

Salary Guide 2021 (Agency) – London

Market Overview

2020 was a topsy turvy year for the industry as a whole. Whilst other strands in the strategic communications industry have experienced mixed fortunes, it seems Public Affairs has been relatively robust. At the junior and mid-level end of the market we saw the biggest pinch points with salaries stagnating and many holding off hiring during the initial uncertainty over the course of Q2 and Q3, whilst some senior level recruitment continued. The senior end of the market continued to be a relatively competitive market to obtain the most sought after talent which resulted in increases in average salaries from the Associate Director level and above. Many commentators predict a economic recession as looking increasingly likely, but the start to 2021 has seen a surge in recruitment at all levels, perhaps inevitable after a relatively quiet 2020 and seemingly strong revenue projections from Q4 onwards. With a vaccine for Covid-19 approved and most used to working from home and running recruitment processes virtually/remotely there is a bit more certainty and confidence around too. Life and work goes on.

Public Affairs

	Generalist	Property & Planning	Healthcare
Account Executive	£22,000-£33,000	£22,000-£31,000	£22,000-£33,000
Average	£27,000	£26,000	£28,000
Account Manager	£31,000-£47,000	£30,000-£42,000	£32,000-£50,000
Average	£36,000	£34,000	£42,000
Account Director	£45,000-£65,000	£45,000-£60,000	£48,000-£70,000
Average	£53,000	£50,000	£58,000
Associate Director	£68,000-£90,000	£60,000-£80,000	£68,000-£90,000
Average	£79,000	£68,000	£85,000
Director/Partner	£80,000-£120,000	£75,000-£110,000	£85,000-£120,000
Average	£95,000	£80,000	£102,000
Managing Director	£130,000-£250,000	£120,000-£150,000	£130,000-£200,000
Average	£150,000-£175,000	£130,000	£150,000-£175,000

Benefits/bonuses

Bonuses: Most agencies use a 'discretionary scheme' broadly up to 10% of their salary based on individual and team performance. Some boutique agencies offer a new business bonus to consultants (including AMs and ADs) of 10% of the first years income from a client where new business work is seemingly more of a focus and directly attributable to the bottom line.

Pension: Up to 5% is on par with most places and candidates don't seem to place a great deal of importance on this compared to other factors.

Mobile phone/laptop: This is standard with most agencies and some will be flexible to whatever brand you are used to working with. With current working arrangements this is an essential requirement now anyway in order to work from home.

Gym Discount: Contribution towards a gym membership is commonly used but not a big ask or factor when candidates make decisions on a move.

Childcare: This seems to be more and more important to candidates, particularly at the senior end. It also includes non-financial incentives or 'agile' working opportunities where staff can work from home or receive TOIL whilst they balance home life with work. In a post-covid world this is no longer a benefit but seen as part of normal working arrangements. Going forward it seems likely agencies will implement a 2/3 days work from home policy.

Training budgets: Difficult to put a budget average on this but most businesses will have a 'training and development budget' to help with professional and leadership development of their staff.

Holiday allowance: 25 days seems to be on par within the industry. Employers will sometimes offer unpaid leave and additional holidays for birthdays, etc.



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