

Reed  
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Business support & administration

# 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 business support & administration 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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# Navigating a rapidly changing business landscape in 2024



**Helen Fontaine**

Business Support Expert, Reed

## **UK businesses are going through significant change, with digital transformation bringing support roles into the spotlight.**

The rise in inflation, supply chain disruption, and drastic changes in consumer behaviour have caused prices to soar across the board. The ongoing cost-of-living crisis has impacted small businesses' access to funding, and the price of resources and operations.

Businesses have also had to navigate new rules due to post-Brexit regulations, putting greater pressure on supply chains, procurement teams, finance and legal teams, and more. With the Bank of England predicting the rate of inflation's fall to two per cent in 2025, this year will still be somewhat tumultuous. These challenges will provide opportunities for resilient businesses and professionals to gain invaluable experience and hone skills that will see them through any future upheaval.

### **↓ Innovation and opportunity**

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In this ever-evolving environment, staying up to date with the latest trends is imperative. Businesses must be proactive in investing in talent, technology, cyber security, and remote-friendly infrastructure.

One of the most notable trends within the sector is the pace of technological development. This has led to a surge in demand for virtual support services, and a greater need for agility and adaptability within business support teams. Technology has provided new solutions for professionals and businesses to thrive and innovate and has created remote/hybrid working models for employees.

Digital transformation has encouraged businesses to adapt to niche services and unlock new markets. Collaboration between support and business leaders has become instrumental in harnessing these prospects, creating a landscape where resilience and creativity are rewarded.

This has caused a shift in the skills required within business support functions. Given that learning and development are the key factors for innovation and business growth, upskilling should always be a priority for leaders. Digital literacy, virtual collaboration and the ability to navigate complex regulatory landscapes are now just as crucial as traditional skills.

Offering remote working options is great for employee satisfaction and expanding the talent pool, but it also increases the need for cyber security solutions and expertise within your tech teams and the need for digital literacy among your entire workforce.

### **↓ Remote working and employee satisfaction**

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While remote working has opened up the UK talent pool to a greater number of employers, giving them access to the best professionals on the market, it has also brought to the fore issues such as isolation for some employees. Employers have had to address how they manage their remote/hybrid working culture and infrastructure.

Companies must take the time to continuously improve, as remote working is still a relatively new concept for most UK businesses, and many have simply implemented a working model and not developed it. Search for feedback from your employees on their remote working experience and make incremental changes that suit individuals. Everyone has different needs and styles of working.

Tools for better collaboration can be helpful to blur the divide between teams working separately. Communication, flexibility, attention to wellbeing and adequate provision of reliable tools and support all promote productivity. This leads to increased employee satisfaction and engagement, and long-term success, as a result.

If your business doesn't already have one, developing an employee value proposition (EVP) will help to both attract and retain the best business support talent. It should outline what your company culture is, in a way that resonates with your existing employees, while capturing the interest of those who share your values.

### ↓ Final thoughts

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Looking ahead, several of these trends will shape the rest of this year. With many jobseekers looking for dynamic ways of working, it's clear that a robust remote infrastructure, strong EVP, and continuous development for employees, should all be top priorities for employers this year.



# 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

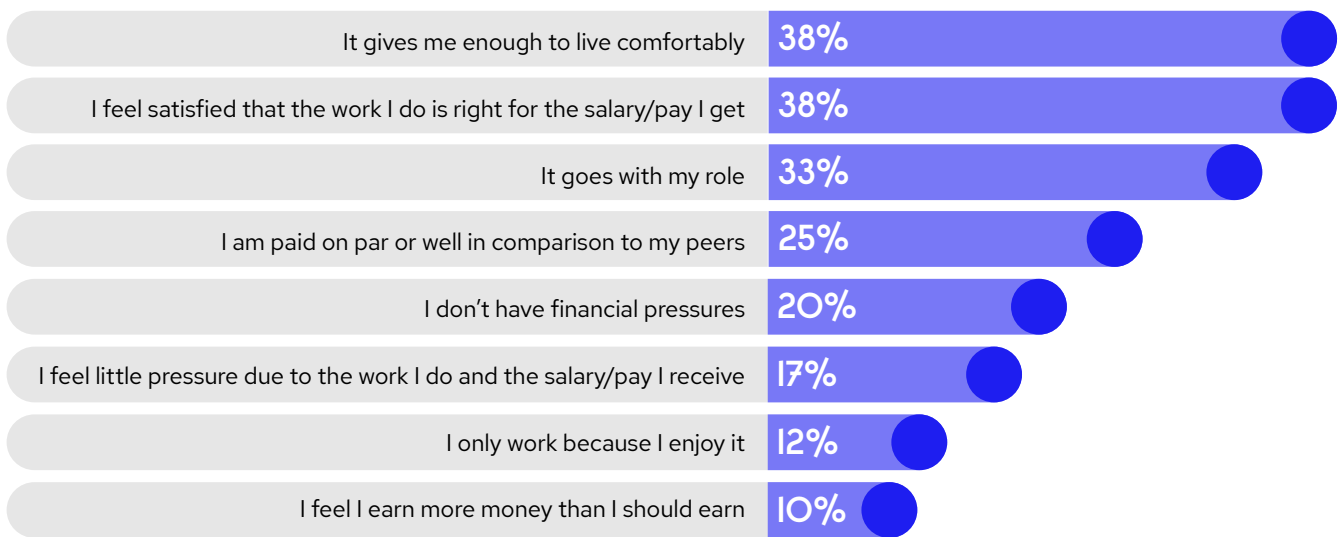
**With ongoing cost-of-living challenges, salaries will continue to be a huge area of discussion in the employment market, for both professionals and businesses.**

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.

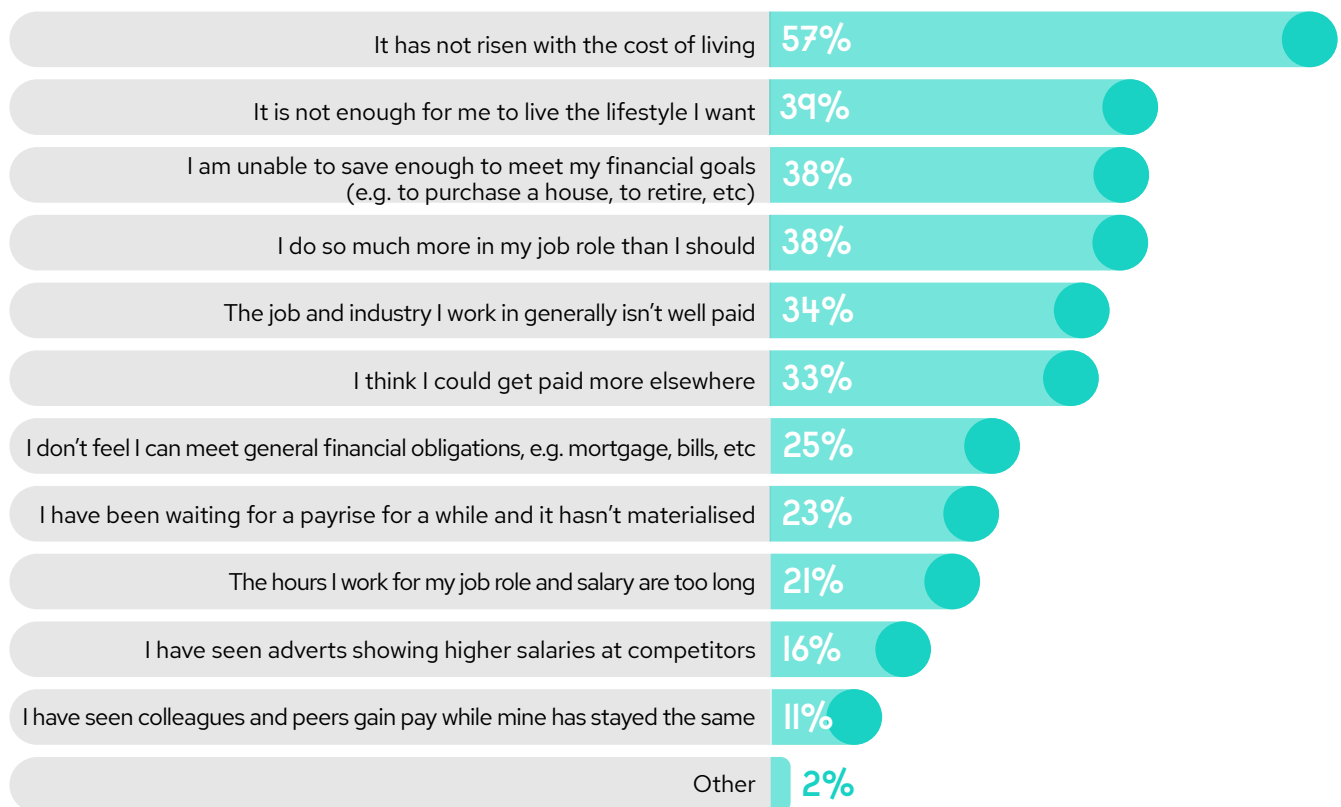
Of those who are happy with their pay, 38% say it's because it's enough for them to live comfortably on, 38% feel satisfied that the work they do is right for the salary they receive, and 33% believe it goes well with their role.

