



Media & Events Salary Survey 2025



Thank you for taking the time to access our Media & Events salary survey 2025

In response to numerous requests from clients and candidates seeking comprehensive salary benchmarking information throughout the year, we are pleased to present this survey as a valuable resource.

As well as providing a benchmark for industry salaries, we have looked to shed light on job satisfaction, career development, and emerging trends within the events industry.

As ex industry recruitment specialists, Caselton Clark recognises the importance of keeping abreast of developments within the events sector. Not only does it help us understand our clients and candidates but also helps us provide a service based around combating current challenges within the industry.

We hope you enjoy reading this survey and gain value from its contents. As we move into 2025, should you require assistance in securing the right talent for your business or are seeking your next career opportunity please do not hesitate to reach out to us.

For any survey related queries, please contact Jess Grinham at Jess@caseltonclark.co.uk. Your participation is highly appreciated, and we look forward to serving your professional needs in the year ahead.



Tim South

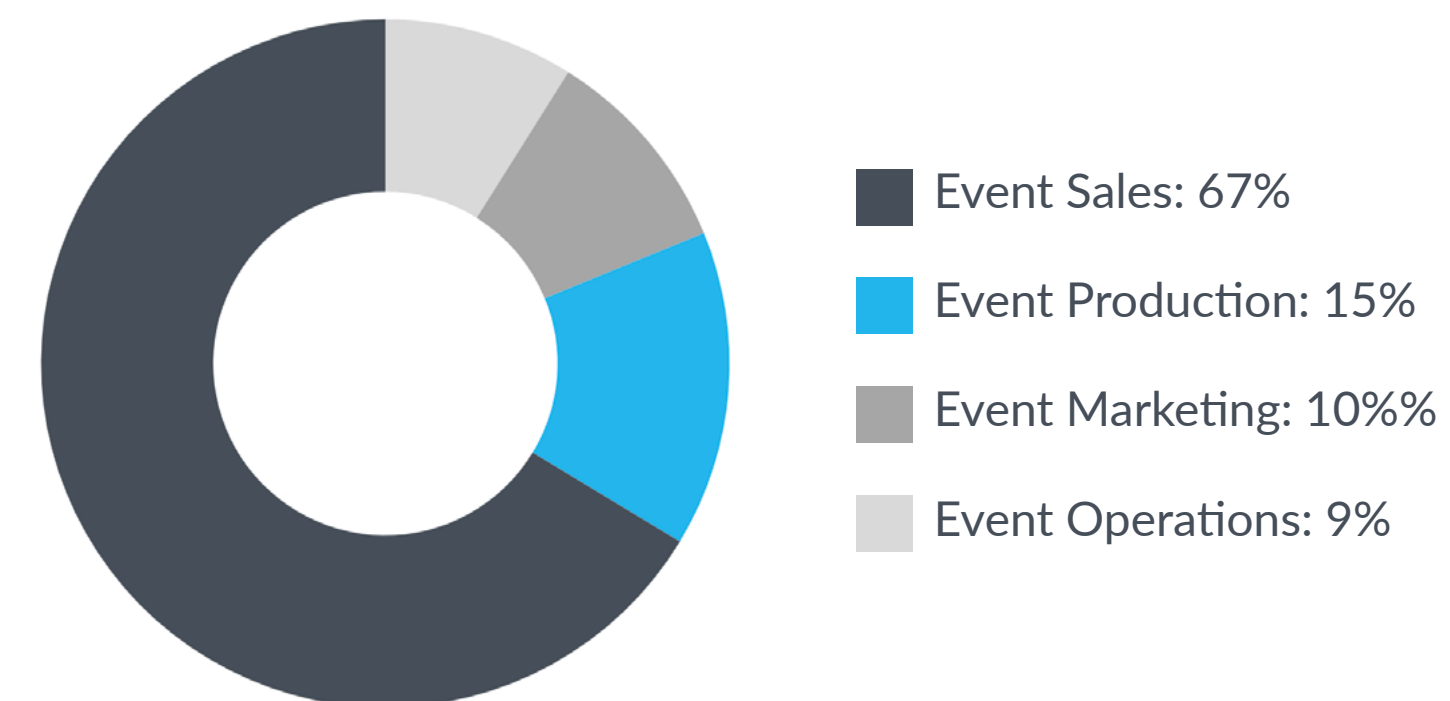
Director – Sponsorship and Exhibitions Sales
tim@caseltonclark.co.uk



Mike South

Director - Media Business Intelligence
mike@caseltonclark.co.uk

The respondents of this survey split into business area



Data Disclaimer

Please be aware that the salaries listed in this document are exclusively from data received during our collection period. Your colleagues submitted their information, qualification level, salary, bonus figures as well as additional information on the longevity of their career and benefits they may receive.

The data can be used as a reference for discussions around salary but not as the definitive source of information for potential vacancies. Having reviewed the data there are instances where people didn't answer fully or didn't answer at all some important points such as dual-qualification or number of years' post qualification experience - this has an effect on the final data.

We have published salary information for each region where we received enough data that allowed us to fairly benchmark.

The comments submitted via the survey are presented anonymously and bear no association with Caselton Clark.

SALES			
TITLE	MINIMUM SALARY	AVERAGE SALARY	HIGHEST SALARY
Sales Executive / Delegate Sales	£26k	£32k	£37k
Sales Executive / Delegate Sales	£30k	£35k	£45k
Account Manager / BDM	£40k	£50k	£60k
Sponsorship Sales Manager	£40k	£48k	£60k
Key Account Manager	£50k	£60k	£67,5k
Delegate Sales Manager	£40k	£50k	£62k
Head of Sales	£55k	£70k	£96k
Head of Events	£58k	£72k	£91k

