

Reed  
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Accountancy & finance

# Salary guide 2024



# The cost of winning in 2024



The end of 2023 saw slowing inflation, a positive sign for the year ahead. But no matter what happens with the inflation rate, people will still be feeling the pinch of the cost-of-living crisis. Many will be looking for jobs that can offer the salary and benefits they need to stay afloat.

It's the people working in organisations that make the difference, so it is important that companies do all they can to offer the best remuneration packages to attract new, good quality hires and to retain their best people.

Towards the end of last year, we conducted our annual survey of 5,000 workers to provide you with a representative picture of the wants and needs of the UK workforce. You can see an in-depth analysis of the results of the survey further on in this guide, but interestingly, 55% of people are currently looking for, or considering looking for, a new job. The top reasons for looking to leave their current role include pay being insufficient or perceived to be better elsewhere, benefits not being good enough, and a toxic workplace culture.

On top of this, just over half of workers (56%) are happy with the pay they receive, but this does mean that many are not. Of those who aren't satisfied with what they are earning, over half (57%) stated that this is because their salary hasn't risen with the cost of living. Over a third (39%) say it's not enough for them to live the lifestyle they want, and (38%) feel they are unable to save enough money to meet their financial goals.

As a business leader, I know it isn't always possible to increase salaries, especially with rising costs, the burden of overheads and higher business rates looming. However, it's important that if you can, you consider doing so, because even a small amount can make a big difference.

In my experience, the best investment you can make is in people, and in return, you will see improvements to productivity, employee retention, customer satisfaction and ultimately your bottom line. But if there really isn't anything you can do with salary, focus on the benefits you can offer – make your place of work difficult to leave and become a 'star player' when it comes to added value. Our research highlights the disparity between what is being offered and what people really want, so don't be afraid to ask your colleagues what they actually want and keep doing this on a regular basis to ensure you have your finger on the pulse.

This year, our research has also highlighted some significant gender disparities. According to our survey, women are earning on average £10,000 less than their male counterparts. 57% of men feel confident they will achieve their dream salary, as opposed to just 44% of women. Women's mental health is also more likely to be impacted negatively by their current financial situation (40% vs 29% of men). And overall, women are less likely to receive any work benefits (35% vs 25% of men), but when they do get them, they are more likely to prefer flexi time (40% vs 32% of men) and are less likely to get a salary increment (16% vs 20% of men).

These disturbing statistics highlight that there is still much work to be done to close the gender pay gap. According to the Office for National Statistics, the gap in median hourly pay between full-time male and female employees increased to 7.7% in 2023. Organisations should continue to address women's inequality in the workplace and it's certainly something we are working on here at Reed. Addressing gender pay will bring a range of benefits to your business including improved morale, higher retention, increased innovation, improved productivity and lower legal risks.

Not only must we bridge the pay gap, but business leaders also need to ensure that no matter what journey you find your organisations are on in 2024, inclusion and belonging should remain paramount in the workplace. This will ensure you widen your doors to access the best talent available. In an environment where you will need innovative, creative and productive people more than ever, this makes perfect business sense.

Remember, your people are your superpower!

Wishing you all the best for the year ahead.

James Reed CBE  
Chairman and Chief Executive, Reed

# Why use Reed's accountancy & finance salary guide?

For both jobseekers and employers alike, Reed's salary guide stands as an invaluable resource, offering unparalleled insights to keep you well-informed and ahead of the curve in 2024.



## Unmatched data insights

This comprehensive guide draws upon a vast dataset derived from over 17 million jobs posted on **Reed.co.uk** since 2016, solidifying its status as the most trusted salary guide in existence. The analysis of such an extensive volume of data offers an unparalleled view of the sector, ensuring accuracy and reliability.



## Local and national expertise

Our specialism experts provide key insight into the sector, with Reed's regional directors discussing the local job landscape. This distinctive perspective, not available elsewhere, enhances the guide's richness and relevance.



## Evolving landscapes and emerging trends

Delving into the intricacies of roles across 12 UK regions, our guide highlights noteworthy developments using graphics to depict key salary changes over the past year. With a robust dataset spanning four years, it includes salary projections for the upcoming year and average salary data dating back to 2016.

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# Technology and automation integration is driving forward accountancy



**Alan Myers**

Accountancy Expert, Reed

**The accountancy sector finds itself at a crossroads after a period of talent shortages sweeping the profession. Within a rapidly changing business landscape, advancements in technology are reshaping the industry, with both employers and professionals obliged to navigate the changes.**

Over the past few years, the accountancy profession in the UK has experienced significant economic shifts. The pandemic accelerated the adoption of digital tools, remote working, and the importance of financial advisory services. These trends are here to stay and have profound implications for accountants.

## ↓ Technology integration

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The integration of technology within the accountancy sector has ushered in a transformative era. With the advent of advanced software, artificial intelligence, and data analytics, accountants are experiencing a fundamental change in how they operate. Automation of routine tasks, such as data entry and reconciliation, has enhanced efficiency and reduced margin for error, resulting in more accurate financial reporting.

The key word here is 'transformation'. Accountants are getting the job done, but tech-savvy professionals know there's a better way to do things. They're looking for businesses to invest in redesigning their operations, as good intentions alone don't bring about change. The continued incorporation of cloud-based accounting systems has facilitated real-time collaboration between accountants and clients, making financial management more accessible and transparent. This, in turn, is empowering businesses to make informed decisions

promptly, but does mean that it's imperative for employers to find the right professionals to harness the full potential of these technologies.

UK accountancy is poised for significant improvements in client service, compliance, and data-driven insights. As this digital revolution unfolds, staying at the forefront of technological advancements will be key in delivering value and maintaining competitiveness across the sector. Companies that fully embrace changes in software for data entry and bookkeeping tasks will reap the benefits of their accountancy teams' availability to focus on higher-value activities, such as strategic financial planning and advising.

That said, the shift towards automation is creating a skills gap in the sector, where there is an abundance of individuals whose roles can now be automated, but a shortage of those who possess data analytics skills. With the right technologies and processes in place, accountants can be freed up from the repetitive, low-value tasks that lead to poor job satisfaction – reducing the impact of the talent shortage.

## ↓ Navigating the jobs market

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For employers in the sector, navigating the jobs market will require strategic planning and adaptation. Employers must recognise the current state of the labour market, with the much-reported shortage of skilled accountants becoming increasingly visible in financial statements. To stay competitive, encouraging a culture of continuous learning is essential, as businesses will need to upskill their teams in areas such as data analytics, automation, and sustainability reporting.

Many employers across the industry continue to face financial pressures, forcing them to either reduce their workforce or choose temporary work contracts to maintain operations, without incurring the costs of full-time hires. Many people are seeking temporary or contract work as a way to gain financial stability in the face of current economic uncertainty – paving the way for increased demand for temp accountants and finance professionals.

Additionally, embracing remote work and flexible schedules can broaden your talent pool, allowing access to skilled professionals from across the country. One significant change we're seeing in recruitment strategies is the addition of performance-based incentives. Businesses are increasingly tying bonuses and benefits to individual and team accomplishments, creating a meritocratic environment. This approach rewards excellence, encourages productivity, and aligns financial success with professional achievements.

It's still crucial to offer competitive compensation packages and highlight opportunities for career advancement. Ultimately, the sector is generally ripe with potential, but success lies in embracing change, nurturing talent, and staying attuned to industry trends. Accountants want to be part of strategic project teams, to feed into frontline business operations, and use their expertise to shape decisions.

#### ↓ **Accountancy skills are broadening**

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Despite the disruptions, the outlook for job opportunities in the accountancy sector is promising. The pandemic has forever altered the working landscape, with remote

work now a standard practice in many businesses. This means professionals need to be confident in using digital communication and collaboration tools.

The demand for financial advisory services is on the rise, with accountants who can provide strategic financial guidance to businesses in high demand. This includes advising on risk management, cost optimisation, and financial planning. Accounting professionals who possess strong business expertise can help develop strategy, inform key decisions and serve as business partners across multiple departments. They can also command high salaries for their expertise.

Accountants play a key role in forecasting business growth and success, and with that in mind, sustainability is no longer a buzzword but a crucial aspect of business. Professionals with expertise in sustainability reporting and environmental, social, and corporate governance (ESG) metrics will find new opportunities to help companies meet their sustainability goals and reporting requirements.

Accountancy professionals need to think ahead, forecasting future needs, and evolving their skills accordingly to match the state of play. Professional qualifications are still crucial for quantifying your value, but it's important to focus on your work ethic, too. It's one of the most effective tools in demonstrating your value and making yourself indispensable to a business. It's never too late to learn a new skill in the industry.



# A more **balanced** **labour market** is providing much-needed respite for the finance sector



**Philip Watts**

Finance Expert, Reed

**The finance sector continues to face significant challenges, but with the labour market becoming more balanced, we're starting to see teams grow their finance functions to cover all areas.**

We are currently experiencing a demand for a broader spectrum of skills within the sector. While fully-qualified accountants remain sought after, there is a growing trend towards a more adaptable workforce, encompassing part-qualified accountants, those qualified by experience (QBE), and transactional accountants capable of efficiently managing specific tasks.

Businesses need to remain flexible and open to negotiation when hiring new talent. As the talent pool widens, the competitive edge for companies outside the capital increases, forcing employers to look at their entire offering: salary, benefits and organisational culture, to attract the best professionals.

## ↓ **AI and automation**

The rise of artificial intelligence and machine learning are other elements constantly reshaping the way organisations conduct their finance processes. These technologies are automating routine tasks, which can lead to concerns about job displacement and a fear that certain roles are becoming obsolete. However, they also create new opportunities related to data analysis, AI implementation, and algorithm oversight – helping finance functions within accountancy to enhance client relationships.

Accountants no longer need to build complex ledger files and enter countless rows of data. Key formulae are built-in, meaning reports can be created in just a few clicks. The purpose is to

simplify things that were previously overly complex, and to make the accounting process smoother overall.

Owing to the emerging use of AI and automation, employers need to shift some of their focus on reskilling employees to ensure they are well-prepared for these changes and can embrace technological advancements. When used well, accounting automation should remove barriers from the job, leaving room for management accounting, strategy, and good communication.

## ↓ **Employers need to remain flexible**

In 2024, remote work will continue to be a significant trend in the finance sector. If they haven't already, employers need to adapt to this way of working by investing in technology, offering the tools and support necessary for employees to succeed in a remote or hybrid work environment.

The finance sector is also experiencing a generational shift. As older professionals retire, the industry faces a knowledge and skills gap – with QBEs and part-qualified accountants in more demand than ever before. Employers need to invest in succession planning, mentorship programmes, and knowledge transfer to retain institutional knowledge and train the next generation of finance leaders for success.

There is also increased importance in creating and maintaining a positive working culture, which professionals are holding in high regard. A strong emphasis on promoting a healthy work-life balance, alongside professional development and ongoing employee support, can help boost morale and maintain productivity across the workforce.

Senior leaders need to create conditions for progression if they want to compete for top talent.

The shift towards a more flexible work environment will continue to influence benefits packages. Finance professionals can look forward to a broader spectrum of non-monetary perks, such as remote working options, enhanced healthcare benefits, and professional development opportunities. It's also beneficial for companies to undertake benchmarking activities against competitors to make sure industry standards are maintained, while looking at other sectors to see how they're trying to overcome skills shortages.

### ↓ Job opportunities

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In spite of economic uncertainty, as long as there are monetary transactions and budgeting, there will always be a demand for accountants.

Finance business partner positions are now commonplace, as amalgamating finance procedures and commercial awareness helps boost business growth. We're also seeing a huge surge towards sustainability and environmental responsibility, which are becoming central concerns for businesses. As a result, sustainable finance experts will be increasingly sought to help finance teams navigate these complex issues.

In 2024 the candidate market will remain tight, and to find the best professionals for your organisation, headhunting is certainly needed. However, employers must remember that professionals who aren't actively searching tend to be very specific about their requirements and, to entice them to move, companies have to work harder to attract them, through career progression, salaries, benefits and flexibility. Counteroffers are still very much at the top of the agenda, so working closely with a recruiter can help you understand your current package, while figuring out what drives professionals to ensure you attract the very best talent to your organisation.

Salaries for finance professionals are expected to continue their upward trajectory, as the demand for skilled accountants continues to be high, especially with the growing complexities of financial regulations.