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



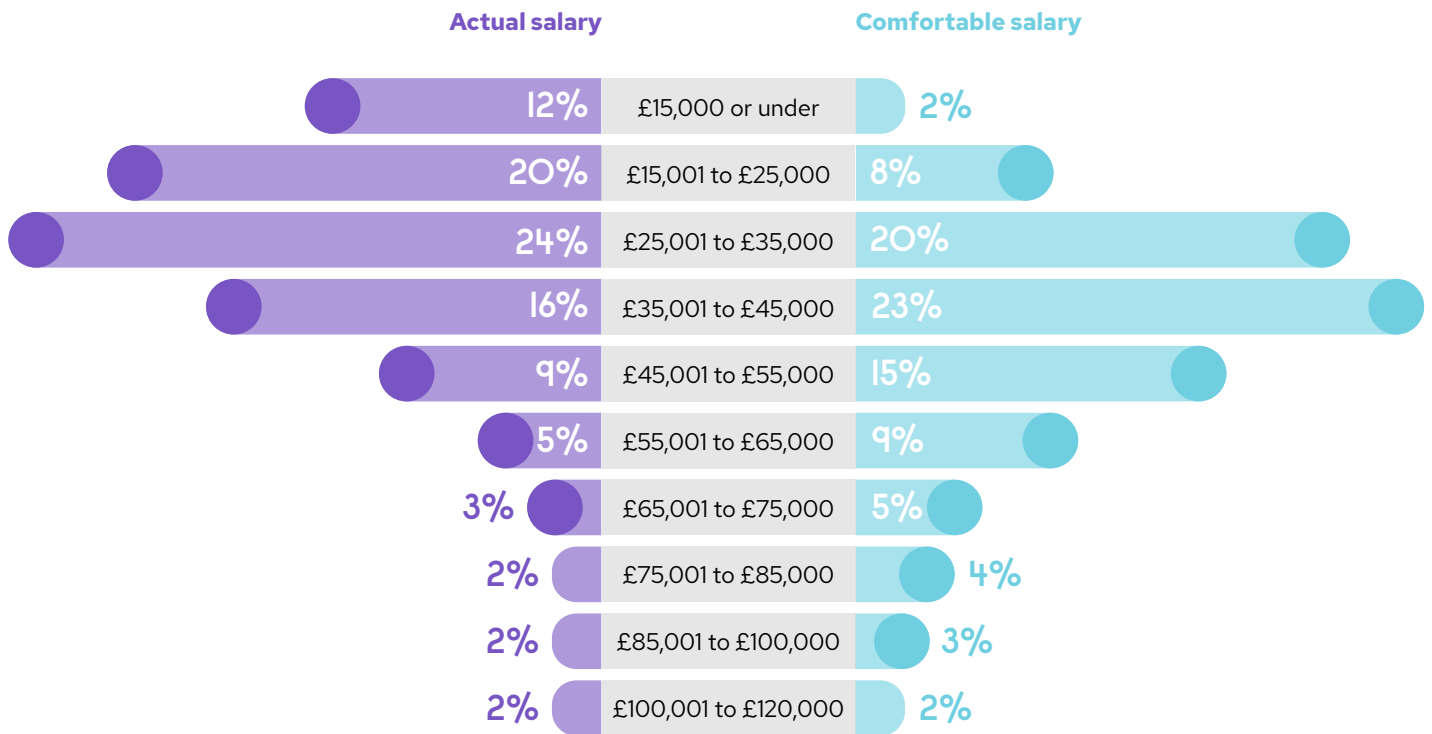
But, as expected, continued increases in inflation and bills have put many under greater financial pressure. Over half (57%) of those who aren't satisfied with their salary shared that this is because it hasn't risen with the cost of living, over a third (39%) say it's not enough for them to live the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

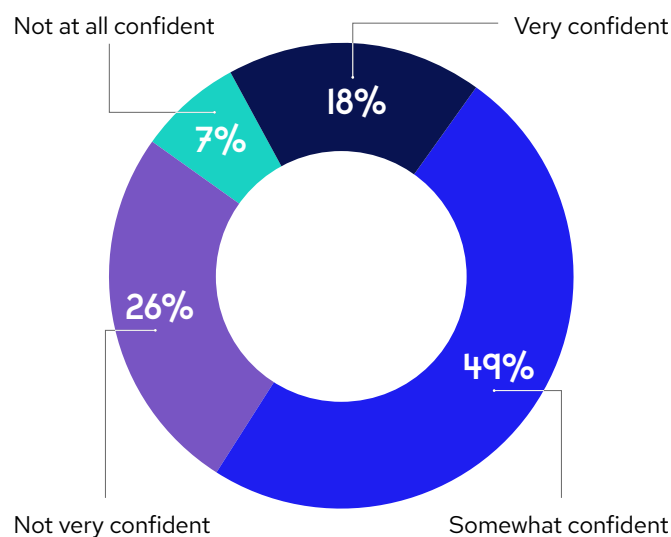
### ↓ Actual vs comfortable salary



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.



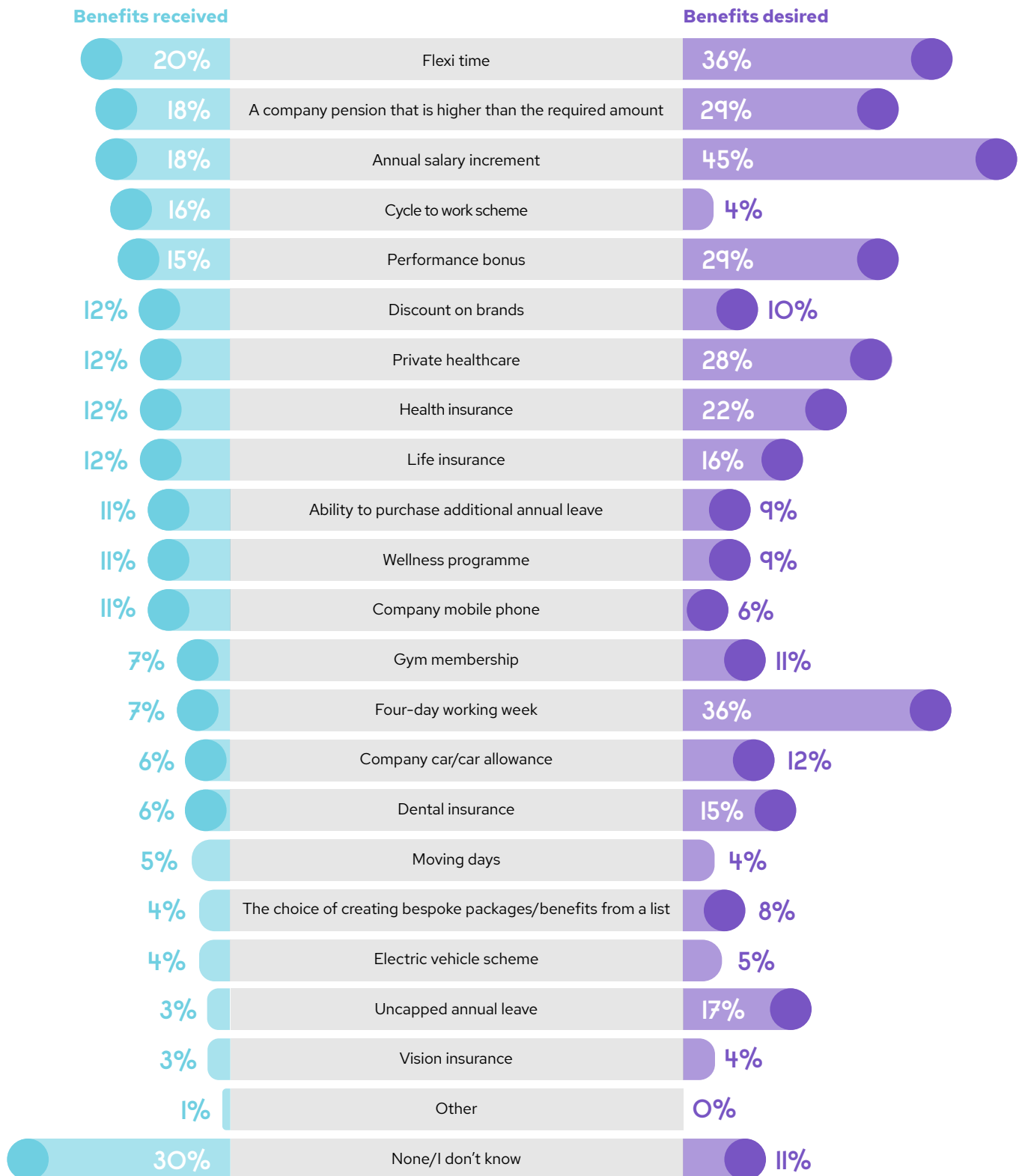
Where raising salaries isn’t an option, the benefits businesses offer can potentially tip the balance when people are considering changing jobs. Surprisingly, however, three-in-10 (30%) say they don’t receive any workplace benefits at all.

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.

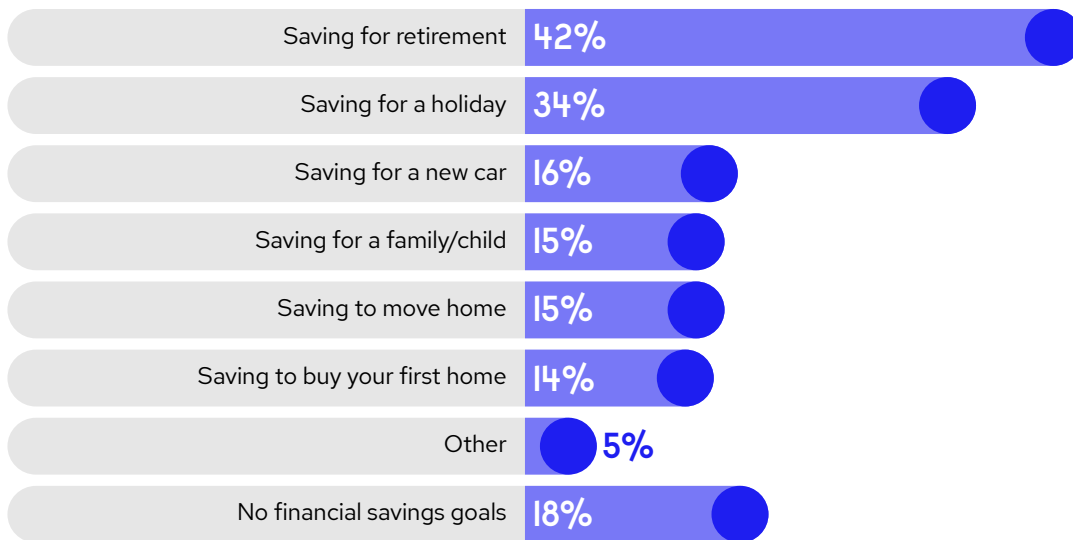
## ↓ Company benefits - received vs desired



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?**

We've pioneered specialist recruitment since 1960 and each year we help tens of thousands of businesses find the talent they need to flourish.



