of Design	£375	£425	£400
Senior Art Director	£350	£400	£375
Art Director	£325	£350	£350
Senior Designer	£300	£350	£300
Midweight Designer	£250	£300	£275
Junior Designer	£175	£200	£175
Senior Creative Team	£375	£500	£425
Midweight Creative Team	£325	£375	£350
Junior Creative Team	£250	£300	£275
Senior Artworker	£250	£300	£280
Artworker	£200	£250	£225

Project Management 13

The tech market's rapid evolution, coupled with digital transformation, intensified competition, rising customer expectations, and a data-driven landscape, has heightened the demand for project managers with digital expertise.

The field of account and project management is shifting to a hybrid model, demanding adaptable professionals proficient in navigating dynamic environments. Candidates are now expected to possess a diverse skill set, meeting the versatile demands of business across project, account, and production domains.

Average project management salaries have exceeded industry averages, notably at senior levels, where agency production employees receive more competitive compensation, addressing the growing complexity of traffic management with new disciplines.

Salary ranges in project management and production vacancies have expanded, providing opportunities for junior job seekers. Production roles, once exclusive to middleweight and senior professionals, are now more accessible.

In 2020, there was a notable surge in demand for technical project management, driven by the increasing complexity of modern web design, mobile, and build projects influenced by technology and user demands.

Despite robust demand for project managers across agencies and expanding into brand sectors, clients with fixed budgets often struggle to secure top talent due to intense competition.

Overall though the freelance production and project management market continue to thrive, ensuring a steady stream of assignments for available candidates.

Project Management 14

JOB TITLE	MINIMUM	MAXIMUM	AVERAGE
Head of Projects	£80,000	£100,000	£90,000
Project Director	£60,000	£65,000	£60,000
Senior Project Manager	£45,000	£55,000	£50,000
Mid Project Manager	£35,000	£45,000	£45,000
Junior Project Manager	£30,000	£35,000	£32,000
Project Coordinator	£25,000	£30,000	£28,000
Creative Services Director	£65,000	£80,000	£75,000
Production Director	£60,000	£80,000	£70,000
Production Manager	£35,000	£45,000	£45,000
Traffic Manager	£45,000	£55,000	£50,000
Senior Producer	£45,000	£55,000	£50,000
Midweight Producer	£38,000	£45,000	£40,000
Junior Producer	£30,000	£38,000	£32,000

Project Management 15

JOB TITLE	DAY RATE MINIMUM	DAY RATE MAXIMUM	AVERAGE
Head of Projects	£350	£500+	£450+
Project Director	£350	£450	£400
Senior Project Manager	£300	£400	£350
Mid Project Manager	£250	£350	£325
Project Coordinator	£200	£240	£220
Creative Services Director	£350	£450	£325
Production Director	£300	£400	£350
Production Manager	£250	£350	£300
Traffic Manager	£275	£350	£325
Senior Producer	£300	£400	£350
Midweight Producer	£250	£325	£300
Junior Producer	£200	£250	£225

Strategy

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Navigating the recruitment landscape for roles in Research, Insight, and Strategy remains an enduring challenge, primarily due to the unrelenting high demand and a scarcity of qualified talent. This field distinctly stands out as one of the most fiercely competitive markets within the agency sector.

The impact of professionals occupying positions in Research, Insight, and Strategy extends far beyond individual teams; it reverberates across the entire agency. These individuals play a pivotal role in guiding the overarching business strategy and significantly contribute to overall profitability.

The substantial levels of expertise required, particularly in strategic planning roles, are reflected in the consistently generous salaries associated with these positions. While such roles might not saturate the job market as abundantly as

others, they share the industry-wide predicament of contending for the attention of top-tier talent.

Agencies actively seek candidates with a proven track record, specialized sector knowledge, and a demonstrated ability to bring strategic visions to fruition. These qualities make these individuals highly coveted by various agencies seeking to augment their intellectual capital.

In an era where agencies increasingly lean on strategic talent possessing industry-specific insight to drive profitability, we anticipate not only a surge in demand but also a corresponding escalation in salary offerings for junior and mid-level talent. Agencies recognize the critical role these individuals play and are keen on not only attracting but also retaining these key contributors, fostering an environment where their skills and insights can thrive.