A career in finance can be rewarding. While it's a challenge, if professionals and graduates are hardworking and tenacious, there are plenty of opportunities for progression waiting to be grabbed with both hands. The future of finance promises growth and transformation, and those who are prepared to embrace change and invest in their people will find themselves at the forefront of the sector.



# Our **survey** says...

At the end of 2023, Reed conducted its annual snap survey of 5,000 professionals. The research asked UK workers about their current and preferred salary and benefits, their organisation's performance and priorities, how they rated their job satisfaction and career prospects, as well as the key recruitment and skills trends they're witnessing. Here's what their answers revealed:



## Salaries

**With ongoing cost-of-living challenges, salaries will continue to be a huge area of discussion in the employment market, for both professionals and businesses.**

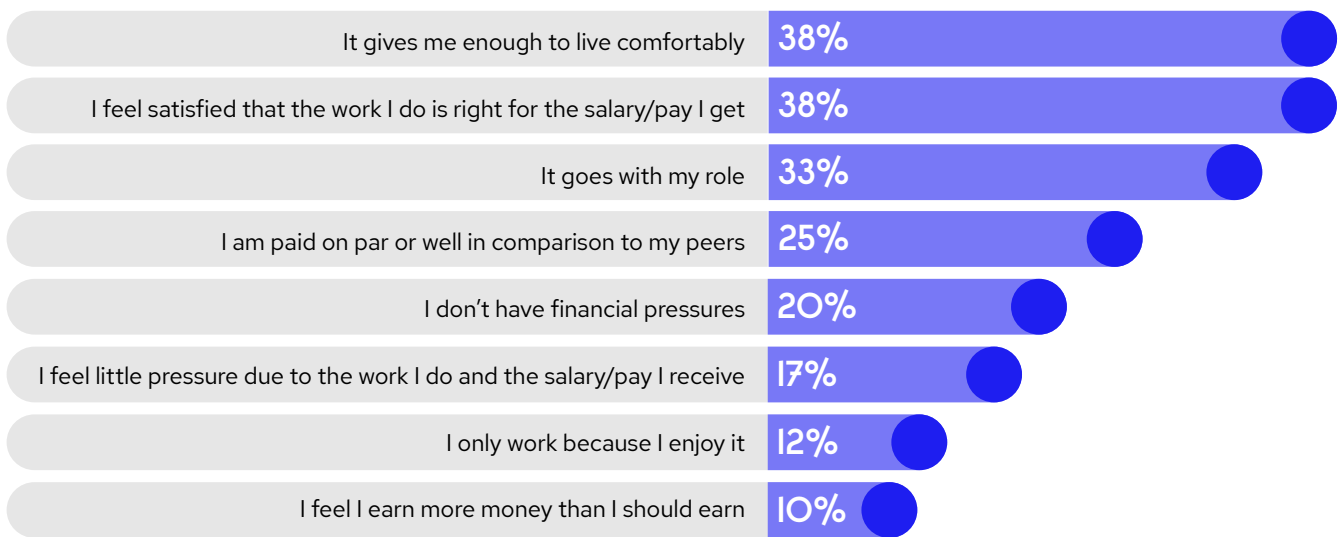
As many are feeling the pinch, we've seen more talent move around to secure higher paid roles, with businesses analysing how much they can stretch to get the people they need. Getting professionals' take on their salaries is critical for businesses looking to benchmark what they can offer. Interestingly, the data has also revealed a gulf between men and women when it comes to attitudes to salary.

Currently, over half (56%) of workers are happy with the pay they receive, a slight incline from the previous year (53%). Although, around one-in-four (24%) professionals feel unhappy with their current salary.

Of those who are happy with their pay, 38% say it's because it's enough for them to live comfortably on, 38% feel satisfied that the work they do is right for the salary they receive, and 33% believe it goes well with their role.

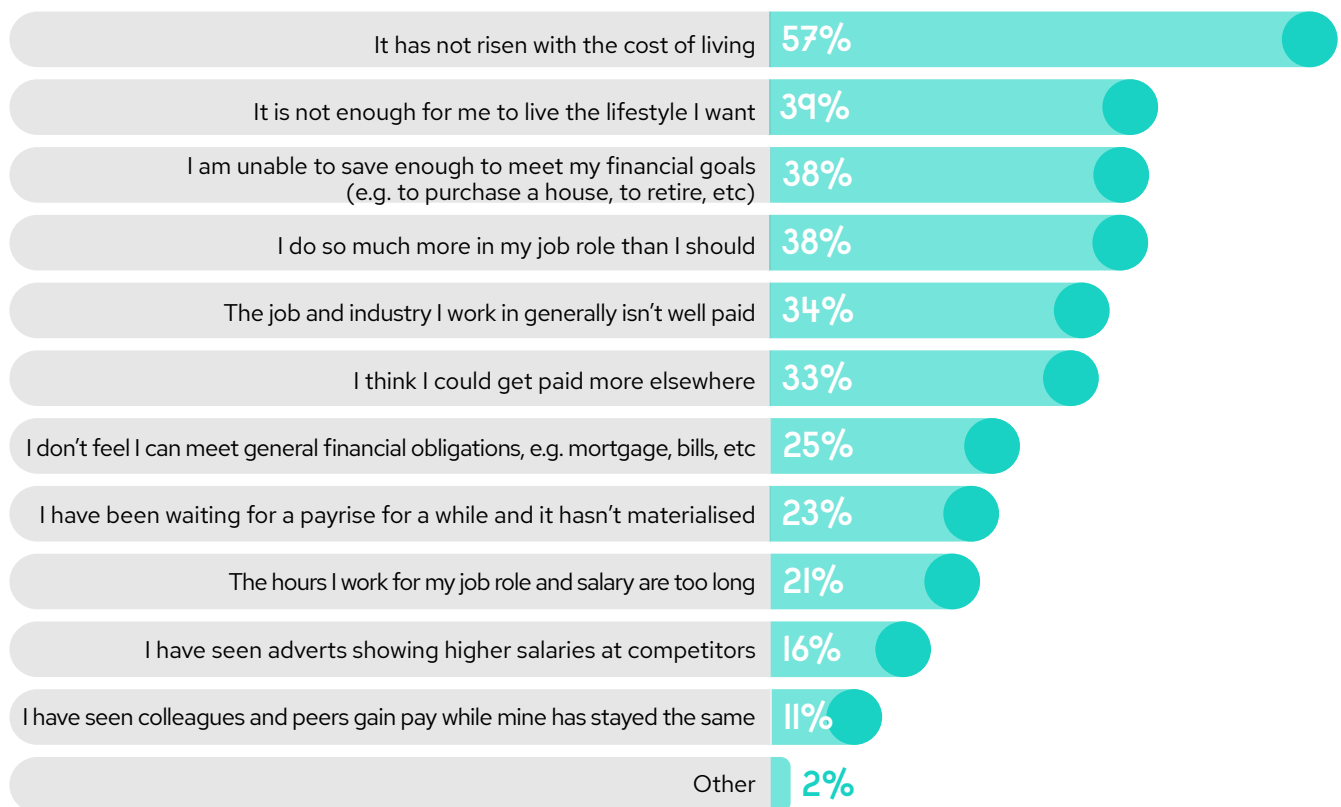


## ↓ Why are workers happy with their current salary/earnings?



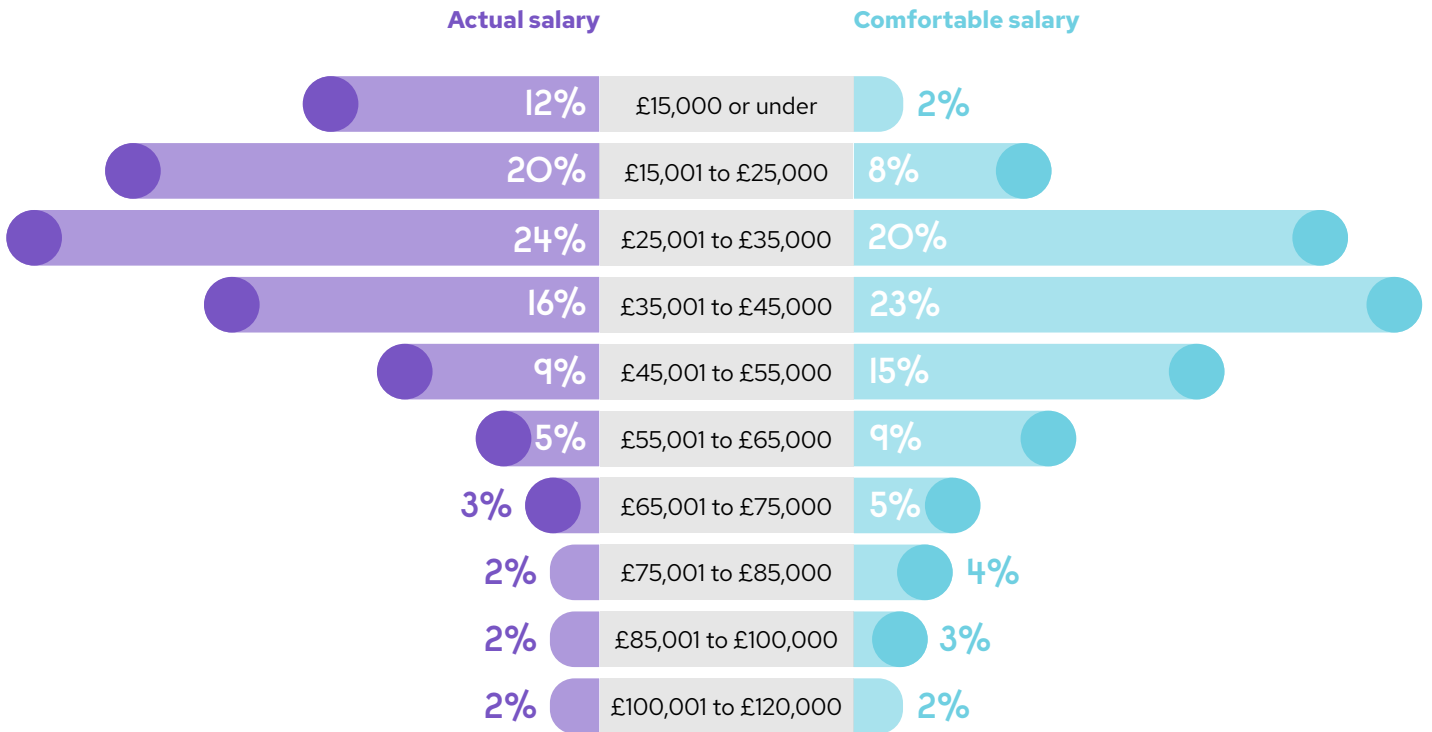
But, as expected, continued increases in inflation and bills have put many under greater financial pressure. Over half (57%) of those who aren't satisfied with their salary shared that this is because it hasn't risen with the cost of living, over a third (39%) say it's not enough for them to live the lifestyle they want, and 38% feel they are unable to save enough money to meet their financial goals.

## ↓ Why are workers unhappy with their current salary/earnings?



The disparity between the average wage and the salary people would be comfortable with remains quite large. This year, the average ideal salary is **£48,500**, whereas the average wage for survey respondents stands **£13,200** short at **£35,200**. Last year, this gap was **£13,800** – showing a small shift in expectations.

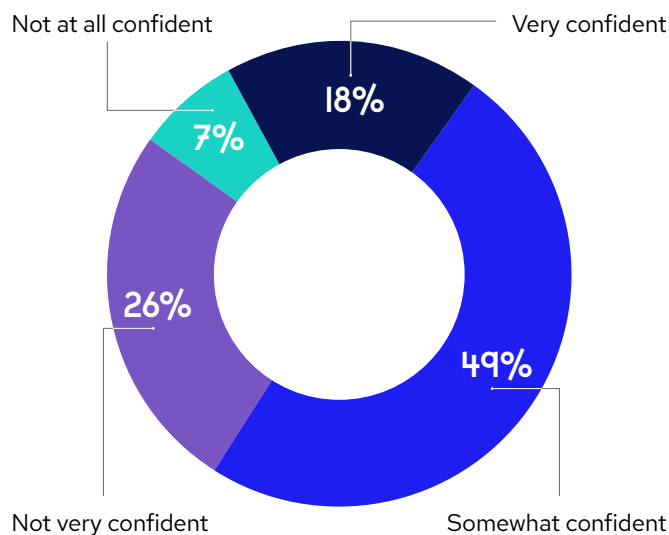
### ↓ Actual vs comfortable salary



Half (50%) feel confident that they will achieve their comfortable salary at some point. Depending on whether you take a glass half empty, or half full approach, this may be an indication that those who wish to earn more may consider moving companies to secure a higher wage.

