



Salary Guide 2023

Talent 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 talent consultancy working with the UK's top brands, agencies, technology companies, and media owners. In 2022, Pivotal London helped over 400 digital marketing and media professionals find their new dream job.

This Salary Guide is based on analysis of permanent & contract placements across all the hires we made in 2022.



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In-House

Growth Marketing
Performance
CRM & Retention
SEO & Organic

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	A/G NOTICE PERIOD	A/G 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 / VP of Growth	10 - 15	12 wks	£150k - £180k
CMO	15+	12 wks	£200k+

CONTRACT

JOB TITLE	YEARS EXPERIENCE	2022 DAY RATE*
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 / VP of Growth	10 - 15	£600 - £800
CMO	15+	£700 - £1000

Permanent:
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.

Contract:
Day rate are based on roles falling inside IR35. For roles falling outside all rates will be around approx. 50 pounds less. Inclusive of agency fees.



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	4wks	£25k -£35k
Senior Performance Marketing Executive	2 - 3	4wks	£35k -£45k
Performance Marketing Manager	3 - 5	4wks	£45k -£65k
Senior Performance Marketing Manager	5 - 7	8wks	£65k -£80k
Head of Performance Marketing	7 - 10	12wks	£80k -£120k
Director of Performance Marketing	10+	12wks	£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 Performance Marketing	7 - 10	£500 -£800
Director of Performance Marketing	10+	£700 -£1000

Permanent:

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.

Contract:

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CRM & Retention

A CRM expert drives retention marketing strategy and activation with the goal of marketing to existing or lapsed customers to drivesales/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
CRMDirector	10+	12 wks	£110k -£150k

CONTRACT

JOB TITLE	YEARS EXPERIENCE	2022 DAY RATE*
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

Permanent:

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.

Contract:

- Day rate are based on roles falling inside IR35. For roles falling outside all rates will be around approx. 50 pounds less. Inclusive of agency fees.



SEO & Organic

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 - £60k
Senior SEO Manager	5 - 7	4 wks	£60k - £80k
Head of SEO	7 - 10	12 wks	£80k - £100k
SEO Director	10 +	12 wks	£100k - £120k+

CONTRACT

JOB TITLE	YEARS EXPERIENCE	2022 DAY RATE*
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 +

Permanent:

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.

Contract:

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





Agency

Paid Media
Programmatic
SEO
Ad Ops
Digital Planning
Comms / Cross Channel
AV Planning & Buying

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	8 wks	£28k -£32k
Senior Account Executive	1.5 -3	8 wks	£32k -£35k
Account Manager	3 -5	8 wks	£35k -£45k
Senior Account Manager	4 -5	10 wks	£45k -£50k
Account Director	5	12 wks	£50k -£60k
Senior Account Director	6	12 wks	£60k -£70k
Business Director	7+	12 wks	£70k -£85k

PERMANENT

10
20
30
40
50
60
70
80
90
100

JOB TITLE	YEARS EXPERIENCE	2022 DAY RATE*
Account Executive / Senior Executive	0 -1.5y	£250 -£350
Account Manager	2 -5 y	£350 -£425
Account Director	5 -7 y	£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 approximately £50 pounds less. Inclusive of agency fees.

Programmatic

JOB TITLE	YEARS EXPERIENCE	AVG NOTICE PERIOD	AVG SALARY
Assistant / Graduate	0 -1	4 wks	£23k -£28k
Account Executive	0.5 -1.5	8 wks	£28k -£32k
Senior Account Executive	1.5 -3	8 wks	£30k -£38k
Account Manager	3 -5	8 wks	£38k -£45k
Senior Account Manager	4-5	10 wks	£45k-£55k
Account Director	5	12 wks	£55k -£65k
Senior Account Director	6	12 wks	£65k -£75k
Business Director	7+	12 wks	£75k -£90k

PERMANENT

JOB TITLE	YEARS EXPERIENCE	2022 DAY RATE*
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 approximately £50 less. Inclusive of agency fees.



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	8 wks	£28k - £35k
SEO Manager	3 - 5	8 wks	£35k - £45k
Senior SEO Manager	4 - 5	12 wks	£45k - £55k
SEO Director	5-6	12 wks	£55k - £65k
Senior SEO Director	6-7	12 wks	£65k - £75k
Head of SEO	7+	12 wks	£75k +

PERMANENT

JOB TITLE	YEARS EXPERIENCE	2022 DAY RATE*
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 approximately £50 less



Ad Ops



JOB TITLE	YEARS EXPERIENCE	AVG NOTICE PERIOD	AVG SALARY	PERMANENT
Ad Ops Executive	0 - 2	4 wks	£25k - £32k	100%
Senior Ad Ops Executive	2 - 3	8 wks	£32k - £38k	
Manager	3 - 4	8 wks	£38k - £45k	
Senior Manager	4 - 6	8 wks	£45 - £50K	
AdOps Director	6 - 8	12 wks	£50k - £70k	
Head of AdOps	8+	12 wks	£70k - £90k	

JOB TITLE	YEARS EXPERIENCE	2022 DAY RATE*	CONTRACT
Account Executive / Senior Executive	0 - 1.5 y	£250 - £350	100%
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 approximately £50 less.
Inclusive of agency fees.

