

GUIDE

# Salary and Rate Guide 2022

2022



Level	Skills / Experience	Rate / Salary
<b>Insight Executive</b>	<ul style="list-style-type: none"> <li>Just graduated, internship level</li> <li>Shadowing, research</li> </ul>	£18k-£20k
<b>Junior Strategist/Planner</b>	<ul style="list-style-type: none"> <li>Approx 18 months - 2 years experience</li> <li>Desk research</li> <li>Preparing decks</li> <li>Contributes to focus groups/workshops</li> <li>Supporting team</li> </ul>	£100-£150 £20K-£35K
<b>Midweight Strategist/Planner</b>	<ul style="list-style-type: none"> <li>Approx 3 - 5 years experience</li> <li>Regularly conducting independent research</li> <li>Leads some business with supervision</li> <li>Uncovering insights / developing strategy</li> <li>Independently establishing senior client relationships</li> <li>Contributing to pitches / some ownership</li> <li>Mentoring of junior colleagues</li> </ul>	£200-300 £40K-£55K
<b>Senior Strategist/Planner</b>	<ul style="list-style-type: none"> <li>Approx 6 - 8 years experience</li> <li>Conducts and commissions research</li> <li>Leading on larger accounts</li> <li>Senior client relationships</li> <li>Works end-to-end on projects and campaigns</li> <li>Mentoring of junior/mid-weight colleagues</li> <li>Frequently lead on pitches</li> </ul>	£300-£350 £60K-£65K
<b>Associate Strategy/Planning Director</b>	<ul style="list-style-type: none"> <li>Approx 8 - 10 years experience</li> <li>Conducts &amp; commissions research</li> <li>Insight &amp; Strategy making tangible difference to brands</li> <li>Starting to develop relationships with more C-Suite clients</li> <li>More ownership &amp; accountability</li> </ul>	£350-£400 £70K-£75K
<b>Strategy/Planning Director</b>	<ul style="list-style-type: none"> <li>Approx 10+ years experience</li> <li>Conducts and commissions research</li> <li>Solid C-Suite client relationships / top table</li> <li>Insight &amp; Strategy making tangible difference to brands</li> <li>Delivers award-winning work</li> <li>Gravitas / inspiring internal teams</li> <li>Solid leadership</li> <li>Solid presenter / track record in winning business</li> </ul>	£400-£600 £80K+
<b>Head of Planning Freelance/Consultant</b>	<ul style="list-style-type: none"> <li>Approx 15+ years experience</li> <li>Leads department</li> <li>Responsible for planning or strategy and agency vision</li> <li>Gravitas performs and inspires at C-Suite</li> <li>Possibly on board/leadership team</li> <li>Reputation established in the industry</li> </ul>	£600 - £1000 £120K+

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# About

## Meet Lisa, Founder and Director

Lisa launched Wild Squirrel Recruitment in September 2020 having spent seven years finding the most talented candidates for some of the UK's leading marketing departments, creative agencies, and brand consultancies.

She has built the consultancy around her own core principles of integrity, respect & commitment. Whether that's helping a client develop their team or working with a candidate to realise their maximum potential, Lisa believes in the value of focusing on the long-game'.

"I love to find extraordinary planners and strategists who are the best cultural fit and cultural add; those who want to contribute to the long-term growth and success of a business."

*Lisa Gibbs*



**Whether you're  
seeking your next  
challenge or searching  
for new talent,  
get in touch.**

**07809 407 417**

**[lisa@wildsquirrelrecruitment.co.uk](mailto:lisa@wildsquirrelrecruitment.co.uk)**

[www.wildsquirrelrecruitment.co.uk](http://www.wildsquirrelrecruitment.co.uk)