It's worth noting that there's a difference between men and women. Men have a higher comfortable salary of £52,000 compared to women (£45,000). And more men (57%) feel confident they will hit that salary, compared to less than half of women (44%).

### ↓ Confidence in achieving financial goals in time



As the economy has continued to take its toll on professionals over the past two years, we also asked people how they have been managing their wages, and whether the current financial climate has impacted their financial goals and savings.

On average, people are spending 60% of their monthly wage on essential purchases – including bills, mortgages, food, etc – with the remainder being split evenly between luxury spending and savings. In comparison to 2021, that’s an increase of six per cent going to essential purchases and a four per cent drop in luxury items. Additionally, over one-in-five (22%) aren’t saving any of their salary because they can’t afford to do so, with a third (33%) not feeling confident they will meet their financial saving goals on time. The cost-of-living crisis seems to be taking a heavier toll on women – they are more likely to say they can’t afford to save money – 24% compared with 19% for men. They are also less confident in achieving their financial goals: 61% of women feel confident, compared with 75% of men.

Women’s mental health is also suffering due to finances. Forty per cent of women say their financial situation is impacting their mental health negatively, compared with 29% of men.

## All about the **benefits**

It seems that offering a higher salary remains the most ideal way to attract and retain employees – but this isn’t viable for every business, as they are also battling rising bills and tighter overheads.



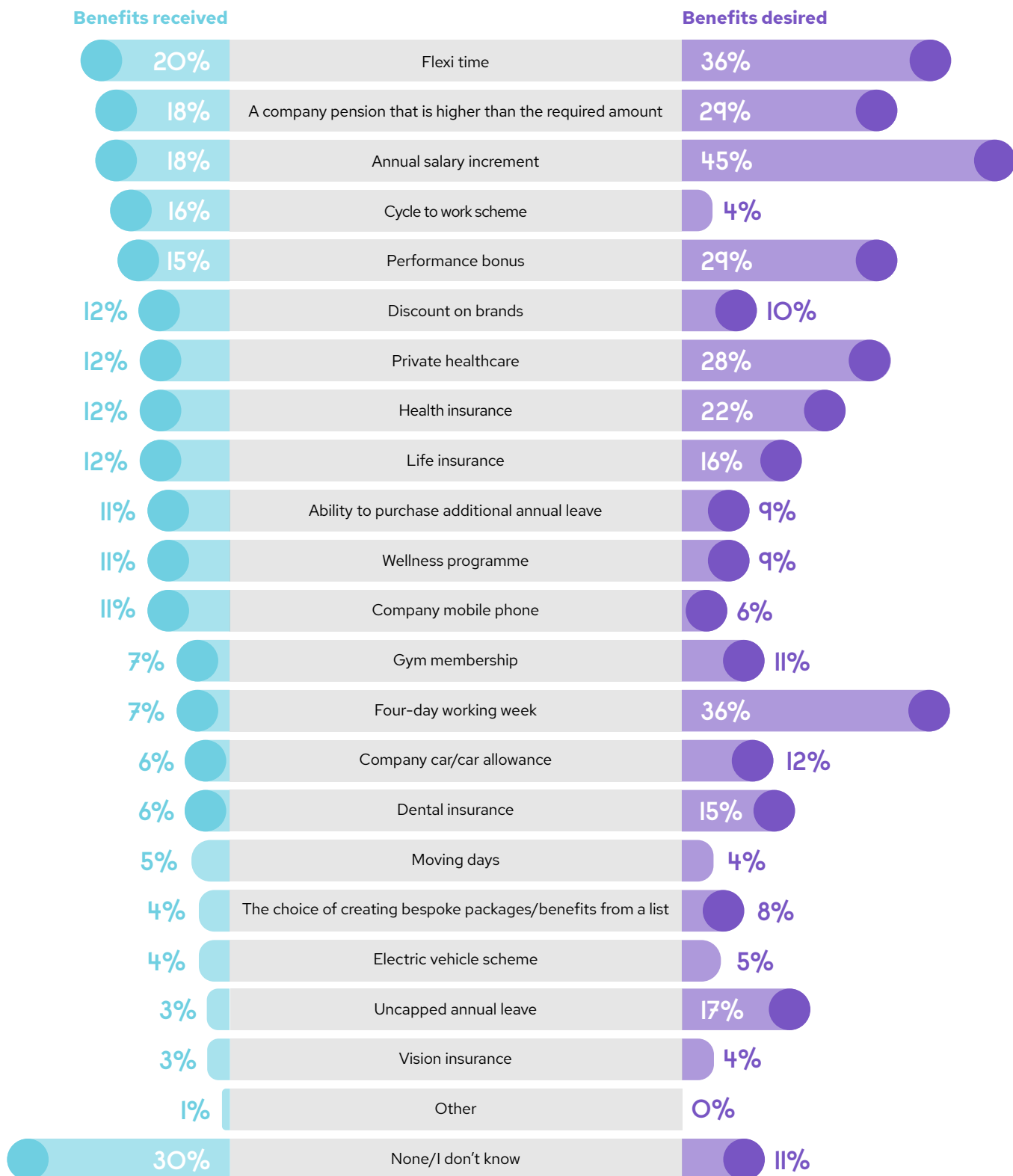
Where raising salaries isn’t an option, the benefits businesses offer can potentially tip the balance when people are considering changing jobs. Surprisingly, however, three-in-10 (30%) say they don’t receive any workplace benefits at all.

There seems to be a more even playing field when it comes to the benefits in demand this year versus the last few years. In 2021, we saw higher demand for health-related benefits, which reflected the stress the pandemic had on workers. Last year, workers were feeling the initial impact of rising energy bills and inflation, which was reflected in their desire for more financial-led benefits, such as salary increments and pensions. This year, however, there’s a greater balance between money and flexibility.

There also seems to be some disconnect when it comes to offering workplace benefits. For those that do get workplace benefits, the three most common are: flexi time (20%), a company pension higher than the required amount (18%), and an annual salary increment (18%).

In comparison, the top-three desired benefits are: an annual salary increment (45%), a four-day working week (36%), and flexi time (36%). There’s a disparity between what is being offered and what is desired, especially as only seven per cent of workers currently receive the second most demanded benefit – a four-day working week. Women are less likely to receive any work benefits. But the benefits they want vary – and they are most interested in flexi time.

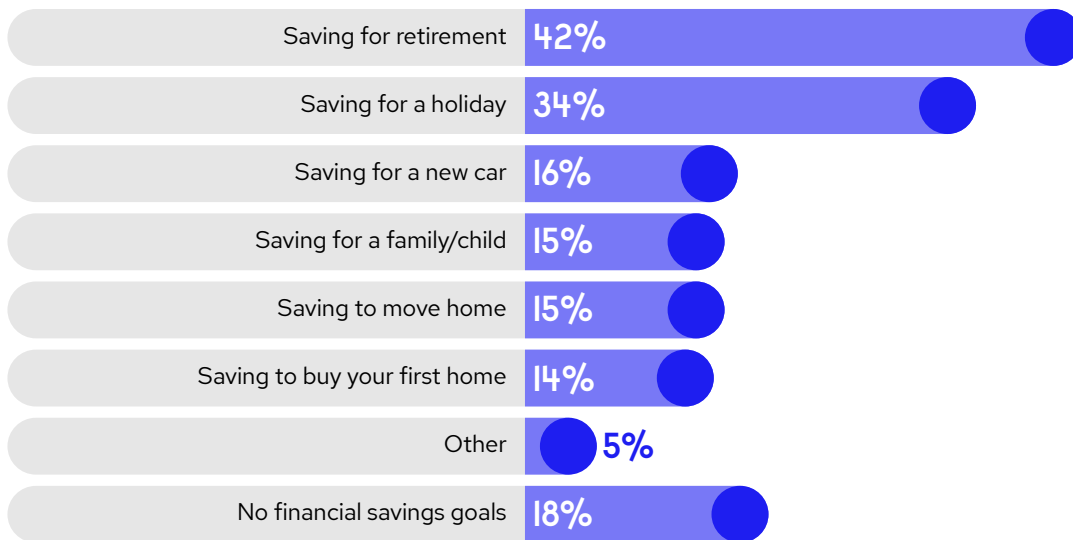
## ↓ Company benefits - received vs desired



Looking into people's savings priorities, we can also pinpoint where businesses may be able to help. The top thing people are saving for is retirement (42%), meaning businesses that offer better pension support can be more attractive – a benefit that only 18% of workers are currently receiving but 29% would prefer.

Another top item people are saving for is a holiday (34%). In such cases, offering a performance bonus may help; a benefit that only 15% receive but, again, 29% would like.

### ↓ What are your financial savings goals?



## In summary

Over half of professionals (55%) are currently looking, or considering looking, for a new job – highlighting a need for businesses to audit what they are offering their current and future talent. Two of the top-five reasons for people looking elsewhere pertain to the salary not being enough or being better elsewhere, with another top reason being that the benefits package isn't sufficient.

There are some areas where businesses could better align their benefits packages to the wishes of candidates. Aside from the four-day working week, the most popular benefits do fall into the top benefits employers offer but aren't as high up in terms of importance when compared with employee preferences.

There are also some areas where companies could save money by removing less popular benefits from their offering. Cycle to work schemes are the fourth most popular benefit supplied by workplaces (16%) but fall into one of the least desired benefits for employees, with only four per cent finding it an attractive add-on. Only 12% receive private healthcare, whereas 28% find it an attractive benefit; the same trend is found in health insurance, with only 12% of businesses offering it, but 22% of employees wanting it.

Businesses should consider evaluating the benefits they offer and whether they appeal to their workers today, as the money they save on removing undesirable benefits could be better spent on more costly rewards that attract and retain top talent.

The gender differences also can't be ignored. Women are less likely to reach their financial goals and be more negatively affected by the cost-of-living crisis.





# Why **Reed?**

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# Leadership

## Chief Operating Officer

### Private sector

#### Average salaries

Turnover	£0-£10M	£10M-£50M	£50M-£100M	£100M+
London	£163,000	£182,000	£200,000	£226,000
Midlands and East	£127,000	£142,000	£156,000	£176,000
North	£125,000	£140,000	£154,000	£174,000
Scotland	£124,000	£139,000	£152,000	£171,000
South	£134,000	£149,000	£164,000	£185,000
Wales	£122,000	£137,000	£150,000	£169,000
Northern Ireland	£121,000	£135,000	£148,000	£167,000

### Public sector

Min	Average	Max
£143,000	£151,000	£176,000
£112,000	£118,000	£137,000
£110,000	£116,000	£135,000
£109,000	£115,000	£133,000
£118,000	£124,000	£144,000
£107,000	£113,000	£132,000
£106,000	£112,000	£130,000

## Chief Financial Officer

### Private sector

#### Average salaries

Turnover	£0-£10M	£10M-£50M	£50M-£100M	£100M+
London	£126,000	£175,000	£198,000	£221,000
Midlands and East	£98,000	£136,000	£154,000	£173,000
North	£97,000	£134,000	£152,000	£171,000
Scotland	£96,000	£133,000	£150,000	£168,000
South	£103,000	£143,000	£162,000	£182,000
Wales	£94,000	£131,000	£149,000	£166,000
Northern Ireland	£93,000	£129,000	£147,000	£164,000

### Public sector

Min	Average	Max
£93,000	£109,000	£123,000
£72,000	£85,000	£96,000
£71,000	£84,000	£95,000
£70,000	£83,000	£93,000
£76,000	£89,000	£101,000
£70,000	£82,000	£92,000
£69,000	£81,000	£91,000

## Finance Director

### Private sector

#### Average salaries

Turnover	£0-£10M	£10M-£50M	£50M-£100M	£100M+
London	£91,000	£113,000	£133,000	£150,000
Midlands and East	£71,000	£88,000	£104,000	£117,000
North	£70,000	£87,000	£102,000	£116,000
Scotland	£69,000	£86,000	£101,000	£114,000
South	£74,000	£92,000	£109,000	£123,000
Wales	£68,000	£85,000	£100,000	£113,000
Northern Ireland	£67,000	£83,000	£98,000	£111,000

### Public sector

Min	Average	Max
£84,000	£90,000	£100,000
£65,000	£70,000	£78,000
£64,000	£69,000	£77,000
£64,000	£68,000	£76,000
£69,000	£74,000	£82,000
£63,000	£67,000	£75,000
£62,000	£67,000	£74,000

# Leadership insight



**Daniel Cornes**  
Leadership Expert, Reed

“ Finance director, finance leads and many other executive roles within the finance sector are constantly evolving to meet the demands of an ever-changing global economy. External factors including market uncertainty, skills shortages, rising interest rates, and increasing capital costs are heavily impacting financial strategies for 2024. We expect to see several significant trends and developments reshaping the landscape, promising an exciting future for leaders.

