



Salary Guide 2022

Recruitment Partners that help digital businesses serious about building world class Marketing and Media teams.



Growth through Talent

Pivotal London is a specialist digital marketing and media recruitment agency working with the UK's top brands, agencies, technology companies, and media owners. In 2021, Pivotal London helped over 450 digital marketing and media professionals find their new dream job.

This Salary Guide is based on analysis of permanent & contract placements across a range of Digital Marketing & Performance Media roles.



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In-House Marketing

Growth Marketing
Performance Marketing
CRM
Marketing Analytics
SEO & Content

Growth Marketing

T-shaped marketers with broader experience across the marketing funnel. For example an acquisition marketing specialist; who also has experience working across a variety of other areas, such as e-commerce, CRO, retention, brand marketing.

*For performance marketing/acquisition marketing only roles, please see [Performance Marketing salary guide](#).

PERMANENT

JOB TITLE	YEARS EXPERIENCE	AVG NOTICE PERIOD	AVG SALARY
Growth Associate	0 -1	4 wks	£25k -£45k
Growth Manager	1 -3	4 wks	£45k -£65k
Senior Growth Manager	3 -7	8 wks	£65k -£80k
Head of Growth	7 -10	12 wks	£80k -£120k
Director of Growth / VPof Growth	10 -15	12 wks	£150k -£180k
CMO	15+	12 wks	£200k+

CONTRACT

JOB TITLE	YEARS EXPERIENCE	2022 DAYRATE*
Growth Associate	0 -1	£250 -£300
Growth Manager	1 -3	£350 -£400
Senior Growth Manager	3 -7	£400 -£500
Head of Growth	7 -10	£450 -£600
Director of Growth / VPof Growth	10 -15	£600 -£800
CMO	15+	£700 -£1000

*Inclusive of agency fees.

Companies are likely to offer a bonus (10-15%), equity or a combination of both. Equity strategies vary depending on if are a Seed round start-up vs an established Series E scale-up. Equity is more common for more senior level individuals.

* Day rate are based on roles falling inside IR35. For roles falling outside all rates will be around approx. 50 pounds less.



Performance Marketing

Singular or multi-channel performance marketing experts pre-dominantly across Paid Search, Paid Social, Display/Programmatic.

PERMANENT

JOB TITLE	YEARS EXPERIENCE	AVG NOTICE PERIOD	AVG SALARY
Performance Marketing Executive	0 - 1	4 wks	£25k -£35k
Senior Performane Marketing Executive	2 - 3	4 wks	£35k -£45k
Performance Marketing Manager	3 - 5	4 wks	£45k -£65k
Senior Performance Marketing Manager	5 - 7	8 wks	£65k -£80k
Head of PerformanceMarketing	7 - 10	12 wks	£80k -£120k
Director of PerformanceMarketing	10+	12 wks	£120k +

CONTRACT

JOB TITLE	YEARS EXPERIENCE	2022 DAYRATE
Performance Marketing Executive	0 - 1	£250 -£300
Senior Performance Marketing Executive	2 - 3	£300 -£400
Performance Marketing Manager	3 - 5	£350 -£450
Senior Performance Marketing Manager	5 - 7	£400 -£500
Head of PerformanceMarketing	7 - 10	£500 -£800
Director of PerformanceMarketing	10+	£700 -£1000

*Inclusive of agencyfees.

Companies are likely to offer a bonus (10-15%), equity or a combination of both. Equity strategies vary depending on if are a Seed round start-up vs an established Series Escal-up. Equity is more common for more senior level individuals.

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CRM

A CRM expert drives retention marketing strategy and activation with the goal of marketing to existing or lapsed customers to drive sales/sign-ups.

PERMANENT

JOB TITLE	YEARS EXPERIENCE	AVG NOTICE PERIOD	AVG SALARY
CRM Executive	0 -2	4 wks	£25k -£40k
Senior CRM Executive	2 -3	4 wks	£40k -£50k
CRM Manager	3 -5	4 wks	£50k -£60k
Senior CRM Manager	5 -7	4 wks	£60k -£80k
Head of CRM	7 -10	12 wks	£80k -£110k
CRM Director	10+	12 wks	£110k -£150k

CONTRACT

JOB TITLE	YEARS EXPERIENCE	2022 DAYRATE*
CRM Executive/ Senior CRM Executive	0 -3	£275 -£350
CRM Manager	3 -5	£350 -£450
Senior CRM Manager	5 -7	£400 -£500
Head of CRM	7 -10	£500 -£800
CRM Director	10+	£700 -£1000

*Inclusive of agency fees.