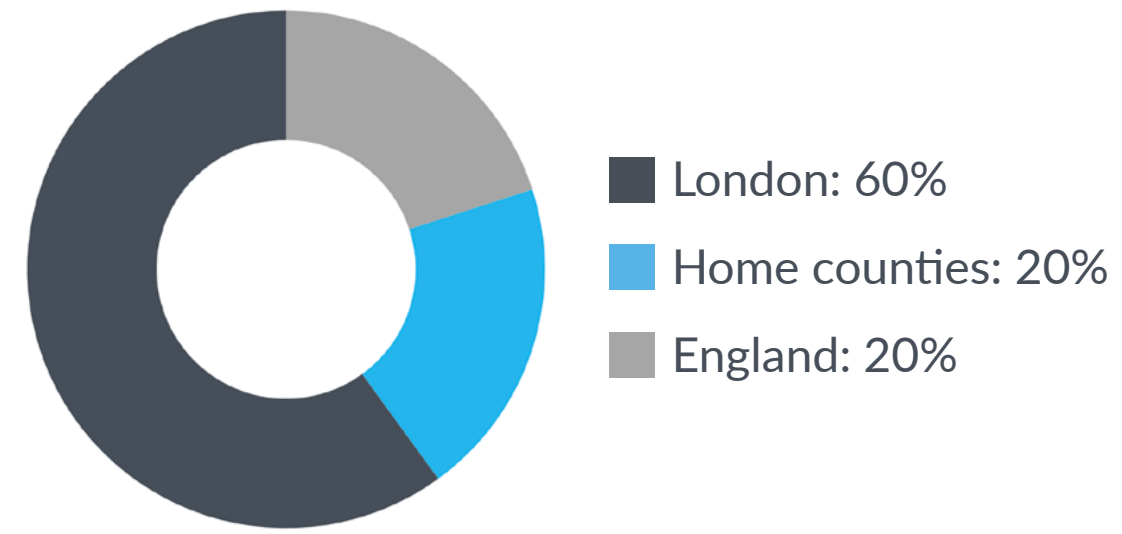
PRODUCTION			
TITLE	MINIMUM SALARY	AVERAGE SALARY	HIGHEST SALARY
Conference Producer	£32k	£42,5k	£43k
Senior Conference Producer	£44k	£47k	£57,5k
Head of Production	£56	£63k	£89k

MARKETING			
TITLE	MINIMUM SALARY	AVERAGE SALARY	HIGHEST SALARY
Marketing Assistant	£27k	£30k	£32k
Marketing Executive	£32k	£35k	£40k
Marketing Manager	£40k	£45-55k	£55k
Head of Marketing	£70k	£80k	£95k
Head of Content	£70k	£80k	£90

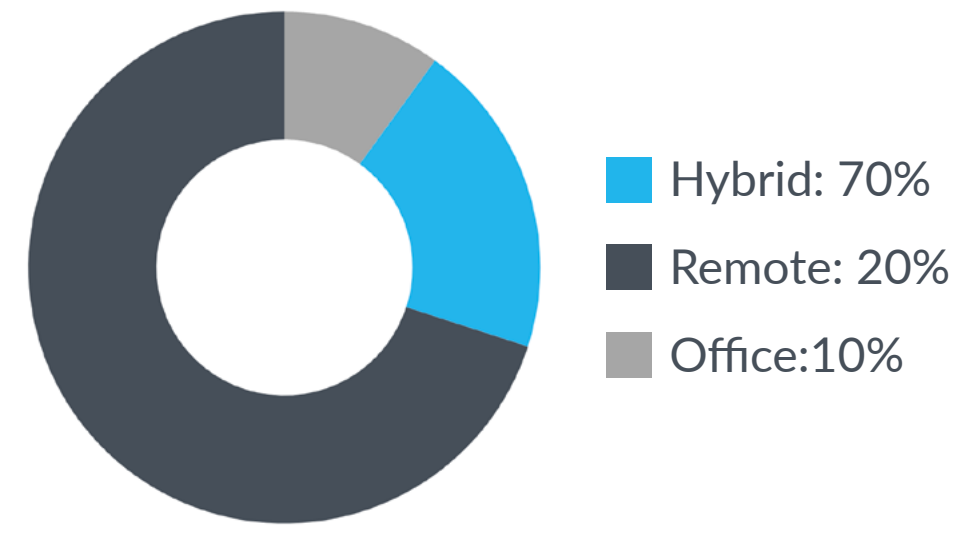
OPERATIONS AND LOGISTICS:			
TITLE	MINIMUM SALARY	AVERAGE SALARY	HIGHEST SALARY
Conference Executive / Assistant	£24k	£28k	£37k
Conference / Event Manager	£35k	£43k	£48k
Operations Manager	£42k	£49k	£60k

DIRECTOR LEVEL			
TITLE	MINIMUM SALARY	AVERAGE SALARY	HIGHEST SALARY
Production Director	£55k	£67k	£88k
Operations Director	£57k	£71k	£94k

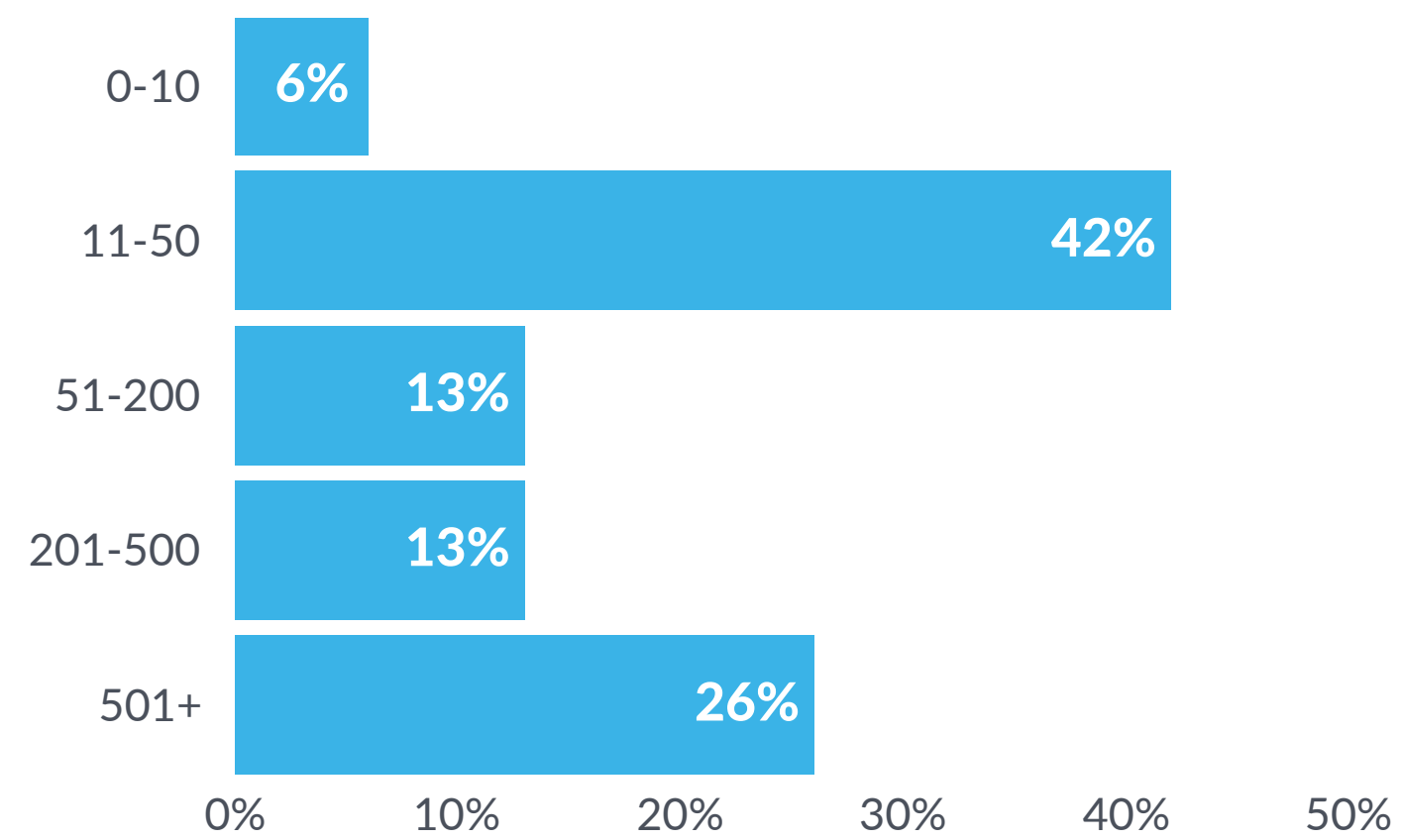
Where do you live within the UK?