One of the most noticeable shifts in leadership roles in the finance space is the heightened emphasis on technological expertise. As forecasting frequency increases, finance teams are examining new technologies to improve the quality and timeliness of their data and reporting integrity. With the advent of artificial intelligence, data analytics, and blockchain,

financial leaders are increasingly expected to not just understand these technologies, but to harness their power to connect data, build agility, and drive profitability.

Sustainability considerations have also become a central focus for the accountancy and finance sector. Scrutiny from investors and regulators is pushing CFOs to integrate sustainability metrics into financial reporting and business strategies, with executives assuming a prominent role in guiding corporate responsibility – balancing both short- and long-term priorities.

Finance leaders are also grappling with the complexities of their role in a decentralised work environment, which has necessitated a broader skill set in terms of navigating the intricacies of hybrid team dynamics. The world of accountancy and finance

is also experiencing a shift towards interdisciplinary leadership. Leading finance figures are increasingly expected to possess a holistic understanding of their business operations and be capable of making informed decisions beyond finance. This trend places a premium on leaders who can effectively collaborate across different functional areas to enhance the efficiency, agility, and resilience of their teams.

For individuals seeking to enter the sector, now is an opportune time to invest in education and training to meet the growing demands of these influential positions. Balancing revenue-sustaining and cost-cutting efforts will be critical throughout 2024, enabling finance teams to fortify bottom lines and contribute to organisational profitability and long-term financial health. //







# East Anglia

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Accounts Assistant	£24,400	£26,200 <span>↗</span>	£28,000	£25,200	£24,300	£27,500
Accounts Payable Assistant	£24,000	£25,500 <span>↗</span>	£27,000	£23,600	£23,000	£26,800
Accounts Payable Manager	£32,000	£34,600 <span>↗</span>	£37,200	£32,000	£31,200	£36,500
Accounts Receivable Assistant	£23,300	£24,800 <span>↗</span>	£26,300	£22,200	£21,700	£26,200
Accounts Receivable Manager	£33,800	£36,500 <span>↗</span>	£39,200	£34,100	£33,000	£38,500
Assistant Accountant	£25,900	£28,400 <span>↗</span>	£30,800	£24,400	£24,900	£30,000
Bookkeeper	£24,300	£26,000 <span>↗</span>	£27,700	£24,200	£23,700	£27,500
Commercial Accountant	£39,000	£42,100 <span>↗</span>	£45,100	£39,100	£39,000	£44,400
Credit Control Manager	£32,400	£34,800 <span>↗</span>	£37,200	£32,600	£31,600	£36,700

↗ **4.1%** increase in Accounts Assistant average salaries this year.

↗ **7.3%** increase in Accounts Receivable Manager average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Credit Controller	£24,900	£26,500 <span>↗</span>	£28,100	£24,400	£23,100	£27,800
Finance Business Partner	£46,300	£49,700 <span>↗</span>	£53,200	£48,100	£48,400	£52,100
Finance Manager	£47,800	£52,700 <span>↗</span>	£57,500	£52,500	£48,200	£55,300
Financial Accountant	£45,300	£49,300 <span>↗</span>	£53,300	£45,000	£45,400	£51,800
Financial Analyst	£42,200	£46,400 <span>↗</span>	£50,600	£43,600	£43,700	£49,000
Financial Controller	£55,500	£60,000 <span>↘</span>	£64,500	£60,400	£56,100	£62,900
Group Financial Controller	£69,600	£75,400 <span>↗</span>	£81,300	£73,300	£71,600	£79,500
Management Accountant	£36,300	£39,800 <span>↗</span>	£43,300	£37,700	£36,900	£41,800
Payroll Assistant	£23,100	£25,100 <span>↗</span>	£27,000	£23,700	£23,200	£26,300
Payroll Manager	£36,700	£40,900 <span>↘</span>	£45,200	£41,100	£37,000	£42,900
Project Accountant	£45,600	£49,400 <span>↗</span>	£53,300	£46,000	£46,400	£52,100
Sales Ledger Clerk	£23,400	£24,400 <span>↗</span>	£25,500	£22,900	£21,800	£25,600

↗ **9.1%** increase in Credit Controller average salaries this year.

↘ **0.7%** decrease in Financial Controller average salaries this year.

## Roles on the rise

### Accounts Payable Manager

2022	£31,200
2023	£32,000
2024	£34,600

### Finance Manager

2022	£48,200
2023	£52,500
2024	£52,700

### Sales Ledger Clerk

2022	£21,800
2023	£22,900
2024	£24,400

↑  
**5.1%**  
salary growth  
versus 4.2% UK  
average growth

### Average salary in region vs UK inflation rate



# Regional insight

**Melanie Marjoram**  
Regional Director, Reed



“ The accountancy and finance sector in East Anglia continues to grow and change, driven by advancements in technology, regulatory changes, and evolving market dynamics. As we move forward into 2024, it’s evident that these trends will continue to shape finance roles, influencing both employers and jobseekers.

One of the most significant developments we’re seeing is the increasing reliance on digital tools and automation. Finance teams within businesses are embracing cutting-edge accounting software, data analytics, and artificial intelligence to streamline their operations and enhance their ability to provide strategic financial guidance to

the business. This automation has not only increased efficiency, but created demand for professionals with expertise in data analysis and software implementation.

Another key driver of change is the regulatory landscape. With Brexit still influencing proceedings and ongoing international regulatory developments, compliance has become more complex. As a result, companies are seeking accountants and finance professionals who possess a deep understanding of these regulations, which will see higher demand for qualified candidates to help take the sector to new levels. Continuous training and development will be crucial, and

companies that invest in upskilling their finance teams will remain competitive and attractive to newly-qualified professionals.

In terms of job opportunities, there will be a growing demand for professionals who can bridge the gap between traditional finance expertise and digital capabilities. This will help to ensure a bright future for dynamic workers. That said, it’s vital to know what you want from your next role, and know where you’re willing to compromise in terms of accepting an offer. Clarity of mind can spare you from disappointment later, so carefully consider your motivations for job hunting before applying. ”



# East Midlands

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Accounts Assistant	£24,500	£26,200 <span>↗</span>	£27,900	£24,900	£24,200	£27,500
Accounts Payable Assistant	£22,900	£23,900 <span>↗</span>	£24,900	£23,300	£21,800	£25,100
Accounts Payable Manager	£32,100	£34,700 <span>↔</span>	£37,200	£34,700	£29,200	£36,400
Accounts Receivable Assistant	£23,900	£25,300 <span>↗</span>	£26,700	£22,800	£21,900	£26,600
Accounts Receivable Manager	£34,600	£37,200 <span>↗</span>	£39,800	£34,900	£33,200	£39,100
Assistant Accountant	£26,600	£28,900 <span>↗</span>	£31,300	£25,000	£25,100	£30,400
Bookkeeper	£24,900	£26,500 <span>↗</span>	£28,200	£24,800	£23,900	£27,900
Commercial Accountant	£40,000	£42,900 <span>↗</span>	£45,800	£40,100	£39,300	£45,100
Credit Control Manager	£33,200	£35,500 <span>↗</span>	£37,800	£33,400	£31,800	£37,300
Credit Controller	£23,700	£25,100 <span>↗</span>	£26,500	£23,600	£22,700	£26,300

↗ **11.4%** increase in Accounts Receivable Assistant average salaries this year.

↗ **6.6%** increase in Credit Control Manager average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Finance Business Partner	£47,800	£52,200 <span>↗</span>	£56,600	£50,400	£48,100	£54,800
Finance Manager	£50,000	£53,800 <span>↗</span>	£57,700	£51,100	£48,700	£56,500
Financial Accountant	£45,000	£49,400 <span>↗</span>	£53,800	£44,800	£44,700	£51,900
Financial Analyst	£41,000	£46,700 <span>↗</span>	£52,400	£38,800	£41,500	£49,100
Financial Controller	£57,800	£62,300 <span>↗</span>	£66,800	£58,000	£55,300	£65,400
Group Financial Controller	£71,300	£76,900 <span>↗</span>	£82,600	£75,100	£72,200	£80,800
Management Accountant	£36,700	£40,200 <span>↗</span>	£43,800	£38,200	£36,700	£42,200
Payroll Assistant	£24,600	£26,100 <span>↗</span>	£27,700	£25,100	£22,900	£27,400
Payroll Manager	£36,900	£39,800 <span>↘</span>	£42,600	£41,800	£37,900	£41,800
Project Accountant	£46,700	£50,400 <span>↗</span>	£54,100	£47,200	£46,800	£53,000
Sales Ledger Clerk	£21,700	£22,700 <span>↗</span>	£23,700	£20,900	£19,800	£23,900

↗ **4.4%** increase in Payroll Assistant average salaries this year.

↘ **5.3%** decrease in Payroll Manager average salaries this year.

## Roles on the rise

### Project Accountant

2022	£46,800
2023	£47,200
2024	£50,400

### Management Accountant

2022	£36,700
2023	£38,200
2024	£40,200

### Financial Controller

2022	£55,300
2023	£58,000
2024	£62,300



# 5.8%

salary growth  
versus 4.2% UK  
average growth

## Average salary in region vs UK inflation rate



# Regional insight

“ The accountancy and finance sector in the East Midlands, in line with the sector at large, is experiencing a period of significant evolution. One of the most notable trends is the increasing adoption of digital technologies – which has taken businesses’ ability to enhance their real-time financial and commercial reporting to a new level. Automation, data analytics, and to some extent, artificial intelligence, are becoming integral to the sector, enhancing efficiency, reducing manual tasks, and allowing professionals to focus on more strategic financial responsibilities to create business growth.

Employers across the region will need to continue to adapt in order to attract and retain top talent. The workforce is

increasingly looking for more than just competitive salaries; they want a work environment that proactively promotes growth and innovation.

To meet these expectations, companies should invest in ongoing professional development, offer flexible work arrangements, and create a supportive culture that values diversity and inclusion. This can be a challenge in sectors such as industrial, manufacturing, retail and wholesalers, on which the region depends.

Furthermore, in these sectors, environmental, social and corporate governance (ESG) considerations are becoming a central focus, so businesses need to embrace sustainable and ethical

financial practices, as well as hiring professionals who can navigate the complexities of ESG reporting and compliance.

There are promising opportunities available to those professionals looking to progress their careers. Professionals experienced in accounts payable and financial analysis are still in high demand, and candidates who possess a strong foundation in traditional accounting and finance, alongside proficiency in digital tools and ESG principles, will be particularly valuable to organisations in 2024.

The region’s finance sector holds exciting prospects for those who are ready to embrace these developments. ”



**Chris Willsher**

Senior Regional Director, Reed



# London

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Accounts Assistant	£29,500	£31,900 <span>↗</span>	£34,200	£30,400	£29,300	£33,500
Accounts Payable Assistant	£28,200	£30,200 <span>↗</span>	£32,100	£28,200	£26,900	£31,700
Accounts Payable Manager	£43,300	£46,800 <span>↗</span>	£50,200	£43,700	£43,300	£49,200
Accounts Receivable Assistant	£29,100	£31,000 <span>↗</span>	£32,900	£28,600	£27,200	£32,600
Accounts Receivable Manager	£43,200	£47,300 <span>↗</span>	£51,400	£46,200	£44,100	£49,700
Assistant Accountant	£38,600	£41,900 <span>↗</span>	£45,300	£36,000	£37,600	£44,000
Bookkeeper	£36,400	£39,200 <span>↗</span>	£41,900	£37,400	£36,800	£41,200
Commercial Accountant	£46,100	£49,600 <span>↗</span>	£53,100	£47,100	£49,600	£52,000
Credit Control Manager	£43,900	£47,800 <span>↗</span>	£51,700	£47,200	£50,000	£50,200
Credit Controller	£30,600	£32,900 <span>↗</span>	£35,200	£31,300	£30,600	£34,500

↗ **15.7%** increase in Assistant Accountant average salaries this year.

