

HANSON SEARCH SALARY AND BENEFITS UPDATE 2025

YOUR GUIDE TO THE UK TALENT LANDSCAPE





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The state of the market

A note from our founder: The UK talent landscape in 2025

If 2024 was the year of resilience, 2025 is shaping up to be the year of recalibration and cautious momentum. We've been paying close attention to the landscape across Q1 – and all the policy changes, news cycles, and challenges it has brought. We wanted this year's salary guide to accurately reflect the business landscape, but you only need to look at the latest headlines to know how turbulent that landscape is.

What we do know is that businesses in the UK have faced prolonged uncertainty driven by global political shifts, economic pressures, and security concerns – but they are ready to move forward. While we're not seeing a huge surge in investment just yet, we're beginning to see pockets of hope emerge. Organisations are streamlining operations, consolidating where needed, and identifying fresh opportunities for growth and expansion. After a year at the bottom of the curve, so to speak, the market is finally starting to turn upwards.

Salary inflation has stabilised after previous spikes, but competition for top talent that can help drive revenue remains fierce. As senior level individuals look beyond salary, other perks like share options and competitive new business bonuses all help shape an attractive offer.

While many global businesses are parking some of the D&I initiatives, it still plays an important role in talent attraction and retention. When the market shifts (and it will – these things always come in cycles) to an employee led market again, employees will remember the businesses that stood by the values.

In this year's Salary Guide, we've expanded our benefits analysis, offering insights into what businesses are providing, what employees truly value, and how organisations can stay competitive in an evolving talent market.

At Hanson Search, we continue to support businesses through this period of change. From Board advisory and CEO succession planning to market mapping and leadership development, we partner with clients to build high-performing teams that drive success. With a growing presence in key global markets, we are well-positioned to help businesses take advantage of this new chapter of opportunity.

If you're looking to strengthen your leadership team or explore your next career opportunity, get in touch with us today.

Alice Weightman
CEO & Founder, Hanson Search

UK remuneration tables

Agency Comms – Healthcare

Job title	Minimum Salary (£)	Maximum Salary (£)
Account Executive	26,000	28,000
Senior Account Executive	28,000	34,000
Account Manager	33,000	52,000
Senior Account Manager	48,000	55,000
Account Director	55,000	68,000
Senior Account Director	65,000	75,000
Associate Director	75,000	90,000
Director	90,000	130,000
Senior Director	120,000	160,000
Managing Director	150,000	270,000
CEO	250,000	350,000

Agency Comms – Corporate

Job title	Minimum Salary (£)	Maximum Salary (£)
Account Executive	25,000	30,000
Senior Account Executive	30,000	36,000
Account Manager	35,000	42,000
Senior Account Manager	43,000	52,000
Account Director	52,000	60,000
Senior Account Director	58,000	67,000
Associate Director	65,000	90,000
Director	90,000	110,000
Senior Director	110,000	160,000
Managing Director	160,000	200,000

Agency Comms – Tech

Job title	Minimum Salary (£)	Maximum Salary (£)
Account Executive	26,000	32,000
Senior Account Executive	28,000	35,000
Account Manager	35,000	45,000
Senior Account Manager	42,000	50,000
Account Director	50,000	62,000
Senior Account Director	60,000	75,000
Associate Director	70,000	85,000
Director	90,000	120,000
Senior Director	110,000	140,000
Managing Director	140,000	180,000
CEO	165,000	250,000+



“The Tech sector has faced many challenges in recent years, but we’re finally seeing salaries begin to stabilise.”

Helena Ranger,
Principal Consultant,
Hanson Search

Agency Comms – Consumer

Job title	Minimum Salary (£)	Maximum Salary (£)
Account Executive	24,000	28,000
Senior Account Executive	26,000	32,000
Account Manager	35,000	45,000
Senior Account Manager	35,000	50,000
Account Director	50,000	62,000
Senior Account Director	55,000	65,000
Associate Director	65,000	85,000
Director	90,000	120,000
Senior Director	110,000	140,000
Managing Director	140,000	180,000
CEO	165,000	250,000+

Agency Comms – Finance

Job title	Minimum Salary (£)	Maximum Salary (£)
Associate	25,000	29,000
Consultant	28,000	35,000
Senior Consultant	36,000	60,000
Associate Director	61,000	75,000
Associate Partner	75,000	90,000
Director	75,000	90,000
Senior Director	90,000	120,000
Managing Director	120,000	150,000
Senior Managing Director	150,000	180,000
Partner	180,000+	180,000+

Agency Comms – PA Westminster / General

Job title	Minimum Salary (£)	Maximum Salary (£)
Account Executive	23,000	30,000
Senior Account Executive	29,000	35,000
Account Manager	35,000	48,000
Senior Account Manager	40,000	52,000
Account Director	52,000	65,000
Senior Account Director	60,000	75,000
Associate Director	70,000	90,000
Director	80,000	150,000
Managing Director	150,000	250,000

