Reed

Salary guide 2026

Accountancy & finance

Navigating the new jobs landscape

James Reed CBE
Chairman and CEO, Reed

Welcome to our 2026 salary guides. As we look ahead, it is clear that the UK labour market is navigating one of the most profound transformations in living memory. In my four decades in recruitment, I have never witnessed a period of such rapid and fundamental change.

Our economic landscape has defied traditional expectations. Historically, periods of economic growth have aligned with rising job vacancies, but that relationship is no longer guaranteed. Recent trends suggest a structural shift in the labour market, where vacancy levels can decline even as the economy expands. This disconnect signals deeper changes in how businesses approach hiring and workforce planning. For employers and jobseekers alike, understanding these dynamics is critical - because the old assumption that growth equals more jobs is increasingly outdated.

The AI revolution: A white-collar recession

One of the primary drivers behind this permanent change to the jobs market, alongside policy, regulation, changing worker expectations, globalisation and supply chain pressures, I believe is artificial intelligence. The advancement and adoption of AI technologies have been breathtakingly fast, and its appetite for consuming tasks, particularly in white-collar professions, is the biggest story of our time.

AI is incredibly effective at reducing costs for employers, and it achieves this primarily by reducing the number of employees required. This is not a distant, future threat; it is happening right now. A recent survey we conducted of 500 companies revealed that 15% were already reducing their hiring plans specifically because of the arrival of AI. Combined with other pressures, such as National Insurance increases and general hiring freezes, the overall impact on job creation has been noticeable.

We are witnessing what I term a 'white-collar recession,' which mirrors the blue-collar recession of the 1980s when automation hollowed out many industrial and manufacturing jobs. Today, it is entry-level and process-driven roles in sectors like administration, finance, and even law that are being consumed. These are the traditional gateways for many professionals starting their careers, and their rapid decline poses a significant threat to social mobility and future workforce development. The very nature of what constitutes a 'good job' is being redefined before our eyes. Roles that once seemed secure and promised a stable career path are now vulnerable to automation. This forces us, as employers and as a society, to rethink our approach to education, skills, and career progression.

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The graduate dilemma: A shrinking horizon

Nowhere is this shift more acutely felt than among our young people and recent graduates. The data is deeply concerning. Our own figures at Reed show that the number of graduate jobs advertised on Reed.co.uk has plummeted from around 180,000 just a few years ago to a mere 50,000 at the end of 2025. This represents a staggering two-thirds reduction in opportunities for those leaving higher education. Other job sites are reporting similar, sobering figures. This is not just a dip; it is a collapse in the entry-level market.

This 'graduate crunch' is creating a generation of highly educated individuals who are struggling to find a foothold in the professional world. Nearly half of all jobs lost since mid-2024 have been among those under 25, and youth unemployment has soared to its highest level in a decade, excluding the pandemic period standing at 15.3%. The UK's top 100 employers reduced their graduate hiring by 14.6% in 2024, the steepest fall since the 2009 recession.

For those who do manage to secure a role, the rewards are often diminished. We are seeing entry-level graduate jobs offering salaries that are perilously close to the minimum wage, especially when factoring in the long hours often expected of new recruits. This situation challenges the long-held assumption that a university degree is a guaranteed ticket to a prosperous career. We must encourage aspiring families and young people to broaden their horizons. While a degree remains valuable, it is no longer the only path.

The jobs that are proving most resilient to the AI wave are those that require a human touch, creativity, and manual dexterity. Roles in skilled trades, hospitality, and healthcare, for example, involve a level of nuanced interaction and physical skill that AI is far from replicating. We must guide the next generation towards developing practical, hands-on skills. Learning to do things with your hands, whether in a highly educated field like osteopathy or a skilled trade, is becoming an increasingly wise career strategy.

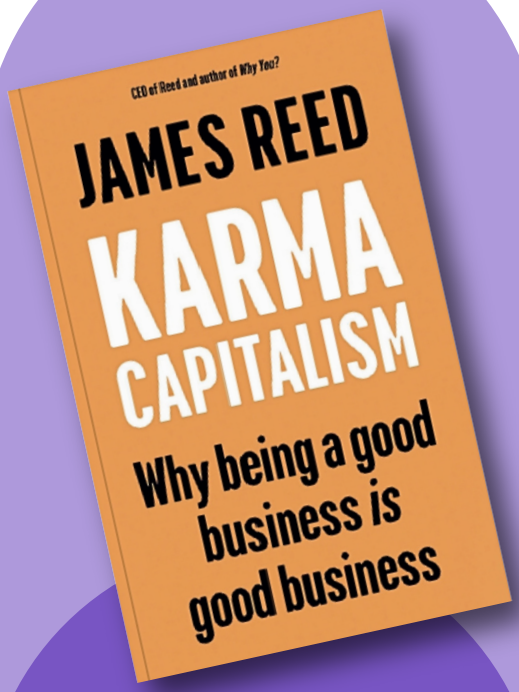
Thriving through purpose: The PhilCo advantage

In this challenging environment, how can businesses not only survive but thrive? How can you attract and retain the talent you need when the market is so volatile? The answer, I believe, lies in purpose. Today's employees, especially the younger generation, are not just looking for a salary; they are seeking meaning and a sense of contribution from their work. This is where the concept of a philanthropic company, or PhilCo, becomes a powerful competitive advantage.

A **PhilCo** is a business that has committed a significant portion of its ownership - typically 10% or more - to a charitable foundation. At Reed, we are proud to be a PhilCo, with 18% of our company owned by the Reed Foundation. This is not just a footnote in our corporate structure; it is a fundamental part of our identity. It means that a portion of our success is directly channelled back into the community. Our dividends help fund a wide array of good causes, many through our partnership with the Big Give, which has raised hundreds of millions for thousands of charities.

Being a PhilCo has a tangible and profound impact on our business. It is a cornerstone of our employee engagement strategy. Our team members - known as co-members - know that their hard work contributes to something larger than the bottom line. This shared purpose fosters a culture of responsibility, collaboration, and pride. It creates a powerful reason for people to join us and, just as importantly, to stay with us.

As hyper-capitalism has created vast inequalities - with the top one per cent in the UK holding more wealth than the bottom 70% - models like the PhilCo movement offer a way to transform business for good. It aligns profit with people and the planet, ensuring that corporate success contributes to societal wellbeing. This is not just corporate social responsibility; it is a sustainable and highly impactful business model for the 21st century.



Find out more about being a PhilCo in James' book
'Karma Capitalism, Why being a good business is good business'

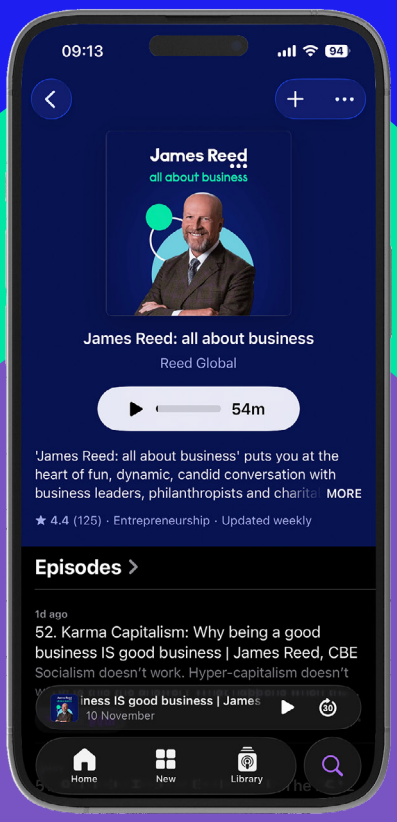
A look to the future

The road ahead is undoubtedly challenging. The forces of AI, economic uncertainty, and shifting market dynamics require us all to be more agile, more innovative, and more people centric than ever before. For employers, this means rethinking recruitment strategies. You must look beyond traditional qualifications and focus on skills, adaptability, resilience and potential. It means investing in upskilling and reskilling your existing workforce to meet the demands of the new economy. And it means building a strong employer brand rooted in a genuine purpose that will attract the best people.

For individuals, the message is clear: continuous learning is no longer optional. Developing a diverse skill set, particularly one that blends technical knowledge with people-centric abilities like communication, empathy, and critical thinking, will be crucial. We must all become lifelong learners to stay relevant and valuable in this evolving landscape.

These salary guides are designed to provide you with the data and insights you need to navigate this complex environment. They offer a benchmark for compensation in a time of great flux, helping you make informed decisions to attract and retain the talent that will drive your organisation forward. While the headlines may be daunting, there is always opportunity in disruption. By understanding these trends and adapting proactively, we can build a more resilient, skilled, and purposeful workforce for the future.

James Reed CBE
Chairman and CEO, Reed



Listen to James Reed's podcast 'all about business'.

Hosted by James Reed CBE, the Chairman and CEO of Reed Group, you'll hear the highs and lows of what it means to be a true business leader to empower you to implement smarter, more meaningful strategy in your business or career.

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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 2026.

Unmatched data insights

This comprehensive guide draws upon a vast dataset derived from over 18 million jobs posted on Reed.co.uk since 2017, 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 2017.

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The rise of the strategic tech accountant

Alan Myers
Accountancy Expert and
Regional Director, Reed

The in-house accountancy market is undergoing a fundamental transformation. Economic uncertainty and rapid technological advancements, particularly in artificial intelligence, are reshaping team structures, required skill sets, and career trajectories. The once-stable world of debits and credits is now a dynamic landscape where strategic insight and digital fluency are paramount.

The decline of transactional roles and the rise of AI

For years, accounting teams were built on a foundation of transactional roles responsible for tasks like invoicing and reconciliation. However, this model is rapidly becoming obsolete. AI and automation are accelerating a long-term trend, taking over the manual, repetitive work that once occupied junior team members.

With less time spent on manual processing, senior finance professionals can dedicate more energy to strategic and analytical duties.

The strategic, tech-savvy accountant

As transactional work disappears, a new type of accountant is in demand. Businesses are actively seeking mid-level professionals who can wear multiple hats. Roles like finance business partner, financial planning and analysis (FP&A) manager, and finance manager are booming. These positions require a dual skill set: the ability to handle financial accounts while also making informed, strategic decisions for the business.

