



SAPIO
CONSULTING

**PR, COMMUNICATIONS &
DIGITAL MARKETING SALARY
GUIDE
UK 2024**

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SALARY GUIDE 2024

We create our salary guides with the aim of them being as helpful and valuable as possible to the people we work with and the wider industry. We do this by using data, not our opinions or assumptions, and removing the obligatory 20 pages of marketing grandstanding that usually precedes the all important salary info.

We create the Sapio Salary Guide by aggregating current available and relevant salary data, across both internal and external sources, to show salary remuneration brackets and market average salaries across all job titles for our core verticals; **Corporate, Financial, B2B Tech, Public Affairs, Healthcare and Digital Marketing.**

Most sectors have seen incremental increases in salary brackets and average salaries since our last review in 2023, though not universally. Key observations include that the economic effects of the pandemic continue to subtly influence salaries, particularly in Healthcare, Public Affairs, and Corporate Communications. We have also seen salary increases, due to the ongoing cost-of-living crisis - agencies striving to support employees sparked this trend, with others following to retain talent. However, after disruptions in the funded landscape during mid-2022, 2023 proved tricky for the Tech sector and its counterparts (e.g., VC and High Growth). Unlike other sectors, Tech salaries largely stagnated or declined slightly, marking it as one of the few exceptions in the broader trend of salary growth.

Please be aware that salary brackets are aggregated to the lowest common denominator so as to be inclusive of the far ends of the spectrum, but do not constitute a suggested starting salary for each level.

Furthermore, whilst we endeavour to ensure our UK guide is as broad and inclusive as possible, the majority of our data is London centric.