**Recruitment experts**  
covering 20 sectors



**Longest guarantees** on the  
market - up to **18 months**



Candidate database of over  
**22 million CVs**



**Local market knowledge,**  
with recruiters in 100 locations  
across the UK



Access to over **390,000**  
temporary workers across the UK



**24/7, UK-based, fast, efficient**  
**pre-employment screening**

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# East Anglia

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Account Manager	£30,600	£33,500 <span>↗</span>	£36,500	£32,600	£32,300	£35,100
Administrator	£23,000	£24,200 <span>↗</span>	£25,400	£23,100	£22,800	£25,400
Customer Service Advisor	£21,600	£22,600 <span>↗</span>	£23,600	£21,700	£21,800	£23,700
Customer Service Manager	£30,600	£32,600 <span>↗</span>	£34,600	£31,200	£35,300	£34,200
Executive Assistant	£29,300	£31,300 <span>↗</span>	£33,200	£30,800	£29,000	£32,900
HR Administrator	£23,500	£25,100 <span>↗</span>	£26,600	£23,400	£22,300	£26,300
Human Resources Assistant	£23,200	£25,100 <span>↗</span>	£27,000	£22,300	£22,300	£26,600
Legal Assistant	£23,300	£25,000 <span>↗</span>	£26,600	£23,400	£21,900	£26,200
Marketing Assistant	£23,400	£25,000 <span>↗</span>	£26,700	£22,600	£22,000	£27,000
Marketing Executive	£27,300	£29,500 <span>↗</span>	£31,700	£28,300	£27,200	£31,000

↗ **12.6%** increase in Human Resources Assistant average salaries this year.

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

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Operations Manager	£45,500	£49,100 <span>↗</span>	£52,800	£47,000	£45,800	£51,600
Personal Assistant	£28,000	£30,200 <span>↗</span>	£32,300	£27,500	£26,300	£31,700
Project Administrator	£23,800	£25,100 <span>↗</span>	£26,500	£24,500	£22,300	£26,300
Project Co-ordinator	£27,400	£29,800 <span>↗</span>	£32,300	£28,300	£29,400	£31,300
Purchasing Administrator	£22,900	£23,900 <span>→</span>	£24,800	£22,900	£22,800	£25,100
Purchasing Assistant	£22,800	£23,700 <span>↗</span>	£24,600	£23,700	£23,500	£24,900
Receptionist	£21,900	£22,300 <span>↗</span>	£22,800	£21,800	£22,300	£23,400
Sales Administrator	£22,900	£24,100 <span>↗</span>	£25,300	£23,300	£23,000	£25,300
Sales Executive	£27,100	£31,800 <span>↘</span>	£36,500	£32,600	£30,000	£33,400

↗ **5.1%** increase in Project Co-ordinator average salaries this year.

↘ **2.7%** decrease in Sales Executive average salaries this year.

## Roles on the rise

### Account Manager

2022	£32,300
2023	£32,600
2024	£33,500

### Marketing Assistant

2022	£22,000
2023	£22,600
2024	£25,000

### Sales Administrator

2022	£23,000
2023	£23,300
2024	£24,100



# 4.3%

salary growth  
versus 4.9% UK  
average growth

## Average salary in region vs UK inflation rate



# Regional insight

**Melanie Marjoram**  
Regional Director, Reed



“ In 2024, East Anglia is poised to become a digital innovation hub, a hotspot for businesses to thrive. Leaders must invest in digital technologies and support professionals with data analytics, cyber security, and digital marketing skills. Continuous skills development, especially in technology, will be vital for employers as a way to upskill their workforce this year.

More companies are prioritising upskilling and reskilling to meet evolving industry requirements. As a result of growing demand in this area, business support professionals specialising in designing and delivering training initiatives will find

an increased need for their expertise, as employers look to plug skills gaps. Employers who aren't focused on training could see themselves losing out on the best professionals. Those looking to hire should work to optimise their employee value proposition, to ensure it accurately reflects the company culture in order to attract the right candidates.

East Anglia boasts a vibrant research and development ecosystem, particularly in the life sciences and technology sectors. Employers should collaborate with local research institutions and universities, to drive innovation and better connect with

graduates and other jobseekers. Reed already has close connections with several institutions in the region and is therefore well-placed to help with recruitment needs.

An emphasis on employee wellbeing will continue this year. Implementing or developing employee assistance programmes, mental health support, and wellbeing initiatives can contribute to a healthier and more engaged workforce. We're expecting to see many opportunities for professionals with an interest and/or understanding of employee wellbeing to work within HR teams, helping to shape these programmes. ”



# East Midlands

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Account Manager	£31,900	£35,400 <span>↗</span>	£39,000	£34,200	£32,600	£37,100
Administrator	£22,700	£23,900 <span>↗</span>	£25,200	£22,900	£23,000	£25,100
Customer Service Advisor	£21,600	£22,200 <span>↔</span>	£22,900	£22,200	£20,800	£23,900
Customer Service Manager	£31,500	£33,500 <span>↗</span>	£35,600	£30,400	£32,100	£35,200
Executive Assistant	£29,800	£32,000 <span>↗</span>	£34,200	£31,400	£27,800	£33,600
HR Administrator	£22,800	£24,400 <span>↗</span>	£26,100	£22,800	£23,100	£25,600
Human Resources Assistant	£23,000	£25,100 <span>↗</span>	£27,200	£23,600	£23,200	£26,400
Legal Assistant	£21,700	£23,500 <span>↗</span>	£25,300	£22,200	£21,900	£24,700
Marketing Assistant	£23,200	£23,700 <span>↗</span>	£24,200	£20,500	£25,600	£24,900
Marketing Executive	£26,800	£28,900 <span>↗</span>	£31,000	£27,400	£26,800	£30,300

↗ **9.7%** increase in Customer Service Manager average salaries this year.

↗ **12.5%** increase in Marketing Assistant average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Operations Manager	£42,600	£46,400 <span>↘</span>	£50,100	£47,100	£44,900	£48,700
Personal Assistant	£27,600	£31,100 <span>↗</span>	£34,600	£26,800	£25,500	£32,700
Project Administrator	£23,200	£24,700 <span>↗</span>	£26,200	£23,800	£24,300	£25,900
Project Co-ordinator	£26,500	£28,800 <span>↗</span>	£31,200	£28,100	£28,100	£30,200
Purchasing Administrator	£23,500	£24,800 <span>↗</span>	£26,200	£23,600	£23,100	£26,000
Purchasing Assistant	£23,200	£24,600 <span>↗</span>	£25,900	£23,300	£23,000	£25,800
Receptionist	£21,900	£22,700 <span>↗</span>	£23,400	£22,000	£23,000	£23,800
Sales Administrator	£23,100	£24,100 <span>↗</span>	£25,100	£23,100	£22,300	£25,300
Sales Executive	£27,700	£33,300 <span>↘</span>	£39,000	£33,400	£30,900	£35,000

↗ **16.9%** increase in Personal Assistant average salaries this year.

↘ **0.3%** decrease in Sales Executive average salaries this year.

## Roles on the rise

### Executive Assistant

2022	£27,800
2023	£31,400
2024	£32,000

### Purchasing Assistant

2022	£23,000
2023	£23,300
2024	£24,600

### Sales Administrator

2022	£22,300
2023	£23,100
2024	£24,100



# 4.6%

salary growth  
versus 4.9% UK  
average growth

## Average salary in region vs UK inflation rate



# Regional insight

“ In the face of economic and global challenges, the East Midlands continues to buck the trend and deliver a strong collective performance. Whilst inflation eased in the second half of last year, wider conditions have tempered investment and recruitment decisions.

This year looks promising for businesses, and professionals in support roles, with the region undergoing significant transformation, driven by trends in technology. Most businesses are embracing technologies such as AI, data analytics, and automation. By investing in digital strategies, employers can enhance operational efficiency and encourage innovation.

To secure the right professionals, employers will need to offer the right remuneration packages, exciting work, and upskilling opportunities to help individuals learn and grow. Employers looking to fill skills gaps should look within their own organisations for people with the potential to learn niche skills and hire for more generic roles.

A growth mindset is a good indicator of someone’s potential to learn and adapt well to challenges. Soft skills can be trickier to determine than technical ones, but our consultants and our AI-powered interview question generation tool can help you. The tool was designed to generate a custom list of questions in minutes, based on three soft skills you’re looking for in your next hire.

The East Midlands’ rich history in manufacturing presents opportunities for innovation in advanced processes. Employers can leverage the expertise of business support professionals in areas such as project management, quality control, and process optimisation, especially within manufacturing.