What is your work pattern?

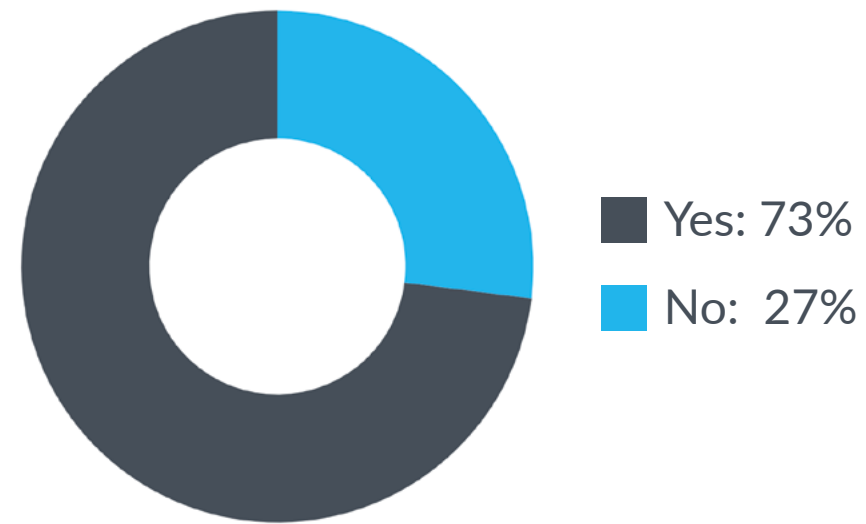


Roughly how many employees does your company have?

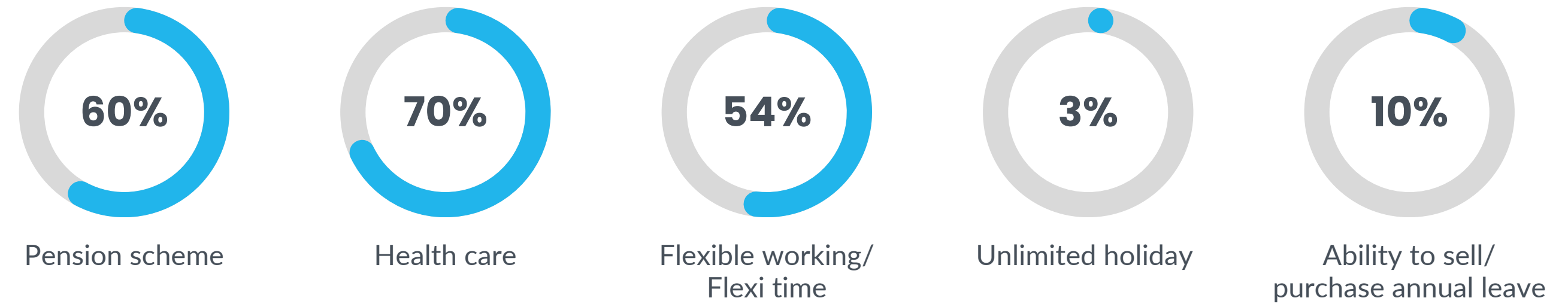


Salary questions

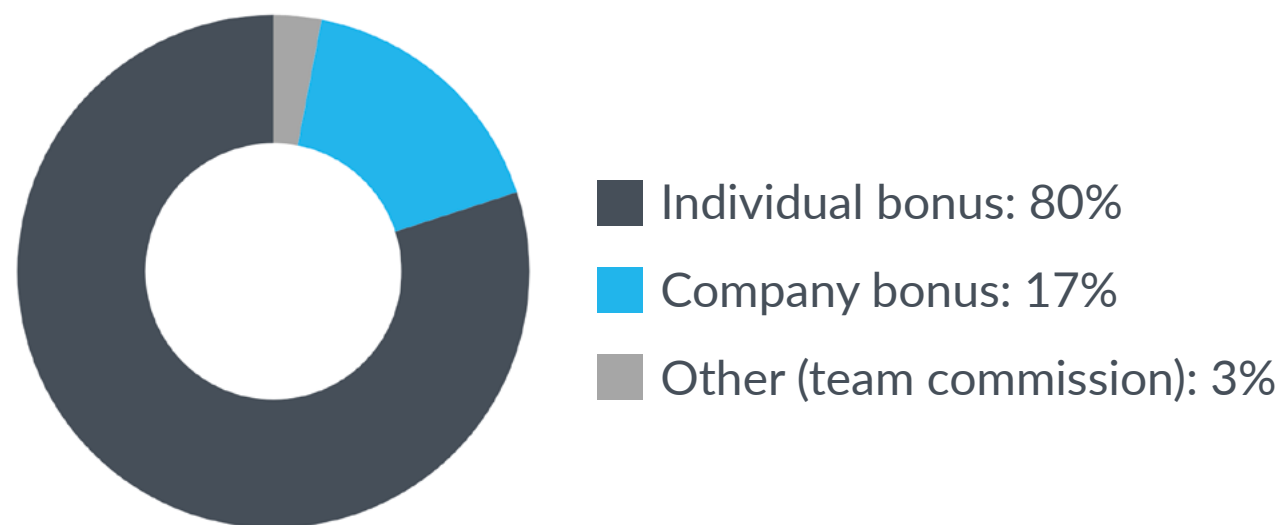
Has your salary been reviewed in the last 12 months?



What benefits do you receive from your employer?