Strategy

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JOB TITLE	MINIMUM	MAXIMUM	AVERAGE
Chief Strategy Officer	£130,000	£180,000	£150,000
Head of Strategy	£90,000	£120,000	£100,000
Strategy Director	£80,000	£100,000	£90,000
Senior Strategist	£70,000	£85,000	£80,000
Data Scientist	£30,000	£35,000	£32,000
Paid Social Strategist	£45,000	£55,000	£55,000
Social Media Strategist	£45,000	£75,000	£60,000
Content Strategist	£40,000	£50,000	£45,000
Midweight Strategist	£50,000	£60,000	£55,000
Junior Strategist	£30,000	£40,000	£38,000
Media Strategist	£35,000	£55,000	£45,000

Strategy 18

JOB TITLE	DAY RATE MINIMUM	DAY RATE MAXIMUM	AVERAGE
Chief Strategy Officer	£800	£1,000+	£800+
Head of Strategy	£500	£800	£700
Strategy Director	£500	£750	£600
Senior Strategist	£350	£450	£400
Data Scientist	£400	£450	£400
Paid Social Strategist	£300	£400	£350
Social Media Strategist	£300	£400	£350
Content Strategist	£400	£450	£425
Midweight Strategist	£200	£250	£240
Junior Strategist	£125	£175	£150
Media Strategist	£150	£250	£225

Content & Social

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Unsurprisingly, the realm of agencies persists in embracing innovative strategies to connect with its target audience through digital channels. Notably, content and social platforms have consistently represented a stable and growing market for us. While the volume of roles in this domain is lower compared to client services, there remains a sustained and unwavering demand.

Crucially, this demand is characterized by a preference for sector knowledge, with clients emphasizing talent possessing relevant experience in their specific industry.

A significant challenge arises from the frequent turnover of employees with pertinent social and content experience. This phenomenon is a result of competitor agencies actively headhunting emerging

talents with sector insight and a dearth of opportunities for career advancement.

Furthermore, the escalating demand unavoidably leads to an increase in salary expectations.

It's essential to note that due to these dynamics, employers find themselves compelled to extend counteroffers to retain in-house talent, often with a degree of reluctance.

Research indicates that approximately 48% of professionals in this space express intentions to seek new opportunities within the next 12 months.

Regardless of perspective, this is an area warranting close attention in the coming years, given the intricate interplay of talent acquisition, retention challenges, and the evolving landscape of digital engagement strategies.

Content & Social 20

JOB TITLE	MINIMUM	MAXIMUM	AVERAGE
Head of Social & Content	£70,000	£100,000	£90,000
Social Media Manager	£35,000	£45,000	£40,000
Social Media Executive	£28,000	£32,000	£28,000
Community Manager	£35,000	£45,000	£40,000
Content Manager	£30,000	£45,000	£40,000
Influencer Director	£60,000	£80,000	£70,000
Influencer Manager	£40,000	£50,000	£45,000
Head of Copy	£65,000	£90,000	£85,000
Senior Copywriter	£50,000	£65,000	£55,000
Mid level Copywriter	£35,000	£45,000	£45,000
Junior Copywriter	£25,000	£32,000	£28,000
Content Writer	£30,000	£40,000	£38,000
Editor	£35,000	£45,000	£40,000

Content & Social

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JOB TITLE	DAY RATE MINIMUM	DAY RATE MAXIMUM	AVERAGE
Head of Social & Content	£350	£450	£400
Social Media Manager	£225	£325	£275
Social Media Executive	£150	£200	£180
Community Manager	£200	£325	£250
Content Manager	£250	£350	£300
Influencer Director	£350	£450	£400
Influencer Manager	£350	£400	£375
Head of Copy	£400	£500	£450
Senior Copywriter	£325	£350	£350
Mid level Copywriter	£250	£300	£275
Junior Copywriter	£200	£250	£200
Content Writer	£200	£250	£225
Editor	£200	£250	£225

Business Development 2024

In times of challenging markets, agencies traditionally prioritize investments in senior business development or marketing support, and the past 12 months have followed this trend.

Average salaries in business development reflect the pivotal role it plays for clients. Given that business development can be a determining factor for success or failure, it's unsurprising that salaries in this domain surpass standard industry levels.

This trend is particularly conspicuous at senior levels, where salaries currently exceed pre-pandemic levels. The top pay rate has surged from approximately £75k in 2018 to well above £120k in specific contexts. In the quest for enhanced commercial talent, employers are expanding their reach, placing emphasis on broader and more extensive networks, especially as pre-existing client relationships gain premium status.

In 2020, there was a notable surge in new briefs for Marketing Managers to augment Business Development functions, whether by collaborating directly with agency founders or supporting Business Development Directors in larger organizations. However, over the past year, there has been a decline in these roles, with a heightened focus on Senior Business Developers.

As we step into 2024, the demand for experienced senior-level business developers, equipped with a robust and relevant network, shows no signs of abating. Consequently, we anticipate a fiercely competitive market in the coming year and beyond.

