

# PM Forum marketing salary survey 2021

## Ready Reckoner

Data as at January 2021

	Firm headcount											
	1 - 250		251 - 500		501 - 1,000		1,001 - 10,000		Over 10,000		Overall	
	Salary	Count	Salary	Count	Salary	Count	Salary	Count	Salary	Count	Salary	Count
<b>Assistant</b>	£24,667	3	£25,500	2	£23,000	1	£30,500	4			£27,000	10
Accountancy							£24,000	1			£24,000	1
Global firm							£24,000	1			£24,000	1
Consultancy	£28,000	1					£40,000	1			£34,000	2
Global firm	£28,000	1									£28,000	1
United Kingdom							£40,000	1			£40,000	1
Law	£23,000	2	£25,500	2	£23,000	1	£29,000	2			£25,429	7
Global firm							£29,000	2			£29,000	2
United Kingdom	£23,000	2	£25,500	2	£23,000	1					£24,000	5
<b>Executive/Co-ordinator</b>	£28,500	8	£32,357	14	£32,727	11	£33,333	15	£33,444	9	£32,316	57
Accountancy	£22,000	1	£27,000	2	£38,000	2	£34,500	2	£34,286	7	£32,929	14
Global firm					£50,000	1	£34,500	2	£34,286	7	£35,900	10
United Kingdom	£22,000	1	£27,000	2	£26,000	1					£25,500	4
Consultancy	£34,000	1	£29,000	1					£30,000	1	£31,000	3
Global firm									£30,000	1	£30,000	1
United Kingdom	£34,000	1	£29,000	1							£31,500	2
Law	£28,200	5	£33,636	11	£31,556	9	£33,154	13	£31,000	1	£32,231	39
Global firm	£30,000	1	£38,000	1	£33,000	3	£33,833	12	£31,000	1	£33,556	18
United Kingdom	£27,750	4	£33,200	10	£30,833	6	£25,000	1			£31,095	21
Property	£31,000	1									£31,000	1
United Kingdom	£31,000	1									£31,000	1
<b>Manager/Senior Manager</b>	£40,750	16	£55,786	14	£48,462	13	£61,974	38	£49,650	20	£53,574	101
Accountancy	£52,500	4	£66,000	1	£38,500	2	£54,667	3	£48,000	13	£49,609	23
Global firm					£36,000	1	£60,000	2	£48,000	13	£48,750	16
United Kingdom	£52,500	4	£66,000	1	£41,000	1	£44,000	1			£51,571	7
Consultancy	£29,000	2	£55,667	3			£41,000	1	£50,000	4	£46,600	10
Global firm	£35,000	1	£63,500	2			£41,000	1	£50,000	4	£50,375	8
United Kingdom	£23,000	1	£40,000	1							£31,500	2
Law	£41,286	7	£54,222	9	£50,273	11	£63,515	33	£94,000	1	£57,705	61
Global firm					£49,400	5	£67,926	27	£94,000	1	£65,909	33
United Kingdom	£41,286	7	£54,222	9	£51,000	6	£43,667	6			£48,036	28
Property	£31,667	3	£60,000	1			£54,000	1	£37,500	2	£40,571	7
Global firm							£54,000	1	£37,500	2	£43,000	3
United Kingdom	£31,667	3	£60,000	1							£38,750	4
<b>Director/Head</b>	£64,700	10	£76,000	10	£94,000	6	£101,750	4	£97,667	3	£80,939	33
Accountancy	£45,667	3	£76,250	4	£96,000	1			£80,500	2	£69,900	10
Global firm	£45,000	1	£54,000	1					£80,500	2	£65,000	4
United Kingdom	£46,000	2	£83,667	3	£96,000	1					£73,167	6
Consultancy	£83,000	1			£120,000	1			£132,000	1	£111,667	3
Global firm					£120,000	1			£132,000	1	£126,000	2
United Kingdom	£83,000	1									£83,000	1
Law	£71,167	6	£79,000	5	£87,000	4	£108,333	3			£83,056	18
Global firm	£75,000	2			£85,000	1	£90,000	1			£81,250	4
United Kingdom	£69,250	4	£79,000	5	£87,667	3	£117,500	2			£83,571	14
Property			£60,000	1			£82,000	1			£71,000	2
Global firm							£82,000	1			£82,000	1
United Kingdom			£60,000	1							£60,000	1