The common thread connecting these in-demand roles is technology. A deep understanding of tech packages like Power BI, Oracle, and SAP is a core requirement. Professionals are now expected to implement new AI models, manage data analytics, and use technology to drive business insights. This fusion of accountancy and technology is creating a new specialism: the strategic tech accountant.

This shift has significant implications for salaries. While the wider market is experiencing wage stagnation, those with sought-after finance transformation and data analytics skills are bucking the trend. These specialists are commanding big salary uplifts, reflecting their critical importance to modern businesses.

The evolving role within the business

Accounting is no longer a back-office function, siloed from the rest of the organisation. Technology has made financial data more accessible across the business, and accountants are now tasked with helping stakeholders understand and use this information.

This requires a strong development of soft skills. Communication, stakeholder management, and commercial awareness seem to be progressing naturally as accountants become more embedded in daily operations. They are transitioning from gatekeepers of financial information to true business partners, training colleagues, and driving data literacy throughout the company.

How will the next generation of accountants break in?

One of the most significant challenges for the future of accountancy is the shrinking pipeline of new talent. With fewer transactional roles available, the traditional entry points into the profession are disappearing. Graduate recruitment has dropped, and the barriers to entry are higher than ever. How will the next generation of accountants gain the foundational experience needed to progress?

The industry has not yet found a clear solution. It's possible that roles currently considered mid-level, such as assistant management accountant, will become the new entry-level positions. This would require newcomers to possess a higher baseline of skills, particularly in data analysis, from the very beginning. Apprenticeship schemes may also need a radical overhaul, shifting focus from transactional basics to technology implementation and strategic thinking

Looking ahead: Key takeaways

The in-house accountancy sector is at a pivotal moment. To thrive in this new environment over the coming year, both employers and professionals must be proactive.

Employers need to rethink team structures, moving away from a transaction-heavy model and investing in mid-level, tech-proficient roles that add strategic value. When large salary increases aren't feasible, organisations should focus on their EVP (employee value proposition) by offering clear professional development opportunities, stability, and a positive work culture. Addressing the talent pipeline is also critical - businesses must consider modernising apprenticeships or creating new entry-level roles that prioritise data and systems skills.

For professionals, embracing technology is essential in today's market. Developing strong capabilities in data analytics and key finance software is the single biggest factor for career advancement and higher earning potential. Soft skills such as communication and business partnering are equally important.

How finance is driving growth in 2026

Charlotte Hasler
Finance Expert, Reed

Thriving in today's financial landscape demands more than traditional, retrospective accounting. It calls for a proactive, value-driven approach - one that positions finance as a catalyst for growth rather than a back-office function.

Across businesses of all sizes, but particularly within small to medium-sized enterprises (SMEs), there is a clear trend away from roles that simply manage day-to-day finances. Instead, companies are prioritising the recruitment of strategic finance leaders who can add tangible value and drive growth.

In an economic climate defined by tight margins and heightened price sensitivity, this strategic oversight is critical. Finance professionals must wear multiple hats, identifying efficiencies, spotting trends, and unlocking opportunities. When every fraction of a percentage matters, being able to save 0.1% here, and 0.1% there, can make all the difference. This expertise comes from experience: guiding businesses through challenging periods and anticipating what's next.

Tech, analysis, and partnership: The three priority skills

To meet the demand for strategic input, a new set of skills has become essential for finance professionals. While foundational accounting and finance knowledge remains important, the ability to leverage technology and partner with the wider business is what sets the best professionals apart.

Financial planning and analysis (FP&A) is a major growth area. Professionals with strong modelling and analysis skills are in high demand to help businesses forecast, plan, and make informed decisions. Additionally, technical proficiency is now a non-negotiable skill, specifically experience with data visualisation tools like Power BI.

As technology increasingly takes over transactional tasks like matching, batching, and coding, a strong grasp of automation and AI has become desirable. Finance leaders need an appetite for learning and implementing these tools and being able to demonstrate how they leverage technology to streamline processes, reduce errors, and free up time for strategic decision-making, will position them as indispensable drivers of growth.

We are also seeing the demand for strong business partners continuing to grow. These roles require excellent soft skills, enabling finance professionals to collaborate effectively across departments, provide commercial insights, and help drive performance. They act as the bridge between finance and operations, ensuring financial strategy is embedded in every part of the business.

The rise of the fractional finance leader

One of the most significant trends we have seen over the past year is the growing demand for fractional finance directors and CFOs. Businesses are increasingly bringing in interim experts for project-based work, transformation initiatives, or to gain specific expertise without the long-term cost of a full-time senior executive.

This model allows companies to access individuals with very specific and relevant skill sets for a particular stage in their journey. Whether it's navigating a funding round, managing a merger or acquisition, or implementing a new system, a fractional leader who has been through the journey before can provide immense value. This focus on specialised experience is more pronounced than ever, particularly at the senior level, and I expect this to continue over the coming years.

Navigating the new world of work

Workplace flexibility continues to dominate conversations, shaping how businesses attract and retain talent. While some employers are calling for a stronger return to the office to foster collaboration and culture, jobseekers remain firmly committed to hybrid and flexible working.

To secure the best people, it's clear companies must offer an element of flexibility. In addition to being a key priority for professionals alongside salary, an employer's stance on flexibility is often seen as a reflection of the wider company culture and leadership mindset. A rigid, office-only policy can be a red flag for jobseekers, suggesting a lack of trust and a dated approach. In contrast, a business that embraces flexibility positions itself as a modern, empathetic employer that understands the importance of work-life balance.

Benefits that matter

While innovative benefits are not widespread, small, thoughtful perks can make a big difference to employee morale. Things like giving employees their birthday off are low-cost but high-impact gestures.

At the senior level, the priorities remain more traditional: a competitive pension, private healthcare, and meaningful bonus or share incentives. Across all levels, however, flexibility and hybrid work consistently rank near the top of the list of desired benefits.

To stand out in today's market, finance professionals should focus on becoming an expert in a specific area. Whether it's FP&A, systems implementation, mergers and acquisitions, or a particular industry, specialisation will make you a more valuable and sought-after applicant. Gaining proficiency in tools like Power BI and understanding AI and automation is also important. And lastly, strong communication and business partnering skills are essential. Focus on your ability to translate financial data into strategic narratives that non-finance colleagues can understand and act upon.

Our survey says...

At the end of 2025, 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 are the top trends that the survey revealed:

1. Financial strain is widespread

The overwhelming reason for salary dissatisfaction (52% of unhappy respondents) is that pay hasn't kept pace with the cost of living. This far outweighs other factors, such as workload or industry pay.

• **Declining affordability:** Only a quarter of the population (**25%**) feels they're earning more in terms of what they can afford compared to four years ago, before the cost-of-living crisis.

• **Limited disposable income:** A concerning 26% of respondents have **£100 or less leftover** each month after essential bills, with seven per cent stating their entire salary goes to essentials. This highlights a struggle for many to save or enjoy non-essential spending.

2. The growith 'comfort gap'

There is a stark **£11,110.38 gap** between what people are currently earning and what they say is their comfortable living wage.

• **Desired vs. current earnings:** Our research found the average current annual salary is **£40,638.35.** However, the average income people believe they need to live comfortably is **£51,748.73.**

3. Salary remains the dominant job motivator

To switch jobs, individuals expect a substantial average pay increase of **£12,139.55.** This is significantly higher than the average £3,923.62 pay rise that would satisfy them at their current employer, indicating a clear financial incentive is needed to overcome the inertia of changing roles.

• **Increased importance:** A vast majority **(73%) report that salary is more important** now when considering new job opportunities than it was before the cost-of-living crisis - 40% even say it's "significantly more important".

• **Higher progression expectations: Nearly half of the 5,000 people surveyed** (44%) have increased their expectations for salary progression within their current role over the last four years.

4. Benefits are secondary to cash

Many employees are willing to sacrifice 'soft' benefits like free refreshments (11%), cycle-to-work schemes (11%), onsite parking (eight per cent), and wellness programmes (seven per cent) for higher pay. Even some 'harder' benefits like health insurance are on the table for six per cent of those who took part.

• **Underutilised benefits:** Some commonly offered benefits, such as cycle-to-work schemes (11% unused) and the ability to purchase additional annual leave (seven per cent unused), are not being fully utilised by employees. This suggests that while benefits are appreciated, their perceived value can be lower than direct cash compensation, especially in the current financial climate.

• **Prevalence of benefits:** Common benefits include onsite parking (27%), hybrid working (23%), and Christmas shutdown (21%). However, 15% of respondents receive no benefits at all.

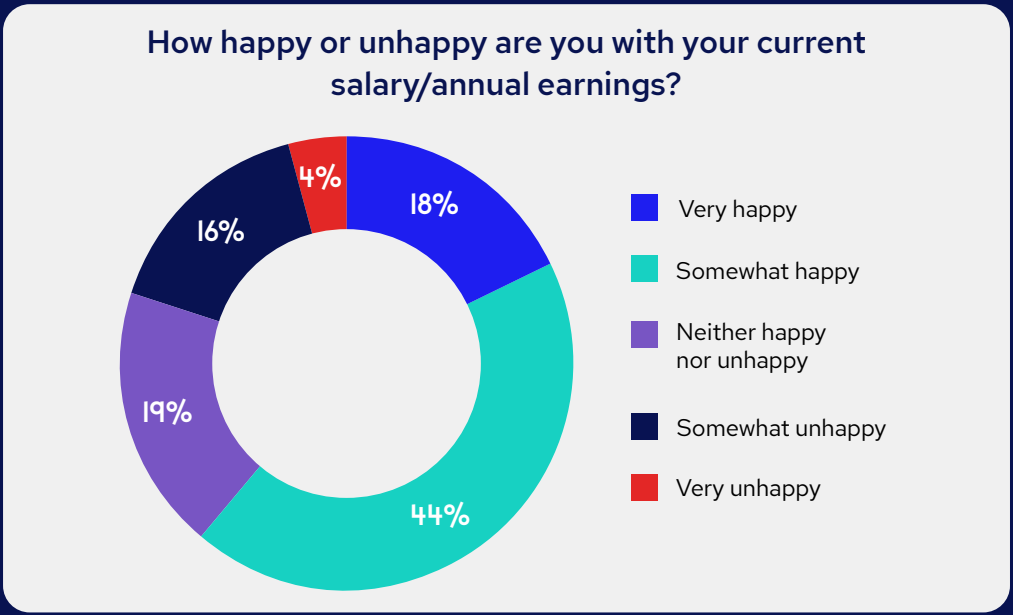
5. A highly mobile workforce

While the **average tenure is 8.54 years,** the high openness to new roles suggests that even long-serving employees are not immune to the pull of better compensation.

