



Marketing & Creative

Salary Survey - National
2025



In this survey focusing on Marketing & Creative roles across the UK market, we've outlined the average salary benchmarks to ensure your roles are competitive.

At Yolk, we're always tuned in to the latest market trends, understanding how they vary across different regions and skillsets.

Our aim is to offer a comprehensive overview of salary ranges across various roles in the Marketing landscape. Factors like company size, team structure, location, client portfolio, duties, industry niche, and specialised skills all play a role in determining salary levels.

Attracting top talent goes beyond competitive pay. Offering options like flexible work arrangements, avenues for career development and progression, and an overall generous benefits package are essential in nurturing an environment wherein your employees will thrive.

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Job title	Min. Salary	Max. Salary	Avg.
Marketing Assistant	£23,000	£28,000	£24,000
Marketing Executive	£30,000	£40,000	£35,000
Marketing Manager	£35,000	£80,000	£45,000
Head of Marketing	£65,000	£100,000	£80,000
Head of Brand	£65,000	£100,000	£80,000
Head of Communications	£40,000	£80,000	£65,000
Client Strategy Lead	£65,000	£100,000	£85,000
Account Executive	£23,000	£28,000	£25,000
Account Manager	£30,000	£40,000	£35,000
Senior Account Manager	£40,000	£60,000	£50,000
Account Director	£45,000	£75,000	£50,000
Creative Director	£45,000	£80,000	£60,000

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Job title	Min. Salary	Max. Salary	Avg.
PR Manager	£35,000	£60,000	£50,000
Graphic Designer	£30,000	£40,000	£35,000
Copywriter	£28,000	£35,000	£33,000
Multimedia Specialist	£30,000	£40,000	£35,000
CRM Manager	£45,000	£75,000	£60,000
Head of CRM	£28,000	£75,000	£60,000
SEO Specialist	£25,000	£40,000	£35,000
Email Marketing Executive	£28,000	£38,000	£35,000
Campaign Executive	£22,000	£35,000	£27,000
PPC Specialist	£35,000	£45,000	£40,000
PPC Manager	£40,000	£65,000	£50,000
Bid Specialist	£35,000	£50,000	£40,000

Market Insight

“While the majority of businesses are maintaining competitive salaries when hiring for marketing roles, flexibility, career development opportunities and wellbeing benefits are where some can fall short. Candidates have been placing increased importance on these benefits when applying for new roles over the last year. Hybrid working (2–3 days remote) is now an expectation rather than a benefit, and rigid office requirements can often deter top talent, even when salaries are above market rate. In response to this, I’ve noticed more employers enhancing benefits with professional development budgets, paid time off to support charitable causes, work from anywhere policies (in addition to annual leave) mental health support, above average annual leave entitlements and bonuses based on personal performance and contribution.

The market is changing, and while base salary is still a factor, it’s becoming less of a priority over time, especially as market leaders are offering not only competitive, and above market average salaries, but also creative and innovative benefits packages.”



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For more information about current market trends and recruitment into this area, please contact a member of the Marketing & Creative team:



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If you'd like to hear more about how Yolk Recruitment can help reshape your recruitment needs, get in touch.

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