AGENCY

PUBLIC AFFAIRS GENERALIST

2024

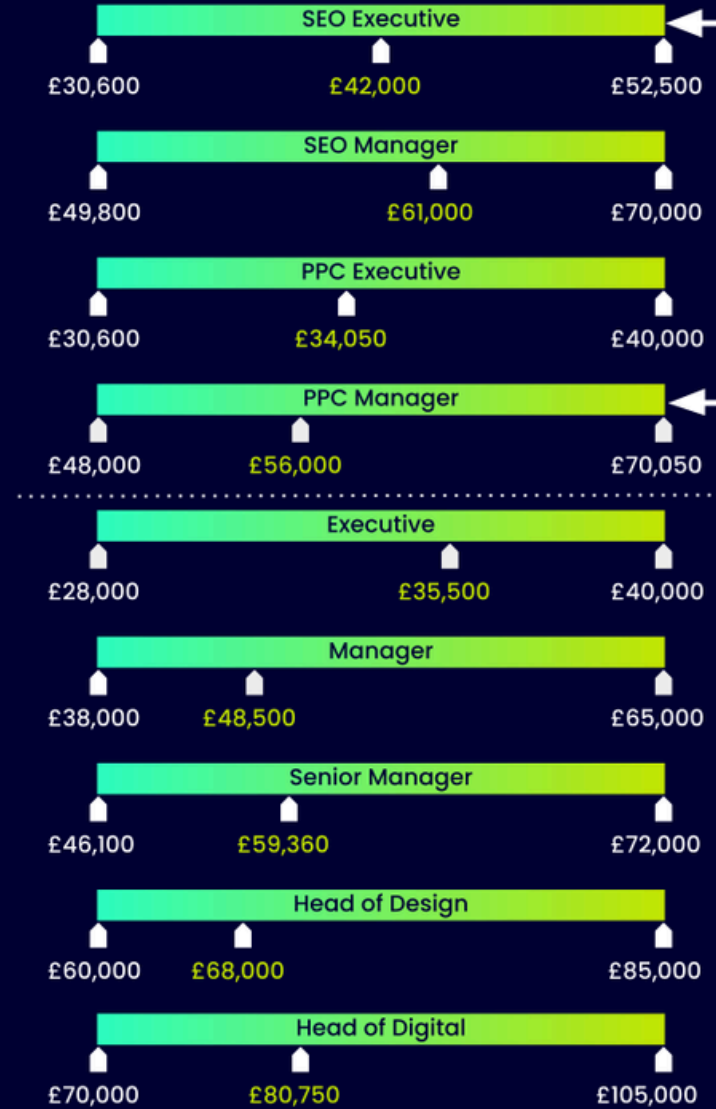