• **Open to new opportunities:** A significant majority **(72%) of the workforce is considering a new role.** A third (32%) are open to new job opportunities if approached, 27% are considering looking and 13% are actively looking. Only a quarter of employees (25%) are not looking for a new job opportunity at all.

Money, money, money

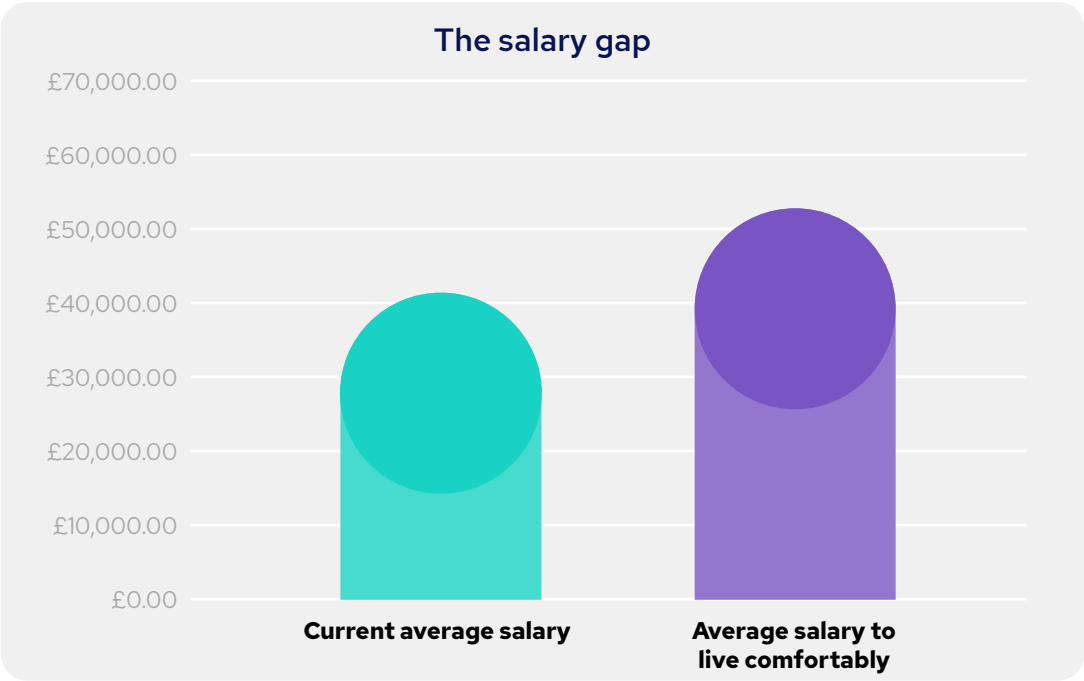
With ongoing cost-of-living challenges, salaries continue to be a huge area of discussion in the employment market, for both professionals and businesses. The data reveals the UK workforce is under significant financial pressure, with a clear and growing emphasis on salary as a primary driver of job satisfaction and career decisions.



Currently, over half (61%) of workers are happy with the pay they receive. However, that leaves a significant 20% of professionals feeling unhappy with their current salary, and another 19% feeling ambivalent ("neither happy nor unhappy").

Of those who are unhappy, the overwhelming reason, cited by over half (52%), is that their pay hasn't risen with the cost of living. Other key reasons include feeling they "do so much more than my job role" (39%), being "unable to save enough to meet my financial goals" (37%), and their salary "not being enough to live the lifestyle I want" (35%).

The disparity between the average current wage and the salary people would be comfortable with remains substantial. This year, the average current salary for survey respondents stands at **£40,638.35.** However, the average income people believe they need to live comfortably is **£51,748.73,** representing an average **£11,110.38 gap.** This 'comfort gap' indicates a widespread desire for higher earnings.



The financial strain is evident in monthly disposable income. A concerning **seven per cent of respondents have £0 leftover** each month after essential bills, with their entire salary going towards necessities. Overall, **26% have £100 or less remaining** for non-essential spending, savings, or leisure.

As a direct consequence of the financial climate as we enter 2026, 73% of professionals state that salary is more important now than it was before the cost-of-living crisis began in 2021, with 40% saying it is "significantly more important." Expectations for salary progression within the same role have also increased for 44% of workers. **To switch jobs, individuals expect a substantial average pay increase of £12,139.55.**

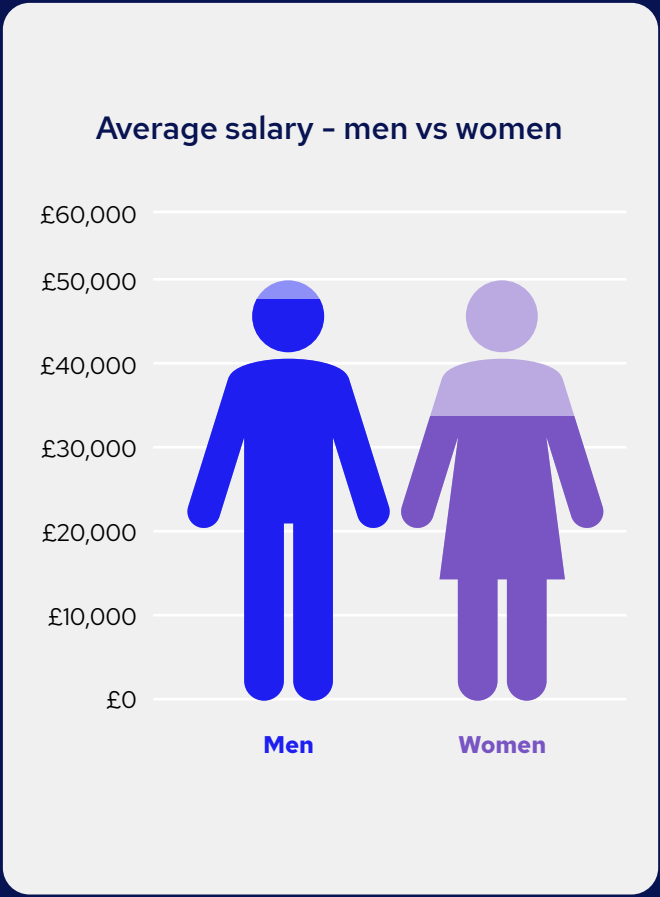
A deeper dive...

• **Gender pay gap:** There remains a significant gender pay gap. The survey found that on average, men earn £48,367.15, while women earn £33,852.12, **a difference of over £14,500.** This disparity extends to satisfaction: 66% of men are happy with their salary compared to 57% of women, and women are more unhappy (24%) than men (16%). Men also perceive a higher comfortable salary (£59,688.07) than women (£44,707.25).

• **Disposable income gap:** Women have significantly less disposable income, with an average of £626.61 left over monthly compared to £983.38 for men. Women are also twice as likely to have £0 leftover.

• **Age and earnings:** Current salaries peak in the 25-34 age group (£49,853.43), while the desired comfortable income peaks in the 25-34 age group (£65,341.10). Salary satisfaction is highest for younger workers (18-34) and lowest for the 45-54 age group, where only 51% are happy with their pay. This 45-54 age group also reports the highest percentage (nine per cent) with £0 leftover monthly.

• **Job mobility:** Younger workers (18-34) are most willing to change jobs for salary increases, while older workers (55+) are significantly less likely to change jobs for more money, indicating that other factors become more important with age.



All about the benefits

While offering a higher salary remains the most direct way to attract and retain employees, the benefits package also plays a role, especially for businesses unable to match top-tier salaries. **However, 15% of respondents currently say they receive no workplace benefits at all.**

Commonly offered benefits include onsite parking (27%), hybrid working (23%), and Christmas shutdown (21%). However, there's a noticeable disconnect between offered and desired benefits, and also a willingness to sacrifice many perks for higher pay.

A deeper dive...

• **Sacrificing perks for pay:** Many employees are willing to sacrifice 'soft' benefits for higher pay. Free refreshments (11%) and cycle to work schemes (11%) are the benefits most employees would be willing to give up.

• **Age and benefits:** Younger workers (25-34) are most willing to sacrifice benefits for higher pay, while older workers (55+) are significantly less willing to do so, suggesting they value their existing benefits more.

• **Gender benefit gap:** Women are more likely to receive no benefits (17% vs. 12% for men) and, on average, men report receiving more benefits overall.

Key takeaways for businesses:

Over two-thirds of professionals (72%) are currently looking or open to looking for a new job – highlighting a critical need for businesses to audit what they are offering their current and future talent. The primary drivers for this job market engagement are financial, with the cost-of-living crisis acting as a significant catalyst.

Address the 'comfort gap': The £11,110.38 gap between current and desired comfortable income is a major source of dissatisfaction and a driver of job mobility. Competitive salaries are no longer just about attracting talent but retaining it.

Targeted retention: Mid-career professionals (25-44) are a high-risk group, demanding the largest pay increases to switch jobs and showing the highest increase in salary progression expectations. Retention strategies must be robust for this segment.

Acknowledge gender disparities: The significant gender pay gap, lower salary satisfaction, and reduced financial flexibility for women are critical issues. Businesses must address these disparities to foster equity and retain female talent.

Strategic benefits offerings: While salary is king, benefits can still make a difference. However, businesses should evaluate the relevance and perceived value of their benefits packages. Many employees are willing to sacrifice less-valued benefits for higher pay, suggesting that resources might be better allocated to more impactful perks or direct compensation.

Prioritise financial wellbeing: The struggle to meet financial obligations and save for goals is widespread. Benefits that directly support financial wellbeing (e.g., better pensions, performance bonuses) are likely to be highly valued, especially when employees are willing to trade other perks for them.

The current economic climate has made salary a paramount concern for the majority of the UK workforce. Businesses that fail to recognise and adapt to these heightened financial expectations and disparities risk losing valuable talent in a highly mobile job market.