With green initiatives centre stage at many forward-thinking organisations, the region can position itself as a hub for environmental responsibility, as part of the ‘golden logistics triangle’. Professionals in sustainability consulting will find themselves in high demand locally, with their expertise needed to contribute to a greener future. ”

**Chris Willsher**  
Senior Regional Director, Reed







# London

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Account Manager	£38,600	£43,100 <span>↗</span>	£47,700	£41,600	£40,200	£45,200
Administrator	£28,600	£30,700 <span>↗</span>	£32,800	£29,000	£29,600	£32,200
Customer Service Advisor	£24,000	£24,700 <span>↗</span>	£25,500	£23,300	£23,300	£25,900
Customer Service Manager	£40,700	£43,700 <span>↗</span>	£46,600	£41,500	£40,900	£45,900
Executive Assistant	£43,700	£47,300 <span>↗</span>	£51,000	£45,400	£43,900	£49,700
HR Administrator	£27,700	£29,600 <span>↗</span>	£31,500	£28,000	£27,900	£31,100
Human Resources Assistant	£31,900	£35,100 <span>↗</span>	£38,400	£33,900	£32,100	£37,000
Legal Assistant	£36,300	£39,700 <span>↗</span>	£43,100	£36,500	£36,700	£41,700
Marketing Assistant	£31,900	£35,200 <span>↗</span>	£38,400	£31,800	£31,000	£37,000
Marketing Executive	£30,900	£33,900 <span>↗</span>	£36,900	£32,800	£31,900	£35,600

↗ **6%** increase in Customer Service Advisor average salaries this year.

↗ **11%** increase in Marketing Assistant average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Operations Manager	£54,700	£61,600 <span>↗</span>	£68,500	£59,500	£59,500	£64,700
Personal Assistant	£35,700	£39,700 <span>↗</span>	£43,800	£37,300	£36,800	£41,700
Project Administrator	£28,800	£30,900 <span>↗</span>	£32,900	£29,400	£30,100	£32,400
Project Co-ordinator	£32,500	£35,000 <span>↗</span>	£37,500	£34,400	£34,000	£36,700
Purchasing Administrator	£29,600	£31,600 <span>↗</span>	£33,600	£30,000	£29,300	£33,200
Purchasing Assistant	£26,000	£27,900 <span>↗</span>	£29,700	£25,900	£25,800	£29,300
Receptionist	£26,000	£27,300 <span>↗</span>	£28,700	£26,100	£25,100	£28,600
Sales Administrator	£25,900	£27,400 <span>↗</span>	£29,000	£26,800	£25,900	£28,700
Sales Executive	£30,000	£35,200 <span>↗</span>	£40,400	£33,200	£33,600	£36,900

↗ **1.8%** increase in Project Co-ordinator average salaries this year.

↗ **7.8%** increase in Purchasing Assistant average salaries this year.

## Roles on the rise

### HR Administrator

2022	£27,900
2023	£28,000
2024	£29,600

### Project Co-ordinator

2022	£34,000
2023	£34,400
2024	£35,000

### Receptionist

2022	£25,100
2023	£26,100
2024	£27,300

↑  
**5%** salary growth  
versus 4.9% UK  
average growth

## Average salary in region vs UK inflation rate



# Regional insight

**Alexandra Martin**  
Senior Regional Director, Reed



While continuing to grapple with economic challenges, London has undergone a transformative journey over the past year, and we've seen resilience and adaptability from businesses in the capital.

The surge in reliance on digital systems has underscored the importance of cyber security and widespread digital understanding across all business functions. Employers have found themselves at a crossroads, needing to balance post-pandemic workforce demands with long-term strategic goals. More businesses are finding value in investing in digital capabilities, fostering a culture of innovation, and providing

targeted support to smaller businesses within their networks.

Hiring managers in London are facing challenges sourcing talent with the right blend of technical and soft skills. The competition for skilled professionals in the digital support space has intensified, and attracting top-tier talent has become a priority. To do this, employers are developing their recruitment and flexible talent acquisition strategies, and emphasising employer branding.

Developing a strong employee value proposition (EVP) that resonates with the entire workforce is vital to both attraction and retention. Without an EVP that

accurately represents the organisation's values, the business will likely lose employees sooner than expected. Employees who feel appreciated and that their values match those of the company – as stated in its EVP – will be more engaged and have greater job satisfaction.

When searching for employees, look for those with potential for growth, not just the right skills or experience. Professionals who demonstrate an aptitude for leadership or other coveted skills, and who can adapt to new market demands and emerging technologies, will be the most valuable candidates in this somewhat unstable economic landscape. //



# North East

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Account Manager	£31,700	£35,300 <span>↗</span>	£38,900	£34,000	£32,000	£37,000
Administrator	£22,400	£23,400 <span>↗</span>	£24,500	£22,600	£22,700	£24,500
Customer Service Advisor	£21,000	£22,400 <span>↗</span>	£23,800	£20,900	£20,400	£23,200
Customer Service Manager	£29,200	£30,800 <span>↗</span>	£32,600	£28,600	£30,900	£32,200
Executive Assistant	£28,700	£31,200 <span>↗</span>	£33,700	£29,300	£28,900	£32,700
HR Administrator	£22,200	£23,600 <span>↗</span>	£25,000	£22,500	£21,800	£24,800
Human Resources Assistant	£22,200	£24,400 <span>↗</span>	£26,700	£22,400	£21,800	£25,700
Legal Assistant	£21,200	£22,800 <span>↗</span>	£24,400	£22,000	£23,900	£23,900
Marketing Assistant	£22,300	£23,800 <span>↗</span>	£25,400	£22,400	£22,300	£24,900
Marketing Executive	£26,000	£28,000 <span>↗</span>	£30,000	£26,800	£26,900	£29,400

↗ **7.1%** increase in **Customer Service Manager** average salaries this year.

↗ **9.2%** increase in **Human Resources Assistant** average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Operations Manager	£43,800	£48,300 <span>↗</span>	£52,800	£45,900	£47,100	£50,700
Personal Assistant	£27,700	£30,100 <span>↗</span>	£32,400	£26,500	£27,200	£31,600
Project Administrator	£21,700	£23,100 <span>↗</span>	£24,600	£22,700	£22,500	£24,200
Project Co-ordinator	£29,900	£31,900 <span>↗</span>	£34,000	£28,200	£26,800	£33,500
Purchasing Administrator	£20,700	£21,400 <span>↗</span>	£22,200	£21,200	£21,100	£22,400
Purchasing Assistant	£20,900	£21,800 <span>↗</span>	£22,600	£21,400	£21,200	£22,800
Receptionist	£21,600	£22,000 <span>↗</span>	£22,400	£21,300	£21,800	£23,000
Sales Administrator	£22,400	£23,200 <span>↘</span>	£24,100	£23,600	£22,300	£24,300
Sales Executive	£26,400	£30,300 <span>↘</span>	£34,200	£31,000	£31,700	£31,800

↗ **13.2%** increase in **Personal Assistant** average salaries this year.

↘ **2.2%** decrease in **Sales Executive** average salaries this year.

## Roles on the rise

### Executive Assistant

2022	£28,900
2023	£29,300
2024	£31,200

### Project Administrator

2022	£22,500
2023	£22,700
2024	£23,100

### Purchasing Assistant

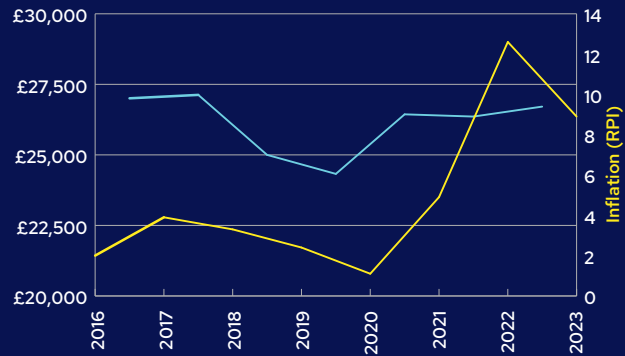
2022	£21,200
2023	£21,400
2024	£21,800



# 4.8%

salary growth  
versus 4.9% UK  
average growth

## Average salary in region vs UK inflation rate



# Regional insight

**Charlotte Willey**  
Senior Regional Manager, Reed



"The North East is a vibrant region where opportunities abound for employers and professionals looking for exciting work, especially in the scientific, technology, and manufacturing sectors.

We're making great strides as leaders in renewable energy. Late last year, the Dogger Bank Wind Farm in the North Sea produced electricity for the first time. This offshore facility will be the world's largest and is already providing jobs, increasing the UK's energy security and lowering bills for businesses – and putting the country on track to meet its net zero goal.

The life sciences sector is also buoyant at present, especially in pharmaceutical manufacturing, with several university research centres in and around Newcastle receiving funding for research and development projects. One of these is LightOx – an innovative light treatment for mouth cancers.

Where certain desirable skills are scarce, business leaders have multiple options to expand their talent pools. One option is to upskill and offer training to employees or candidates with the potential to fill more niche roles. Another way to widen the talent

pool is by offering remote, hybrid or flexible working options, allowing managers to hire from further afield. Both options are highly desirable among the most talented professionals in every sector.

