



MARKETING

2025 SALARY GUIDE

**HENDERSON
SCOTT**

ALWAYS RAISING THE BAR

About Henderson Scott

At Henderson Scott, we're here to elevate both candidates and clients in Marketing as they navigate a dynamic and evolving landscape.

For our clients, we offer expertise to meet immediate hiring needs and provide strategic insight to plan for sustainable growth. For candidates, we're committed to connecting you with roles that not only align with your skills and ambitions but help you raise the bar in your career.

Whether you're a professional aiming to take your career in Marketing to new heights or a client in search of top talent to drive your business forward, our partnership-driven, insight-led approach ensures we're here for you at every stage. Together, we're creating opportunities for success that benefit professionals and organisations alike, making it easy to find the right match, no matter the challenge.

For clients looking for a tailored approach to workforce planning, our [Recruitment solutions](#) page offers a detailed view of how we support you with bespoke recruitment strategies. From temporary to permanent placements, we provide solutions that adapt to your business needs, helping you build resilient teams for the future. Explore our range of recruitment options and discover how Henderson Scott can be your strategic partner in achieving hiring success.

Methodology



This guide is informed by insights from our latest sentiment survey, shared with our extensive network of clients and candidates. Salary data has been meticulously compiled using information gathered across 2024 from our job board partners, candidate registrations, and Henderson Scott offices across the UK. It reflects current job listings, insights from our specialist consultants, and prevailing industry trends.

*All salaries are a guideline and there are several factors including industry, working pattern and wider cash/non-cash benefits that will play a part in the basic salary on offer.

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MARKETING

SALARIES

Permanent – salary per annum

Job title	London		East		North West		South East		South West	
	£ Brackets	£ Average	£ Brackets	£ Average	£ Brackets	£ Average	£ Brackets	£ Average	£ Brackets	£ Average
Account Manager	35,000 - 40,000	37,000	30,000 - 40,000	35,000	33,000 - 37,000	34,000	32,000 - 42,000	37,000	28,000 - 38,000	33,000
Senior Account Manager	40,000 - 50,000	45,000	35,000 - 45,000	40,000	37,000 - 42,000	39,000	37,000 - 47,000	42,000	33,000 - 43,000	38,000
Account Director	55,000 - 65,000	60,000	45,000 - 55,000	50,000	45,000 - 55,000	50,000	47,000 - 57,000	52,000	43,000 - 53,000	48,000
Senior Account Director	60,000 - 70,000	65,000	50,000 - 60,000	55,000	55,000 - 62,000	58,000	52,000 - 62,000	57,000	48,000 - 58,000	53,000
Group Account Director	75,000 - 80,000	78,000	55,000 - 65,000	60,000	60,000 - 70,000	65,000	57,000 - 67,000	62,000	53,000 - 63,000	58,000
Client Services Director	80,000 - 95,000	90,000	60,000 - 70,000	65,000	65,000 - 75,000	70,000	62,000 - 72,000	67,000	58,000 - 68,000	63,000

Job title	North East		Midlands		Yorkshire and Humber		Scotland	
	£ Brackets	£ Average	£ Brackets	£ Average	£ Brackets	£ Average	£ Brackets	£ Average
Account Manager	33,000 - 37,000	34,000	33,000 - 37,000	34,000	33,000 - 37,000	34,000	30,000 - 40,000	35,000
Senior Account Manager	37,000 - 42,000	39,000	37,000 - 42,000	39,000	37,000 - 42,000	39,000	35,000 - 45,000	40,000
Account Director	45,000 - 55,000	40,000	45,000 - 55,000	50,000	45,000 - 55,000	50,000	45,000 - 55,000	50,000
Senior Account Director	55,000 - 62,000	58,000	55,000 - 62,000	58,000	55,000 - 62,000	58,000	50,000 - 60,000	55,000
Group Account Director	60,000 - 70,000	65,000	60,000 - 70,000	65,000	60,000 - 70,000	65,000	55,000 - 65,000	60,000
Client Services Director	65,000 - 75,000	60,000	65,000 - 75,000	70,000	65,000 - 75,000	70,000	60,000 - 70,000	65,000

MARKETING SALARIES

Permanent – salary per annum

Job title	London		East		North West		South East		South West	
	£ Brackets	£ Average	£ Brackets	£ Average	£ Brackets	£ Average	£ Brackets	£ Average	£ Brackets	£ Average
Managing Director	110,000 - 150,000	130,000	80,000 - 100,000	90,000	85,000 - 120,000	102,000	85,000 - 105,000	95,000	75,000 - 95,000	85,000
Graphic Designer	35,000 - 45,000	40,000	25,000 - 35,000	30,000	30,000 - 40,000	35,000	27,000 - 37,000	32,000	23,000 - 33,000	28,000
Mid-weight Designer	40,000 - 45,000	43,000	30,000 - 40,000	35,000	35,000 - 40,000	37,000	32,000 - 42,000	37,000	28,000 - 38,000	33,000
Senior Designer	45,000 - 55,000	50,000	35,000 - 45,000	40,000	40,000 - 50,000	45,000	37,000 - 47,000	42,000	33,000 - 43,000	38,000
Head of Design	60,000 - 70,000	65,000	50,000 - 60,000	55,000	55,000 - 65,000	60,000	52,000 - 62,000	57,000	48,000 - 58,000	53,000
Design Director	75,000 - 95,000	85,000	60,000 - 70,000	65,000	65,000 - 80,000	70,000	62,000 - 72,000	67,000	58,000 - 68,000	63,000

Job title	North East		Midlands		Yorkshire and Humber		Scotland	
	£ Brackets	£ Average	£ Brackets	£ Average	£ Brackets	£ Average	£ Brackets	£ Average
Managing Director	85,000 - 120,000	102,000	85,000 - 120,000	102,000	85,000 - 120,000	102,000	80,000 - 100,000	90,000
Graphic Designer	30,000 - 40,000	35,000	30,000 - 40,000	35,000	30,000 - 40,000	35,000	25,000 - 35,000	30,000
Mid-weight Designer	35,000 - 40,000	40,000	35,000 - 40,000	37,000	35,000 - 40,000	37,000	30,000 - 40,000	35,000
Senior Designer	40,000 - 50,000	45,000	40,000 - 50,000	45,000	40,000 - 50,000	45,000	35,000 - 45,000	40,000
Head of Design	55,000 - 65,000	60,000	55,000 - 65,000	60,000	55,000 - 65,000	60,000	50,000 - 60,000	55,000
Design Director	65,000 - 80,000	72,000	65,000 - 80,000	72,000	65,000 - 80,000	72,000	60,000 - 70,000	65,000

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