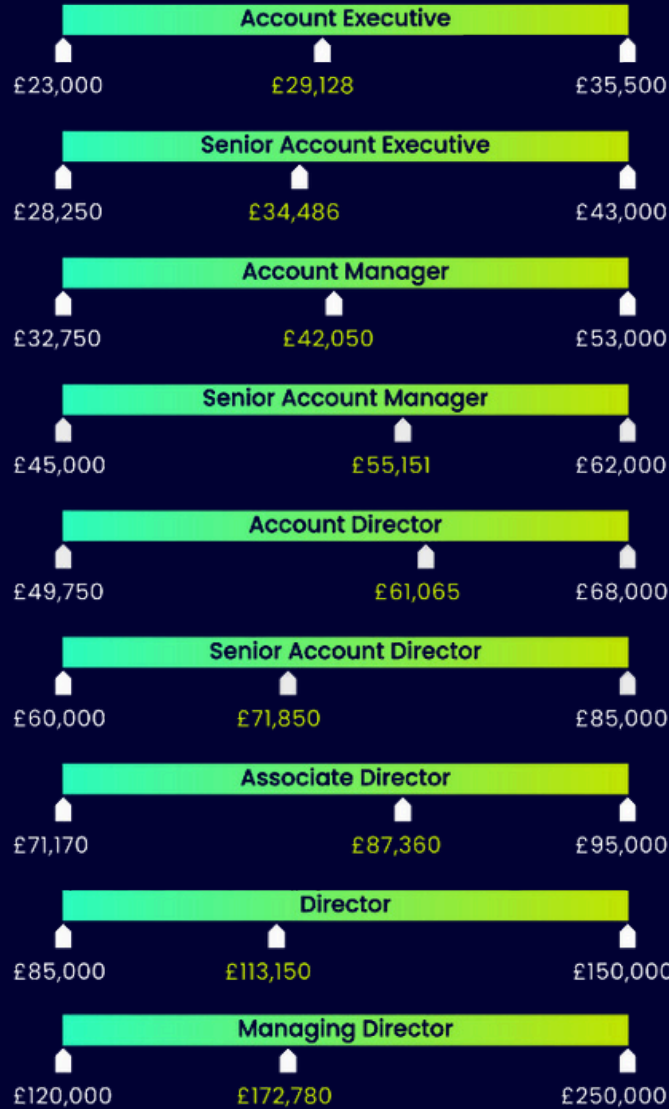
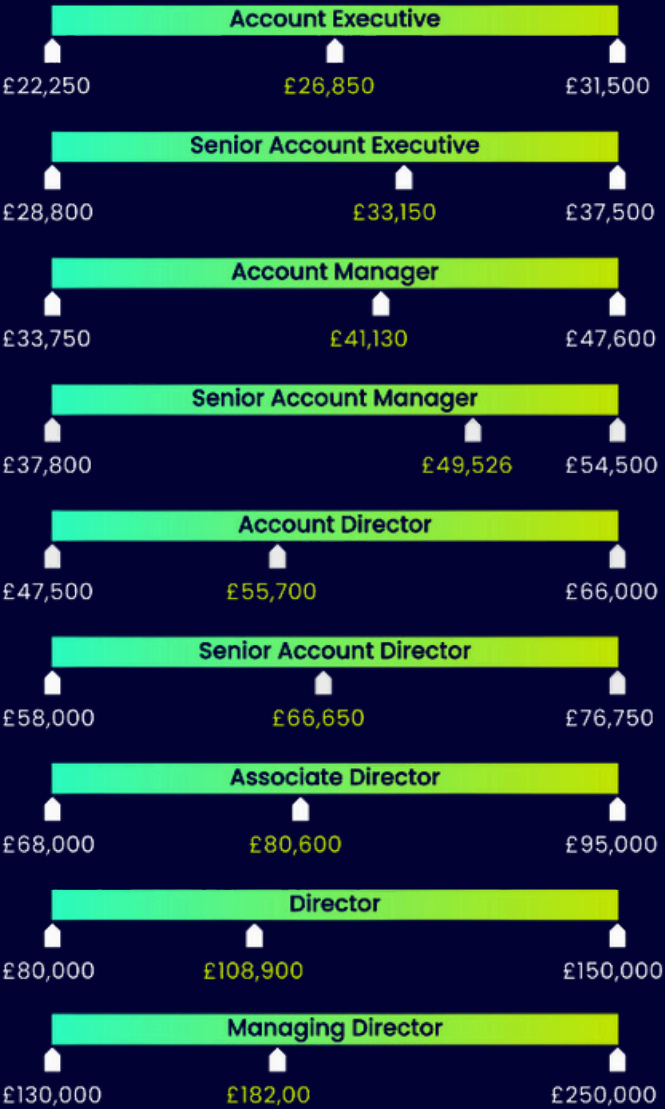
HEALTHCARE COMMUNICATIONS

