



PR Futures

2023 Overview and 2024 Salary Review

2023 Recruitment Market Overview

Well, the past few years have been quite the ride and let's face it, 2023 was no different!

Political tension across the globe triggered by, among other things, a Chinese surveillance balloon, Russia's continued war with the Ukraine, mass migration and a gloomy world economy all seemed to feed into an extremely cautious job market.

In the first two quarters we saw companies and candidates alike reluctant to take risks, resulting in a lack of movement we hadn't seen since the start of Covid. The talent was staying put, either afraid to chance a move or seduced by counter offers. Businesses were unwilling to take on expansion, budgets were cut, and belts tightened. When there was a vacancy, the offers were overall, extremely generous, especially at the less senior end of the market. The cost of living had skyrocketed, and junior employees understandably needed higher salaries.

2023 Recruitment Market Overview Cont....

Talking salaries, unlike 2022, not all levels were affected, and we found that the £50K + range hadn't really increased much and, if anything, has remained stagnant, so we might see this corrected over the next year or so.

From a confidence point of view, the market rallied in Q3 and Q4 and we saw much more movement, possibly buoyed by a recovering UK economy, a period of seemingly stable global politics and a stalemate situation in the Ukraine. Things did slow down slightly towards the end of the year as the situation in the Middle East escalated, and there seemed to be a collective decision to take stock, take a break and re-evaluate in the new year.

It's early days for 2024, but what we have seen so far is a considered, but quietly confident approach to recruitment. New Business is out there, and companies seem to be willing to take on new talent, however those junior salaries seem now to have been brought under control and in some cases, companies are benchmarking salaries so that new employees aren't brought in at a higher salary than their peers.

One other thing to keep an eye on for 2024 is the hybrid working model as we have seen a micro-shift towards 4-day weeks over the past few months. If this trend continues this could be a shock for Gen Z.

PR & Communications Agency Salaries

Job Title	Consumer	Tech, Healthcare, Corporate and Public Affairs	Financial Services
Account Executive	£25,000 - £30,000	£27,000 - £32,000	£27,000 - £33,000
Senior Account Executive	£28,000 - £32,000	£32,000 - £35,000	£35,000 - £38,000
Account Manager	£36,000 - £40,000	£38,000 - £45,000	£40,000 - £47,000
Senior Account Manager	£40,000 - £45,000	£45,000 - £50,000	£47,000 - £55,000
Account Director	£50,000 - £55,000	£55,000 - £60,000	£55,000 - £65,000
Senior Account Director	£60,000 - £65,000	£65,000 - £70,000	£70,000 - £80,000
Associate Director	£70,000 - £85,000	£75,000 - £90,000	£80,000 - £95,000
Director	£85,000 - £100,000	£95,000 - £120,000	£100,000 - £150,000
Senior Director	£100,000 - £150,000	£120,000 +	£130 +

PR & Communications In-House Salaries

Job Title	Consumer	Tech, Healthcare, Corporate and Public Affairs	Financial Services
Comms/Press Assistant	£23,000 - £25,000	£24,000 - £26,000	£26,000 - £29,000
Comms Executive/Press Officer	£28,000 - £32,000	£28,000 - £34,000	£30,000 - £36,000
Senior Comms Executive/Press Officer	£30,000 - £35,000	£35,000 - £38,000	£35,000 - £40,000
PR/Comms Manager	£35,000 - £55,000	£40,000 - £60,000	£45,000 - £65,000
Senior PR/Comms Manager	£55,000 - £75,000	£55,000 - £80,000	£60,000 - £85,000
Head of PR/Comms or Director of PR/Comms (Regional)	£80,000 - £120,000	£85,000 - £130,000	£90,000 - £150,000
Head of PR/Comms or Director of PR/Comms (Global)	£85,000 - £160,000	£90,000 - £160,000	£100,000 +

Who are PR Futures?

We are the front running specialist recruitment agency for all things PR, Marketing, Communications and Digital. Since 2006, we've been dedicated to transforming businesses across London, the UK and Europe.

We are Specialists

Since 2006 we have been networking exclusively in the fields of Public Relations, Marketing, Digital Marketing and Communications, so no-one is more in tune with this talent pool.

We are Experts

Our knowledge of this industry is vast and because we are boutique, you will have a direct line to a hugely experienced consultant with unparalleled understanding of your individual requirements.

We are Lovely

Not only are we brilliant, but we value relationships, and our clients return time and time again not only because we are good, but because they like us.

PR Futures

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