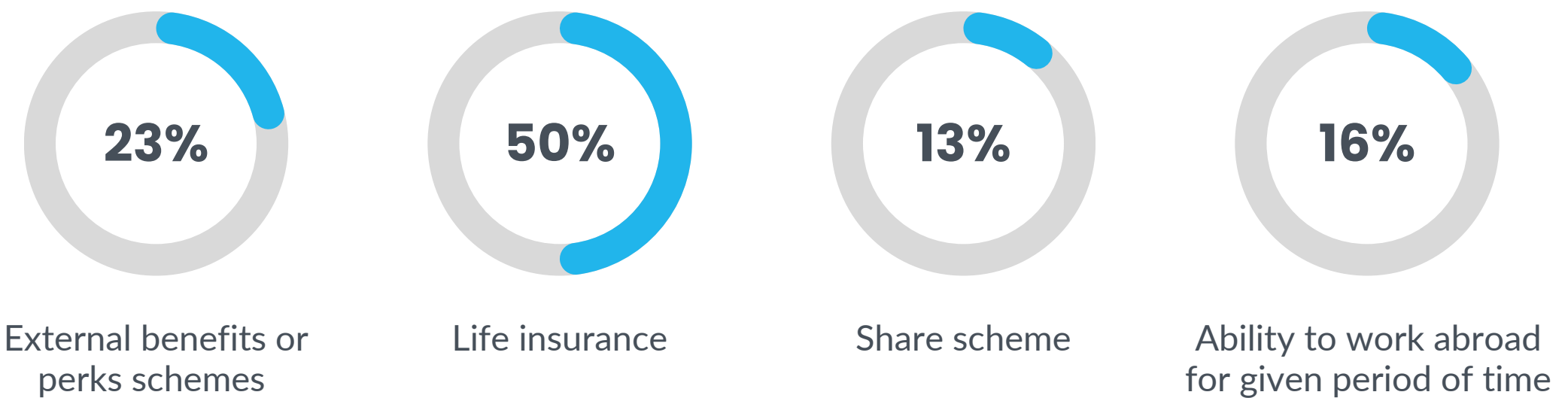


Do you receive a bonus / Commission scheme?

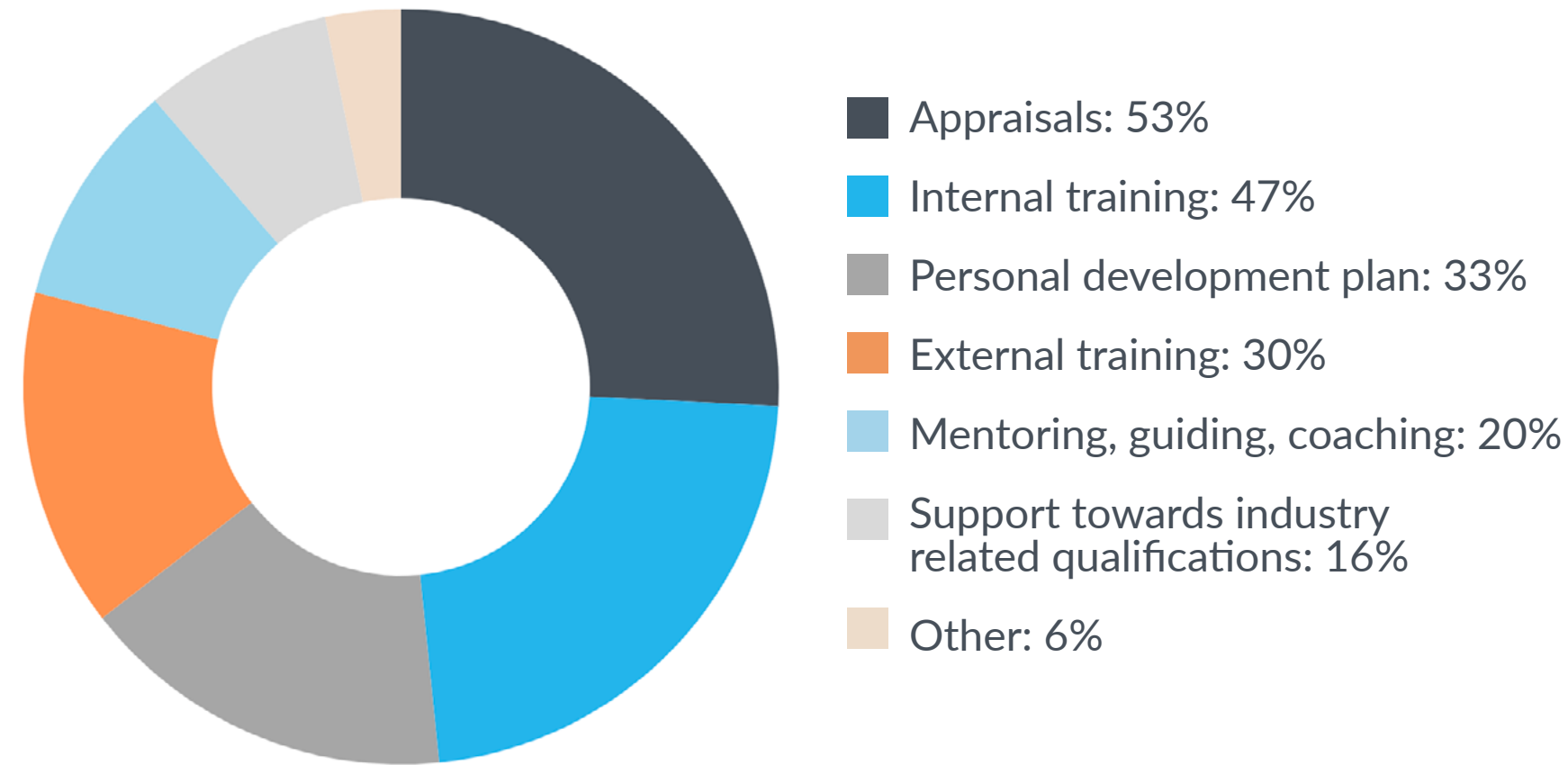


What are the top 3 employee benefits?

