

# PM Forum marketing salary survey 2022

## Ready Reckoner

Data as at January 2022

### Global firm headcount

	1 - 250		251 - 500		501 - 1,000		1,001 - 10,000		Over 10,000		All firms	
	Salary	Count	Salary	Count	Salary	Count	Salary	Count	Salary	Count	Salary	Count
<b>Assistant</b>			<b>£28,000</b>	<b>4</b>	<b>£21,000</b>	<b>1</b>	<b>£24,000</b>	<b>3</b>	<b>£26,500</b>	<b>2</b>	<b>£25,800</b>	<b>10</b>
<b>Accountancy</b>									<b>£28,000</b>	<b>1</b>	<b>£28,000</b>	<b>1</b>
Global network/association of independent firms									£28,000	1	£28,000	1
<b>Law</b>			<b>£28,000</b>	<b>4</b>	<b>£21,000</b>	<b>1</b>	<b>£24,000</b>	<b>3</b>	<b>£25,000</b>	<b>1</b>	<b>£25,556</b>	<b>9</b>
Firm based in a national capital			£28,000	1							£28,000	1
Global firm			£30,000	1			£24,000	3	£25,000	1	£25,400	5
National firm (multi site national presence)			£23,000	1	£21,000	1					£22,000	2
Regional firm (multi site)			£31,000	1							£31,000	1
<b>Executive/Co-ordinator</b>	<b>£34,667</b>	<b>3</b>	<b>£34,286</b>	<b>7</b>	<b>£31,500</b>	<b>6</b>	<b>£33,400</b>	<b>15</b>	<b>£33,000</b>	<b>7</b>	<b>£33,289</b>	<b>38</b>
<b>Accountancy</b>	<b>£31,000</b>	<b>1</b>					<b>£30,600</b>	<b>5</b>	<b>£34,750</b>	<b>4</b>	<b>£32,300</b>	<b>10</b>
Global firm							£26,500	2	£34,750	4	£32,000	6
Global network/association of independent firms							£31,500	2			£31,500	2
National firm (multi site national presence)							£37,000	1			£37,000	1
Regional firm (single site)	£31,000	1									£31,000	1
<b>Consultancy</b>	<b>£31,000</b>	<b>1</b>									<b>£31,000</b>	<b>1</b>
Global firm	£31,000	1									£31,000	1
<b>Law</b>			<b>£34,286</b>	<b>7</b>	<b>£31,500</b>	<b>6</b>	<b>£34,778</b>	<b>9</b>	<b>£29,000</b>	<b>2</b>	<b>£33,333</b>	<b>24</b>
Firm based in a national capital			£39,750	4							£39,750	4
Global firm					£34,000	3	£34,833	6	£29,000	2	£33,545	11
Global network/association of independent firms					£35,000	1					£35,000	1
National firm (multi site national presence)			£27,000	3			£34,667	3			£30,833	6
Regional firm (multi site)					£26,000	2					£26,000	2
<b>Property</b>	<b>£42,000</b>	<b>1</b>					<b>£35,000</b>	<b>1</b>	<b>£34,000</b>	<b>1</b>	<b>£37,000</b>	<b>3</b>
Global firm							£35,000	1	£34,000	1	£34,500	2
National firm (multi site national presence)	£42,000	1									£42,000	1
<b>Manager/Senior Manager</b>	<b>£46,455</b>	<b>11</b>	<b>£53,313</b>	<b>16</b>	<b>£53,462</b>	<b>13</b>	<b>£64,512</b>	<b>41</b>	<b>£59,087</b>	<b>23</b>	<b>£58,298</b>	<b>104</b>
<b>Accountancy</b>	<b>£47,000</b>	<b>2</b>	<b>£50,000</b>	<b>5</b>	<b>£49,400</b>	<b>5</b>	<b>£49,000</b>	<b>6</b>	<b>£58,167</b>	<b>12</b>	<b>£52,767</b>	<b>30</b>
Global firm							£47,000	1	£60,000	9	£58,700	10
Global network/association of independent firms					£58,000	2	£51,000	4	£52,667	3	£53,111	9
National firm (multi site national presence)			£41,000	1	£54,000	1					£47,500	2
Regional firm (multi site)	£50,000	1	£52,250	4	£38,500	2	£43,000	1			£47,375	8
Regional firm (single site)	£44,000	1									£44,000	1