Companies are likely to offer a bonus (10-15%), equity or a combination of both. Equity strategies vary depending on if are a Seed round start-up vs an established Series Escalation. Equity is more common for more senior level individuals.

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SEO

SEO professionals are responsible for increasing website's visibility in the organic search results of major search engines.

PERMANENT

JOB TITLE	YEARS EXPERIENCE	AVG. NOTICE PERIOD	AVG. SALARY
SEO Executive	0 - 2	4 wks	£25k - £38k
Senior SEO Executive	2 - 3	4 wks	£38k - £45k
SEO Manager	3 - 5	4 wks	£45k - £50k
Senior SEO Manager	5 - 7	4 wks	£55k - £65k
Head of SEO	7 - 10	12 wks	£75k - £90k
SEO Director	10 +	12 wks	£90k - £110k

CONTRACT

JOB TITLE	YEARS EXPERIENCE	2022 DAYRATE*
SEO Executive/Senior Executive	0 - 1.5y	£250 - £350
SEO Manager	2 - 5	£350 - £425
SEO Director	5 - 7	£425 - £500
Head of SEO/Director	7 + y	£550 +

*Inclusive of agency fees.

Companies are likely to offer a bonus (10-15%), equity or a combination of both. Equity strategies vary depending on if are a Seed round start-up vs an established Series Escal-up. Equity is more common for more senior level individuals.

