

UK PR SALARY GUIDE FOR 2026

Insights and benchmarks
for today's PR talent
market

TABLE OF CONTENTS

Who is this guide for?	3
In-House London	4
In-House Regional	5
Agency London	6
Agency Regional	8
Typical Agency Benefits Package	10
Typical In-House Benefits Package	11

WHO IS THIS GUIDE FOR?

For Employees

Looking for your next role or preparing for a performance review? Our Salary Guide gives you the insights you need, from pay benchmarks to the most valued perks — helping you make informed career decisions.



For Employers

Hiring or looking to retain your best talent? Our Salary Guide provides a clear view of market trends and compensation insights, to help you make smarter recruitment and retention decisions.

IN-HOUSE LONDON

Salaries for PR and communications roles within in-house teams based in London

Job Title	Minimum Salary	Maximum Salary	Average Salary
PR Director	£70,000	£300,000	£210,000
Head of PR	£45,000	£180,000	£145,000
Senior PR Manager	£68,000	£110,000	£80,000
PR Manager	£33,000	£75,000	£48,000
Senior PR Ececutive	£30,000	£51,000	£37,500
PR Executive	£24,500	£45,000	£33,000

IN-HOUSE REGIONAL

PR and communications roles
in agency teams across UK
regions, excluding London

Job Title	Minimum Salary	Maximum Salary	Average Salary
PR Director	£48,500	£140,000	£84,000
Head of PR	£35,000	£110,000	£74,000
Senior PR Manager	£48,000	£65,000	£55,000
PR Manager	£32,000	£58,000	£55,000
Senior PR Executive	£30,000	£41,000	£35,000
PR Executive	£21,000	£34,000	£35,000

AGENCY LONDON

Salaries for PR and
communications roles within
agency teams based in London

Job Title	Minimum Salary	Maximum Salary	Average Salary
PR Director, looking after more than £1M	£120,000	£340,000	£180,000
PR Director, looking after less than £1M	£87,000	£140,000	£120,000
Associate Director	£72,500	£95,000	£81,300
Senior Account Director	£58,000	£71,000	£65,000
Account Director	£50,000	£65,000	£56,000
Senior Account Manager	£43,000	£55,000	£46,000
Account Manager	£30,000	£45,000	£36,000

... AGENCY LONDON CONTINUED

Salaries for PR and
communications roles within
agency teams based in London

Job Title	Minimum Salary	Maximum Salary	Average Salary
Senior Account Executive	£28,000	£34,000	£30,000
Account Executive	£20,000	£29,000	£27,000
Junior Account Executive	£20,000	£25,000	£24,000

AGENCY REGIONAL

Salaries for PR and
communications roles within
agency teams based in London

Job Title	Minimum Salary	Maximum Salary	Average Salary
PR Director, looking after more than £1M	£62,000	£110,000	£90,000
PR Director, looking after less than £1M	£53,500	£89,000	£80,200
Associate Director	£58,500	£72,000	£65,400
Senior Account Director	£53,000	£63,000	\$58,000
Account Director	£40,000	£58,000	£50,000
Senior Account Manager	£30,000	£51,000	£37,500
Account Manager	£24,500	£45,000	£33,000

... AGENCY REGIONAL CONTINUED

Salaries for PR and
communications roles within
agency teams based in London

Job Title	Minimum Salary	Maximum Salary	Average Salary
Senior Account Executive	£26,000	£33,000	£29,000
Account Executive	£19,500	£28,000	£24,300
Junior Account Executive	£19,500	£25,000	£23,300

AGENCY BENEFITS

01

Annual Leave: 25 - 27 days plus an extra day for every year the employee is with the company, usually capped at 30 days. Most employers offer an additional holiday for the employees birthday.

02

Bonus: Most agencies use a 'discretionary scheme' which is anywhere between 5% to 40%, the average is 16%. Bonus is often based on a combination of individual, team and company performance.

03

Pension: 3% - 5% is common for most agencies.

Mobile phone/laptop: This has become standard for all agencies to provide a laptop and a mobile phone (or at least pay the mobile phone bill of the employee).

04

Training Budgets: This is a less common benefit, most agencies do 'on the job training' but some have a dedicated annual budget (circa £1,000) to be put towards training courses for each member of staff.

IN-HOUSE BENEFITS

01

Annual Leave: Usually 25 days, with some organisations offering an extra day for each year of service or after a set period (often capped at 30). Bank holidays are included as standard.

02

Bonus: Bonuses are more structured than in agencies and typically linked to company performance or personal objectives. Common ranges are between 5% and 20% of annual salary.

03

Pension: Pension contributions are often higher in-house than agency-side, with employers contributing between 5% and 10% on average.

04

Private Healthcare: Many in-house roles include private medical insurance, often with options to add family members at a reduced rate.

05

Training and development: Most in-house teams provide formal training opportunities, leadership programmes, or access to online learning platforms. Budgets vary by organisation and seniority.

06

Other benefits: It's common to see additional perks such as life assurance, income protection, enhanced maternity/paternity leave, employee discounts, and wellbeing initiatives (e.g. gym memberships, mental health support, or flexible working policies).

QUESTIONS? CONTACT US.



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