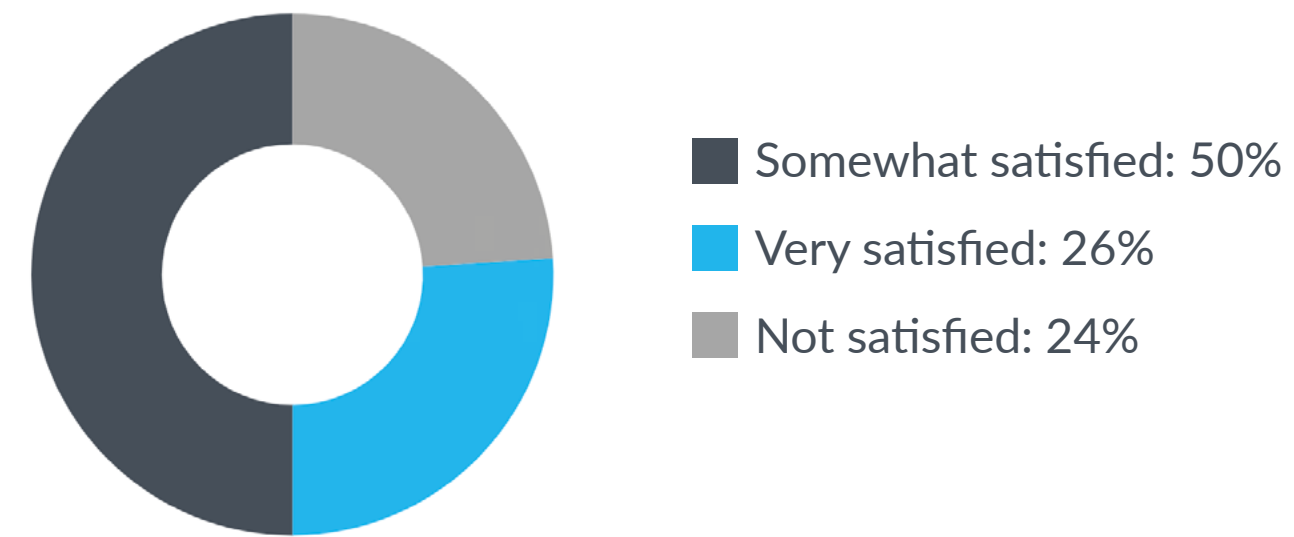
1. Pension
2. Private health care
3. Flexitime



Which of the following training & development options does your company offer:



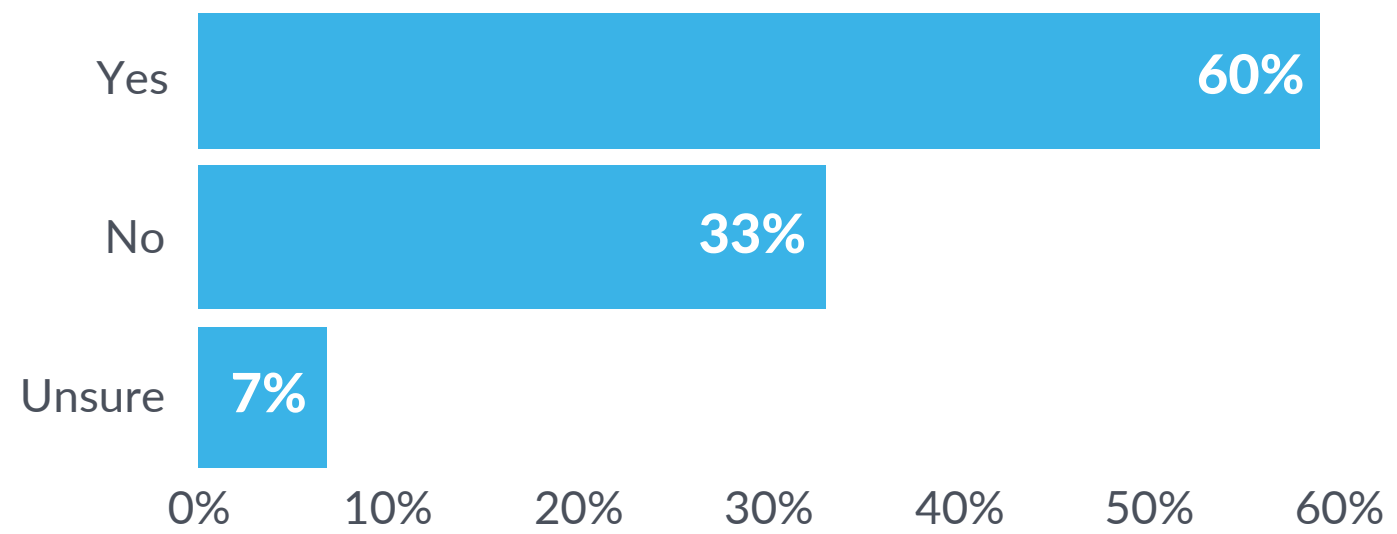
How satisfied are you with your current job and responsibilities?



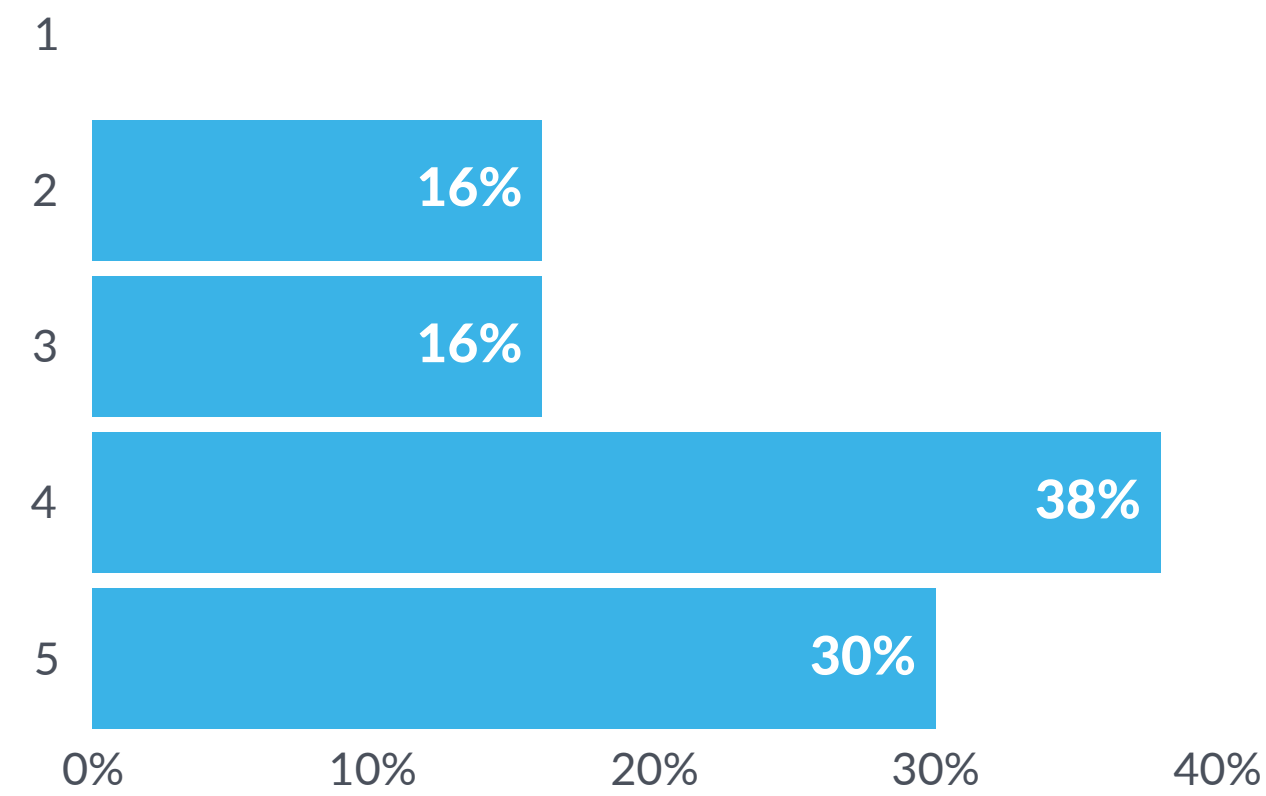
How would you rate the opportunities for promotion or advancement within your current company?