2024

DIGITAL MARCOMMS

2024

SPECIALISTS



AGENCY

B2B TECH

COMMUNICATIONS

2024

FINANCIAL

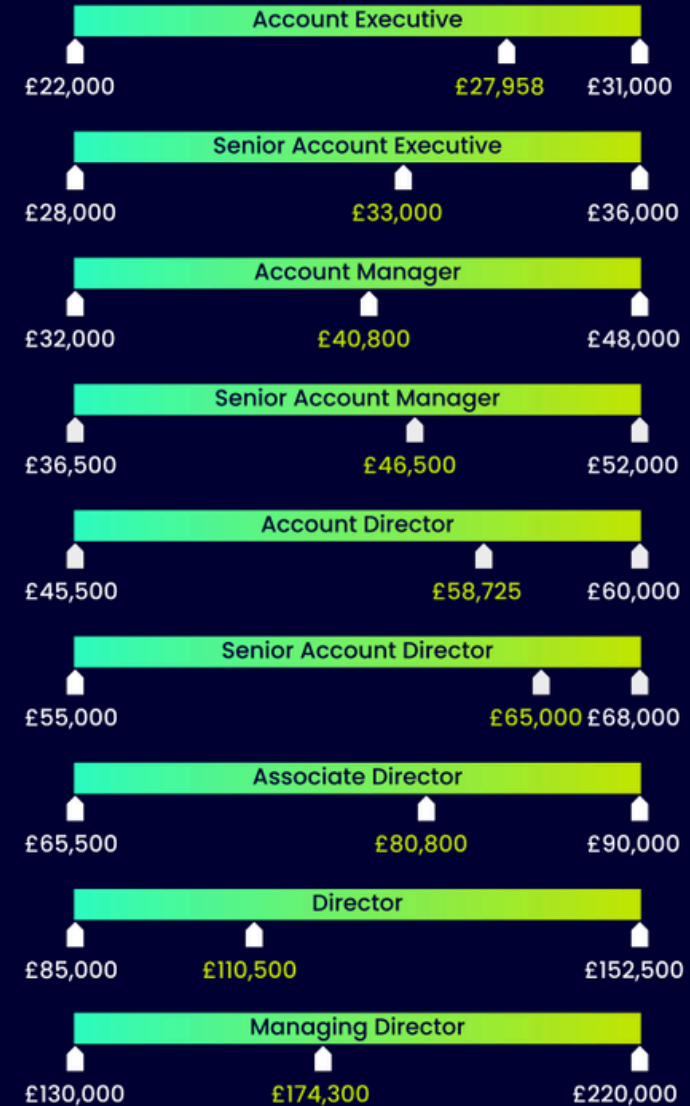