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Leadership

Chief Operating Officer (COO)

	Private sector				Public sector		
	Average salary						
Turnover	£0-£10M	£10M-£50M	£50M-£100M	£100M+	Min	Average	Max
London	£174,400	£194,700	£214,000	£241,800	£153,900	£162,500	£189,400
Midlands and East	£135,900	£151,900	£166,900	£188,300	£120,500	£127,000	£147,400
North	£133,700	£149,800	£164,800	£186,200	£118,400	£124,800	£145,300
Scotland	£132,700	£148,700	£162,600	£183,000	£117,300	£123,700	£143,100
South	£143,400	£159,400	£175,500	£197,900	£127,000	£133,400	£154,900
Wales	£130,500	£146,600	£160,500	£180,800	£115,100	£121,600	£142,000
Northern Ireland	£129,500	£144,400	£158,400	£178,700	£114,100	£120,500	£139,900

Chief Financial Officer (CFO)

	Private sector				Public sector		
	Average salary						
Turnover	£0-£10M	£10M-£50M	£50M-£100M	£100M+	Min	Average	Max
London	£134,800	£187,200	£211,900	£236,500	£100,100	£117,300	£132,400
Midlands and East	£104,900	£145,500	£164,800	£185,100	£77,500	£91,500	£103,300
North	£103,800	£143,400	£162,600	£183,000	£76,400	£90,400	£102,200
Scotland	£102,700	£142,300	£160,500	£179,800	£75,300	£89,300	£100,100
South	£110,200	£153,000	£173,300	£194,700	£81,800	£95,800	£108,700
Wales	£100,600	£140,200	£159,400	£177,600	£75,300	£88,200	£99,000
Northern Ireland	£99,500	£138,000	£157,300	£175,500	£74,200	£87,200	£97,900

Finance Director (FD)

	Private sector				Public sector		
	Average salary						
Turnover	£0-£10M	£10M-£50M	£50M-£100M	£100M+	Min	Average	Max
London	£97,400	£120,900	£142,300	£160,500	£90,400	£96,800	£107,600
Midlands and East	£76,000	£94,200	£111,300	£125,200	£69,900	£75,300	£83,900
North	£74,900	£93,100	£109,100	£124,100	£68,900	£74,200	£82,900
Scotland	£73,800	£92,000	£108,100	£122,000	£68,900	£73,200	£81,800
South	£79,200	£98,400	£116,600	£131,600	£74,200	£79,600	£88,200
Wales	£72,800	£90,900	£107,000	£120,900	£67,800	£72,100	£80,700
Northern Ireland	£71,700	£88,800	£104,900	£118,800	£66,700	£72,100	£79,600

Leadership insight

Laurence Jago
Accountancy & Finance Leadership Expert, Reed

"In the latter half of 2025, those looking to recruit for senior finance roles began to prioritise strategic leadership and business acumen over purely technical expertise. Employers are now looking for strong leadership qualities, especially the ability to guide teams through periods of significant change and restructuring. High commercial acumen and relevant sector experience are also paramount.

The market has been relatively balanced, with a steady flow of both senior vacancies and qualified leaders. However, this equilibrium doesn't mean hiring is straightforward. Many businesses have been struggling to attract and secure the best professionals quickly enough. With a smaller pool of professionals actively seeking new opportunities, the best applicants are often overwhelmed with choice and receiving multiple offers. To not miss out on their preferred hire, I would advise employers to streamline their recruitment process. Partnering with a single, specialist recruitment consultant can prevent market dilution and ensure the company is presented in the best possible light. Across the UK, hiring trends for leadership roles vary. In some regions like Northern Ireland, there is a strong preference for permanent hires, with businesses seeking long-term stability in their senior finance teams. However, in other parts of the UK, there is a notable rise in demand for interim and fractional leaders. Many organisations are bringing in fractional CFOs and finance directors to lead specific projects, drive change, or manage transitions. This trend offers businesses greater flexibility and access to specialist expertise without the long-term commitment of a permanent role, creating a dynamic and growing market for experienced interim professionals.

Interestingly, while salary expectations and employer offers were misaligned in previous years, they are now largely in sync. Many businesses recognise the need to offer competitive packages to attract the best people and are demonstrating more flexibility, with some even offering above-average salaries to secure the right fit. This alignment presents a positive opportunity for both organisations and employees in the year ahead."

East Anglia

Role	2026 Min	2026 Average	2026 Max	2025 Average	2024 Average	2027 Projection
Accounts Assistant	£27,600	£29,700 ↗	£31,800	£28,600	£26,200	£31,100
Accounts Payable Assistant	£25,900	£27,200 ↗	£28,600	£26,300	£25,500	£28,500
Accounts Payable Manager	£35,500	£39,500 ↗	£43,400	£35,000	£34,600	£41,400
Accounts Receivable Assistant	£25,100	£27,400 ↗	£29,500	£25,200	£24,800	£28,700
Accounts Receivable Manager	£40,200	£44,800 ↗	£49,300	£37,100	£36,500	£47,000
Assistant Accountant	£28,500	£31,700 ↗	£34,800	£29,800	£28,400	£33,200
Bookkeeper	£27,200	£30,000 ↙	£32,700	£31,000	£26,000	£31,400
Chief Financial Officer	£118,100	£134,400 ↗	£150,600	£120,900	£123,700	£140,700
Client Accountant	£32,600	£38,400 ↗	£44,300	£35,900	£34,600	£40,200
Commercial Accountant	£41,900	£46,600 ↗	£51,200	£43,700	£42,100	£48,800
Credit Control Manager	£35,600	£39,900 ↗	£44,200	£35,600	£34,800	£41,800
Credit Controller	£27,400	£29,000 ↗	£30,600	£27,500	£26,500	£30,400
Finance Business Partner	£52,100	£55,700 ↙	£59,200	£59,000	£49,700	£58,300

↗ **12.9% increase in Accounts Payable Manager** average salaries this year.

↗ **6.4% increase in Assistant Accountant** average salaries this year.

Role	2026 Min	2026 Average	2026 Max	2025 Average	2024 Average	2027 Projection
Finance Director	£88,500	£103,800 ↗	£119,100	£92,100	£97,400	£108,700
Finance Manager	£53,000	£57,300 ↗	£61,700	£53,900	£52,700	£60,000
Financial Accountant	£49,200	£52,800 ↗	£56,400	£50,100	£49,300	£55,300
Financial Analyst	£47,100	£52,200 ↗	£57,200	£47,500	£46,400	£54,700
Financial Controller	£61,200	£66,100 ↗	£71,000	£64,200	£60,000	£69,200
Group Financial Controller	£75,600	£83,800 ↗	£92,000	£78,400	£75,400	£87,800
Management Accountant	£40,200	£43,800 ↗	£47,300	£42,400	£39,800	£45,900
Payroll Assistant	£26,200	£28,100 ↗	£30,100	£27,300	£25,100	£29,400
Payroll Manager	£40,100	£43,200 ↗	£46,300	£38,400	£40,900	£45,200
Project Accountant	£50,600	£56,200 ↗	£61,700	£47,900	£49,400	£58,900
Property Accountant	£39,200	£43,200 ↗	£47,100	£40,200	£40,100	£45,200
Purchase Ledger Clerk	£25,600	£26,600 ↗	£27,700	£26,200	£24,200	£27,900
Sales Ledger Clerk	£25,500	£26,400 ↙	£27,300	£28,600	£24,400	£27,600
Service Charge Accountant	£34,500	£38,600 ↗	£42,600	£33,800	£32,300	£40,400

↗ **9.9% increase in Financial Analyst** average salaries this year.

↗ **17.3% increase in Project Accountant** average salaries this year.

6.9%

salary growth
versus 4.3% UK average growth

Roles on the rise

Client Accountant

2024	£34,600
2025	£35,900
2026	£38,400

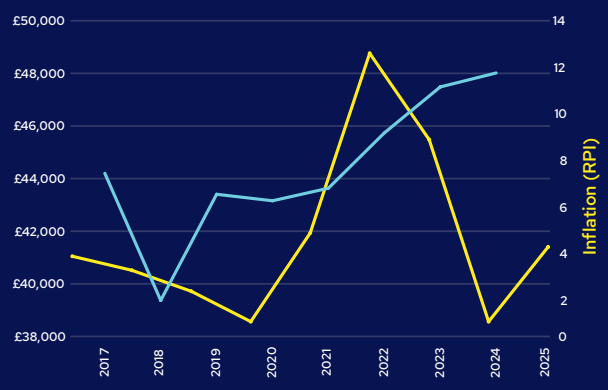
Credit Control Manager

2024	£34,800
2025	£35,600
2026	£39,900

Financial Controller

2024	£60,000
2025	£64,200
2026	£66,100

Average salary in region vs UK inflation rate (RPI)



Regional insight

Mel Marjoram
Regional Director, Reed

"Towards the end of 2025, many organisations paused permanent hiring due to economic uncertainty. And as we enter this new year, businesses have become highly selective about the skills they need - particularly roles that support compliance and financial resilience, such as preparing for changes to National Insurance. This has driven demand for positions in financial planning and analysis (FP&A) and costing.

We're also seeing growth in interim opportunities. This flexibility is proving invaluable for businesses navigating uncertainty while maintaining operational continuity.

In terms of skills, payroll stands out as an area of ongoing demand. Finding a strong payroller has always been a challenge. These professionals are consistently valued in the market, with their expertise able to 'buck the trends' when it comes to salaries, often commanding higher pay regardless of wider market conditions. To attract the best people, employers must have a clear hiring strategy and be ready to move quickly when they find the right fit. Delays in the hiring process can mean losing out on exceptional applicants to more decisive competitors.

Additionally, offering study support for qualifications from the Association of Accounting Technicians (AAT) is a major draw for accountants and finance professionals. While relatively inexpensive for businesses to provide, it can be a key differentiator when people are choosing between roles. Beyond financial assistance, granting dedicated time off to prepare for exams demonstrates a genuine commitment to employee development. This not only helps attract the best talent but also fosters loyalty and long-term retention by showing that the organisation invests in their career growth.

My advice to anyone looking for new opportunities is to be open-minded about salary and location. Looking beyond the initial offer to see the potential for long-term growth within a role can lead to a rewarding career move in this dynamic market."