↗ **4.9%** increase in Bookkeeper average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Finance Business Partner	£61,800	£66,100 <span>↗</span>	£70,400	£65,600	£63,100	£69,300
Finance Manager	£63,900	£69,800 <span>↗</span>	£75,700	£66,900	£65,500	£73,300
Financial Accountant	£57,000	£61,100 <span>↗</span>	£65,100	£59,200	£57,200	£64,100
Financial Analyst	£53,900	£59,300 <span>↗</span>	£64,600	£55,900	£57,100	£62,200
Financial Controller	£70,700	£76,800 <span>↗</span>	£82,800	£74,300	£71,000	£80,600
Group Financial Controller	£87,900	£95,800 <span>↔</span>	£103,800	£95,800	£96,300	£100,500
Management Accountant	£47,600	£51,800 <span>↗</span>	£56,000	£49,500	£50,000	£54,400
Payroll Assistant	£28,800	£31,100 <span>↗</span>	£33,500	£29,900	£28,000	£32,600
Payroll Manager	£52,600	£57,200 <span>↗</span>	£61,800	£54,800	£52,400	£60,100
Project Accountant	£59,500	£64,000 <span>↗</span>	£68,500	£59,500	£63,800	£67,200
Sales Ledger Clerk	£26,500	£28,400 <span>↗</span>	£30,300	£27,200	£25,500	£29,800

↗ **6%** increase in Financial Analyst average salaries this year.

↗ **7.1%** increase in Project Accountant average salaries this year.

## Roles on the rise

### Payroll Manager

2022	£52,400
2023	£54,800
2024	£57,200

### Financial Accountant

2022	£57,200
2023	£59,200
2024	£61,100

### Accounts Receivable Manager

2022	£44,100
2023	£46,200
2024	£47,300

↑  
**4.4%**  
salary growth  
versus 4.2% UK  
average growth

### Average salary in region vs UK inflation rate



## Regional insight

**Alexandra Martin**  
Senior Regional Director, Reed



London's accountancy and finance sector has experienced significant developments in recent years, and the outlook for 2024 promises to be equally transformative. As we move further into the year, several key trends and opportunities are emerging, impacting both employers and jobseekers across the industry.

There is increasing reliance on technology and data analytics, with advancements in accountancy reporting tools and AI reshaping traditional financial practices. To stay competitive, employers need to identify talent with strong digital skills

and an understanding of data analysis. The changing landscape also calls for greater emphasis on ethical finance and sustainability. As companies seek to align with environmental principles, the demand for accountants and finance experts well-versed in this area is on the rise.

When it comes to attracting and retaining talent, employers need to recognise the evolving priorities of the modern workforce. Competitive salaries - especially in the nation's capital - and benefits packages are important, but so too are opportunities for professional development, a flexible work environment,

and a strong company culture. Fostering diversity and inclusion is a critical factor, as more professionals seek inclusive workplaces where their unique perspectives are valued.

For jobseekers, the sector offers a wide range of roles, from traditional accounting and auditing to c-suite positions. There will be opportunities for those who can adapt to the changing demands of the industry, who possess digital and analytical skills, and have a commitment to upskilling. Jobseekers should keep this salary guide in mind when searching for new roles. It's vital to know your worth and earning potential. //



# North East

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Accounts Assistant	£24,300	£25,800 <span>↗</span>	£27,400	£24,500	£23,200	£27,100
Accounts Payable Assistant	£23,100	£24,100 <span>↗</span>	£25,100	£22,700	£22,700	£25,300
Accounts Payable Manager	£29,900	£32,100 <span>↗</span>	£34,300	£31,000	£29,600	£33,700
Accounts Receivable Assistant	£21,800	£23,000 <span>↗</span>	£24,200	£21,500	£20,600	£24,100
Accounts Receivable Manager	£31,500	£33,800 <span>↗</span>	£36,200	£33,000	£31,300	£35,500
Assistant Accountant	£24,200	£26,300 <span>↗</span>	£28,400	£23,600	£23,600	£27,600
Bookkeeper	£22,700	£24,100 <span>↗</span>	£25,600	£23,400	£22,400	£25,300
Commercial Accountant	£36,500	£39,000 <span>↗</span>	£41,600	£37,900	£37,000	£40,900
Credit Control Manager	£30,300	£32,300 <span>↗</span>	£34,300	£31,600	£29,900	£33,900
Credit Controller	£24,200	£25,400 <span>↗</span>	£26,600	£23,300	£22,200	£26,700
Finance Business Partner	£44,500	£48,400 <span>↗</span>	£52,400	£44,800	£50,400	£50,700
Finance Manager	£45,600	£49,400 <span>↗</span>	£53,300	£44,500	£45,000	£51,800

↗ **9.5%** increase in **Credit Controller** average salaries this year.

↗ **7.1%** increase in **Finance Business Partner** average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Financial Accountant	£46,800	£50,300 <span>↗</span>	£53,800	£45,500	£41,200	£52,900
Financial Analyst	£39,400	£43,100 <span>↗</span>	£46,700	£42,200	£41,400	£45,200
Financial Controller	£53,000	£57,300 <span>↗</span>	£61,600	£51,900	£50,300	£60,200
Group Financial Controller	£65,000	£70,000 <span>↘</span>	£75,000	£71,100	£67,900	£73,500
Management Accountant	£35,200	£38,300 <span>↗</span>	£41,400	£36,600	£33,700	£40,200
Payroll Assistant	£21,400	£22,300 <span>↗</span>	£23,500	£21,500	£20,700	£23,300
Payroll Manager	£35,200	£37,800 <span>↘</span>	£40,400	£38,600	£35,300	£39,700
Project Accountant	£42,600	£45,800 <span>↗</span>	£49,100	£44,600	£44,000	£48,000
Sales Ledger Clerk	£21,000	£21,200 <span>↗</span>	£21,500	£19,700	£18,700	£21,600

↗ **11.7%** increase in **Financial Accountant** average salaries this year.

↘ **1.6%** decrease in **Group Financial Controller** average salaries this year.

## Roles on the rise

### Accounts Assistant

2022	£23,200
2023	£24,500
2024	£25,800

### Commercial Accountant

2022	£37,000
2023	£37,900
2024	£39,000

### Financial Controller

2022	£50,300
2023	£51,900
2024	£57,300

↑  
**4.9%**  
salary growth  
versus 4.2% UK  
average growth

### Average salary in region vs UK inflation rate



# Regional insight

**Charlotte Willey**  
Senior Regional Manager, Reed



“ The labour market across the accountancy and finance sector in the North East of England has balanced out over the past 12 months, but 2024 aims to bring about a host of challenges and opportunities for companies and professionals alike.

Digital transformation of the finance sector is a prominent trend, driven by technological advancements, increased use of data analytics, and the growing importance of reducing costs. Employers are increasingly seeking professionals with strong digital skills, as well as expertise in risk management and compliance, to navigate this changing landscape.

However, attracting and retaining talent is a challenge in itself. Employers must

focus on competitive salaries and benefits to help employees cope with the cost-of-living crisis, but it's equally vital to offer working environments that encourage continuous learning and professional development.

Offering flexible work arrangements, alongside a positive company culture, is essential to attraction and retention, especially in a post-pandemic world where work-life balance remains at the top of the agenda.

As sustainability gains even more prominence, job opportunities are opening up for individuals with knowledge in green finance and ways to balance the books. This trend aligns with the global shift

towards ethical finance, and jobseekers interested in environmental, social and corporate governance should find no end of opportunities across the region.

Those looking for a new challenge in the finance sector should also consider honing their skills in data analysis, financial software, and reporting tools, to stand the best chance of landing their desired role.

Learning and development may lead to opportunities to shape their role within their current business too, and is a surefire way to impress future employers. Those who are tenacious enough to challenge themselves and prove their value may be able to take full advantage of a competitive jobs market. ”





# North West

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Accounts Assistant	£24,600	£26,300 <span>↗</span>	£28,100	£24,600	£23,600	£27,600
Accounts Payable Assistant	£24,100	£25,500 <span>↗</span>	£26,900	£23,500	£23,300	£26,800
Accounts Payable Manager	£34,000	£37,100 <span>↗</span>	£40,100	£33,500	£34,400	£39,000
Accounts Receivable Assistant	£23,200	£24,400 <span>↗</span>	£25,600	£22,000	£20,800	£25,600
Accounts Receivable Manager	£33,600	£35,900 <span>↗</span>	£38,200	£33,700	£31,600	£37,700
Assistant Accountant	£29,400	£31,600 <span>↗</span>	£33,700	£27,200	£24,700	£33,300
Bookkeeper	£24,100	£25,600 <span>↗</span>	£27,100	£23,900	£22,700	£26,900
Commercial Accountant	£42,200	£45,400 <span>↗</span>	£48,700	£43,500	£41,600	£47,700
Credit Control Manager	£34,100	£36,700 <span>↗</span>	£39,300	£33,800	£31,800	£38,600
Credit Controller	£24,400	£25,800 <span>↗</span>	£27,200	£24,300	£22,800	£27,100

↗ **10.5%** increase in Accounts Payable Manager average salaries this year.

↗ **7.5%** increase in Bookkeeper average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Finance Business Partner	£50,300	£54,000 <span>↗</span>	£57,700	£50,400	£51,000	£56,700
Finance Manager	£49,700	£53,600 <span>↗</span>	£57,500	£49,900	£49,400	£56,300
Financial Accountant	£44,500	£47,900 <span>↗</span>	£51,300	£44,900	£43,500	£50,300
Financial Analyst	£41,700	£45,000 <span>↗</span>	£48,200	£42,200	£42,400	£47,300
Financial Controller	£56,600	£61,000 <span>↗</span>	£65,300	£58,100	£55,800	£64,100
Group Financial Controller	£76,800	£82,100 <span>↗</span>	£87,400	£79,300	£72,400	£86,300
Management Accountant	£37,100	£40,300 <span>↗</span>	£43,500	£37,200	£35,700	£42,300
Payroll Assistant	£24,200	£25,700 <span>↗</span>	£27,200	£24,500	£23,500	£27,000
Payroll Manager	£36,900	£40,100 <span>↘</span>	£43,300	£42,000	£35,700	£42,100
Project Accountant	£47,500	£51,900 <span>↗</span>	£56,300	£45,600	£46,900	£54,500
Sales Ledger Clerk	£23,300	£24,500 <span>↗</span>	£25,600	£22,900	£21,800	£25,700

↘ **5.3%** decrease in Payroll Manager average salaries this year.

↗ **7.3%** increase in Sales Ledger Clerk average salaries this year.

## Roles on the rise

### Accounts Receivable Assistant

2022	£20,800
2023	£22,000
2024	£24,400

### Credit Controller

2022	£22,800
2023	£24,300
2024	£25,800

### Payroll Assistant

2022	£23,500
2023	£24,500
2024	£25,700

 **6.7%** salary growth versus 4.2% UK average growth

### Average salary in region vs UK inflation rate



# Regional insight

**Douglas Turkington**  
Regional Director, Reed



“ In recent years, the North West has witnessed a move towards technology and digitalisation in the finance sector, while the initial public offering market and world of mergers and acquisitions continues to provide attractive options for skilled professionals from across the region and beyond.

In order to remain competitive in an increasingly digital world, a focus on data analytics, automation, and transparent bookkeeping is needed. Employers are seeking professionals who are not only adept in traditional accounting practices, but who also possess strong digital skills, data analysis capabilities, and a keen understanding of emerging

technological advancements to streamline manual processes.

To attract and retain the top talent in this field, employers must offer competitive compensation packages - but it's not just about pay. Professionals in the finance sector are increasingly valuing a flexible work environment, professional development opportunities, and a supportive company culture.

Work-life balance and wellbeing have become paramount, and businesses that prioritise these aspects will find it easier to retain their workforce. As companies look to consolidate their spending, we are expecting to see a focus on competitive compensation, alongside a holistic

approach to retain talent and boost productivity across the workforce.

Looking ahead, roles such as finance business partner have seen substantial growth during 2023, which is set to continue into 2024. Demand will remain high for specialists with the commercial acumen and analytical skills to drive performance improvement and act as the bridge between finance and the wider business.