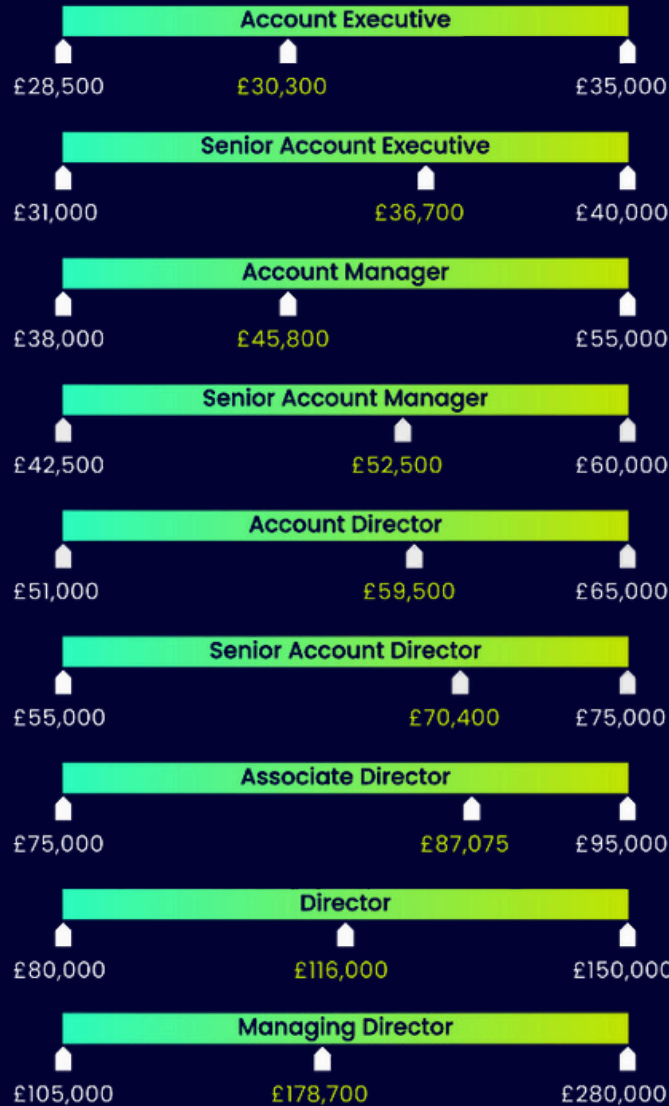
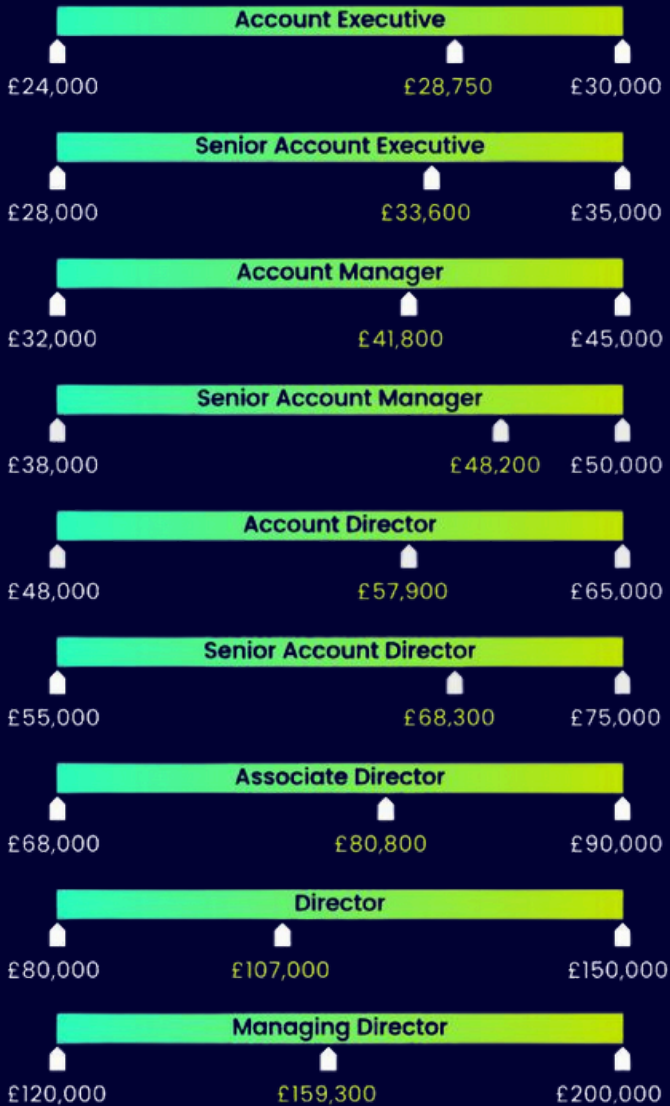
COMMUNICATIONS