East Midlands

Role	2026 Min	2026 Average	2026 Max	2025 Average	2024 Average	2027 Projection
Accounts Assistant	£27,900	£29,600 ↗	£31,400	£27,700	£26,200	£31,000
Accounts Payable Assistant	£25,700	£27,000 ↗	£28,200	£26,500	£23,900	£28,300
Accounts Payable Manager	£34,500	£37,500 ↗	£40,500	£34,300	£34,700	£39,300
Accounts Receivable Assistant	£26,700	£28,300 ↗	£30,000	£26,700	£25,300	£29,600
Accounts Receivable Manager	£42,800	£46,400 ↗	£50,100	£39,400	£37,200	£48,600
Assistant Accountant	£30,300	£32,800 ↗	£35,300	£31,600	£28,900	£34,300
Bookkeeper	£28,900	£31,000 ↗	£33,200	£30,900	£26,500	£32,500
Chief Financial Officer	£125,600	£139,200 ↗	£152,800	£128,400	£125,100	£145,700
Client Accountant	£34,600	£39,800 ↗	£44,900	£37,600	£35,000	£41,700
Commercial Accountant	£44,600	£48,200 ↗	£51,900	£46,400	£42,900	£50,500
Credit Control Manager	£37,800	£41,300 ↗	£44,900	£37,800	£35,500	£43,300
Credit Controller	£26,700	£28,200 ↗	£29,700	£26,600	£25,100	£29,500
Finance Business Partner	£52,900	£57,200 ↙	£61,600	£58,200	£52,200	£59,900

↗ **6.9% increase in Accounts Assistant** average salaries this year.

↗ **3.9% increase in Commercial Accountant** average salaries this year.

Role	2026 Min	2026 Average	2026 Max	2025 Average	2024 Average	2027 Projection
Finance Director	£86,800	£97,400 ↗	£108,100	£95,800	£98,700	£102,000
Finance Manager	£53,900	£58,100 ↗	£62,400	£54,300	£53,800	£60,800
Financial Accountant	£48,100	£51,600 ↗	£55,100	£50,400	£49,400	£54,000
Financial Analyst	£41,700	£45,200 ↗	£48,800	£43,900	£46,700	£47,300
Financial Controller	£62,000	£66,300 ↗	£70,600	£62,500	£62,300	£69,400
Group Financial Controller	£80,400	£86,800 ↗	£93,300	£83,200	£76,900	£90,900
Management Accountant	£41,000	£44,600 ↗	£48,200	£42,100	£40,200	£46,700
Payroll Assistant	£28,200	£30,100 ↗	£32,100	£27,100	£26,100	£31,500
Payroll Manager	£40,900	£43,000 ↙	£45,200	£47,000	£39,800	£45,000
Project Accountant	£53,800	£58,200 ↗	£62,600	£50,800	£50,400	£61,000
Property Accountant	£41,700	£44,800 ↗	£47,800	£42,100	£40,600	£46,900
Purchase Ledger Clerk	£25,700	£26,600 ↗	£27,500	£25,500	£23,600	£27,900
Sales Ledger Clerk	£25,500	£26,800 ↗	£28,200	£25,500	£22,700	£28,100
Service Charge Accountant	£36,700	£40,000 ↗	£43,200	£35,400	£32,600	£41,900

↗ **6.1% increase in Financial Controller** average salaries this year.

↙ **8.5% decrease in Payroll Manager** average salaries this year.

5.4%

salary growth
versus 4.3% UK average growth

Roles on the rise

Accounts Receivable Assistant

2024	£25,300
2025	£26,700
2026	£28,300

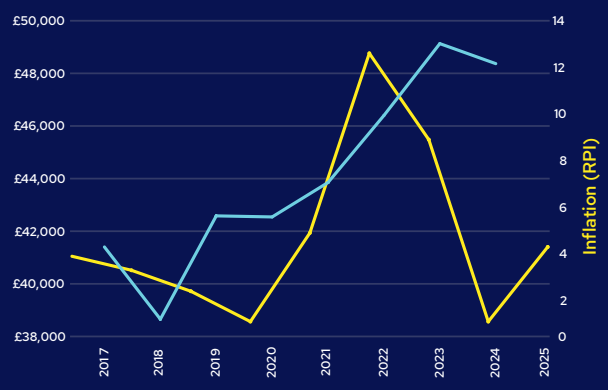
Client Accountant

2024	£35,000
2025	£37,600
2026	£39,800

Group Financial Controller

2024	£76,900
2025	£83,200
2026	£86,800

Average salary in region vs UK inflation rate (RPI)



Regional insight

Chris Willsher
Regional Director, Reed

"The accountancy and finance market in the East Midlands is holding steady as we enter 2026, with a balanced supply of roles and professionals, creating a stable environment for both hiring managers and professionals.

One of the most significant challenges for employers is finding individuals with highly specialised skills. Payroll professionals, for instance, are in demand, with more roles available than there are people to fill them. When roles require niche expertise, the talent pool narrows significantly, making recruitment particularly difficult without the support of a specialist recruiter.

While the quality of those looking for work in the sector remains high, there is a noticeable sense of caution. Many professionals appear more cautious about changing roles, often prioritising stability over new opportunities - even when those opportunities are attractive. As a result, while they may explore the market, uncertainty can lead them to withdraw from recruitment processes. This is creating an opportunity for businesses to differentiate themselves by offering clarity, reassurance, and a compelling value proposition. In this climate, transparency around role expectations, long-term stability, and career development is critical.

In terms of compensation, salaries across the East Midlands are generally competitive. However, benefits packages are where companies often fall short. Many organisations offer only standard benefits like basic pensions and statutory annual leave, missing an opportunity to stand out. For many accountants and finance professionals, a better work-life balance or a shorter commute can be more influential than a minor salary increase."

London

	2026			2025	2024	2027
Role	Min	Average	Max	Average	Average	Projection
Accounts Assistant	£31,900	£34,300 ↗	£36,700	£33,700	£31,900	£35,900
Accounts Payable Assistant	£30,600	£32,400 ↗	£34,200	£31,700	£30,200	£33,900
Accounts Payable Manager	£47,300	£51,400 ↗	£55,500	£45,900	£46,800	£53,800
Accounts Receivable Assistant	£31,400	£33,300 ↗	£35,300	£31,500	£31,000	£34,900
Accounts Receivable Manager	£51,300	£55,400 ↗	£59,400	£51,300	£47,300	£58,000
Assistant Accountant	£37,800	£41,000 ↙	£44,300	£45,600	£41,900	£42,900
Bookkeeper	£39,900	£42,500 ↗	£45,200	£36,800	£39,200	£44,600
Chief Financial Officer	£155,800	£170,400 ↗	£185,100	£160,900	£150,900	£178,400
Client Accountant	£38,000	£44,500 ↙	£51,000	£44,800	£39,600	£46,600
Commercial Accountant	£46,400	£50,800 ↙	£55,200	£52,500	£49,600	£53,200
Credit Control Manager	£51,400	£57,200 ↗	£63,000	£50,100	£47,800	£59,900
Credit Controller	£33,700	£36,400 ↗	£39,100	£35,600	£32,900	£38,100
Finance Business Partner	£66,000	£70,500 ↙	£75,100	£71,400	£66,100	£73,800

↗ **8%** **increase in Accounts Receivable Manager** average salaries this year.

↗ **15.5%** **increase in Bookkeeper** average salaries this year.

	2026			2025	2024	2027
Role	Min	Average	Max	Average	Average	Projection
Finance Director	£107,900	£116,900 ↗	£125,900	£112,100	£110,100	£122,400
Finance Manager	£67,500	£73,100 ↗	£78,800	£69,700	£69,800	£76,500
Financial Accountant	£59,900	£64,100 ↗	£68,300	£62,200	£61,100	£67,100
Financial Analyst	£60,600	£65,300 ↗	£70,000	£61,100	£59,300	£68,400
Financial Controller	£74,100	£80,300 ↗	£86,400	£78,200	£76,800	£84,100
Group Financial Controller	£98,000	£106,200 ↗	£114,500	£102,700	£95,800	£111,200
Management Accountant	£52,100	£56,600 ↗	£61,100	£54,100	£51,800	£59,300
Payroll Assistant	£31,900	£33,800 ↗	£35,800	£30,500	£31,100	£35,400
Payroll Manager	£60,900	£65,600 ↗	£70,200	£59,900	£57,200	£68,700
Project Accountant	£61,800	£67,000 ↙	£72,100	£70,100	£64,000	£70,100
Property Accountant	£57,600	£61,400 ↗	£65,200	£60,400	£61,200	£64,300
Purchase Ledger Clerk	£31,000	£33,100 ↗	£35,200	£29,700	£29,800	£34,700
Sales Ledger Clerk	£29,800	£32,300 ↗	£34,700	£30,400	£28,400	£33,800
Service Charge Accountant	£41,900	£46,000 ↗	£50,100	£42,300	£41,700	£48,200

↗ **4.6%** **increase in Management Accountant** average salaries this year.

↗ **11.4%** **increase in Purchase Ledger Clerk** average salaries this year.

4.2%

salary growth
versus 4.3% UK average growth

Roles on the rise

Accounts Assistant

2024	£31,900
2025	£33,700
2026	£34,300

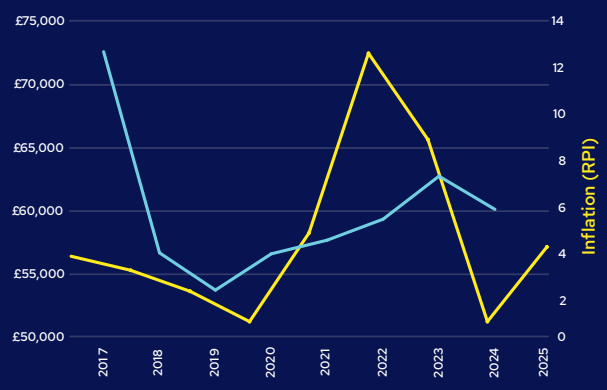
Credit Controller

2024	£32,900
2025	£35,600
2026	£36,400

Financial Analyst

2024	£59,300
2025	£61,100
2026	£65,300

Average salary in region vs UK inflation rate (RPI)



Regional insight

Alan Myers
Regional Director, Reed

"London's accountancy and finance market is changing fast, and technology is leading the charge. AI and automation are stripping away traditional transactional tasks and creating space for more strategic insight. Businesses across financial services, fintech, and professional services are no longer seeking number-crunchers; they need finance professionals who can interpret data and influence key decisions.