With research, development and innovation fuelling the region's economy, it's crucial to develop skills in technology, and to implement the systems that will drive business growth. To find the right skills, there are many local universities to connect with, to help develop your talent network. People come from all over the world to study in this thriving region. "



# North West

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Account Manager	£31,900	£35,600 <span>↗</span>	£39,300	£33,400	£32,900	£37,400
Administrator	£22,900	£24,200 <span>↗</span>	£25,400	£23,100	£23,500	£25,400
Customer Service Advisor	£21,800	£22,400 <span>↗</span>	£23,000	£21,400	£21,100	£23,500
Customer Service Manager	£31,100	£33,500 <span>↗</span>	£35,900	£31,200	£32,400	£35,200
Executive Assistant	£30,300	£32,600 <span>↗</span>	£34,900	£29,900	£29,700	£34,200
HR Administrator	£23,400	£24,500 <span>↗</span>	£25,600	£22,900	£23,000	£25,700
Human Resources Assistant	£23,400	£25,500 <span>↗</span>	£27,600	£23,600	£23,500	£26,700
Legal Assistant	£22,800	£24,800 <span>↗</span>	£26,800	£23,800	£22,800	£26,000
Marketing Assistant	£23,600	£25,600 <span>↗</span>	£27,500	£23,200	£23,000	£26,900
Marketing Executive	£26,600	£28,800 <span>↗</span>	£30,900	£28,200	£26,300	£30,200

↗ **9.1%** increase in Executive Assistant average salaries this year.

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

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Operations Manager	£46,200	£50,600 <span>↗</span>	£55,100	£45,600	£45,800	£53,100
Personal Assistant	£28,000	£30,100 <span>↗</span>	£32,300	£27,600	£26,000	£31,500
Project Administrator	£24,100	£25,400 <span>↗</span>	£26,700	£24,400	£24,100	£26,700
Project Co-ordinator	£27,500	£30,000 <span>↗</span>	£32,400	£27,900	£28,500	£31,500
Purchasing Administrator	£23,100	£24,100 <span>↗</span>	£25,100	£23,000	£23,100	£25,300
Purchasing Assistant	£23,500	£24,600 <span>↗</span>	£25,600	£23,300	£23,000	£25,800
Receptionist	£21,900	£22,500 <span>↗</span>	£23,100	£21,900	£23,600	£23,600
Sales Administrator	£22,900	£23,900 <span>↗</span>	£24,900	£23,100	£22,600	£25,100
Sales Executive	£26,200	£31,900 <span>↗</span>	£37,700	£30,300	£30,500	£33,500

↗ **7.4%** increase in Project Co-ordinator average salaries this year.

↗ **2.5%** increase in Receptionist average salaries this year.

## Roles on the rise

### Account Manager

2022	£32,900
2023	£33,400
2024	£35,600

### Customer Service Advisor

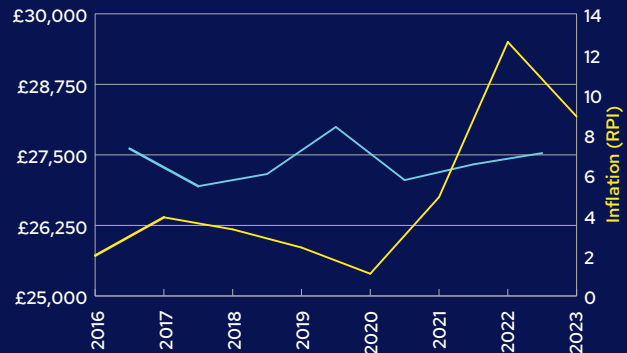
2022	£21,100
2023	£21,400
2024	£22,400

### Sales Administrator

2022	£22,600
2023	£23,100
2024	£23,900

↑  
**6.3%** salary growth  
versus 4.9% UK  
average growth

### Average salary in region vs UK inflation rate



# Regional insight

**Douglas Turkington**  
Regional Director, Reed



“ Businesses across the North West have adapted well to the economic challenges of the last few years. Costs rose to unprecedented levels across the board, but the inflation rate is already showing signs of slowing down and is expected to return to a steady two per cent by next year.

Recruitment in this region is still very buoyant, with vacancies outweighing the number of jobseekers. Many of the best professionals are already in work and reluctant to leave a secure role, despite the many opportunities available.

I recommend organisations benchmark their salaries to ensure they are paying

at least market rate. Salary expectations have grown over the last couple of years, driven by the cost-of-living crisis, so it's important that employers use all the information available to them to keep their offers competitive.

Flexibility from employers is still a priority for jobseekers. Companies offering remote, hybrid or flexible working conditions will have the upper hand when looking to recruit. This will expand the talent market for your organisation by allowing you to hire from further afield.

Organisations struggling to recruit should consider working with a trusted

recruitment partner. Not only can they sell the role and company to the passive market, but they also have a large network of suitable candidates who are not available on traditional job sites.

Professionals seeking their next opportunity should consider how they market themselves, particularly online. Most prospective employers will inspect applicants' digital profiles, so refreshing your LinkedIn profile is a good idea. You should also tailor your CV and covering letter when applying for roles to ensure your experience matches the opportunity in question. ”



# Northern Ireland

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Account Manager	£30,400	£34,200 <span>↗</span>	£35,700	£33,200	£32,000	£34,500
Administrator	£22,000	£23,800 <span>↗</span>	£24,200	£22,700	£23,600	£24,200
Customer Service Advisor	£21,500	£22,000 <span>↗</span>	£22,400	£21,100	£21,300	£23,000
Customer Service Manager	£30,000	£32,400 <span>↗</span>	£33,000	£29,400	£30,900	£32,900
Executive Assistant	£34,300	£37,500 <span>↗</span>	£38,100	£35,400	£33,000	£37,800
HR Administrator	£21,000	£21,100 <span>↗</span>	£24,000	£19,900	£20,800	£24,400
Human Resources Assistant	£21,100	£23,200 <span>↗</span>	£23,900	£22,000	£22,400	£25,200
Legal Assistant	£23,100	£26,700 <span>↗</span>	£27,400	£24,800	£20,500	£27,500
Marketing Assistant	£22,900	£25,300 <span>↗</span>	£25,700	£23,000	£22,300	£25,400
Marketing Executive	£25,500	£28,000 <span>↗</span>	£28,600	£27,100	£25,600	£28,200

↗ **10.3%** increase in **Customer Service Manager** average salaries this year.

↗ **7.6%** increase in **Legal Assistant** average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Operations Manager	£43,000	£48,300 <span>↗</span>	£50,100	£46,200	£44,500	£48,600
Personal Assistant	£27,900	£31,200 <span>↗</span>	£32,200	£28,500	£27,300	£31,400
Project Administrator	£22,300	£24,500 <span>↗</span>	£24,900	£23,300	£22,600	£24,600
Project Co-ordinator	£25,800	£28,100 <span>↗</span>	£28,600	£27,200	£27,000	£28,400
Purchasing Administrator	£21,300	£22,600 <span>↗</span>	£22,500	£21,700	£21,100	£22,800
Purchasing Assistant	£21,500	£23,000 <span>↗</span>	£22,900	£22,000	£21,200	£23,200
Receptionist	£21,200	£22,200 <span>↗</span>	£21,700	£21,900	£21,600	£22,300
Sales Administrator	£21,300	£22,700 <span>↗</span>	£22,400	£22,000	£21,300	£22,800
Sales Executive	£25,200	£41,000 <span>↗</span>	£63,500	£40,400	£33,100	£46,700

↗ **4.3%** increase in **Purchasing Administrator** average salaries this year.

↗ **3%** increase in **Sales Administrator** average salaries this year.

## Roles on the rise

### Executive Assistant

2022	£33,000
2023	£35,400
2024	£37,500

### Purchasing Administrator

2022	£21,100
2023	£21,700
2024	£22,600

### Sales Executive

2022	£33,100
2023	£40,400
2024	£41,000

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

## Average salary in region vs UK inflation rate



# Regional insight

**Paula Gallagher**  
Executive Regional Manager, Reed



“Across the country, measures have been taken to give Northern Ireland an economic boost, including a £70 million grant for small businesses. With overhead costs having risen to unprecedented heights, financial support has been welcomed by business leaders. Investing in talent offers the best ROI: building your workforce and developing their skills is key.

Professionals in the sector are looking for employers who share their values. Employee wellbeing has taken centre stage recently, as businesses prioritise the health and happiness of their workforce. Employers who aren't keeping up with this positive trend will fall behind in the jobs market.

For your roles to stand out, your company should have an employee value

proposition that accurately represents the culture of the organisation. This could be showcasing your commitment to inclusion and diversity, or the environment. Whatever it is, it must resonate with your existing workforce, or it could lose you your best people, and put off the best available talent.

When it comes to attracting prospective employees, increasingly, professionals are prioritising the way they work, which can sometimes be more of a priority than salary. The experience of the past years has solidified remote work as a viable and effective working model. Employers in Northern Ireland who embrace different working arrangements will be able to tap into a broader talent pool beyond

geographical constraints. But with remote work comes the requirement for basic digital knowledge and skills.

One expectation that professionals have is their use of AI. Rather than worrying that AI will replace them, many are interested in how it can be used to improve their efficiency and boost their long-term career opportunities into more advanced or interesting types of work.

Those who invest in talent development will attract top-tier professionals ahead of their competitors. Someone with the right soft skills can be trained with technical skills, regardless of their age or background. This could significantly expand your talent prospects within business support roles. //



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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?

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# Scotland

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Account Manager	£33,400	£38,500 ↗	£43,700	£35,700	£34,600	£40,400
Administrator	£23,800	£25,200 ↗	£26,600	£23,900	£24,400	£26,400
Customer Service Advisor	£21,900	£22,300 ↗	£22,700	£21,400	£21,100	£23,400
Customer Service Manager	£31,900	£35,500 ↗	£39,000	£31,800	£31,700	£37,300
Executive Assistant	£30,200	£32,300 ↗	£34,400	£29,900	£30,700	£33,900
HR Administrator	£23,200	£24,300 -	£25,300	£24,300	£22,500	£25,500
Human Resources Assistant	£23,900	£26,500 ↗	£29,000	£24,300	£25,400	£27,800
Legal Assistant	£25,300	£27,800 ↗	£30,300	£25,800	£24,900	£29,200
Marketing Assistant	£24,200	£26,700 ↗	£29,100	£23,400	£23,600	£28,000
Marketing Executive	£27,900	£30,300 ↗	£32,600	£29,000	£27,300	£31,800

↗ **8.1%** increase in Account Manager average salaries this year.