Translating financial information into meaningful and actionable insights for business leaders, is an invaluable skill. Traditional roles in auditing and taxation remain, but now require specialist digital skills. ”



# Northern Ireland

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Accounts Assistant	£25,400	£26,100 <span>↗</span>	£27,700	£24,700	£23,600	£27,900
Accounts Payable Assistant	£21,000	£22,800 <span>↗</span>	£24,700	£20,600	£20,100	£23,100
Accounts Payable Manager	£27,700	£31,800 <span>↗</span>	£35,900	£30,000	£29,200	£33,800
Accounts Receivable Assistant	£21,000	£23,600 <span>↗</span>	£26,200	£20,800	£20,300	£23,300
Accounts Receivable Manager	£29,200	£33,500 <span>↗</span>	£37,800	£32,000	£30,800	£36,000
Assistant Accountant	£22,400	£25,900 <span>↗</span>	£29,700	£22,800	£23,300	£26,700
Bookkeeper	£21,000	£23,900 <span>↗</span>	£26,800	£22,700	£22,100	£25,200
Commercial Accountant	£33,800	£38,600 <span>↗</span>	£43,500	£36,700	£36,500	£41,000
Credit Control Manager	£28,000	£31,900 <span>↗</span>	£35,900	£30,600	£29,500	£35,100
Credit Controller	£21,000	£23,100 <span>↗</span>	£25,500	£20,900	£20,300	£23,400

↗ **6%** increase in Accounts Payable Manager average salaries this year.

↗ **13.6%** increase in Assistant Accountant average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Finance Business Partner	£40,900	£46,700 <span>↗</span>	£53,300	£45,500	£45,200	£52,200
Finance Manager	£41,500	£47,700 <span>↗</span>	£54,900	£45,800	£45,300	£51,900
Financial Accountant	£38,000	£43,300 <span>↗</span>	£48,400	£41,700	£41,500	£47,500
Financial Analyst	£36,500	£42,600 <span>↗</span>	£48,800	£40,900	£40,800	£47,200
Financial Controller	£47,300	£54,100 <span>↗</span>	£62,800	£52,100	£51,100	£58,500
Group Financial Controller	£60,200	£69,100 <span>↗</span>	£78,500	£68,800	£67,000	£77,200
Management Accountant	£31,000	£35,700 <span>↗</span>	£43,200	£34,100	£33,900	£38,400
Payroll Assistant	£21,100	£23,100 <span>↗</span>	£27,700	£20,800	£20,400	£23,400
Payroll Manager	£32,600	£36,100 <span>↘</span>	£44,200	£37,300	£34,800	£37,100
Project Accountant	£39,400	£45,300 <span>↗</span>	£51,400	£43,200	£43,400	£48,900
Sales Ledger Clerk	£21,500	£21,400 <span>↗</span>	£23,300	£19,100	£18,400	£23,700

↗ **3.8%** increase in Financial Controller average salaries this year.

↘ **3.2%** decrease in Payroll Manager average salaries this year.

## Roles on the rise

### Management Accountant

2022	£33,900
2023	£34,100
2024	£35,700

### Group Financial Controller

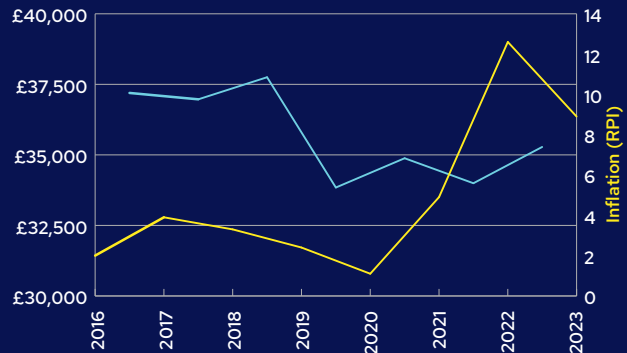
2022	£67,000
2023	£68,800
2024	£69,100

### Finance Business Partner

2022	£45,200
2023	£45,500
2024	£46,700

↑  
**4.4%**  
salary growth  
versus 4.2% UK  
average growth

### Average salary in region vs UK inflation rate



# Regional insight

**Paula Gallagher**  
Regional Manager, Reed



2024 promises to be a year of transformation in Northern Ireland – as businesses' operating costs increase across the country, albeit at a slow rate. As the global financial landscape evolves on the back of high inflation and high interest rates, employers must remain competitive and relevant in the pursuit of sustained business growth.

Companies across the country are increasingly automating processes and exploring emerging technologies, such as AI, which allow reporting and auditing to be undertaken in a faster, more efficient way.

Employers need to continue to prioritise a flexible work environment, as well as ongoing training and development programmes. With a keen eye on diversity and inclusion, companies need to advance inclusive workplaces and cultures to appeal to a broader pool of candidates.

As the cost-of-living crisis continues to affect a large proportion of the workforce, competitive compensation packages and opportunities for career advancement – alongside healthcare plans – remain essential for retaining top professionals in the sector.

Jobseekers can look forward to a dynamic market with expanding opportunities. Beyond traditional roles in auditing and taxation, there's a growing demand for specialists in data analytics and risk management.

As organisations embrace sustainability, accounting roles that encompass environmental, social and corporate governance advisory and sustainability practices are on the rise, while the country's connection to the global financial ecosystem opens opportunities to work across international projects. //

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**Step 1:** Tell us about the role

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The screenshot shows the 'Interview question generator' interface. It is divided into two main sections: 'About the role' and 'Interview questions'.

**About the role:**

- JOB TITLE\***: HR manager (with a close icon)
- LEVEL OF SENIORITY\***: Head of Department
- INDUSTRY\***: Healthcare
- Soft skills**: Select up to three skills. The selected skills are: ADAPTABILITY, COLLABORATION, COMMERCIAL AWARENESS, and COMMUNICATION.

**Interview questions:**

- Q1: What motivated you to pursue a career in healthcare?
- Q2: How familiar are you with the current market trends in the healthcare industry?
- Q3: Can you describe a project you have led that required you to balance technical expertise with business acumen?
- Q4: How do you prioritise which projects to pursue based on their potential impact on the company's bottom line?

On the right side of the interface, there are social sharing icons for WhatsApp, Facebook, LinkedIn, and Twitter, along with a 'SHARE' label.

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# Scotland

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Accounts Assistant	£24,600	£26,300 <span>↗</span>	£28,100	£25,100	£24,300	£27,600
Accounts Payable Assistant	£23,000	£24,000 <span>↗</span>	£25,100	£22,300	£21,600	£25,200
Accounts Payable Manager	£31,200	£34,500 <span>↗</span>	£37,800	£32,600	£31,300	£36,300
Accounts Receivable Assistant	£22,800	£24,700 <span>↗</span>	£26,700	£22,700	£21,800	£26,000
Accounts Receivable Manager	£33,000	£36,400 <span>↗</span>	£39,800	£34,700	£33,100	£38,300
Assistant Accountant	£25,400	£28,300 <span>↗</span>	£31,300	£24,800	£25,000	£29,800
Bookkeeper	£23,700	£26,000 <span>↗</span>	£28,200	£24,600	£23,700	£27,400
Commercial Accountant	£38,200	£42,000 <span>↗</span>	£45,800	£39,900	£39,100	£44,200
Credit Control Manager	£31,700	£34,700 <span>↗</span>	£37,800	£33,200	£31,700	£36,600
Credit Controller	£23,300	£24,700 <span>↗</span>	£26,000	£23,700	£23,400	£25,900

↗ **9.2%** increase in Accounts Receivable Assistant average salaries this year.

↗ **4.7%** increase in Credit Control Manager average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Finance Business Partner	£47,800	£52,000 <span>↗</span>	£56,100	£48,700	£50,300	£54,500
Finance Manager	£49,000	£53,400 <span>↗</span>	£57,800	£51,000	£52,000	£56,000
Financial Accountant	£43,700	£47,300 <span>↗</span>	£50,900	£47,000	£44,500	£49,600
Financial Analyst	£41,300	£46,400 <span>↗</span>	£51,400	£44,400	£43,800	£48,900
Financial Controller	£58,000	£62,000 <span>↗</span>	£66,100	£59,200	£53,600	£65,200
Group Financial Controller	£68,000	£75,300 <span>↗</span>	£82,600	£74,800	£71,900	£79,300
Management Accountant	£37,900	£41,700 <span>↗</span>	£45,500	£38,400	£39,000	£43,800
Payroll Assistant	£25,100	£26,700 <span>↗</span>	£28,300	£25,100	£23,800	£28,000
Payroll Manager	£39,100	£42,800 <span>↗</span>	£46,500	£40,500	£42,700	£44,900
Project Accountant	£44,500	£49,300 <span>↗</span>	£54,100	£46,900	£46,600	£51,900
Sales Ledger Clerk	£21,100	£22,400 <span>↗</span>	£23,700	£20,800	£19,700	£23,400

↗ **4.6%** increase in Finance Manager average salaries this year.

↗ **5.2%** increase in Project Accountant average salaries this year.

## Roles on the rise

### Sales Ledger Clerk

2022	£19,700
2023	£20,800
2024	£22,400

### Payroll Assistant

2022	£23,800
2023	£25,100
2024	£26,700

### Commercial Accountant

2022	£39,100
2023	£39,900
2024	£42,000

↑  
**4.9%**  
salary growth  
versus 4.2% UK  
average growth

## Average salary in region vs UK inflation rate



# Regional insight

**Gillian Dolan**  
Regional Director, Reed



“ Businesses continue to face pressures to fill accountancy and finance vacancies across all sectors, as they adapt to an ever-evolving economic landscape, take on new technologies, and implement innovative practices to stay competitive.

Finance teams across Scotland are increasingly focusing on digital transformation, automating processes, and harnessing data analytics to enhance decision-making. With the rise of accountancy tools helping to streamline workflows, many businesses are also exploring opportunities to increase their output.

When it comes to talent acquisition, employers are encouraged to reevaluate

their strategies. In a highly competitive jobs market, offering competitive salaries might not be enough, so ensure flexible working arrangements, professional development opportunities, and a strong commitment to diversity and inclusion are still on offer.

Companies that emphasise their commitment to sustainability and social responsibility stand the best chance of attracting attention, as these factors are becoming increasingly important to top professionals in the sector.

Scotland’s accountancy and finance market continues to offer a wealth of opportunities for those seeking their next career

challenge, with a variety of career paths to choose from. To remain an appealing candidate in today’s market, professionals must stay updated with industry trends and continually develop their skills. A solid foundation in finance, combined with proficiency in data analysis, communication, and technology, is highly desirable.

Jobseekers can set themselves apart by showcasing their commitment to lifelong learning, a strong ethical compass, and ability to navigate the digital sphere. Networking and participating in industry associations are encouraged to stay ahead of the competition. ”



# South East

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Accounts Assistant	£26,200	£28,200 <span>↗</span>	£30,200	£26,800	£25,900	£29,600
Accounts Payable Assistant	£24,800	£26,600 <span>↗</span>	£28,500	£25,200	£23,800	£27,900
Accounts Payable Manager	£36,400	£39,400 <span>↗</span>	£42,400	£38,100	£36,000	£41,300
Accounts Receivable Assistant	£24,900	£26,900 <span>↗</span>	£29,000	£25,100	£24,100	£28,200
Accounts Receivable Manager	£37,700	£40,600 <span>↗</span>	£43,500	£39,500	£38,000	£42,600
Assistant Accountant	£27,900	£30,300 <span>↗</span>	£32,700	£28,100	£27,100	£31,800
Bookkeeper	£27,800	£30,200 <span>↗</span>	£32,600	£29,200	£26,800	£31,700
Commercial Accountant	£41,800	£44,900 <span>↘</span>	£48,100	£46,400	£48,000	£47,100
Credit Control Manager	£38,200	£40,900 <span>↗</span>	£43,700	£38,700	£38,000	£42,900
Credit Controller	£26,000	£27,900 <span>↗</span>	£29,700	£26,300	£25,200	£29,300

↗ **5.9%** increase in Accounts Payable Assistant average salaries this year.