2024

CORPORATE

COMMUNICATIONS

2024



IN HOUSE

FINANCIAL SERVICES

In-House PR & COMMS

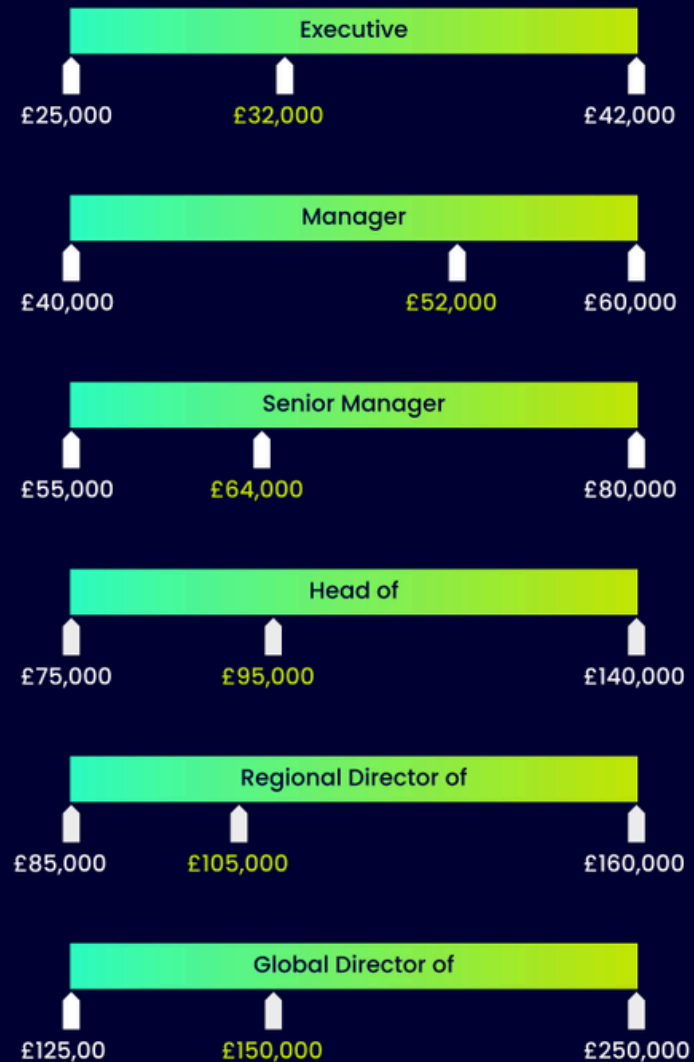
2024



TECHNOLOGY

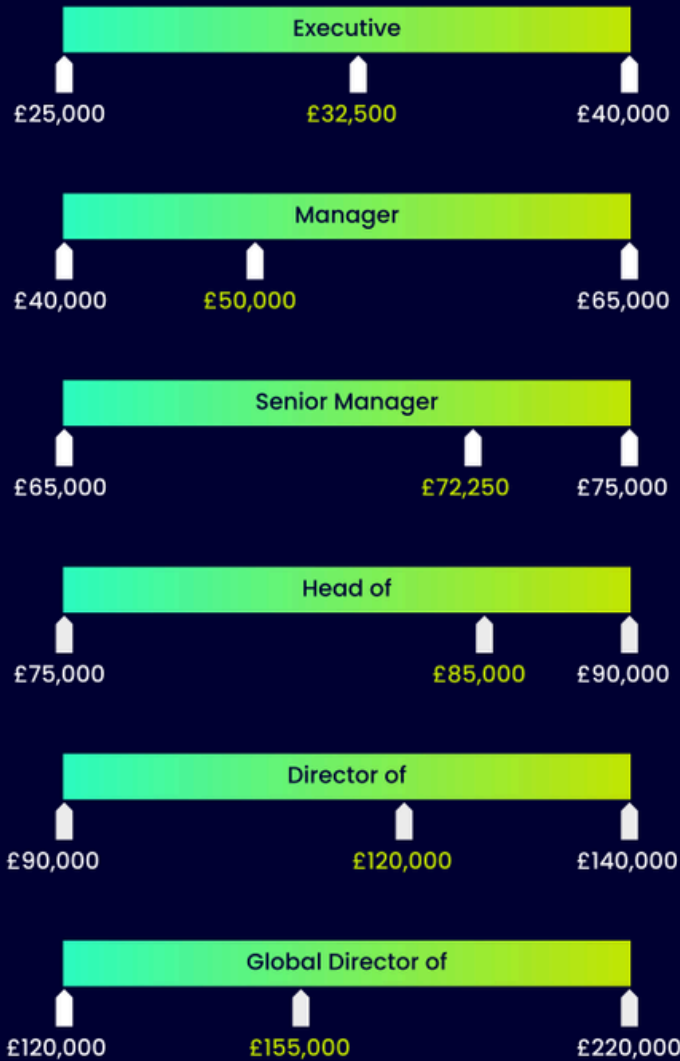
In-House PR & COMMS

2024

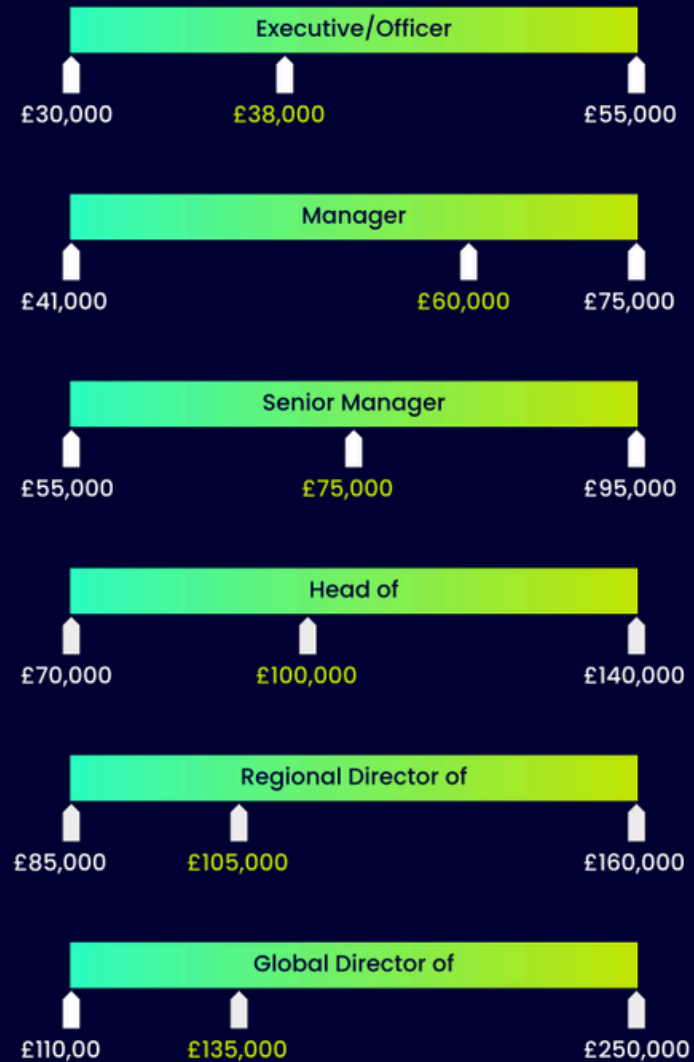


IN-HOUSE

HEALTHCARE In-House PR & COMMS 2024



CORPORATES In-House PR & COMMS 2024





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