Business Development **23**

JOB TITLE	MINIMUM	MAXIMUM	AVERAGE
Head of Business Development	£80,000	£120,000	£100,000
Business Development Director	£65,000	£90,000	£80,000
Senior Business Development Manager	£45,000	£60,000	£50,000
Business Development Executive	£28,000	£35,000	£30,000
Senior Marketing Manager	£45,000	£60,000	£55,000
Marketing Manager	£35,000	£55,000	£45,000
Marketing Executive	£28,000	£35,000	£30,000

Digital/UX 24

UX remains a prominent growth area, attracting professionals from diverse backgrounds eager to craft products and experiences that deliver meaningful interactions for users.

In the evolving toolkit of UI designers, animated illustrations, VR, and 3D motion graphics for web and mobile hold a significant place. Proficiency in Figma, Sketch, Adobe XD, Principle, and After Effects continues to be highly sought after.

Specialized roles in IA and UX command higher-than-average salaries due to their distinct nature, especially when compared to client-side opportunities and contract rates.

The demand for UX positions steadily increased until 2019, aligning with industry-wide averages. However, in 2020 and 2021, UX experienced remarkable growth, solidifying its status as a key area of expansion.

Among these disciplines, UX has established a well-defined salary structure, featuring four tiers of seniority common to most agency models.

The most senior UX roles have witnessed significant salary increases over the last three years, with figures currently surpassing £120k per annum.

Midweight talent salaries have also seen consistent growth, albeit not as aggressively as their senior counterparts.

As interest in AI grows, and long-term planning gains momentum, we anticipate a dramatic surge in demand for VR/AR/UX roles, accompanied by a ripple effect on salaries, counter offers, and increased day rates. This sector is poised to be one of the most dynamic and competitive in the near future.

Digital/UX 25

JOB TITLE	MINIMUM	MAXIMUM	AVERAGE
Head of UX	£80,000	£140,000	£120,000
Digital Director	£80,000	£95,000	£85,000
Head of Motion	£60,000	£90,000	£75,000
Senior Back End Developer	£50,000	£65,000	£60,000
Back End Developer	£35,000	£40,000	£40,000
Senior Front End Developer	£40,000	£50,000	£45,000
Animator	£45,000	£70,000	£60,000
Senior UX Designer	£60,000	£75,000	£70,000
Midweight UX Designer	£45,000	£60,000	£55,000
Junior UX Designer	£35,000	£40,000	£35,000

Digital/UX 26

JOB TITLE	DAY RATE MINIMUM	DAY RATE MAXIMUM	AVERAGE
Head of UX	£500	£600	£550
Digital Director	£375	£450	£400
Head of Motion	£350	£450	£450
Animator	£325	£375	£350
Senior UX Designer	£450	£550	£500
Midweight UX Designer	£325	£400	£375
Junior UX Designer	£250	£275	£250
Senior UI Designer	£350	£450	£375
Junior UX Designer	£250	£300	£275

PR Marketing 27

Historically, businesses placed a strong emphasis on developing internal capabilities in marketing, Public Relations (PR), and communications to gain a competitive edge. However, in the last two years, there has been a notable decline in demand, particularly in in-house marketing. Various industries experiencing significant layoffs have particularly impacted the fields of marketing and PR.

Consequently, 2023 has witnessed a surge in available talent returning to the job market. Even in the absence of permanent job opportunities, there has been a noticeable rise in the utilization of freelance support. Despite these shifts, salaries for available positions have generally remained consistent. Projections indicate that as businesses conclude their restructuring efforts and embark on rebuilding, there may be a gradual uptick in demand, possibly with a focus on more specialized skill sets.

A gradual resurgence in demand for junior and mid-level in-house marketing roles has already commenced nationwide. Typically, this is succeeded by an increase in demand for senior-level positions. In the interim, freelance opportunities with greater flexibility continue to be prevalent.

In the realm of PR, job roles have evolved beyond traditional media relations, adapting to the swiftly changing media landscape, especially in relation to influencer brands and talent management. Notably, over the past year, there hasn't been a slowdown; demand has sustained a consistent trajectory for the past three years.

PR Marketing 28

JOB TITLE	MINIMUM	MAXIMUM	AVERAGE
Chief Marketing Officer	£100,000	£140,000	£120,000
Marketing Director	£80,000	£120,000	£90,000
Head of Marketing	£65,000	£80,000	£75,000
Marketing Manager	£45,000	£55,000	£50,000
Marketing Executive	£30,000	£38,000	£35,000
PR Director	£85,000	£125,000	£95,000
Associate Director	£65,000	£85,000	£75,000
Senior Account Director	£55,000	£65,000	£60,000
Account Director	£45,000	£55,000	£50,000
Senior Account Manager	£38,000	£45,000	£40,000
Account Manager	£35,000	£38,000	£36,000
Senior Account Executive	£28,000	£34,000	£32,000
Account Executive	£24,000	£28,000	£26,000