↗ **14%** increase in Marketing Assistant average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Operations Manager	£45,000	£50,600 ↗	£56,100	£45,100	£46,400	£53,100
Personal Assistant	£30,400	£33,900 ↗	£37,400	£28,700	£29,700	£35,600
Project Administrator	£23,500	£25,900 ↗	£28,300	£23,700	£23,900	£27,100
Project Co-ordinator	£28,100	£31,100 ↘	£34,000	£31,500	£37,300	£32,600
Purchasing Administrator	£22,500	£24,000 ↗	£25,500	£22,100	£22,300	£25,100
Purchasing Assistant	£22,700	£24,300 ↗	£25,900	£22,400	£22,400	£25,400
Receptionist	£22,000	£22,600 ↗	£23,200	£22,200	£22,500	£23,700
Sales Administrator	£23,100	£24,100 ↗	£25,100	£23,700	£22,400	£25,300
Sales Executive	£25,800	£30,100 ↘	£34,500	£33,500	£33,200	£31,500

↗ **17.5%** increase in Personal Assistant average salaries this year.

↘ **10.2%** decrease in Sales Executive average salaries this year.

## Roles on the rise

### Account Manager

2022	£34,600
2023	£35,700
2024	£38,500

### Customer Service Manager

2022	£31,700
2023	£31,800
2024	£35,500

### Marketing Executive

2022	£27,300
2023	£29,000
2024	£30,300

↑  
**6.1%**  
salary growth  
versus 4.9% UK  
average growth

### Average salary in region vs UK inflation rate



# Regional insight

**Gillian Dolan**  
Regional Director, Reed



“ Global influences and local dynamics have shaped the business support market in Scotland. Challenges caused by high inflation and other factors have persisted, and business leaders are looking for funding opportunities for support with rising costs.

While this does look set to ease this year, it will benefit businesses to search for professionals with the capability and mindset to prioritise cost-savings and innovation. The country’s small and medium-sized enterprises have encountered barriers to accessing resources and funding, emphasising the need for targeted support measures to fortify business support functions.

Investing in digitalisation will support Scottish businesses until the economy

fully stabilises. With AI able to take on the repetitive tasks, more focus can be given to skills development for professionals in your existing workforce. However, businesses also need to consider the potential negative impact to customers and clients of increased automation. Investment in talent in the right areas, coupled with an increased reliance on technology, should improve output while minimising any decline in customer experience.

A positive remote working culture and infrastructure, especially in rural areas, is a great tool for success in Scotland. Digital collaboration allows the talent pool to expand beyond borders, giving employers access to the best talent from across the UK. Remote work, however, comes with cyber security risks. Investing in your

technology team will provide opportunities for both employers and professionals.

The surge in digital reliance has given rise to specialised virtual support services and collaborations, creating tailored solutions for the unique needs of the Scottish market. This collaborative approach showcases the adaptability and innovation within the business support sector.

Hiring managers in Scotland face the challenge of securing talent with both technical and soft skills, which can require support from recruitment experts such as Reed. The lessons learned in 2023 will guide business leaders and professionals in navigating the changing market in 2024, which requires agility, continuous upskilling, and a proactive approach to emerging trends. ”



# South East

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Account Manager	£32,600	£36,500 <span>↗</span>	£40,400	£35,100	£34,900	£38,300
Administrator	£24,100	£25,600 <span>↗</span>	£27,100	£24,300	£24,400	£26,900
Customer Service Advisor	£22,400	£23,300 <span>↗</span>	£24,100	£22,300	£22,000	£24,400
Customer Service Manager	£33,100	£35,500 <span>↗</span>	£37,900	£31,700	£33,900	£37,300
Executive Assistant	£33,900	£36,400 <span>↗</span>	£38,900	£34,800	£33,900	£38,200
HR Administrator	£24,600	£26,100 <span>↗</span>	£27,600	£24,600	£24,400	£27,400
Human Resources Assistant	£24,600	£27,000 <span>↗</span>	£29,300	£25,700	£24,900	£28,400
Legal Assistant	£24,100	£26,100 <span>↗</span>	£28,100	£25,600	£24,300	£27,400
Marketing Assistant	£23,100	£25,600 <span>↘</span>	£28,100	£26,500	£20,400	£26,900
Marketing Executive	£28,100	£30,500 <span>↗</span>	£33,000	£29,600	£28,000	£32,000

↗ **11.2%** increase in Customer Service Manager average salaries this year.

↘ **4.4%** decrease in Marketing Assistant average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Operations Manager	£44,900	£49,800 <span>↗</span>	£54,800	£49,600	£47,900	£52,300
Personal Assistant	£29,100	£32,100 <span>↗</span>	£35,100	£30,000	£29,600	£33,700
Project Administrator	£25,300	£27,600 <span>↗</span>	£29,900	£25,500	£25,100	£29,000
Project Co-ordinator	£27,900	£30,000 <span>↗</span>	£32,000	£29,500	£28,700	£31,500
Purchasing Administrator	£24,100	£25,500 <span>↗</span>	£26,900	£24,300	£23,700	£26,700
Purchasing Assistant	£24,500	£26,000 <span>↗</span>	£27,600	£24,700	£23,700	£27,300
Receptionist	£22,700	£23,300 <span>↗</span>	£23,900	£22,900	£22,900	£24,400
Sales Administrator	£24,200	£25,600 <span>↗</span>	£26,900	£24,600	£23,800	£26,900
Sales Executive	£27,500	£32,900 <span>↗</span>	£38,200	£32,600	£32,600	£34,500

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

↗ **8.4%** increase in Project Administrator average salaries this year.

## Roles on the rise

### Executive Assistant

2022	£33,900
2023	£34,800
2024	£36,400

### HR Administrator

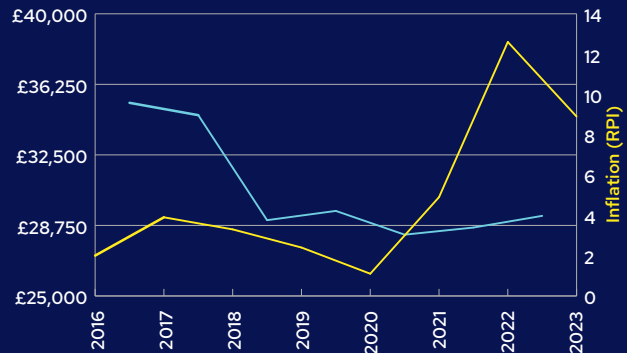
2022	£24,400
2023	£24,600
2024	£26,100

### Legal Assistant

2022	£24,300
2023	£25,600
2024	£26,100


  
**4%**
  
 salary growth
   
 versus 4.9% UK
   
 average growth

## Average salary in region vs UK inflation rate



# Regional insight

**Grant Rigler**

Executive Regional Director, Reed



“ It’s a mixed picture across the sector in the South East. On one hand, we’re seeing an uptick in junior administrator roles but less call for traditional roles, such as personal assistants and executive assistants, which were once highly sought after.

Salary expectations are still quite high among professionals in the sector, which is unsurprising as the high cost of living rolls on. However, this is mismatched with what employers expect to pay.

Functions such as marketing are becoming much more data driven, which has caused a drive in digital skills and analytics, prompting more employers to invest in

upskilling their staff. There’s still work to be done by some to update their systems in line with the latest practices taught by colleges and universities. Jobseekers want to join forward-thinking companies and will soon feel frustrated in workplaces that don’t manage to keep up with the times.

Businesses must showcase their dedication to inclusion and diversity to attract younger jobseekers to their roles – generation Z and millennials, in particular, place importance on finding an employer with matching values to them. Not only must your employee value proposition highlight these values, but your entire recruitment process must back it up.

Inclusive practices should be visible from the job advert to the onboarding stage. For example, in your adverts, ensure there is no gendered language that could deter people from applying to certain roles.

Your Reed consultant can check this for you, or there are online tools that can help. It’s also wise to check for language that could exclude people with disabilities by focusing your person specifications on the required skills and rethinking the desirables.

A diverse workforce brings a wider range of skills, ideas and experience, which promotes business growth. //



# South West

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Account Manager	£32,100	£35,400 ↗	£38,800	£34,200	£32,600	£37,100
Administrator	£23,200	£24,400 ↗	£25,600	£23,100	£23,200	£25,600
Customer Service Advisor	£22,100	£22,800 ↗	£23,500	£21,500	£21,000	£23,900
Customer Service Manager	£30,500	£32,900 ↗	£35,300	£29,700	£32,600	£34,500
Executive Assistant	£35,700	£38,200 ↗	£40,700	£35,500	£33,800	£40,100
HR Administrator	£23,300	£24,400 ↗	£25,500	£22,800	£22,100	£25,600
Human Resources Assistant	£24,500	£26,700 ↗	£29,000	£24,100	£23,500	£28,100
Legal Assistant	£21,900	£23,700 ↗	£25,500	£23,400	£23,400	£24,900
Marketing Assistant	£23,900	£25,700 ↗	£27,400	£23,100	£22,900	£27,000
Marketing Executive	£27,100	£29,300 ↗	£31,500	£27,800	£27,100	£30,700

↗ **3.7%** increase in Account Manager average salaries this year.