↗ **8.1%** increase in Assistant Accountant average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Finance Business Partner	£53,200	£57,400 <span>↗</span>	£61,500	£56,300	£54,700	£60,200
Finance Manager	£51,700	£56,200 <span>↗</span>	£60,700	£55,100	£53,100	£59,000
Financial Accountant	£48,400	£52,400 <span>↗</span>	£56,400	£50,800	£49,300	£55,000
Financial Analyst	£46,400	£50,500 <span>↗</span>	£54,700	£48,300	£44,900	£53,000
Financial Controller	£60,500	£65,200 <span>↗</span>	£70,000	£63,200	£60,400	£68,400
Group Financial Controller	£77,200	£84,500 <span>↗</span>	£91,700	£80,300	£76,100	£88,700
Management Accountant	£40,700	£44,600 <span>↗</span>	£48,500	£43,000	£42,100	£46,800
Payroll Assistant	£25,600	£27,700 <span>↗</span>	£29,700	£25,900	£24,600	£29,100
Payroll Manager	£41,100	£44,200 <span>↘</span>	£47,300	£45,100	£42,100	£46,400
Project Accountant	£52,100	£56,700 <span>↗</span>	£61,300	£55,500	£51,300	£59,500
Sales Ledger Clerk	£23,900	£25,300 <span>↗</span>	£26,700	£23,900	£22,900	£26,600

↗ **7.3%** increase in Payroll Assistant average salaries this year.

↘ **2.1%** decrease in Payroll Manager average salaries this year.



## Roles on the rise

### Accounts Assistant

2022	£25,900
2023	£26,800
2024	£28,200

### Credit Control Manager

2022	£38,000
2023	£38,700
2024	£40,900

### Project Accountant

2022	£51,300
2023	£55,500
2024	£56,700

↑  
**3.3%** salary growth  
versus 4.2% UK  
average growth

### Average salary in region vs UK inflation rate



## Regional insight

**Grant Rigler**  
Executive Regional Director, Reed



“ The South East of England is experiencing dynamic shifts in accountancy and finance roles as we head further into 2024. This region has long been a financial hub, but recent developments have reshaped the industry landscape, affecting the jobs market at the same time.

Companies across the region are embracing technology within their finance teams more than ever. Automation and artificial intelligence are being integrated into day-to-day operations to enhance efficiency and help make strategic decisions. Businesses need assurance from finance departments that all liabilities are reported, that key figures are accurate, that their prospects are adequately

presented, and that all of this is available timeously to all stakeholders.

To attract and retain talent in this competitive environment, employers need to offer competitive salaries – close to what you see in the capital – while also projecting a strong emphasis on work-life balance, professional development opportunities, and a supportive company culture. Companies that continue to provide flexibility are most appealing to professionals, reinforcing the notion that employee retention is at the forefront of business strategy.

There are many opportunities for those looking for their next career move or to join the industry. Traditional roles such

as commercial accountants and credit controllers are still in demand, while emerging positions like finance business partners are on the rise, as responsibility becomes more commercially driven. Jobseekers with strong tech skills and sound commercial awareness will find themselves in great demand.

To secure a new role in the current market, jobseekers should focus on continuous learning and upskilling. Staying updated on the latest industry trends and certifications, such as AAT or ACCA, can give candidates an advantage when looking to move. Remember, while salary is important, take the time to figure out what’s most important to your individual needs. ”



# South West

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Accounts Assistant	£24,400	£26,200 <span>↗</span>	£28,100	£25,000	£24,000	£27,500
Accounts Payable Assistant	£22,700	£24,100 <span>↗</span>	£25,600	£23,400	£22,500	£25,300
Accounts Payable Manager	£33,300	£35,600 <span>↗</span>	£38,000	£32,500	£31,500	£37,400
Accounts Receivable Assistant	£23,000	£25,100 <span>↗</span>	£27,100	£22,200	£20,700	£26,400
Accounts Receivable Manager	£33,400	£36,900 <span>↗</span>	£40,400	£34,100	£31,400	£38,800
Assistant Accountant	£22,500	£25,500 <span>↗</span>	£28,500	£23,500	£23,400	£26,800
Bookkeeper	£24,000	£26,300 <span>↗</span>	£28,600	£24,200	£22,600	£27,600
Commercial Accountant	£38,600	£42,600 <span>↗</span>	£46,500	£39,100	£37,200	£44,700
Credit Control Manager	£32,000	£35,200 <span>↗</span>	£38,400	£32,600	£30,100	£37,000
Credit Controller	£24,600	£26,100 <span>↗</span>	£27,600	£24,500	£23,700	£27,400

↗ **9.8%** increase in Accounts Payable Manager average salaries this year.

↗ **9.3%** increase in Bookkeeper average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Finance Business Partner	£52,600	£57,000 <span>↗</span>	£61,500	£52,900	£48,400	£59,800
Finance Manager	£48,100	£52,500 <span>↗</span>	£56,800	£48,500	£47,700	£55,100
Financial Accountant	£44,900	£49,000 <span>↗</span>	£53,000	£48,100	£45,200	£51,400
Financial Analyst	£36,600	£44,000 <span>↘</span>	£51,300	£47,300	£40,200	£46,100
Financial Controller	£54,400	£58,700 <span>↗</span>	£63,000	£56,200	£55,000	£61,600
Group Financial Controller	£68,800	£76,400 <span>↗</span>	£83,800	£73,300	£68,300	£80,200
Management Accountant	£36,700	£40,500 <span>↗</span>	£44,200	£38,600	£37,000	£42,500
Payroll Assistant	£23,700	£25,300 <span>↗</span>	£26,900	£23,800	£23,100	£26,500
Payroll Manager	£40,900	£44,200 <span>↗</span>	£47,500	£42,700	£39,600	£46,400
Project Accountant	£50,900	£55,600 <span>↗</span>	£60,200	£46,900	£46,900	£58,400
Sales Ledger Clerk	£24,600	£25,700 <span>↗</span>	£26,900	£22,600	£21,700	£27,000

↗ **8.4%** increase in Finance Manager average salaries this year.

↘ **8.2%** decrease in Financial Analyst average salaries this year.

## Roles on the rise

### Accounts Payable Assistant

2022	£22,500
2023	£23,400
2024	£24,100

### Credit Control Manager

2022	£30,100
2023	£32,600
2024	£35,200

### Payroll Manager

2022	£39,600
2023	£42,700
2024	£44,200

↑  
**6.1%**  
salary growth  
versus 4.2% UK  
average growth

### Average salary in region vs UK inflation rate



# Regional insight

**George Sofokleous**  
Senior Regional Director, Reed



“ Finance teams across the South West are adapting well to the challenges that come with changing market dynamics, technological innovations, and evolving regulatory elements. Employers in the region are experiencing a period of business confidence, even though the region is struggling with the availability of skills, declining customer demand, and high inflation. Among the priorities is the need to understand how to remain competitive in the market, especially when it comes to making job offers unique and attractive.

To offer their clients the best possible services, companies are investing heavily in automation, data analytics, and artificial intelligence, to streamline operations, enhance decision-making, and ensure

compliance with the latest financial regulations. This not only boosts efficiency but also positions companies to provide more data-driven insights to the board and key stakeholders – which is needed as workforce growth slows.

Employers need to focus on two key areas when hiring. First, be sure to offer flexible work arrangements and development opportunities as skill development is crucial. Secondly, a diverse and inclusive workplace is top of the agenda for many professionals. Diverse teams bring fresh perspectives and ideas, driving innovation. It’s also worth providing a clear career path and recognition for accomplishments, which, in turn, can encourage motivation and productivity.

To stand out to potential employers, jobseekers should focus on upskilling in areas like data analytics, compliance and auditing. With a skills shortage in the region, a strong understanding of financial regulations, coupled with excellent communication skills across stakeholder relations, will give professionals an edge.

When entering salary discussions, jobseekers need to recognise their worth and not be afraid to have conversations about their career ambitions. Moving further into 2024, there will be plenty of opportunities for proactive professionals to take on more challenging and diverse work, and fast-track their careers. ”



# Wales

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Accounts Assistant	£24,800	£26,400 <span>↗</span>	£28,100	£24,500	£23,800	£27,700
Accounts Payable Assistant	£23,100	£24,300 <span>↗</span>	£25,400	£22,600	£24,000	£25,500
Accounts Payable Manager	£33,600	£36,400 <span>↗</span>	£39,100	£30,100	£28,000	£38,200
Accounts Receivable Assistant	£21,900	£23,200 <span>↗</span>	£24,600	£20,700	£20,000	£24,700
Accounts Receivable Manager	£31,700	£34,200 <span>↗</span>	£36,700	£31,700	£30,300	£36,300
Assistant Accountant	£24,300	£26,600 <span>↗</span>	£28,800	£22,700	£22,900	£28,300
Bookkeeper	£22,800	£24,400 <span>↗</span>	£26,000	£22,500	£21,800	£25,900
Commercial Accountant	£36,600	£39,400 <span>↗</span>	£42,200	£36,400	£35,900	£41,900
Credit Control Manager	£30,400	£32,600 <span>↗</span>	£34,800	£30,300	£29,000	£34,600
Credit Controller	£23,400	£24,700 <span>↗</span>	£26,000	£23,600	£22,600	£25,900
Finance Business Partner	£44,500	£49,500 <span>↗</span>	£54,600	£45,500	£45,500	£51,900
Finance Manager	£44,900	£48,500 <span>↗</span>	£52,000	£47,100	£44,700	£50,900

↗ **7.1%** increase in Accounts Payable Assistant average salaries this year.

↗ **17%** increase in Assistant Accountant average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Financial Accountant	£43,100	£46,400 <span>↗</span>	£49,600	£42,500	£40,500	£48,700
Financial Analyst	£39,600	£43,500 <span>↗</span>	£47,400	£40,500	£40,200	£46,200
Financial Controller	£52,800	£58,000 <span>↗</span>	£63,100	£55,900	£48,900	£60,900
Group Financial Controller	£65,300	£70,700 <span>↗</span>	£76,100	£68,200	£65,900	£75,100
Management Accountant	£36,300	£39,700 <span>↗</span>	£43,200	£36,700	£36,500	£41,700
Payroll Assistant	£21,000	£22,400 <span>↗</span>	£23,800	£20,700	£20,000	£23,800
Payroll Manager	£34,500	£36,900 <span>↘</span>	£39,300	£37,900	£34,600	£38,700
Project Accountant	£42,700	£46,300 <span>↗</span>	£49,800	£42,800	£42,700	£49,200
Sales Ledger Clerk	£21,000	£21,800 <span>↗</span>	£22,800	£19,000	£18,100	£23,100

↘ **2.9%** decrease in Payroll Manager average salaries this year.

↗ **8.2%** increase in Project Accountant average salaries this year.

## Roles on the rise

### Accounts Payable Manager

2022	£28,000
2023	£30,100
2024	£36,400

### Commercial Accountant

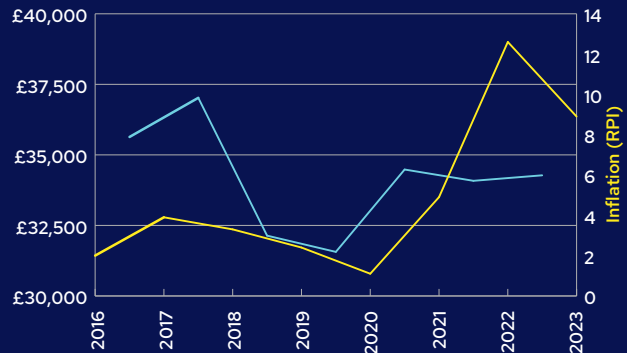
2022	£35,900
2023	£36,400
2024	£39,400

### Group Financial Controller

2022	£65,900
2023	£68,200
2024	£70,700

↑  
**6.8%** salary growth  
versus 4.2% UK  
average growth

### Average salary in region vs UK inflation rate



# Regional insight

“ As the world of finance continues to evolve, businesses across Wales are adapting to stay competitive, with innovation at their core. Confidence is growing across the country, with many companies feeling optimistic about growth potential and witnessing an increase in employment, although they are still exceptionally cautious about investment and hiring intentions.

Local labour markets are embracing trends to help the sector increase business investment. Finance teams are welcoming automation and AI-driven tools to enhance their ability to stay up to date with digital trends. This helps to streamline operations and unlock new career opportunities for

professionals with expertise in both data analysis and technology integration.

In the quest to attract and retain top talent, employers should focus on creating appealing work environments. This includes offering flexible working, professional development opportunities, and competitive salaries and benefits.