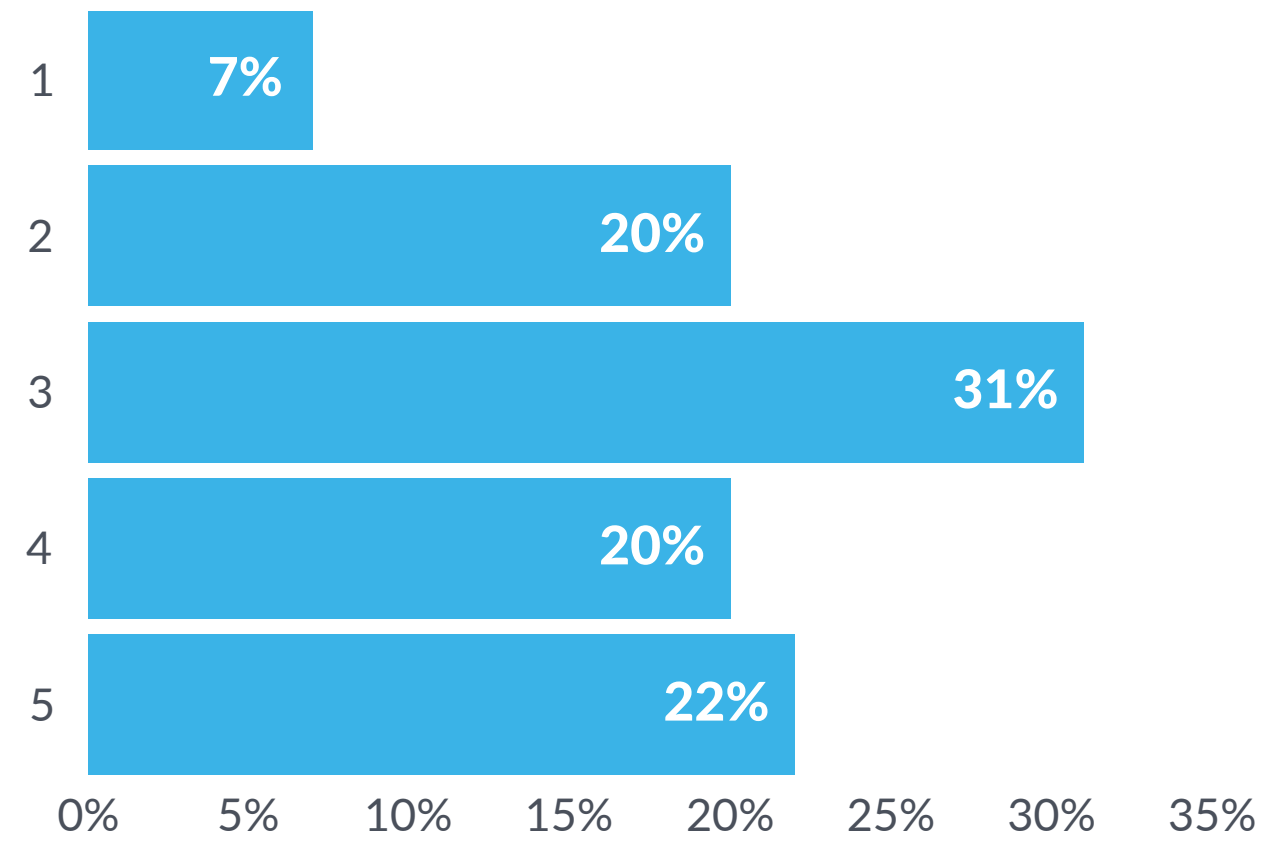
Do you feel your current role is aligned with your long-term career goals?



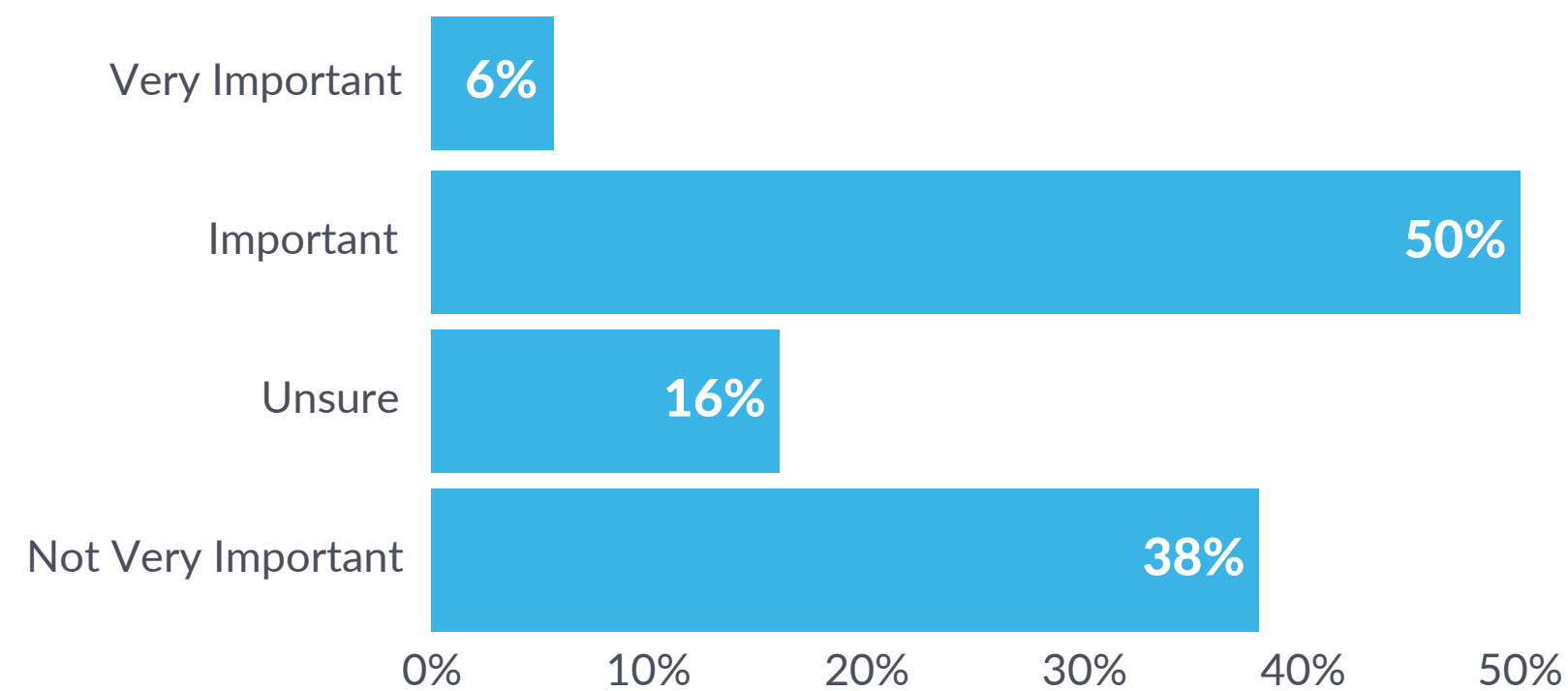
On a scale of 1 to 5, how would you rate your stress levels related to your job demands, with 1 being "Not at all stressful" and 5 being "Extremely stressful"?



