

UK MARKETING SALARY GUIDE FOR 2026

Insights and benchmarks for
today's Marketing talent market

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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.



SECTOR CONTEXT



The salary data in this guide has been collected **across UK wide industries and sectors**, offering a broad view of roles and levels. These figures are intended as indicative market insights, not fixed benchmarks.

Understanding sector differences

As expected, salary levels vary across industries.

Sectors such as **Beauty, Fashion and Travel** generally fall at the **lower end** of overall ranges, shaped by tighter margins and seasonal trends.

In contrast **Financial Services, Technology and Pharmaceuticals** tend to sit at the **higher end**, driven by regulation and specialist demand.

Lower salaries don't mean lower opportunities. Many professionals prioritise culture, creativity or growth over headline pay alone. Use this guide as a tool for informed decision making within the bigger picture.

Salary data in context

- Figures shown are indicative, not fixed
- Salaries vary by role, scope, location, and seniority
- Sector norms influence pay - not role value

IN-HOUSE LONDON

Salaries for Marketing roles
within in-house teams based in
London

Job Title	Indicative Lower Range	Indicative Upper Range	Market Average
CMO/ Marketing Director	£82,000	£235,000	£147,000
Head of Marketing	£55,000	£123,000	£75,000
Senior Marketing Manager	£47,000	£75,000	£62,000
Marketing Manager	£33,000	£65,000	£55,000
Senior Marketing Executive	£30,000	£41,000	£37,000
Marketing Executive	£21,000	£40,000	£33,000

IN-HOUSE REGIONAL

Salaries for Marketing roles
within in-house teams across
UK regions, excluding London

Job Title	Indicative Lower Range	Indicative Upper Range	Market Average
CMO/ Marketing Director	£54,000	£190,000	£128,000
Head of Marketing	£49,000	£100,000	£67,000
Senior Marketing Manager	£40,000	£61,000	£52,000
Marketing Manager	£31,000	£52,000	£43,000
Senior Marketing Executive	£29,000	£41,000	£36,000
Marketing Executive	£19,000	£35,000	£30,000

AGENCY LONDON

Salaries for Marketing roles
within agency teams based in
London

Job Title	Indicative Lower Range	Indicative Upper Range	Market Average
MD, managing budgets > £1M	£115,000	£275,000	£175,000
MD, managing budgets < £1M	£85,000	£120,000	£100,000
Associate Director	£68,000	£100,000	£79,000
Senior Account Director	£55,000	£72,000	£68,000
Account Director	£49,000	£67,000	£58,000
Senior Account Manager	£43,000	£56,000	£49,000
Account Manager	£31,000	£50,000	£42,000

... AGENCY LONDON CONTINUED

Salaries for Marketing roles
within agency teams based in
London

Job Title	Indicative Lower Range	Indicative Upper Range	Market Average
Senior Account Executive	£28,000	£39,000	£35,000
Account Executive	£22,000	£31,000	£28,000
Junior Account Executive	£20,000	£26,000	£25,000

AGENCY REGIONAL

Salaries for Marketing roles
within agency teams across UK
regions, excluding London

Job Title	Indicative Lower Range	Indicative Upper Range	Market Average
MD, managing budgets < £1M	£73,000	£124,000	£85,000
MD, managing budgets > £1M	£51,500	£100,000	£83,500
Associate Director	£65,000	£92,000	£69,000
Senior Account Director	£53,000	£72,000	£57,000
Account Director	£50,000	£64,000	£54,500
Senior Account Manager	£43,000	£55,000	£47,000
Account Manager	£33,000	£45,000	£40,000

... AGENCY REGIONAL CONTINUED

Salaries for Marketing roles
within agency teams across UK
regions, excluding London

Job Title	Indicative Lower Range	Indicative Upper Range	Market Average
Senior Account Executive	£27,000	£36,000	£31,000
Account Executive	£22,000	£31,000	£28,000
Junior Account Executive	£20,000	£26,000	£23,000

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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