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Agency, Media & Marketing

Paid Media
SEO
Ad Ops
Programmatic
Digital Planning

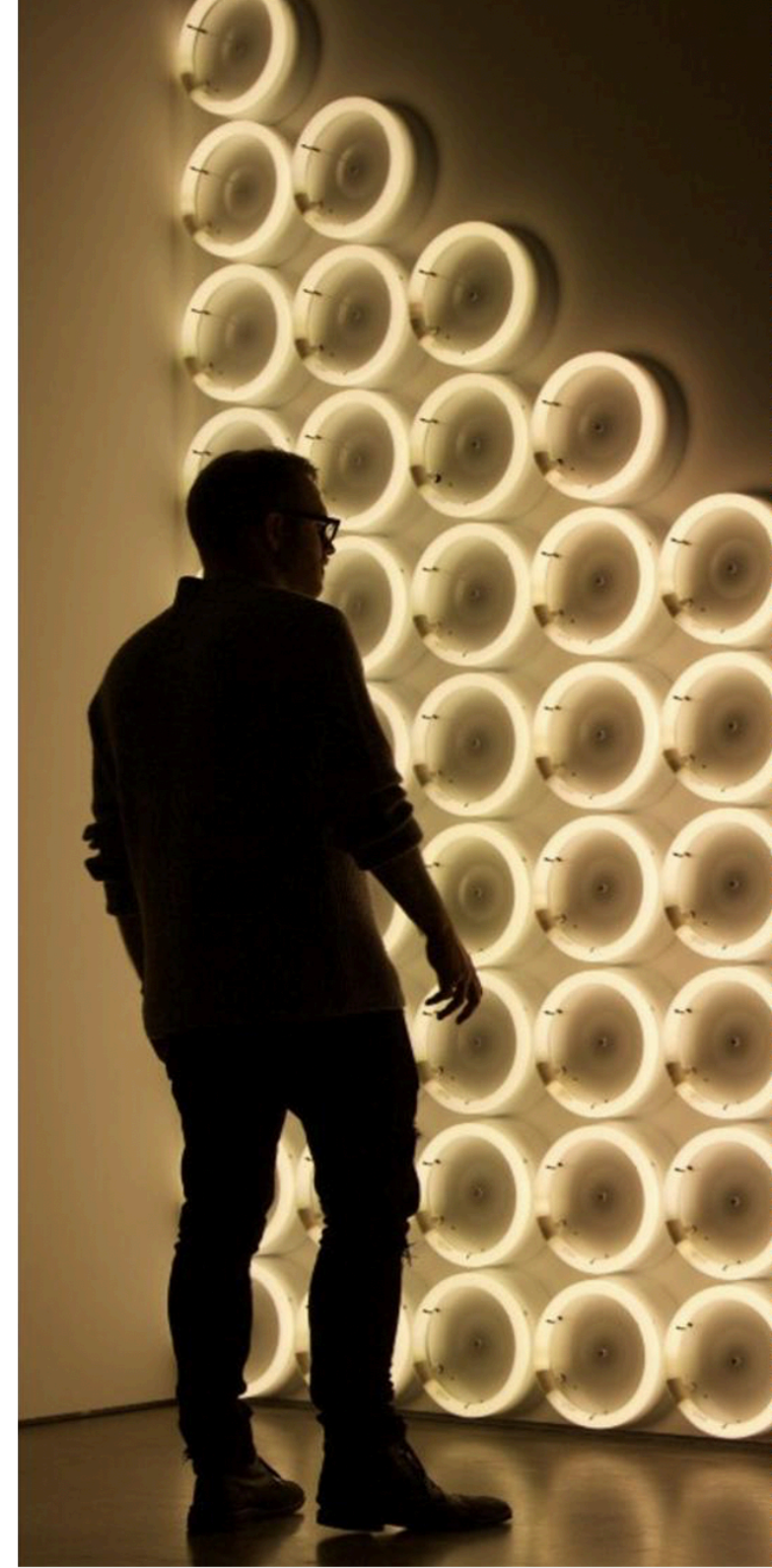
Programmatic

JOB TITLE	YEARS EXPERIENCE	AVG NOTICE PERIOD	AVG SALARY	PERMANENT
Assistant / Graduate	0 -1	4 wks	£23k -£28k	
Account Executive	0.5 -1.5	4 wks	£28k -£32k	
Senior Account Executive / Planner	1.5 -3	6 wks	£30k -£38k	
Account Manager	3 -5	8 wks	£38k -£45k	
Senior Account Manager	4-5	10 wks	£45k-£50k	
Account Director	5	12 wks	£50k -£60k	
Senior Account Director / Business Dev. Director	6	12 wks	£55k -£70k	
Client Director	7+	12 wks	£70k -£85k	

JOB TITLE	YEARS EXPERIENCE	2022 DAY RATE*	CONTRACT
Account Executive / Senior Executive	0 -1.5y	£250 -£350	
Account Manager	2 -5y	£350 -£425	
Account Director	5 -7y	£425 -£500	
Head / Director	7+ y	£550+	

*Inclusive of agency fees.

* Day rate are based on roles falling inside IR35. For roles falling outside all rates will be around approx. £50 pounds less.



Paid Media (PPC & Paid Social)

JOB TITLE	YEARS EXPERIENCE	AVG NOTICE PERIOD	AVG SALARY
Assistant / Graduate	0 -0.5	4 wks	£23k -£25k
Account Executive	0.5 -1.5	4 wks	£28k -£32k
Senior Account Executive	1.5 -3	6 wks	£32k -£38k
Account Manager	3 -5	8 wks	£38k -£45k
Senior Account Manager	4 -5	10 wks	£45k -£50k
Account Director	5	12 wks	£50k -£60k
Senior Account Director / Business Dev.Director	6	12 wks	£60k -£70k
Client Director	7+	12 wks	£70k -£85k

PERMANENT

JOB TITLE	YEARS EXPERIENCE	2022 DAYRATE*
Account Executive / Senior Executive	0 -1.5y	£250 -£350
Account Manager	2 -5y	£350 -£425
Account Director	5 -7y	£425 -£500
Head / Director	7+ y	£550+

CONTRACT

*Inclusive of agency fees.

* Day rate are based on roles falling inside IR35. For roles falling outside all rates will be around approx. £50 less

SEO

JOB TITLE	YEARS EXPERIENCE	AVG NOTICE PERIOD	AVG PLACEMENT
SEO Executive	0.5 - 1.5	4 wks	£23k -£28k
Senior Executive	1.5 - 3	4 wks	£28k -£35k
SEO Manager	3 - 5	8 wks	£35k -£45k
Senior SEO Manager	4 - 5	12 wks	£45k -£50k
SEO Director	5-6	12 wks	£50k -£60k
Senior SEO Director	6-7	12 wks	£60k -£70k
Head of SEO	7+	12 wks	£70k +

PERMANENT

JOB TITLE	YEARS EXPERIENCE	2022 DAYRATE*
Account Executive/Senior Executive	0 -1.5 y	£250 -£350
Account Manager	2 - 5 y	£350 -£425
Account Director	5 - 7 y	£425 -£500
Head/Director	7+ y	£550+

CONTRACT

NB: Technical SEO is always at the 'highest' end of the bracket

*Inclusive of agency fees.

