

PRFutures

**The PR, Communications, Marketing
and Digital Talent Agency**

Specialists: Since 2006 / 36 years of combined experience

Experts: Vast industry knowledge with PR recruitment

Lovely People: We value relationships and people

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PR and Communications Salary Survey

2026 Market overview and salary benchmarks for UK agencies and in-house communications roles.

A More Measured Market in 2026

Welcome to the PRFutures PR and Comms 2026 UK Salary and Market Guide. Inside, you will find a detailed overview of salary benchmarks across PR & Communication roles, alongside market insight drawn directly from conversations with agencies, in-house teams and candidates across the UK.

Moving into 2026, the PR and communications market remains cautious, competitive and highly selective. Hiring has not ground to a halt, but it has become far more deliberate. This guide is designed to help employers benchmark salaries realistically, understand shifting talent expectations and plan with clarity, while giving candidates the context they need to navigate career decisions with confidence.

What we're seeing is companies tightening their purse strings and protecting their margins, which has meant the senior end has taken the brunt of redundancies. Not because senior talent isn't valued, but because businesses are nervous about fixed costs at the top. At the same time, demand hasn't disappeared. It's shifted.

Hiring is very much concentrated in the mid-level space, people who can deliver, manage day-to-day client work, and keep momentum without the top-end salary commitment. That's where most activity has been over the past year.

Interestingly, we're now starting to see a slight uptick at AD to Associate level, which suggests confidence is tentatively returning, but decisions are still cautious and heavily scrutinised. Businesses are hiring, but doing so with one eye firmly on profit protection.

UK PR Agency Salary Benchmarks 2026

Consumer PR

Role	Salary Range
Account Executive	£27k–£30k
Senior Account Executive	£30k–£35k
Account Manager	£36k–£42k
Senior Account Manager	£42k–£48k
Account Director	£50k–£58k
Senior Account Director	£60k–£70k
Associate Director	£75k–£85k
Director	£85k–£110k
Managing Director	£100k–£150k
Chief Executive Officer	£125k+

Technology, Professional Services & Corporate PR

Role	Salary Range
Account Executive	£28k–£32k
Senior Account Executive	£32k–£36k
Account Manager	£37k–£45k
Senior Account Manager	£45k–£50k
Account Director	£55–£65k
Senior Account Director	£65k–£75k
Associate Director	£75k–£85k
Director	£80k–£115k
Managing Director	£100k–£180k
Chief Executive Officer	£150k+

Financial, Services & Healthcare/Life Sciences PR and Public Affairs

Role	Salary Range
Account Executive	£28k–£32k
Senior Account Executive	£33k–£37k
Account Manager	£38k–£46k
Senior Account Manager	£46k–£55k
Account Director	£60k–£65k
Senior Account Director	£70k–£80k
Associate Director	£80k–£90k
Director	£85k–£140k
Managing Director	£135k–£200k
Chief Executive Officer	£170k+

UK In-House PR and Comms Salaries by Sector

Consumer PR

Level	Salary Range
Executive/Senior Executive	£27k–£40k
Manager	£40k–£55k
Senior Manager	£55k–£70k
Head of or Director (Regional)	£75k–£120k
Head of or Director (Global)	£100-£150k

Technology, Professional Services & Corporate PR

Level	Salary Range
Executive/Senior Executive	£30k–£45k
Manager	£50k–£65k
Senior Manager	£65k–£80k
Head of or Director (Regional)	£80k–£135k
Head of or Director (Global)	£110k–£200k

Financial, Services & Healthcare/Life Sciences PR and Public Affairs

Level	Salary Range
Executive/Senior Executive	£32k–£45k
Manager	£50k–£65k
Senior Manager	£65k–£85k
Head of or Director (Regional)	£85k–£145k
Head of or Director (Global)	£115k–£220k

The PR and Marketing Overlap

Many in-house roles now blend PR, communications and marketing responsibilities. Professionals with experience across media relations, content, digital channels and brand strategy are often better positioned to secure higher salaries.

This convergence reflects how organisations now view reputation, brand and stakeholder engagement as interconnected disciplines requiring integrated expertise.



What Matters Most in 2026

The PR and Communications market is not broken, but it is recalibrating. Hiring decisions are slower, expectations are higher and the margin for error is smaller. At the same time, talented professionals are seeking stability, clarity and meaningful progression more than ever.

The organisations that will succeed in 2026 are those that invest thoughtfully, communicate transparently and build teams with long-term capability in mind. Likewise, the professionals who thrive will be those who demonstrate commercial awareness, adaptability and the ability to add value beyond delivery alone.

Who are PRFutures?

PRFutures is a specialist recruitment consultancy working exclusively within PR, Communications and Marketing. Established over 20 years ago, we partner with agencies and in-house teams across consumer, B2B, corporate, technology, financial, healthcare and public affairs.

Our business has been built on long-term relationships, market knowledge and honesty. We work closely with hiring leaders and talent at every level, from entry-level through to senior leadership, giving us a real-time view of how the market is behaving not just what it looks like on paper.

We are proud to support the growth of the PR industry by advising on hiring strategy, salary benchmarking, team structure and long-term talent planning, not just filling roles.

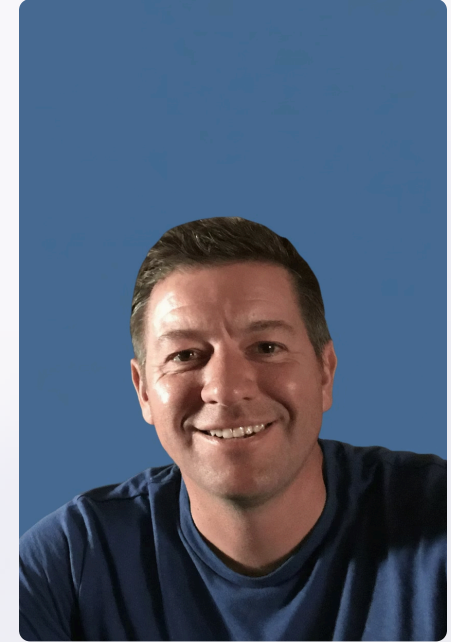
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PR, comms and marketing recruitment experts with unparalleled market insight.



A personal approach focused on your individual and specific requirements.