This shift has created strong demand for individuals with hybrid skill sets. Roles such as finance business partner, financial planning and analysis manager, and finance transformation specialist are now highly sought after. Those who combine core accounting principles with proficiency in data analytics tools like Power BI, Oracle, and SAP are commanding attention. In a competitive, data-driven environment like London, finance teams are expected to be proactive partners to the business, not just reactive reporters.

Salary trends reflect this evolution. While the broader market may face pressure, accountants with advanced tech and data analytics skills are seeing significant financial rewards, with salary increases often 15-25% higher than their more traditional counterparts. Employers are also enhancing their value propositions, offering flexible hybrid working models and clear career progression to attract the best accountants and finance professionals.

The message is clear: technical expertise must be paired with strong soft skills. The ability to communicate insights effectively and manage stakeholder relationships is what truly sets applications apart. To thrive in London's dynamic finance market, continuous investment in both technological and interpersonal skills is essential."

North East

Role	2026 Min	2026 Average	2026 Max	2025 Average	2024 Average	2027 Projection
Accounts Assistant	£26,900	£29,100 ↗	£31,300	£28,800	£26,300	£31,100
Accounts Payable Assistant	£25,500	£32,000 ↗	£38,500	£28,900	£24,100	£33,500
Accounts Payable Manager	£33,500	£36,300 ↗	£39,000	£33,900	£32,100	£38,000
Accounts Receivable Assistant	£24,800	£25,700 ↗	£26,500	£24,400	£23,000	£26,200
Accounts Receivable Manager	£38,000	£41,200 ↗	£44,300	£35,900	£33,800	£43,200
Assistant Accountant	£27,600	£29,700 ↗	£31,900	£27,900	£25,800	£31,100
Bookkeeper	£25,700	£27,500 ↙	£29,400	£30,500	£24,100	£28,800
Chief Financial Officer	£111,600	£123,500 ↗	£135,400	£117,100	£115,000	£129,300
Client Accountant	£30,800	£35,300 ↗	£39,800	£34,800	£32,200	£37,000
Commercial Accountant	£39,600	£42,800 ↗	£46,000	£42,400	£39,000	£44,800
Credit Control Manager	£33,600	£36,700 ↗	£39,700	£34,500	£32,300	£38,400
Credit Controller	£26,800	£28,000 ↗	£29,100	£26,500	£25,400	£29,300
Finance Business Partner	£49,400	£53,800 ↗	£58,200	£51,100	£48,400	£56,300

↗ **10.7%** **increase in Accounts Payable Assistant** average salaries this year.

↙ **9.8%** **decrease in Bookkeeper** average salaries this year.

Role	2026 Min	2026 Average	2026 Max	2025 Average	2024 Average	2027 Projection
Finance Director	£80,600	£88,700 ↗	£96,700	£84,300	£83,000	£92,900
Finance Manager	£51,200	£55,400 ↗	£59,600	£49,500	£49,400	£58,000
Financial Accountant	£45,500	£50,700 ↙	£55,800	£50,900	£50,300	£53,100
Financial Analyst	£44,500	£48,000 ↗	£51,500	£46,000	£43,100	£50,300
Financial Controller	£56,400	£60,600 ↗	£64,800	£59,800	£57,300	£63,400
Group Financial Controller	£71,400	£77,000 ↗	£82,700	£75,900	£70,000	£80,600
Management Accountant	£39,400	£42,800 ↗	£46,200	£40,400	£38,300	£44,800
Payroll Assistant	£24,800	£25,800 ↗	£26,800	£24,000	£22,300	£26,900
Payroll Manager	£39,600	£42,600 ↗	£45,500	£41,700	£37,800	£44,600
Project Accountant	£47,800	£51,600 ↗	£55,500	£46,400	£45,800	£54,100
Property Accountant	£37,100	£39,700 ↗	£42,400	£39,000	£37,300	£41,600
Purchase Ledger Clerk	£25,200	£26,300 ↗	£27,300	£25,100	£24,700	£27,400
Sales Ledger Clerk	£25,300	£26,100 ↗	£26,900	£24,400	£24,900	£27,200
Service Charge Accountant	£32,600	£35,400 ↗	£38,300	£32,800	£30,000	£37,100

↗ **11.9%** **increase in Finance Manager** average salaries this year.

↗ **2.2%** **increase in Payroll Manager** average salaries this year.

4.5%

salary growth
versus 4.3% UK average growth

Roles on the rise

Client Accountant

2024	£32,200
2025	£34,800
2026	£35,300

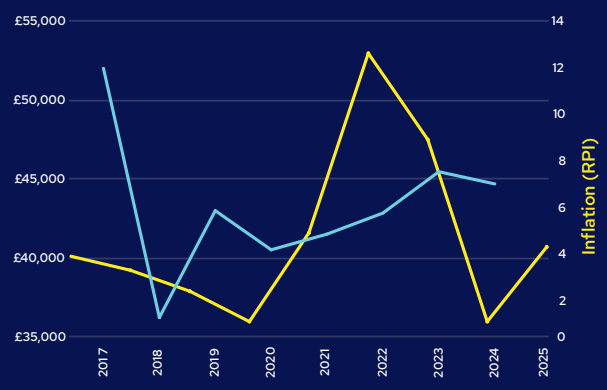
Finance Business Partner

2024	£48,400
2025	£51,100
2026	£53,800

Financial Analyst

2024	£43,100
2025	£46,000
2026	£48,000

Average salary in region vs UK inflation rate (RPI)



Regional insight

Charlotte Rickwood
Regional Manager, Reed

"The accountancy and finance market in the North East has experienced periods of growth closely followed by downturns, creating a tricky environment for professionals and employers alike. Many jobseekers report slow and lengthy recruitment processes, suggesting that businesses are proceeding with caution, perhaps waiting for greater economic stability before committing to new hires.

Interestingly, the primary motivators for people seeking new roles have shifted. While the post-pandemic era was dominated by the demand for hybrid working, this is no longer the deal-breaker it once was. Professionals are showing more flexibility and are increasingly prioritising career progression and role variety over remote work options.

A significant trend, particularly at the senior end of the market, is the growing demand for fractional finance professionals. Small and medium-sized enterprises (SMEs) are increasingly realising the benefits of hiring experienced CFOs or finance directors on a part-time or interim basis. This shift has been fuelled by a notable increase in private equity investment from firms like the British Growth Fund (BGF) and North Star, which are backing SMEs in the £10 million to £30 million turnover range and driving the need for sophisticated financial oversight.

While there isn't a widespread talent shortage across the board, certain skill sets are harder to find. At the senior level, there appears to be a lack of people with strong technical or financial accounting backgrounds, possibly because fewer professionals are reaching a high level in practice before moving into industry. In the transactional space, demand is varied, with needs fluctuating between credit control, purchase ledger, and all-around accounts assistant roles.

Despite the global conversation around AI transforming the finance sector, its impact has yet to be significantly felt in the North East. Neither professionals nor employers are flagging AI skills as a major threat or requirement. The focus remains on more established technologies, with proficiency in reporting tools like Power BI and experience with enterprise resourcing planning (ERP) systems such as Workday being far more sought-after by employers. For now, the human element of oversight and approval remains paramount."

North West

Role	Min	2026 Average	Max	2025 Average	2024 Average	2027 Projection
Accounts Assistant	£27,400	£29,100 ↗	£30,700	£28,000	£26,300	£30,500
Accounts Payable Assistant	£26,600	£27,600 ↗	£28,700	£26,300	£25,500	£28,900
Accounts Payable Manager	£37,600	£40,300 ↗	£43,100	£38,000	£37,100	£42,200
Accounts Receivable Assistant	£25,700	£27,000 ↗	£28,300	£26,200	£24,400	£28,300
Accounts Receivable Manager	£41,200	£44,200 ↗	£47,300	£38,500	£35,900	£46,300
Assistant Accountant	£29,200	£31,200 ↗	£33,200	£29,700	£31,600	£32,700
Bookkeeper	£27,800	£29,600 ↙	£31,400	£30,100	£25,600	£31,000
Chief Financial Officer	£120,900	£132,700 ↗	£144,400	£125,600	£120,600	£138,900
Client Accountant	£33,300	£37,900 ↗	£42,500	£36,900	£33,700	£39,700
Commercial Accountant	£43,800	£47,600 ↙	£51,400	£49,700	£45,400	£49,800
Credit Control Manager	£36,600	£39,400 ↗	£42,200	£36,300	£36,700	£41,300
Credit Controller	£26,600	£28,300 ↗	£30,000	£27,200	£25,800	£29,600
Finance Business Partner	£56,100	£60,000 ↗	£63,900	£55,100	£54,000	£62,800

↗ **5.7%** **increase in Chief Financial Officer** average salaries this year.

↙ **4.2%** **decrease in Commercial Accountant** average salaries this year.

Role	Min	2026 Average	Max	2025 Average	2024 Average	2027 Projection
Finance Director	£94,300	£103,000 ↗	£111,800	£94,400	£92,900	£107,800
Finance Manager	£54,000	£58,200 ↗	£62,300	£55,400	£53,600	£60,900
Financial Accountant	£48,500	£52,000 ↗	£55,500	£51,300	£47,900	£54,400
Financial Analyst	£48,200	£51,900 ↗	£55,600	£48,000	£45,000	£54,400
Financial Controller	£63,100	£67,800 ↗	£72,500	£65,000	£61,000	£71,000
Group Financial Controller	£78,500	£85,100 ↗	£91,800	£79,000	£82,100	£89,100
Management Accountant	£40,800	£44,300 ↗	£47,800	£42,100	£40,300	£46,400
Payroll Assistant	£27,500	£28,900 ↗	£30,300	£27,700	£25,700	£30,300
Payroll Manager	£42,300	£45,800 ↗	£49,200	£41,000	£40,100	£48,000
Project Accountant	£51,400	£56,400 ↗	£61,300	£52,000	£51,900	£59,100
Property Accountant	£40,200	£42,700 ↗	£45,200	£41,300	£39,100	£44,700
Purchase Ledger Clerk	£26,100	£27,300 ↗	£28,500	£26,000	£24,300	£28,600
Sales Ledger Clerk	£26,400	£27,500 ↗	£28,700	£26,200	£24,500	£28,800
Service Charge Accountant	£35,300	£38,100 ↗	£40,800	£34,800	£31,500	£39,900

↗ **8.1%** **increase in Financial Analyst** average salaries this year.