On a scale of 1 – 5 (5 being the highest) how important to you are social interactions with your colleagues outside of work? i.e team drinks or social events



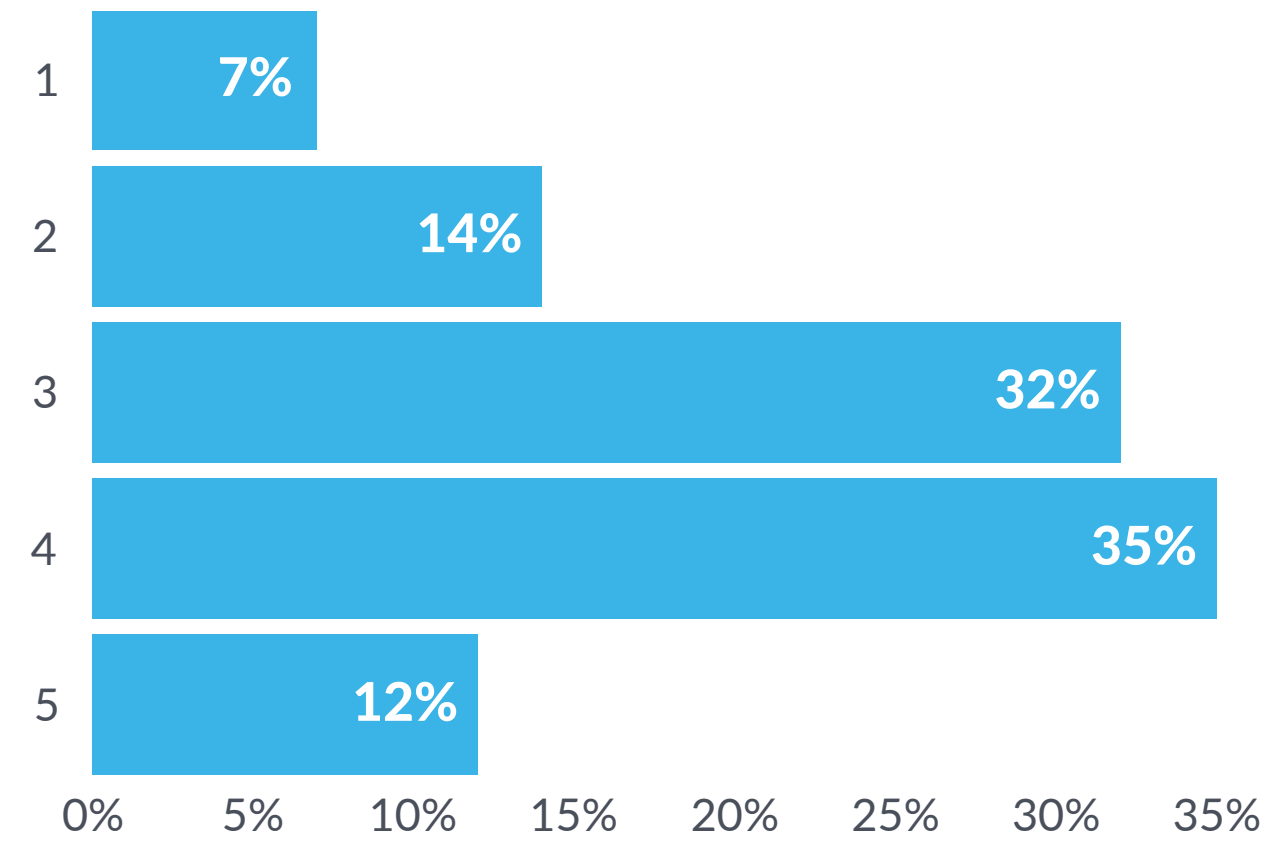
How important to you is a charity or corporate social responsibility policy?