↗ **1.3%** increase in Legal Assistant average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Operations Manager	£44,700	£48,600 ↗	£52,500	£46,200	£45,100	£51,000
Personal Assistant	£29,100	£31,700 ↗	£34,400	£28,600	£28,000	£33,300
Project Administrator	£23,500	£24,800 ↗	£26,100	£24,200	£23,000	£26,000
Project Co-ordinator	£27,800	£29,700 ↗	£31,600	£27,200	£28,800	£31,200
Purchasing Administrator	£23,400	£24,500 ↗	£25,700	£23,200	£22,400	£25,700
Purchasing Assistant	£23,000	£24,200 ↗	£25,300	£22,900	£22,600	£25,400
Receptionist	£21,700	£22,100 ↗	£22,500	£21,600	£22,900	£23,200
Sales Administrator	£23,000	£24,000 ↗	£25,000	£22,900	£22,500	£25,200
Sales Executive	£27,700	£33,600 ↗	£39,600	£31,600	£32,300	£35,300

↗ **8.7%** increase in Project Co-ordinator average salaries this year.

↗ **6.2%** increase in Sales Executive average salaries this year.

## Roles on the rise

### Human Resources Assistant

2022	£23,500
2023	£24,100
2024	£26,700

### Operations Manager

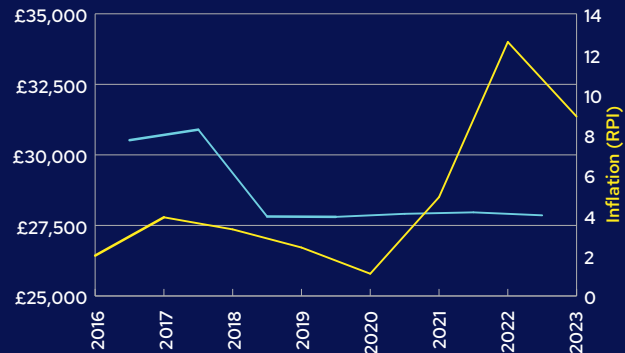
2022	£45,100
2023	£46,200
2024	£48,600

### Purchasing Administrator

2022	£22,400
2023	£23,200
2024	£24,500

↑  
**6.3%**  
salary growth  
versus 4.9% UK  
average growth

### Average salary in region vs UK inflation rate



# Regional insight

**George Sofokleous**  
Senior Regional Director, Reed



“ Across the South West, businesses have the chance to tap into support programmes offered by the government and other organisations – these are all focused on helping businesses innovate and grow. To do this well, leaders must invest in their people first.

Offering training, not only to new starters but to the entire workforce, will be highly attractive to professionals in all sectors. With technology advancing at such speed, even in the last few years, digital skills have become a must for organisations to run efficiently. This has resulted in demand for tech-savvy professionals who can

implement digital programmes that the entire workforce can use well.

Having the systems in place to regularly upskill and develop talent opens the door to professionals from all walks of life. Employers are finding skills gaps across their businesses, which can be mitigated through training and development, and by hiring from the bottom up.

Progressing loyal employees instead of hiring externally into more senior roles will improve retention rates and show you’re invested in the development of your workforce.

A company’s values are highly attractive to professionals – especially those who are new to the workforce. Many junior professionals are focused on career progression, which is often prioritised above salary, as they are looking ahead to their futures. Similarly, more experienced workers want to develop themselves to stay up to date with the latest technologies and systems.

Two of the main things employees value in business leaders are inclusion and equity. To be more inclusive, it’s crucial to be open minded in terms of candidates’ educational and professional backgrounds and consider people with the right capabilities. ”



# Wales

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Account Manager	£31,500	£34,300 <span>↗</span>	£37,200	£32,700	£32,100	£36,000
Administrator	£22,600	£23,500 <span>↗</span>	£24,300	£22,600	£22,600	£24,600
Customer Service Advisor	£21,900	£22,500 <span>↗</span>	£23,200	£21,200	£21,200	£23,600
Customer Service Manager	£33,600	£36,700 <span>↗</span>	£39,800	£32,500	£35,100	£38,600
Executive Assistant	£28,700	£31,200 <span>↗</span>	£33,700	£28,900	£26,700	£32,800
HR Administrator	£22,900	£23,800 <span>↗</span>	£24,700	£22,600	£22,500	£25,000
Human Resources Assistant	£22,200	£24,100 <span>↗</span>	£26,100	£22,600	£21,400	£25,100
Legal Assistant	£22,000	£23,600 <span>↗</span>	£25,100	£21,500	£21,100	£24,800
Marketing Assistant	£23,300	£24,700 <span>↗</span>	£26,200	£22,400	£22,200	£26,600
Marketing Executive	£26,600	£28,500 <span>↗</span>	£30,400	£27,100	£27,200	£29,900

↗ **4%** increase in Administrator average salaries this year.

↗ **12%** increase in Customer Service Manager average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Operations Manager	£44,200	£48,200 <span>↗</span>	£52,200	£46,500	£43,000	£50,600
Personal Assistant	£29,000	£31,600 <span>↗</span>	£34,200	£27,400	£25,600	£33,200
Project Administrator	£22,700	£24,000 <span>↗</span>	£25,400	£22,700	£22,500	£25,700
Project Co-ordinator	£28,000	£29,600 <span>↗</span>	£31,200	£27,800	£25,900	£31,100
Purchasing Administrator	£21,600	£22,300 <span>↗</span>	£23,000	£21,200	£21,000	£23,900
Purchasing Assistant	£21,900	£22,600 <span>↗</span>	£23,300	£21,400	£21,100	£24,200
Receptionist	£21,500	£22,000 <span>↗</span>	£22,400	£21,800	£25,900	£23,100
Sales Administrator	£22,600	£23,500 <span>↗</span>	£24,300	£23,300	£22,400	£24,600
Sales Executive	£26,800	£32,500 <span>↗</span>	£38,100	£32,200	£32,900	£34,100

↗ **16.4%** increase in Personal Assistant average salaries this year.

↗ **5.8%** increase in Project Administrator average salaries this year.



## Roles on the rise

### Operations Manager

2022	£43,000
2023	£46,500
2024	£48,200

### Project Co-ordinator

2022	£25,900
2023	£27,800
2024	£29,600

### Purchasing Assistant

2022	£21,100
2023	£21,400
2024	£22,600

↑  
**6.1%**  
salary growth  
versus 4.9% UK  
average growth

### Average salary in region vs UK inflation rate



# Regional insight

**Becky Hole**

Senior Regional Director, Reed



//

Just like the rest of the UK, skills shortages in Wales are a major challenge for businesses, with local professionals not very optimistic about their prospects in the country. Some are leaving to look for work elsewhere. However, businesses can better attract and retain professionals by doing more to showcase their benefits packages, values, and salaries.

Small businesses can take advantage of business development funding schemes offered by the government and other organisations in Wales.

Collaborating with other local organisations can help businesses build strong talent networks, to find professionals with different backgrounds

and experience who are already aware of them and their work.

Offering remote, hybrid and flexible working options allows people to commute from further afield, unlocking new talent prospects. There are other ways to find professionals with the right potential and expertise, such as removing barriers the company may have unwittingly put up related to diversity. Inclusive practices allow more people to apply for roles so it's important to factor this into recruitment strategies.

Some businesses are missing out on the best talent due to a lack of salary transparency. While inflation remains high, professionals are hesitant to risk applying

for a role without a salary listed on the job advert. We always recommend listing a job with a salary as not only will this mean more applicants, it also gives your job advert maximum exposure as professionals are more likely to read it.

As an inclusive employer here at Reed, our consultants can help business leaders widen their scope from beginning to end of the recruitment process – for example, thinking about how to attract and retain neurodivergent professionals.

This has become a greater area of interest for employers recently and we can help you ensure the language and processes in your recruitment practices are free of any bias or exclusionary language. //



# West Midlands

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Account Manager	£33,100	£36,700 <span>↗</span>	£40,400	£36,400	£35,100	£38,500
Administrator	£23,100	£24,500 <span>↗</span>	£25,800	£23,600	£23,400	£25,700
Customer Service Advisor	£21,800	£22,500 <span>↗</span>	£23,200	£21,700	£21,400	£23,600
Customer Service Manager	£34,800	£37,500 <span>↗</span>	£40,200	£32,400	£32,400	£39,400
Executive Assistant	£31,600	£34,100 <span>↗</span>	£36,700	£30,400	£31,400	£35,800
HR Administrator	£23,000	£24,400 <span>↗</span>	£25,800	£23,400	£23,400	£25,600
Human Resources Assistant	£24,300	£26,900 <span>↗</span>	£29,600	£26,300	£25,300	£28,300
Legal Assistant	£22,600	£24,700 <span>↗</span>	£26,700	£24,000	£23,200	£25,900
Marketing Assistant	£23,800	£25,000 <span>↔</span>	£26,200	£25,000	£20,900	£26,200
Marketing Executive	£26,900	£28,900 <span>↗</span>	£30,900	£28,200	£27,100	£30,300

↗ **3.8%** increase in **Administrator** average salaries this year.

↗ **15.7%** increase in **Customer Service Manager** average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Operations Manager	£48,200	£53,100 <span>↗</span>	£58,000	£47,900	£46,400	£55,800
Personal Assistant	£27,800	£30,800 <span>↗</span>	£33,800	£27,400	£27,700	£32,300
Project Administrator	£22,800	£24,300 <span>↘</span>	£25,900	£25,900	£24,500	£25,500
Project Co-ordinator	£29,600	£32,400 <span>↗</span>	£35,300	£30,000	£29,300	£34,000
Purchasing Administrator	£23,200	£24,400 <span>↗</span>	£25,500	£23,500	£23,000	£25,600
Purchasing Assistant	£23,500	£24,600 <span>↗</span>	£25,700	£23,600	£22,900	£25,800
Receptionist	£21,800	£22,400 <span>↗</span>	£23,100	£22,100	£22,300	£23,500
Sales Administrator	£22,800	£23,900 <span>↗</span>	£24,900	£23,100	£22,700	£25,100
Sales Executive	£27,700	£32,500 <span>↗</span>	£37,200	£31,300	£32,200	£34,100

↗ **11.2%** increase in **Operations Manager** average salaries this year.