<b>Consultancy</b>	<b>£38,000</b>	<b>2</b>					<b>£62,750</b>	<b>4</b>	<b>£61,500</b>	<b>4</b>	<b>£57,300</b>	<b>10</b>
Global firm							£63,667	3	£64,667	3	£64,167	6
Global network/association of independent firms									£52,000	1	£52,000	1
National firm (multi site national presence)							£60,000	1			£60,000	1
Regional firm (single site)	£30,000	1									£30,000	1
Zonal firm (transatlantic, EMEIA etc)	£46,000	1									£46,000	1
<b>Law</b>	<b>£48,714</b>	<b>7</b>	<b>£54,818</b>	<b>11</b>	<b>£55,500</b>	<b>6</b>	<b>£67,400</b>	<b>30</b>	<b>£59,286</b>	<b>7</b>	<b>£60,885</b>	<b>61</b>
Firm based in a national capital	£45,000	1	£65,000	3							£60,000	4
Global firm					£51,000	2	£72,429	21	£59,286	7	£67,933	30
Global network/association of independent firms	£57,000	1	£73,000	1			£68,000	1			£66,000	3
National firm (multi site national presence)	£38,000	1	£43,250	4	£57,333	3	£50,333	6			£48,929	14
Regional firm (multi site)	£48,000	2	£38,000	1							£44,667	3
Regional firm (single site)	£52,500	2	£62,000	2							£57,250	4
Zonal firm (transatlantic, EMEIA etc)					£59,000	1	£65,500	2			£63,333	3
<b>Property</b>					<b>£57,500</b>	<b>2</b>	<b>£78,000</b>	<b>1</b>			<b>£64,333</b>	<b>3</b>
Global firm							£78,000	1			£78,000	1
National firm (multi site national presence)					£57,500	2					£57,500	2
<b>Director/Head</b>	<b>£82,556</b>	<b>9</b>	<b>£91,889</b>	<b>9</b>	<b>£90,500</b>	<b>10</b>	<b>£100,250</b>	<b>12</b>	<b>£105,286</b>	<b>7</b>	<b>£93,936</b>	<b>47</b>
<b>Accountancy</b>	<b>£66,500</b>	<b>2</b>	<b>£80,000</b>	<b>1</b>	<b>£97,000</b>	<b>6</b>	<b>£120,000</b>	<b>1</b>	<b>£104,000</b>	<b>4</b>	<b>£95,071</b>	<b>14</b>
Firm based in a national capital			£80,000	1	£106,000	1					£93,000	2
Global firm					£73,000	1			£170,000	1	£121,500	2
Global network/association of independent firms									£82,000	3	£82,000	3
National firm (multi site national presence)					£90,000	2	£120,000	1			£100,000	3
Regional firm (multi site)	£75,000	1			£111,500	2					£99,333	3
Regional firm (single site)	£58,000	1									£58,000	1
<b>Consultancy</b>							<b>£84,000</b>	<b>1</b>	<b>£93,000</b>	<b>2</b>	<b>£90,000</b>	<b>3</b>
Global firm							£84,000	1	£93,000	2	£90,000	3
<b>Law</b>	<b>£85,000</b>	<b>6</b>	<b>£95,143</b>	<b>7</b>	<b>£81,000</b>	<b>3</b>	<b>£99,900</b>	<b>10</b>	<b>£135,000</b>	<b>1</b>	<b>£94,556</b>	<b>27</b>
Firm based in a national capital	£106,000	2	£150,000	2							£128,000	4
Global firm							£105,500	4	£135,000	1	£111,400	5
Global network/association of independent firms							£105,000	1			£105,000	1
National firm (multi site national presence)			£89,000	1	£85,000	2	£94,400	5			£91,375	8
Regional firm (multi site)	£74,500	4	£57,000	2	£73,000	1					£69,286	7
Regional firm (single site)			£78,000	1							£78,000	1
Zonal firm (transatlantic, EMEIA etc)			£85,000	1							£85,000	1
<b>Property</b>	<b>£100,000</b>	<b>1</b>	<b>£81,000</b>	<b>1</b>	<b>£80,000</b>	<b>1</b>					<b>£87,000</b>	<b>3</b>
National firm (multi site national presence)	£100,000	1	£81,000	1							£90,500	2
Regional firm (multi site)					£80,000	1					£80,000	1