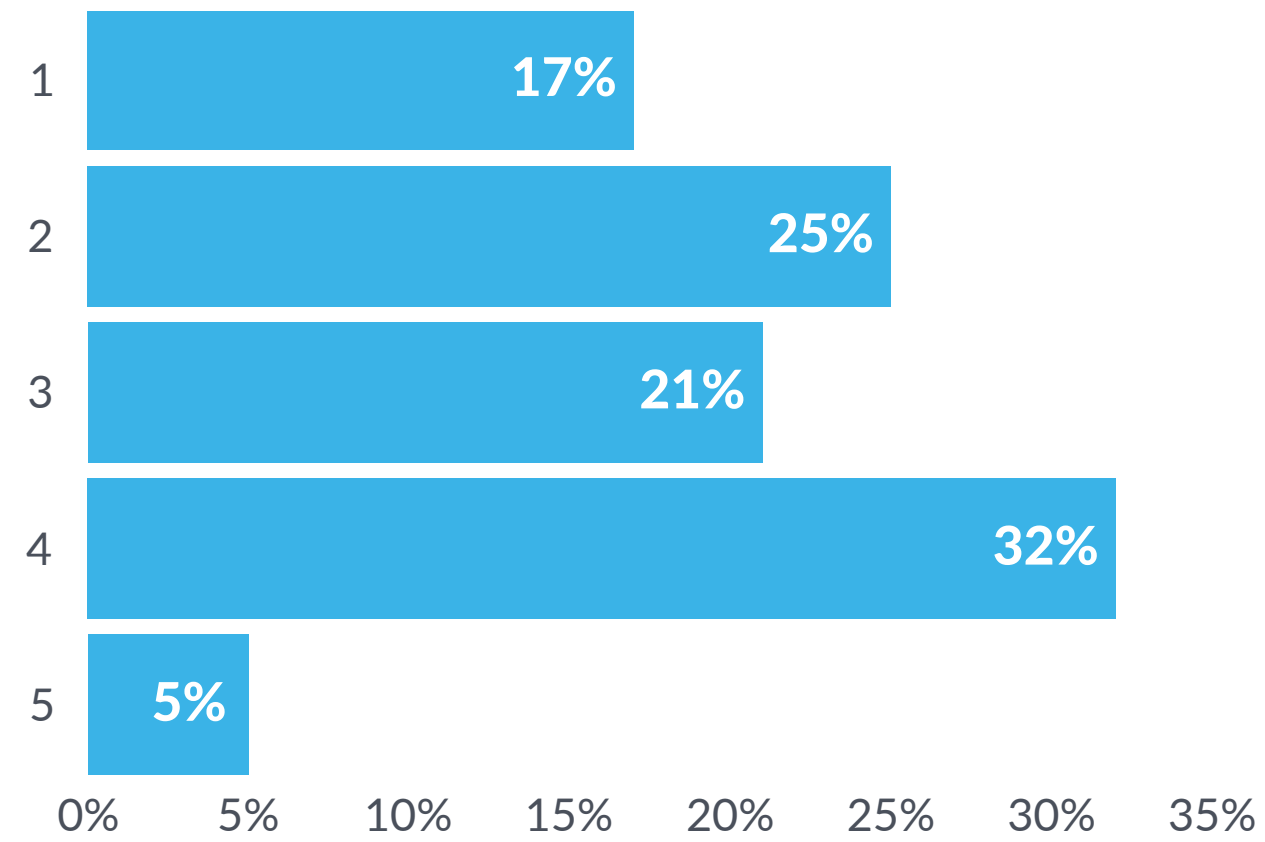
Please rank the below in priority order of importance (5 being the highest) when looking for a new role or considering a new employer

1. **Flexibility within your working environment** including WFH, flexitime & non-traditional work patterns
2. **The opportunity to develop and grow** (training and coaching)
3. **Financial contributions** including salary & bonus structure, enhanced pension
4. **Working culture and quality of your management**
5. **Non-monetary benefits** including gym memberships and tech subsidies.

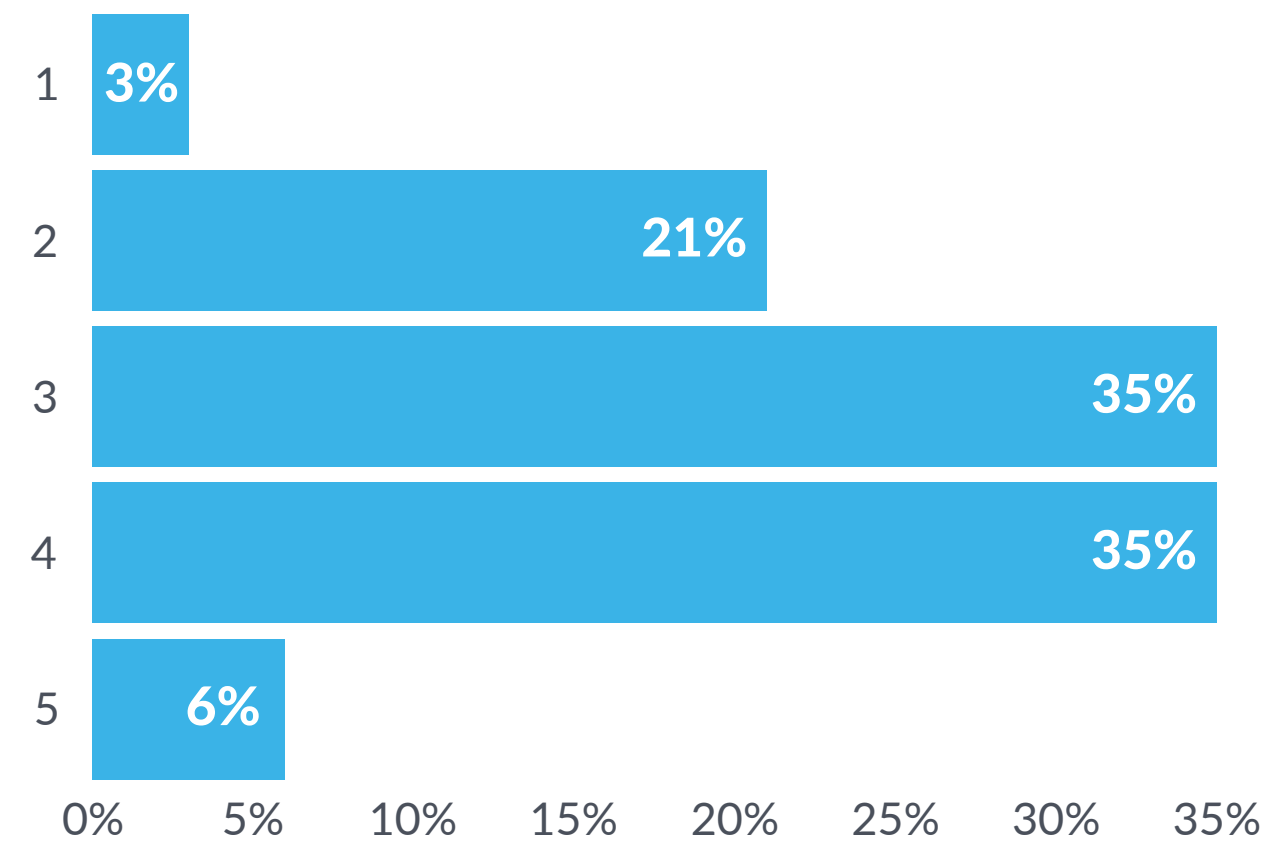
How would you rate the current demand for your job role in the market on a scale of 1 to 5, with 1 being "Very low demand" and 5 being "Very high demand"?



How would you rate the turnover rates within your company or role on a scale of 1 to 5, with 1 being "Very low turnover" and 5 being "Very high turnover"?



How would you rate the competitiveness of your salary compared to similar roles in the industry on a scale of 1 to 5, with 1 being "Much lower than average" and 5 being "Much higher than average"?



What challenges do you anticipate for your industry in the next 12 months?

- Economic uncertainty, continued price rises on venues and suppliers and refinancing/acquisitions
- Getting large companies to increase spend on an already packed event cycle
- Low turnover and number of opportunities at senior level
- Poor quality events cluttering the calendar, negatively impacting trust in the electiveness of events as a whole, poor quality sales activity



Thank you to all who took part in this year's survey. Should you have any questions or wish to discuss the survey, then please let us know.

If there is anything we can do to help your recruitment needs, then please get in contact.

jess@caseltonclark.co.uk