↗ **9.5%** **increase in Service Charge Accountant** average salaries this year.

5.6%

salary growth
versus 4.3% UK average growth

Roles on the rise

Accounts Assistant

2024	£26,300
2025	£28,000
2026	£29,100

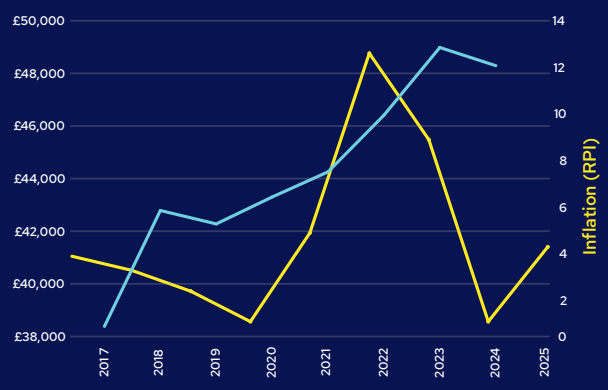
Accounts Receivable Manager

2024	£35,900
2025	£38,500
2026	£44,200

Finance Business Partner

2024	£54,000
2025	£55,100
2026	£60,000

Average salary in region vs UK inflation rate (RPI)



Regional insight

Douglas Turkington
Regional Director, Reed

"A major development in the North West is the increasing competitiveness of salaries. Cities like Manchester and Liverpool are becoming an attractive alternative to London for company head offices. This migration is pushing salaries higher as businesses compete for the best accountancy and finance professionals.

In the region, demand is particularly strong for roles that bridge the gap between finance and commercial operations. Management accountants, finance managers, and finance business partners are sought after. Companies are prioritising people who can effectively translate complex financial data for non-finance stakeholders, adding direct commercial value.

Beyond salary, work-life balance has become a non-negotiable priority for most people looking for work, but many companies are pushing for a greater return to the office. This is creating a disconnect. Unlike salary, which can be negotiated confidentially, a company's working policy is typically a blanket rule. This rigidity can be a major barrier to attracting talent. Businesses that are slow to adapt risk losing out to more agile competitors who are continuing to embrace dynamic working models.

While AI adoption is widely discussed, its impact has so far been less dramatic than expected, especially in transactional roles like accounts payable and receivable. Companies are beginning to implement more advanced enterprise resource planning (ERP) and automation systems to streamline repetitive tasks, recognising the long-term efficiencies technology can deliver.

For employers, the path to success in 2026 lies in adaptability. The companies that will attract the best talent are those that recognise the shift in employee priorities. By offering competitive salaries, embracing flexible working policies, and acknowledging the region's growing status as a major business hub, organisations can position themselves to secure the skilled finance professionals they need to thrive."

Northern Ireland

	2026			2025	2024	2027
Role	Min	Average	Max	Average	Average	Projection
Accounts Assistant	£26,900	£27,700 ↗	£28,500	£26,100	£26,100	£29,000
Accounts Payable Assistant	£26,200	£26,900 ↗	£27,700	£25,400	£23,800	£28,200
Accounts Payable Manager	£33,000	£35,800 ↗	£38,500	£35,400	£31,800	£37,500
Accounts Receivable Assistant	£26,700	£27,500 ↗	£28,300	£25,900	£22,800	£28,800
Accounts Receivable Manager	£37,500	£40,600 ↗	£43,800	£35,700	£33,500	£42,600
Assistant Accountant	£26,500	£28,700 ↙	£30,900	£30,200	£25,900	£30,000
Bookkeeper	£29,900	£30,800 ↗	£31,600	£29,100	£23,900	£32,300
Chief Financial Officer	£109,900	£121,800 ↗	£133,600	£114,000	£108,800	£127,500
Client Accountant	£28,400	£32,500 ↗	£36,500	£31,300	£29,800	£34,000
Commercial Accountant	£39,000	£42,200 ↗	£45,400	£39,200	£38,600	£44,200
Credit Control Manager	£33,100	£36,200 ↙	£39,200	£36,400	£31,900	£37,900
Credit Controller	£26,800	£27,600 ↗	£28,400	£26,000	£22,300	£28,900
Finance Business Partner	£47,800	£51,400 ↗	£54,900	£50,000	£46,700	£53,800

↗ **6.2%** **increase in Accounts Receivable Assistant** average salaries this year.

↗ **7.7%** **increase in Commercial Accountant** average salaries this

	2026			2025	2024	2027
Role	Min	Average	Max	Average	Average	Projection
Finance Director	£79,400	£87,400 ↗	£95,500	£80,800	£78,600	£91,500
Finance Manager	£48,400	£52,200 ↗	£56,000	£49,100	£47,700	£54,700
Financial Accountant	£44,100	£47,500 ↗	£50,800	£44,700	£43,300	£49,700
Financial Analyst	£43,800	£47,300 ↗	£50,800	£44,000	£42,600	£49,500
Financial Controller	£54,700	£59,000 ↙	£63,200	£59,900	£54,100	£61,700
Group Financial Controller	£70,400	£76,000 ↗	£81,600	£73,400	£69,100	£79,600
Management Accountant	£36,900	£40,100 ↙	£43,200	£40,800	£35,700	£42,000
Payroll Assistant	£26,100	£26,900 ↗	£27,600	£25,400	£21,900	£28,200
Payroll Manager	£39,000	£42,000 ↙	£44,900	£42,700	£36,100	£44,000
Project Accountant	£47,100	£50,900 ↗	£54,700	£47,400	£45,300	£53,300
Property Accountant	£34,200	£36,500 ↗	£38,900	£35,100	£34,600	£38,200
Purchase Ledger Clerk	£25,200	£26,300 ↗	£27,300	£23,800	£22,400	£27,600
Sales Ledger Clerk	£25,300	£26,100 ↗	£26,900	£24,600	£22,600	£27,400
Service Charge Accountant	£30,100	£32,600 ↗	£35,100	£29,500	£27,800	£34,100

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

↗ **10.5%** **increase in Service Charge Accountant** average salaries this year.

2.8%

salary growth
versus 4.3% UK average growth

Roles on the rise

Accounts Receivable Manager

2024	£33,500
2025	£35,700
2026	£40,600

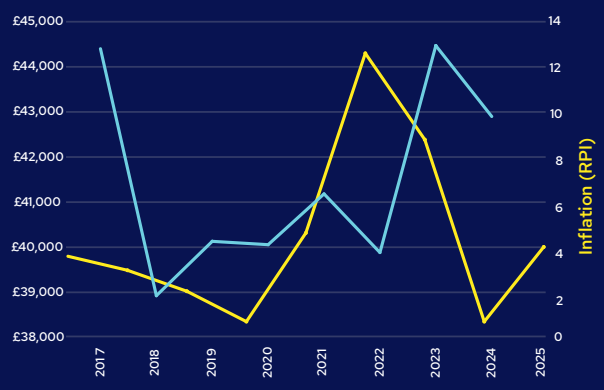
Client Accountant

2024	£29,800
2025	£31,300
2026	£32,500

Finance Director

2024	£78,600
2025	£80,800
2026	£87,400

Average salary in region vs UK inflation rate (RPI)



Regional insight

Paula Gallagher
Regional Manager, Reed

"Northern Ireland continues to attract significant foreign direct investment, particularly from US companies in the technology sector. These companies are drawn by the region's highly educated workforce and the lower cost of living than in other parts of the UK. This sustained investment bolsters the job market, creating accountancy and finance roles within these new and expanding organisations and ensuring a steady stream of opportunities.

After a quiet first three quarters, the final quarter of 2025 saw a noticeable increase in vacancies. This uptick suggests renewed confidence among businesses and presents a promising landscape. This balance, however, can shift rapidly from week to week, highlighting the market's fluid nature. For businesses, this means that while talent is available, competition for the best professionals is intensifying. For those looking for new opportunities, it signals a favourable market where their skills are in demand.

One of the most significant trends shaping the Northern Ireland accounting and finance market is the integration of technology, particularly in transactional roles. There is a rising demand for professionals skilled in artificial intelligence and automation, especially within accounts payable and receivable functions.

This demand for tech-savvy accountants is creating a new kind of professional: one who can not only manage finances but also leverage and sometimes even build data tools like Power BI. This convergence of skills can be challenging for employers to find, as individuals with deep expertise in both accounting and technology development are rare.

The flexibility of remote and hybrid working, a popular feature in recent years, has become less common in Northern Ireland, particularly for senior and leadership roles. Employers are increasingly emphasising the importance of 'presence' in the office to foster collaboration. This trend is being felt across all levels but is most pronounced at the senior end of the market."

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Scotland

Role	2026 Min	2026 Average	2026 Max	2025 Average	2024 Average	2027 Projection
Accounts Assistant	£27,600	£29,500 ↗	£31,500	£28,500	£26,300	£30,900
Accounts Payable Assistant	£25,500	£26,600 ↗	£27,800	£26,400	£24,000	£27,800
Accounts Payable Manager	£35,300	£39,700 ↗	£44,000	£37,000	£34,500	£41,600
Accounts Receivable Assistant	£26,200	£28,000 ↗	£29,900	£26,700	£24,700	£29,300
Accounts Receivable Manager	£40,000	£45,000 ↗	£50,000	£39,200	£36,400	£47,200
Assistant Accountant	£28,300	£31,800 ↗	£35,300	£31,500	£28,300	£33,300
Bookkeeper	£27,000	£30,100 ↙	£33,200	£30,500	£26,000	£31,600
Chief Financial Officer	£117,300	£135,100 ↗	£152,800	£127,900	£125,100	£141,400
Client Accountant	£32,400	£38,600 ↗	£44,900	£38,400	£35,000	£40,400
Commercial Accountant	£41,600	£46,800 ↗	£51,900	£46,300	£42,000	£49,000
Credit Control Manager	£35,300	£40,100 ↗	£44,800	£37,700	£34,700	£42,000
Credit Controller	£26,900	£28,100 ↗	£29,300	£27,100	£24,700	£29,400
Finance Business Partner	£49,800	£54,000 ↗	£58,200	£52,700	£52,000	£56,500

↗ **14.8% increase in Accounts Receivable Manager** average salaries this year.