Agency Comms – PA Property & Planning

Job title	Minimum Salary (£)	Maximum Salary (£)
Account Executive	23,000	30,000
Senior Account Executive	29,000	35,000
Account Manager	35,000	45,000
Senior Account Manager	38,000	48,000
Account Director	48,000	60,000
Senior Account Director	58,000	68,000
Associate Director	65,000	85,000
Director	80,000	120,000
Managing Director	120,000	200,000

Agency Comms – PA Healthcare

Job title	Minimum Salary (£)	Maximum Salary (£)
Account Executive	25,000	32,000
Senior Account Executive	29,000	36,000
Account Manager	36,000	50,000
Senior Account Manager	45,000	58,000
Account Director	50,000	68,000
Senior Account Director	60,000	75,000
Associate Director	70,000	95,000
Director	90,000	150,000
Managing Director	150,000	200,000

Agency Marketing – Strategy & Planning

Job title	Minimum Salary (£)	Maximum Salary (£)
Junior Strategist	25,000	30,000
Junior Planer	27,500	33,000
Planner/Strategist	33,000	55,000
Web Analytics Executive	33,000	49,500
Data Analyst	38,000	49,500
Senior Strategist	49,500	77,000
Web Analytics Manager	55,000	71,500
Planning/Strategy Director	70,000	110,000
Head of Planning/Strategy	99,000	165,000
Chief Strategy Officer	150,000+	150,000+

Agency Marketing – Digital Client Services

Job title	Minimum Salary (£)	Maximum Salary (£)
Account Executive	25,000	28,000
Account Manager	28,000	35,000
Senior Account Manager	35,000	45,000
Account Director	45,000	60,000
Senior Account Director	60,000	75,000
Group Account Director	70,000	90,000
Business Director	80,000	120,000
Client Services Director	100,000	160,000
Head of Digital	100,000	160,000
Managing Director	140,000+	140,000+

In house Marketing – General Marketing

Job title	Minimum Salary (£)	Maximum Salary (£)
Marketing Assistant	24,000	32,000
CRM Executive	25,000	48,000
Marketing Executive	26,000	49,000
Senior Marketing Executive	30,000	60,000
Campaign Manager	41,000	69,000
Marketing Manager	45,000	85,000
CRM Manager	47,000	82,000
Product Manager	50,000	77,000
Senior Marketing Manager	55,000	85,000
Product Marketing Manager	55,000	89,000
Head of CRM	65,000	125,000
Head of Product	70,000	120,000
Head of Marketing	70,000	110,000
Marketing Director	100,000	150,000
Chief Marketing Officer	150,000	300,000
Global Chief Marketing Officer	180,000	400,000

In house Marketing – Creative

Job title	Minimum Salary (£)	Maximum Salary (£)
Creative Artworker	25,000	35,000
Copywriter	25,000	35,000
Lead Copywriter	60,000	90,000
Motion Designer	30,000	45,000
Senior Motion Designer/Editor	45,000	60,000
Mid Digital Designer	35,000	50,000
Senior Digital Designer	45,000	70,000
Art Director	60,000	90,000
Mid Creative Designer	35,000	45,000
Senior Creative Designer	50,000	80,000
Creative Studio Manager	45,000	60,000
Head of Creative	90,000	130,000
Executive Creative Director	115,000	150,000

In house Marketing – Content

Job title	Minimum Salary (£)	Maximum Salary (£)
Content Executive	20,000	30,000
Content Manager	29,000	60,000
Content Producer	35,000	50,000
Content Strategist	45,000	60,000
Head of Content Strategist	60,000	90,000
Head of Content	80,000	120,000
SVP of Content	150,000+	150,000+

In house Marketing – Brand

Job title	Minimum Salary (£)	Maximum Salary (£)
Brand Manager	46,000	80,000
Senior Brand Manager	67,000	83,000
Head of Brand	85,000	160,000

In house Marketing – Social

Job title	Minimum Salary (£)	Maximum Salary (£)
Community / Social Media Executive	22,000	33,000
Social Strategist	23,000	49,500
Social Media Manager	33,000	49,000
Senior Social Media Manager	49,500	66,000
Senior Social Strategist	49,500	77,000
Head of Social	71,500	88,000

In house Communications – General**

Job title	Minimum Salary (£)	Maximum Salary (£)
Executive	25,000	45,000
Manager	45,000	60,00
Senior Manager	65,000	100,000
Head	100,000	150,000
Director	110,000	180,000
Corporate Affairs Director	150,000	400,000

****Note,** for in house communications roles, specific salaries varies across industries. We’ve included a guide that encompasses FMCG, Retail, Travel & leisure, IT, Media and Entertainment, not for profit, government relations, professional services, healthcare and pharmaceuticals, and energy and utilities. When talking specifically about not for profit or government services, you can expect to see a slightly reduced salary.

A heightened focus on purpose...