↘ **6.5%** decrease in **Project Administrator** average salaries this year.

## Roles on the rise

### Administrator

2022	£23,400
2023	£23,600
2024	£24,500

### Human Resources Assistant

2022	£25,300
2023	£26,300
2024	£26,900

### Operations Manager

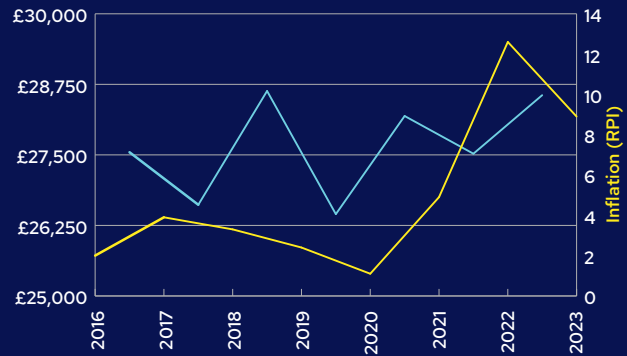
2022	£46,400
2023	£47,900
2024	£53,100



# 4.8%

salary growth  
versus 4.9% UK  
average growth

## Average salary in region vs UK inflation rate



# Regional insight

**Chris Willsher**  
Senior Regional Director, Reed



Businesses in the West Midlands, while dealing with many challenges over the last year – including the cancellation of the northern leg of HS2 – have had to place more emphasis on their recruitment strategy to attract the right professionals. Employers must stay abreast of market changes and stay agile.

Given the vibrancy of cities such as Birmingham, Coventry and Wolverhampton, with their diverse populations, employers must ensure their recruitment processes reflect this. For example, it's more inclusive to place job adverts where more people can see them – such as social media or job boards like

Reed.co.uk. Where possible, avoid placing adverts in niche industry magazines, as this could exclude those from lower economic backgrounds unable to afford subscriptions, or those in other industries who have the right potential.

Almost all sectors in the UK are facing skills shortages to some degree. To resolve this issue, business leaders should take time to look within their workforce for those with transferable skills and enthusiasm to progress, and upskill them into roles which are harder to fill externally.

The economy has a strong influence on the jobs market at present, with many

reluctant to move roles or companies in favour of job security where they are. However, we have already seen signs that the economy is stabilising. To convince uncertain professionals to take the plunge, employers should ensure their salaries remain competitive.

What else do jobseekers currently prioritise in a new role? Remote or hybrid working remains high on the list for many, so offering flexibility and agile working patterns is key.

The jobs market continues to move quickly, so employers need to match that speed if they are to land their perfect employees. //



# Yorkshire & Humberside

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Account Manager	£31,600	£35,300 <span>↗</span>	£38,900	£33,000	£31,100	£37,000
Administrator	£22,500	£23,700 <span>↗</span>	£24,900	£22,700	£22,700	£24,800
Customer Service Advisor	£21,500	£22,200 <span>↗</span>	£22,900	£21,200	£20,700	£23,300
Customer Service Manager	£32,500	£34,800 <span>↗</span>	£37,000	£30,600	£31,500	£36,500
Executive Assistant	£30,300	£32,400 <span>↗</span>	£34,400	£30,300	£29,400	£34,000
HR Administrator	£22,500	£23,600 <span>↗</span>	£24,700	£22,500	£22,000	£24,800
Human Resources Assistant	£23,100	£25,400 <span>↗</span>	£27,800	£23,200	£22,700	£26,700
Legal Assistant	£21,400	£23,400 <span>↗</span>	£25,300	£22,700	£21,500	£24,500
Marketing Assistant	£23,100	£24,900 <span>↗</span>	£26,600	£23,000	£22,300	£26,100
Marketing Executive	£25,900	£28,000 <span>↗</span>	£30,100	£27,400	£25,900	£29,400

↗ **4.4%** increase in Administrator average salaries this year.

↗ **9.7%** increase in Human Resources Assistant average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Operations Manager	£44,900	£50,000 <span>↗</span>	£55,100	£47,100	£44,800	£52,500
Personal Assistant	£27,000	£29,600 <span>↗</span>	£32,200	£26,100	£25,800	£31,100
Project Administrator	£23,500	£26,100 <span>↗</span>	£28,800	£24,300	£23,300	£27,400
Project Co-ordinator	£25,800	£27,900 <span>↘</span>	£30,000	£28,200	£27,500	£29,300
Purchasing Administrator	£22,500	£23,400 <span>↗</span>	£24,300	£23,200	£22,600	£24,500
Purchasing Assistant	£22,800	£24,200 <span>↗</span>	£25,600	£23,000	£22,100	£25,400
Receptionist	£21,500	£22,000 <span>↗</span>	£22,500	£21,900	£22,600	£23,100
Sales Administrator	£22,600	£23,600 <span>↗</span>	£24,600	£23,000	£22,500	£24,800
Sales Executive	£26,800	£31,800 <span>↘</span>	£36,700	£33,600	£30,300	£33,400

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

↘ **5.9%** decrease in Sales Executive average salaries this year.

## Roles on the rise

### Customer Service Advisor

2022	£20,700
2023	£21,200
2024	£22,200

### Purchasing Assistant

2022	£22,100
2023	£23,000
2024	£24,200

### Sales Administrator

2022	£22,500
2023	£23,000
2024	£23,600

 **4.6%** salary growth versus 4.9% UK average growth

### Average salary in region vs UK inflation rate



# Regional insight

**Helen Barber**  
Executive Regional Manager, Reed



Within Yorkshire and Humberside, experienced professionals across a range of sectors are in high demand. As a result, the business support market is seeing a shortage of sales administrators, account managers, export administrators and purchasing and procurement administrators.

Marketing support professionals with skills in data analytics are scarce compared to the demand. To counter this, now more than ever, companies are hiring graduates and upskilling their workforce to fill in the gaps.

Businesses have begun to amalgamate personal assistant and office manager roles into the responsibilities of others, such as senior administrators and executive assistants, of which we've seen an uptick in job postings.

Benefits such as pension, healthcare, holiday entitlement, and flexible working have become more important to professionals considering leaving a role for a new opportunity. Historically, companies have given basic benefits to staff, with less than generous pension schemes. We are now seeing that companies are reviewing their current benefits packages in hope of attracting new talent and retaining existing employees.

Companies are now beginning to streamline their processes through greater investment in technology systems, making training and development considerably easier. People of any age and ability can learn these skills, and offering to support professionals with training can be a great way to increase interest in your roles,

potentially leading to your new hires staying at your company for longer.

Upskilling is especially useful for niche skills, and it doesn't have to cost much, or anything at all. Managers can encourage professionals to take time to upskill through online training courses, mentoring schemes, webinars, and seminars.

Many employers are starting to consciously review their documents to ensure they are more inclusive and don't exclude certain groups. In order to meet these objectives, we recommend rethinking the requirements for roles, reviewing your job descriptions, benefits packages and person specifications, and ensuring only the most relevant and crucial elements are listed to ensure your roles are attractive to candidates from all backgrounds. //

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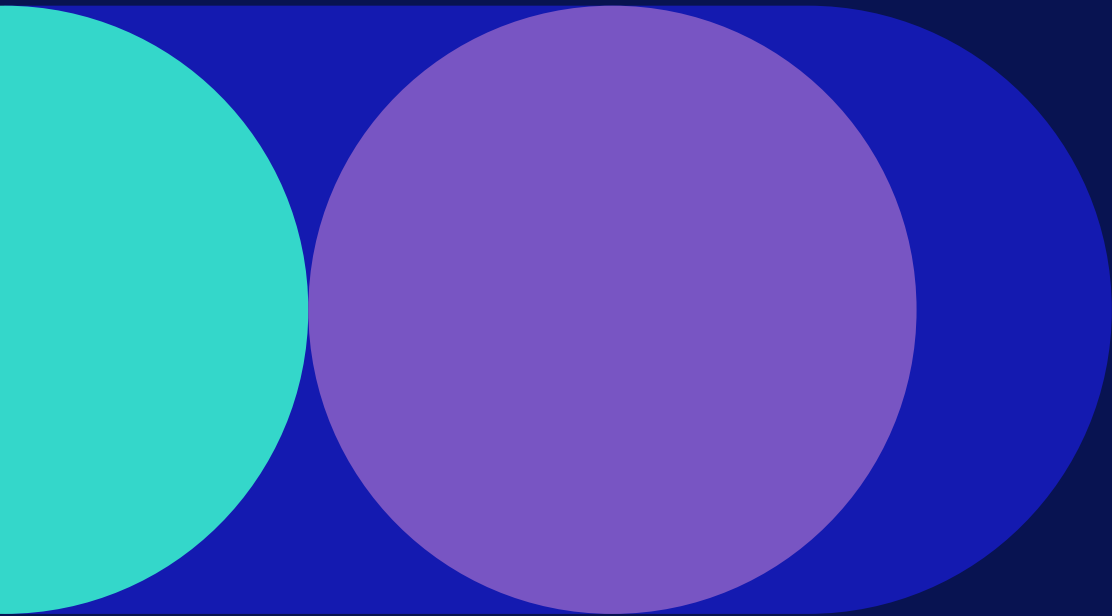
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