With the constant threat of economic uncertainty, more professionals are motivated by reduced travel costs when considering career opportunities. South Wales, in particular, continues to see professionals north of the M4 looking for roles closer to home, or positions with desirable hybrid working options.

To stand out in the jobs market, candidates who exhibit a blend of technical skills and soft skills such as communication and problem-solving are highly appealing.

Maintaining a strong network and developing a personal brand has become even more important in recent years, and engaging in continuous learning through online courses and workshops will demonstrate a commitment to professional growth.

There are plenty of opportunities for professionals to progress their careers and take on further responsibility this year, should they desire it. ”

**Becky Hole**

Senior Regional Director, Reed





# West Midlands

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Accounts Assistant	£24,500	£26,200 ↗	£28,000	£24,900	£23,900	£27,500
Accounts Payable Assistant	£23,300	£24,700 ↗	£26,100	£22,900	£21,200	£25,900
Accounts Payable Manager	£33,500	£36,400 ↗	£39,400	£35,500	£34,800	£38,200
Accounts Receivable Assistant	£24,800	£26,400 ↗	£28,100	£24,400	£22,400	£27,700
Accounts Receivable Manager	£36,000	£38,900 ↗	£41,900	£37,500	£34,000	£40,800
Assistant Accountant	£27,600	£30,300 ↗	£32,900	£26,800	£25,700	£31,800
Bookkeeper	£25,900	£27,800 ↗	£29,700	£26,600	£24,400	£29,100
Commercial Accountant	£44,000	£47,800 ↗	£51,500	£44,700	£38,100	£50,200
Credit Control Manager	£34,500	£37,100 ↗	£39,800	£35,800	£32,600	£38,900
Credit Controller	£24,300	£25,700 ↗	£27,100	£24,300	£23,300	£27,000

↗ **5.4%** increase in Accounts Assistant average salaries this year.

↗ **8.1%** increase in Commercial Accountant average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Finance Business Partner	£52,400	£56,700 ↗	£61,000	£55,400	£51,400	£59,500
Finance Manager	£51,000	£55,300 ↗	£59,500	£52,200	£49,800	£58,000
Financial Accountant	£45,800	£49,500 ↗	£53,200	£47,400	£45,300	£51,900
Financial Analyst	£44,700	£50,700 ↗	£56,700	£47,100	£41,500	£53,200
Financial Controller	£59,100	£64,000 ↗	£69,000	£60,900	£56,100	£67,200
Group Financial Controller	£74,100	£80,500 ↘	£86,900	£80,600	£74,000	£84,300
Management Accountant	£37,600	£41,000 ↗	£44,300	£39,100	£37,500	£43,000
Payroll Assistant	£23,300	£24,600 ↗	£25,900	£24,500	£24,400	£25,800
Payroll Manager	£44,000	£48,100 ↗	£52,200	£46,800	£39,900	£50,500
Project Accountant	£47,400	£51,400 ↗	£55,500	£50,000	£44,000	£53,900
Sales Ledger Clerk	£22,700	£23,800 ↗	£25,000	£22,700	£21,200	£24,900

↗ **8.7%** increase in Financial Analyst average salaries this year.

↗ **5.1%** increase in Management Accountant average salaries this year.

## Roles on the rise

### Bookkeeper

2022	£24,400
2023	£26,600
2024	£27,800

### Financial Analyst

2022	£41,500
2023	£47,100
2024	£50,700

### Finance Business Partner

2022	£51,400
2023	£55,400
2024	£56,700

↑  
**4.4%**  
salary growth  
versus 4.2% UK  
average growth

## Average salary in region vs UK inflation rate



# Regional insight

// A region known for its economic diversity and robust accounting services, the West Midlands is witnessing several key developments that are reshaping the sector, in part due to the cost-of-living crisis and the labour market slowing down considerably, compared to this time 12 months ago.

Companies across the region are embracing technological advancements, with a particular focus on automation and artificial intelligence. This shift has started and will allow employers to streamline operations, enhance accuracy, and improve business performance. As a result, professionals in the sector are encouraged to upskill and adapt to these

technological changes to increase their chances of progression.

Local employers will need to identify the best ways to attract and retain top talent in order to remain competitive. To do so, offering attractive packages now goes beyond financial compensation, and also includes flexible work arrangements, comprehensive benefits, and professional development opportunities – moving to a holistic approach that promotes work-life balance and career growth.

Not every employer is offering flexible working, which gives those who can an advantage when hiring. That said, this is often tricky for industries on which the region depends, including

manufacturing, industrial and heavy industry.

Overall, we're seeing openings in established companies as well as emerging startups. Jobseekers looking to stand out should focus on developing a diverse skill set. In addition to financial expertise, proficiency in data analysis, and the ability to adapt to emerging technologies is crucial.

Effective communication and problem-solving abilities are also highly valued, as they enhance client interactions and decision-making processes. As technology continues to reshape the sector, professionals across the region must stay agile and forward-thinking in order to thrive in 2024 and beyond. //



**Chris Willsher**

Senior Regional Director, Reed



# Yorkshire & Humberside

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Accounts Assistant	£23,800	£25,600 <span>↗</span>	£27,500	£24,500	£23,200	£26,900
Accounts Payable Assistant	£21,900	£23,200 <span>↗</span>	£24,600	£21,800	£20,600	£24,300
Accounts Payable Manager	£31,700	£34,700 <span>↗</span>	£37,600	£33,200	£30,200	£36,400
Accounts Receivable Assistant	£22,300	£23,800 <span>↗</span>	£25,300	£22,000	£20,300	£25,100
Accounts Receivable Manager	£32,300	£35,000 <span>↗</span>	£37,700	£33,800	£30,800	£36,800
Assistant Accountant	£24,800	£27,200 <span>↗</span>	£29,600	£24,200	£23,300	£28,600
Bookkeeper	£23,200	£25,000 <span>↗</span>	£26,700	£24,000	£22,100	£26,300
Commercial Accountant	£45,900	£49,300 <span>↗</span>	£52,800	£42,400	£41,900	£51,800
Credit Control Manager	£31,000	£33,400 <span>↗</span>	£35,800	£32,400	£29,500	£35,200
Credit Controller	£23,700	£25,200 <span>↗</span>	£26,700	£23,700	£22,400	£26,500

↗ **5%** increase in Accounts Payable Manager average salaries this year.

↗ **12.9%** increase in Assistant Accountant average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Finance Business Partner	£46,000	£49,800 <span>↗</span>	£53,600	£49,000	£46,600	£52,200
Finance Manager	£47,800	£51,500 <span>↗</span>	£55,200	£49,000	£45,500	£54,100
Financial Accountant	£43,000	£46,500 <span>↗</span>	£50,100	£44,100	£44,100	£48,800
Financial Analyst	£41,600	£45,700 <span>↗</span>	£49,900	£39,700	£40,700	£48,000
Financial Controller	£55,100	£59,300 <span>↗</span>	£63,500	£57,200	£54,700	£62,300
Group Financial Controller	£66,600	£72,400 <span>↘</span>	£78,200	£72,800	£67,000	£76,200
Management Accountant	£36,400	£39,900 <span>↗</span>	£43,300	£37,000	£35,900	£41,900
Payroll Assistant	£23,800	£25,400 <span>↗</span>	£27,000	£23,700	£23,000	£26,700
Payroll Manager	£35,000	£38,100 <span>↔</span>	£41,200	£38,100	£35,700	£40,000
Project Accountant	£44,400	£48,300 <span>↘</span>	£52,200	£48,800	£41,700	£50,700
Sales Ledger Clerk	£23,400	£24,600 <span>↗</span>	£25,800	£23,000	£20,800	£25,800

↗ **7.4%** increase in Payroll Assistant average salaries this year.

↘ **1.2%** decrease in Project Accountant average salaries this year.



## Roles on the rise

### Sales Ledger Clerk

2022	£20,800
2023	£23,000
2024	£24,600

### Credit Controller

2022	£22,400
2023	£23,700
2024	£25,200

### Accounts Receivable Manager

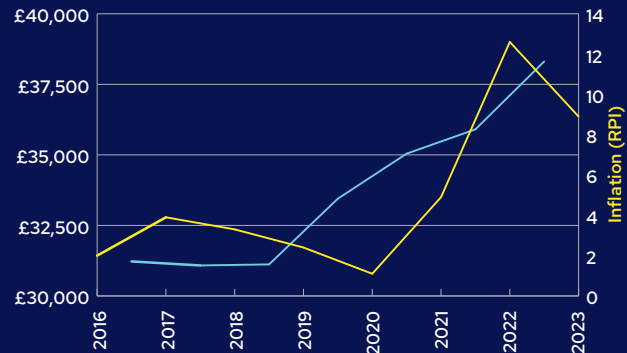
2022	£30,800
2023	£33,800
2024	£35,000



# 5%

salary growth  
versus 4.2% UK  
average growth

## Average salary in region vs UK inflation rate



# Regional insight

**Helen Barber**

Executive Regional Manager, Reed



“ The accountancy and finance market remains strong for those seeking new opportunities, and with the emergence of automation tools, I expect this will continue, as we move further into 2024. One of the biggest challenges businesses face in this region is the fierce competition in the jobs market, even if there is a little more of a balance compared to this time 12 months ago.

Companies based in this area should prioritise digital transformation, which is impacting all areas of the business. The use of advanced financial software and data analytics tools is becoming essential to remain competitive, meaning

that businesses need to invest in their digital infrastructure to enhance efficiency, reduce errors, and provide more accurate insights to senior business leaders.

To attract top talent, employers need to focus on promoting an innovative culture and professional development. Offering continuous training and mentorship programmes can be a significant draw for jobseekers, who are looking for progression opportunities in the wake of a tough cost-of-living crisis. It's also worth promoting a healthy work-life balance and flexible working options, especially in a post-pandemic world, where remote work has become the norm.

As for job opportunities, the region is likely to see demand for professionals with expertise in cloud computing, sustainable finance, and risk management. Jobseekers should invest in their skills, even seeking qualifications from accredited bodies to stand out from the crowd.

When applying for roles, professionals should tailor their CVs to highlight relevant skills and experiences, while taking the time to research potential employers to ensure the company's mission aligns with their values and goals. And if you're looking to move roles, make sure you're doing it for the right reasons. ”

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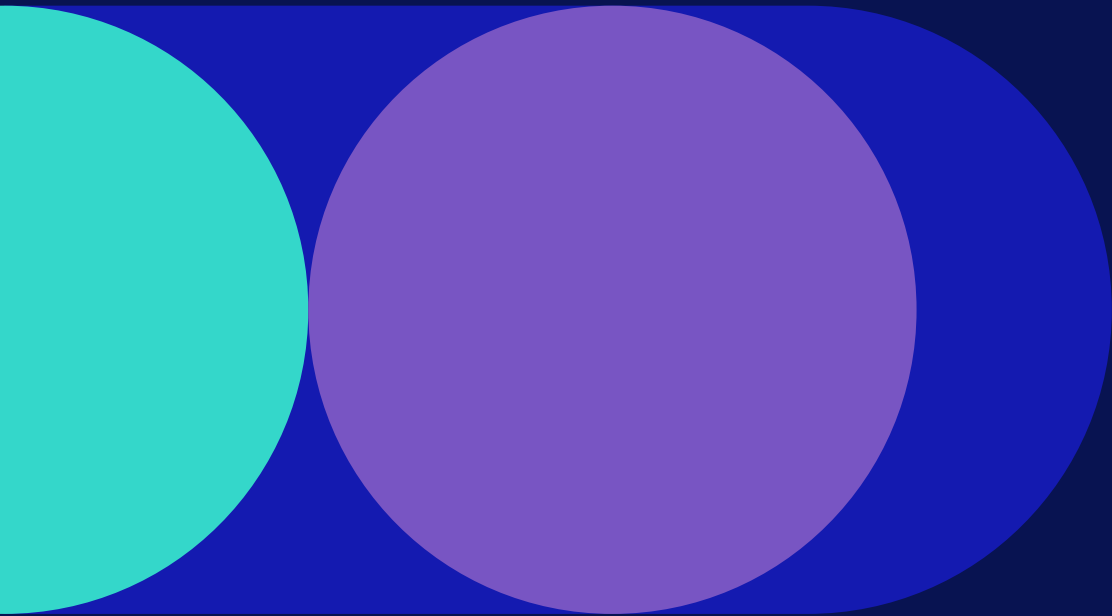
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-  Tailored recommendations to support your reward strategy
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