A note from Amy Hayer, DEI Lead at Hanson Search

Diversity, Equity, and Inclusion (DEI) have become a fundamental part of how businesses operate today, and as we move into 2025, the importance of creating inclusive, diverse workplaces has never been more apparent. We speak to candidates and employers every week, and one thing is clear: candidates are seeking more than just a salary. They are looking for employers who genuinely reflect their values, and who actively work to drive diversity, equity, and inclusion.

Research consistently shows that organisations with diverse teams are better at problem-solving, more innovative, and ultimately more successful. But it's not just about attracting the best talent; it's also about retention. Companies that prioritise DEI are creating environments where people feel valued, included, and empowered to bring their best selves to work. For today's workforce, especially younger generations, a company's commitment to DEI isn't just a box to tick — it's a crucial factor in their decision to join and stay.



A note from Johnny Goldsmith, Head of Sustainability at Hanson Search

Environmental, Social, and Governance (ESG) is more than a corporate initiative — it's a long-term commitment that shapes reputation, talent attraction, and business resilience. While many global businesses have prioritised ESG in recent years, we're now seeing some shift their focus, particularly in response to political and economic uncertainty. The impact of Trump's policies and rhetoric is prompting some companies to deprioritise ESG, treating it as a 'nice to have' rather than a necessity.

But while corporate agendas may waver, individual priorities remain steadfast. Employees — both current and future — still want to work for organisations that align with their values, that take sustainability and ethical business seriously. In the short term, businesses may feel justified in scaling back their ESG commitments, but those that do risk losing credibility when the market shifts again. When conditions improve, top talent will have the power to choose where they go — and they'll remember which companies stayed true to their values.

At Hanson Search, we continue to see organisations with strong ESG strategies not only attract the best talent but also foster cultures of purpose and engagement. ESG isn't just a trend — it's a long-term differentiator. Companies that stay the course will be the ones that thrive in the years to come.



A guide to benefit packages in the UK

When considering a new role, salary is just one part of the package. A strong benefits offering can make a real difference in job satisfaction, work-life balance, and long-term career growth.

At Hanson Search, we're expert recruiters who speak with hundreds of employers and candidates in the UK—and across the world—every week. We see first-hand what businesses are offering and what professionals truly value. Based on our collected knowledge and insight, we've put together this guide to help you understand what's standard, what's great to have, and what truly sets an employer apart.

Standard Benefits (What Employees Expect as a Minimum)
Most UK employers offer these as part of their standard package:

- **Pension Contributions** – Auto-enrolment at 3% employer contribution, but some offer more.
- **Hybrid Working** – A mix of office and remote work is now the norm.
- **Paid Holiday** – Typically 25 days + bank holidays.
- **Parental Leave** – Enhanced maternity/paternity leave is common in large organisations.
- **Employee Assistance Programmes (EAPs)** – Mental health support, counselling services.

Nice-to-Have Benefits (What Makes an Employer More Competitive)
These perks show an employer is investing in employee wellbeing and career growth:

- **Private Healthcare** – Often includes dental and optical cover.
- **Wellbeing Allowance** – Gym memberships, therapy, wellness stipends.
- **Commuter Benefits** – Season ticket loans, cycle-to-work schemes.
- **Learning & Development Budgets** – Courses, certifications, professional coaching.
- **Flexible Hours & Compressed Workweeks** – Options to shift working hours.
- **Work from Anywhere Policies** – Short-term remote work from overseas.

Exceptional Perks (What Really Stands Out)
These are rarer but highly valued, making a company a true employer of choice:

- **Four-Day Workweek** – Trialled by some UK companies with great success.
- **Volunteering Days** – Paid leave to support sustainability or charity initiatives.
- **Unlimited Holiday** – Some progressive companies offer this (though culture matters).
- **Equity/Stock Options** – Particularly common in startups and scale-ups.
- **Home Office Stipend** – A budget for remote workers to set up their workspace.
- **Final Thought:** Know Your Worth

The best benefits package aligns with your lifestyle and career goals. While salary is important, perks like flexibility, career development, and company culture can make a huge difference in overall job satisfaction.



About Hanson Search

Hanson Search is a globally recognised, award-winning talent advisory and headhunting consultancy. We excel in helping businesses recruit world-class, transformative talent for business-critical roles in areas of revenue, reputation, and risk management.

Our expertise lies in building successful ventures worldwide through our recruitment and executive search processes for consultancies and in-house teams across industry sectors in communications, sustainability, public affairs and policy, digital marketing, and sales. Over our two-decade history, we have successfully hired C-suite executives, curated boards, and built teams that drive growth and transformation for start-ups, scale-ups, established organisations and brands, non-profits, and governments.

Our reach has no boundaries, we have recruited roles across all continents, with a network of consultants and research function based across the UK, Europe, the US, and the Middle East, providing local and global talent and market insights.

If you would like to get in touch with us, either for business or general enquiries, please email info@hansonsearch.com and we would be happy to talk.



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