* Day rate are based on roles falling inside IR35. For roles falling outside all rates will be around approx. £50 less





AdOps

JOB TITLE	YEARS EXPERIENCE	AVG NOTICE PERIOD	AVG SALARY	PERMANENT PERMANENT
Ad Ops Executive	0 - 2	4 wks	£20k -£28k	
Senior Ad Ops Executive	2 - 3	4 wks	£30k -£35k	
Manager / Senior Manager	3 - 6	8 wks	£35k -£50k	
Ad Ops Director	6 - 8	12 wks	£50k -£70k	
Head of AdOps	8+	12 wks	£70k -£90k	

JOB TITLE	YEARS EXPERIENCE	2022 DAYRATE*	CONTRACT
Account Executive / Senior Executive	0 -1.5 y	£250 -£350	
Account Manager	2 - 5 y	£350 -£425	
Account Director	5 - 7 y	£425 -£500	
Head/Director	7+ y	£550+	

*Inclusive of agency fees.

* Day rate are based on roles falling inside IR35. For roles falling outside all rates will be around approx. £50 less

Digital Planning

JOB TITLE	YEARS EXPERIENCE	AVG NOTICE PERIOD	AVG SALARY	PERMANENT
Assistant / Graduate	0 -1	4 wks	£23k-£28k	
Account Executive	0.5 -1.5	4 wks	£28k -£32k	
Senior Account Executive/Planner	1.5 -3	4 wks	£30k -£38k	
Account Manager	3 -5	8 wks	£35k -£45k	
Senior Account Manager	4-5	10 wks	£40k -£50k	
Account Director	5	12 wks	£45k -£60	
Senior Account Director / Business Dev.Director	6	12 wks	£55k -£70k	
Client Director	7+	12 wks	£70k -£85k	

JOB TITLE	YEARS EXPERIENCE	2022 DAYRATE*	CONTRACT
Account Executive/Senior Executive	0 -1.5 y	£250 -£350	
Account Manager	2 -5 y	£350 -£425	
Account Director	5 -7 y	£425 -£500	
Head/Director	7+ y	£550+	

*Inclusive of agency fees.

* Day rate are based on roles falling inside IR35. For roles falling outside all rates will be around approx. £50 less





Sales

Agency Sales
Programmatic Sales
Publisher Development
Account Management
Programmatic Trading and
Optimisation



Agency Sales

JOB TITLE	YEARS EXPERIENCE	AVG SALARY
Entry	0 -1	£22k -£26k
Agency Sales Executive	1 -2	£25k -£35k
Agency Sales Manager	2 -5	£35k -£50k
Senior Agency Sales Manager	4 -7	£50k -£65k
Account Director / Business Director	7 -10	£65k -£80k
Head of / Sales Director	10+	£85k -£100k

*In our experience, publishers will pay circa 30% bonus, whereas tech vendors will pay between 40% to 50% bonus.

Programmatic Sales

JOB TITLE	YEARS EXPERIENCE	AVG SALARY
Entry	0 -1	£22k -£26k
Programmatic Sales Executive	1 -2	£25k -£35k
Programmatic Sales Manager	2 -5	£35k -£55k
Senior Programmatic Sales Manager	4 -7	£55k -£65k
Programmatic Account Director / Business Director	7 -10	£65k -£85k
Head of Programmatic / Programmatic Sales Director	10+	£85k -£110k

*In our experience, publishers will pay circa 30% of bonus, whereas tech vendors will pay circa 50%bonus.



Publisher Development

JOB TITLE	YEARS EXPERIENCE	AVG SALARY
Entry	0 - 1	£22k -£26k
Publisher Development Executive	1 -2	£25k -£35k
Publisher Development Manager	2 - 5	£35k -£50k
Senior Publisher Development Manager	4 - 7	£45k -£60k
Publisher Development Director	7 -10	£60k -£80k
Head of PublisherDevelopment	10+	£80k -£110k

*In our experience, tech vendors will pay circa 30% to 40% bonus.

Account Management

JOB TITLE	YEARS EXPERIENCE	AVG SALARY
Entry	0 - 1	£22k -£26k
Account Executive	1 -2	£28k -£35k
Account Manager	2 - 5	£35k -£45k
Senior Account Manager	4 - 7	£45k -£55k
Account Director	7 -10	£55k -£65k
Head of AccountManagement	10+	£65k -£90k

*In our experience, Account Management roles generally pay a 20% bonus.

Programmatic Trading and Optimisation

JOB TITLE	YEARS EXPERIENCE	AVG NOTICE PERIOD	AVG SALARY
Assistant / Graduate	0 -1	4 wks	£23k -£28k
Account Executive	0.5 -1.5	4 wks	£28k -£35k
Senior Account Executive / Planner	1.5 -3	4 wks	£35k -£45k
Account Manager	3 -5	8 wks	£40k -£50k
Account Director	5	12 wks	£45k -£60k
Senior Account Director / Business Dev. Director	6	12 wks	£55k -£65k
Client Director	7+	12 wks	£70k -£85k

Let's Chat

We're just around the corner.

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