PR Marketing 29

JOB TITLE	DAY RATE MINIMUM	DAY RATE MAXIMUM	AVERAGE
Chief Marketing Officer	£500	£800+	£800+
Marketing Director	£350	£500	£400
Head of Marketing	£300	£350	£325
Marketing Manager	£230	£260	£250
Marketing Executive	£180	£220	£200
PR Director	£400	£500+	£500+
Associate Director	£325	£400	£370
Senior Account Director	£300	£350	£325
Account Director	£250	£300	£275
Senior Account Manager	£220	£260	£240
Account Manager	£200	£250	£225
Senior Account Executive	£150	£180	£165
Account Executive	£120	£170	£150

Leadership 30

In contrast to previous years, 2023 has exhibited reduced mobility at leadership levels, with the notable exception being Chief Revenue Officer opportunities. Agencies have seized this occasion to reassess their offerings, refining or expanding them to adopt a more global approach to revenue growth. This involves extending services within their existing portfolio and pursuing new engagements.

Remarkably, the B2B sector stands out as resilient compared to other markets, with a majority of top 100 agencies reporting steady growth over the past 12 months. When consulting various agency leaders about their outlook for the following year, a significant majority expressed optimism about the future and demonstrated a willingness to invest in the next 12-24 months, emphasizing employee retention as a primary focus.

Regarding leadership salaries in the past year, while the percentage increases haven't matched those seen in middle management roles, there has been a modest upward trend.

Contrary to our 2022 statement on senior leadership talent, which predicted no widespread resignations or redundancies in 2023, we attribute this to individuals opting to weather the challenging market conditions before actively considering pivotal career moves.

As we conclude 2023 and look ahead to 2024, our anticipation has shifted. We now expect a change in the landscape, foreseeing businesses not only investing more in senior leadership positions but also witnessing an above-average increase in senior leaders actively seeking new challenges.

Leadership 31

JOB TITLE	MINIMUM	MAXIMUM	AVERAGE
CEO	£120,000	£240,000	£180,000
Chief Operations Officer	£120,000	£180,000	£140,000
Chief Revenue Officer	£120,000	£150,000	£130,000
Operations Director	£80,000	£110,000	£90,000
Managing Director	£120,000	£160,000	£140,000
Head of People & Culture	£90,000	£120,000	£100,000
HR Director	£70,000	£90,000	£80,000
Chief Financial Officer	£100,000	£180,000	£120,000
Finance Director	£85,000	£120,000	£90,000
Commercial Director	£80,000	£120,000	£100,000
IT Director	£80,000	£120,000	£100,000

Conclusion 32

Since our launch in 2010, the past few years have proven to be the most unpredictable on record. The convergence of a global pandemic and the implementation of more flexible working conditions has created a highly dynamic employment landscape. Agencies, adapting to shifting client demands, and employees encountering a plethora of new opportunities have contributed to an unprecedented level of talent migration.

Nevertheless, 2023 has emerged as a year characterized by a more stabilized market—a respite welcomed by many clients, no doubt. Despite this, there remains a consistent demand for junior to mid-level roles across various sectors, particularly evident in client services. Notably, these hires in 2023 have primarily been driven by growth and client stability considerations rather than mere replacements, indicating a positive trend.

Drawing parallels to the aftermath of the global financial crisis in 2008, there has been a resurgence of Fixed-Term Contract opportunities within larger and global organizations. This trend is particularly pronounced at the senior level.

The creative market has displayed intriguing dynamics, with an increased demand for both freelance teams and independent creatives. While this aligns with a year of heightened client caution, the final quarter of 2023 has defied expectations. Currently, there is a rise in demand not only for freelance but, significantly, for permanent hires as well.

When it comes to candidate demand, once again, it is no revelation that the quest for an improved work/life balance has claimed the top spot, becoming even more coveted. Particularly, the option to periodically work from home has emerged as the most sought-after perk.

Conclusion 33

Interestingly, the recent pandemic has underscored that working from home is not always idyllic. Surprisingly, during the job offer stage, an increasing number of candidates are expressing a desire for regular access to an office environment.

Looking ahead to 2024, insights from our advisory and research teams suggest a prevailing optimism in the marketing, creative, and communications sector. Brands, having largely completed their restructuring programs, express a heightened commitment to investment in the coming year.

This improved visibility empowers agencies to navigate the ever-changing marketing landscape.

While the potential impact of a UK General Election on the global economy in the upcoming year remains uncertain, the creative industry has historically demonstrated resilience.

Anticipating the insights from our recruitment teams, confidence is expected to grow over the next 24 months, leading to an upswing in demand, particularly for growth opportunities rather than replacement hires within the agency environment.

**CREATIVE
MARKETING
COMMUNICATIONS**

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The Jefferson Group 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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