Display / Digital Planning

JOB TITLE	YEARS EXPERIENCE	AVG NOTICE PERIOD	AVG SALARY	PERMANENT
Account Executive	0-1.5	4-8 wks	£25 - £28k	
Senior Account Executive/Planner	1-2	8 wks	£30k - £35k	
Account Manager	3 - 5	8-12 wks	£38-£45k	
Account Director	5	12 wks	£50k - £60	
Business Director	7	12 wks	£60k - £80k	
Head of Display / Digital	9+	12 wks	£90k+	

JOB TITLE	YEARS EXPERIENCE	2022 DAY RATE*	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 approximately £50 less.
Inclusive of agency fees.



Comms / Cross channel Planning

JOB TITLE	YEARS EXPERIENCE	AVG NOTICE PERIOD	AVG SALARY
Account Executive	0-1.5	4-8 wks	£25 -£28k
Senior Account Executive/Planner	1 -2	8 wks	£30k -£35k
Account Manager	3 -5	8-12 wks	£38-£45k
Account Director	5	12 wks	£50k -£60
Business Director	7	12 wks	£60k -£80k
Client Partner	8-10	12 wks	£90-110k
Managing Partner	10+	12-24 wks	£110k+
Head of Planning	9+	12-24 wks	£100k+

PERMANENT

Strategy

JOB TITLE	YEARS EXPERIENCE	AVG NOTICE PERIOD	AVG SALARY
Strategy Manager	3 -5	8-12 wks	£45k -£55k
Strategy Director	5-8	12 wks	£70-100k
Head of Strategy	9+	12-24 wks	£100k+

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

AV Planning & Buying

JOB TITLE	YEARS EXPERIENCE	AGNOTICE PERIOD	AVG SALARY	PERMANENT
Account Executive	0 - 1.5	4-8 wks	£25k - £30k	
Senior Account Executive/Planner	1.- 2	8 -12 wks	£30k - £35k	
Account Manager	3 - 5	8-12 wks	£40k - £45k	
Account Director	5	12 wks	£50k - £60	
Business Director	7	12 wks	£60k - £80k	
Head of AV	9+	12-24 wks	£90k+	

*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





Technology & Media Owner

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



Agency Sales

JOB TITLE	YEARS EXPERIENCE	AVG SALARY
Entry	0 -1	£24k-£30k
Agency Sales Executive	1-2	£30k-£40k
Agency Sales Manager	2 -5	£40k-£60k
Senior Agency Sales Manager	4 -7	£60k-£75k
Account Director / Business Director	7-10	£75k-£85k
Head of / Sales Director	10+	£85k-£100k

*In our experience, publishers will pay circa 40% commission, whereas tech vendors will pay 50%+ commission.

Programmatic Sales

JOB TITLE	YEARS EXPERIENCE	AVG SALARY
Entry	0 -1	£24k-£30k
Programmatic Sales Executive	1-2	£30k-£45k
Programmatic Sales Manager	2 -5	£45k-£65k
Senior Programmatic Sales Manager	4 -7	£65k-£75k
Programmatic Account Director / Business Director	7-10	£75k-£90k
Head of Programmatic / Programmatic Sales Director	10+	£90k-£110k

*In our experience, publishers will pay circa 40% commission, whereas tech vendors will pay 50%+ commission.



Publisher Development

JOB TITLE	YEARS EXPERIENCE	AVG SALARY
Entry	0 -1	£24k -£30k
Publisher Development Executive	1-2	£30k -£40k
Publisher Development Manager	2 -5	£40k -£50k
Senior Publisher Development Manager	4 -7	£50k -£65k
Publisher Development Director	7-10	£65k -£85k
Head of Publisher Development	10+	£85k -£115k

*In our experience, tech vendors will pay 40%+ bonus.

Account Management

JOB TITLE	YEARS EXPERIENCE	AVG SALARY
Entry	0 -1	£24k -£30k
Account Executive	1-2	£30k -£35k
Account Manager	2 -5	£35k -£50k
Senior Account Manager	4 -7	£50k -£60k
Account Director	7-10	£60k -£70k
Head of Account Management	10+	£70k -£95k

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



Programmatic Trading and Optimisation

JOB TITLE	YEARS EXPERIENCE	AVG SALARY
Entry	0 - 1	£24k - £30k
Programmatic Executive	1 - 2	£30k - £35k
Programmatic Trading Manager	2 - 5	£35k - £50k
Senior Programmatic Manager	4 - 7	£50k - £60k
Programmatic Director	7 - 10	£60k - £70k
Head of Programmatic	10+	£70k - £95k

*In our experience, Programmatic Trading roles generally pay a 10-20% bonus.

Let's Chat

We're just around the corner.

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