↗ **5.6% increase in Chief Financial Officer** average salaries this year.

Role	2026 Min	2026 Average	2026 Max	2025 Average	2024 Average	2027 Projection
Finance Director	£84,700	£97,000 ↗	£109,200	£92,100	£90,300	£101,600
Finance Manager	£52,500	£57,000 ↗	£61,400	£56,800	£53,400	£59,700
Financial Accountant	£48,200	£52,800 ↗	£57,500	£51,100	£47,300	£55,300
Financial Analyst	£46,800	£52,500 ↗	£58,100	£50,200	£46,400	£55,000
Financial Controller	£61,100	£65,500 ↗	£70,000	£60,000	£62,000	£68,600
Group Financial Controller	£75,100	£84,300 ↗	£93,300	£82,900	£75,300	£88,300
Management Accountant	£41,000	£44,700 ↗	£48,500	£43,000	£41,700	£46,800
Payroll Assistant	£27,600	£29,600 ↙	£31,500	£29,900	£26,700	£31,000
Payroll Manager	£43,300	£46,700 ↙	£50,000	£46,900	£42,800	£48,900
Project Accountant	£50,200	£56,500 ↗	£62,600	£50,700	£49,300	£59,200
Property Accountant	£39,000	£43,400 ↗	£47,800	£43,000	£40,500	£45,400
Purchase Ledger Clerk	£24,900	£26,200 ↗	£27,500	£24,900	£24,100	£27,400
Sales Ledger Clerk	£25,300	£26,700 ↗	£28,100	£25,400	£23,900	£27,200
Service Charge Accountant	£34,300	£38,800 ↗	£43,200	£36,200	£32,600	£40,600

↗ **9.2% increase in Financial Controller** average salaries this year.

↙ **1% decrease in Payroll Assistant** average salaries this year.

4%

salary growth
versus 4.3% UK average growth

Roles on the rise

Accounts Payable Manager

2024	£34,500
2025	£37,000
2026	£39,700

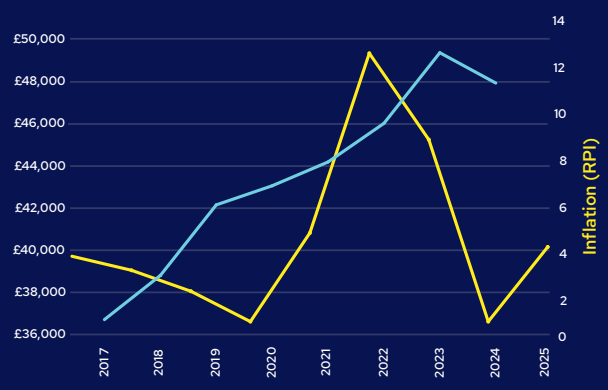
Credit Control Manager

2024	£34,700
2025	£37,700
2026	£40,100

Finance Director

2024	£90,300
2025	£92,100
2026	£97,000

Average salary in region vs UK inflation rate (RPI)



Regional insight

Gillian Dolan
Regional Director, Reed

"Budget constraints, particularly within the public and not-for-profit sectors, are influencing hiring strategies in the Scottish accountancy and finance market. In contrast, there are more available professionals actively seeking opportunities due to a rise in redundancies.

A key trend shaping the sector is the move towards blended roles. To maximise value, employers are increasingly looking to hire a single professional who can cover the responsibilities of a financial accountant, management accountant, and finance business partner in one. This demand for versatile, all-round talent is putting pressure on finance teams to do more with less. In the transactional space, automation and AI are beginning to impact junior roles, leading to a dip in demand for temporary positions. Conversely, the need for skilled credit controllers has intensified as businesses focus on improving cash flow.

Salaries in Scotland, especially in cities like Edinburgh and Aberdeen, remain competitive and are not far behind London. While the post-Covid salary boom has levelled out, qualified professionals are still well-compensated.

But salary isn't the only factor. Flexibility remains a crucial part of attracting and retaining talent. Hybrid working is now standard across most Scottish businesses, with a three-days-in-office, two-days-at-home model being the most common arrangement. This reflects a broader cultural shift where professionals prioritise work-life balance, and employers who offer this flexibility are better positioned to secure the best people."

South East

Role	2026 Min	2026 Average	2026 Max	2025 Average	2024 Average	2027 Projection
Accounts Assistant	£28,600	£30,700 ↗	£32,800	£29,800	£28,200	£32,100
Accounts Payable Assistant	£27,500	£29,300 ↗	£31,200	£28,000	£26,600	£30,700
Accounts Payable Manager	£39,000	£42,000 ↗	£44,900	£40,400	£39,400	£44,000
Accounts Receivable Assistant	£27,400	£29,800 ↗	£32,300	£28,500	£26,900	£31,200
Accounts Receivable Manager	£48,300	£53,200 ↗	£58,100	£44,600	£40,600	£55,800
Assistant Accountant	£31,900	£34,300 ↙	£36,700	£34,700	£30,300	£35,900
Bookkeeper	£29,500	£31,700 ↙	£34,000	£32,600	£30,200	£33,200
Chief Financial Officer	£121,200	£134,600 ↗	£147,900	£128,500	£129,400	£140,900
Client Accountant	£36,900	£41,000 ↙	£45,200	£44,400	£41,300	£42,900
Commercial Accountant	£48,400	£51,600 ↗	£54,800	£46,900	£44,900	£54,100
Credit Control Manager	£37,900	£41,800 ↗	£45,800	£39,800	£40,900	£43,800
Credit Controller	£28,100	£30,300 ↗	£32,500	£29,600	£27,900	£31,700
Finance Business Partner	£58,000	£62,200 ↗	£66,400	£61,000	£57,400	£65,100

↙ **2.8%** **decrease in Bookkeeper** average salaries this year.

↗ **10%** **increase in Commercial Accountant** average salaries this year.

Role	2026 Min	2026 Average	2026 Max	2025 Average	2024 Average	2027 Projection
Finance Director	£94,200	£103,900 ↗	£113,700	£94,600	£93,900	£108,800
Finance Manager	£55,200	£59,500 ↗	£63,900	£57,300	£56,200	£62,300
Financial Accountant	£52,300	£56,500 ↗	£60,700	£55,300	£52,400	£59,100
Financial Analyst	£49,500	£53,600 ↗	£57,800	£52,900	£50,500	£56,100
Financial Controller	£64,800	£69,600 ↗	£74,400	£66,000	£65,200	£72,900
Group Financial Controller	£85,300	£91,800 ↗	£98,300	£90,900	£84,500	£96,100
Management Accountant	£44,900	£48,800 ↗	£52,800	£46,900	£44,600	£51,100
Payroll Assistant	£27,900	£30,300 ↗	£32,600	£28,500	£27,700	£31,700
Payroll Manager	£47,200	£50,900 ↗	£54,600	£50,600	£44,200	£53,300
Project Accountant	£57,000	£61,300 ↗	£65,500	£49,700	£56,700	£64,200
Property Accountant	£40,300	£43,300 ↗	£46,300	£42,900	£42,000	£45,300
Purchase Ledger Clerk	£26,600	£28,100 ↗	£29,600	£27,100	£25,300	£29,400
Sales Ledger Clerk	£27,200	£29,000 ↗	£30,700	£27,600	£25,300	£30,400
Service Charge Accountant	£36,600	£39,900 ↗	£43,100	£36,400	£33,200	£41,800

↗ **3.8%** **increase in Finance Manager** average salaries this year.

↗ **23.3%** **increase in Project Accountant** average salaries this year.

4.7%

salary growth
versus 4.3% UK average growth

Roles on the rise

Accounts Assistant

2024	£28,200
2025	£29,800
2026	£30,700

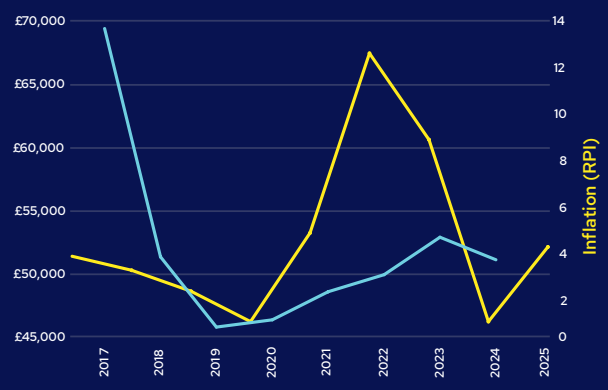
Accounts Receivable Manager

2024	£40,600
2025	£44,600
2026	£53,200

Financial Analyst

2024	£50,500
2025	£52,900
2026	£53,600

Average salary in region vs UK inflation rate (RPI)



Regional insight

Grant Rigler
Regional Director, Reed

"Towards the end of 2025, there were fewer roles available compared to previous periods, but this has created a unique opportunity for businesses to attract high-quality accountancy and finance professionals who might not typically be on the market. However, success hinges on presenting a competitive and well-rounded offer.

A noticeable mismatch exists between what many companies are prepared to pay and what jobseekers expect, not just in salary but also in benefits. Hybrid working, a good pension, and generous holiday allowances are now standard expectations. Employers who try to undercut the market may secure talent in the short term, but they risk losing those individuals once the market picks up. The key is to find a sustainable balance, offering fair value to attract and retain employees.

Demand is particularly strong for management accountants, business partners, and professionals with financial planning and analysis (FP&A) experience. Businesses are increasingly seeking actionable insights from their finance teams to identify opportunities and threats. Those with strong financial modelling and Excel skills who can translate numbers into meaningful business information are top of the list.

In the market today, there's a real opportunity for part-qualified professionals to stand out. If you're actively studying for your ACCA or CIMA qualifications, employers will see your ambition and commitment to progression, making you highly desirable as an employee.

Regarding remote work, there is a gradual shift back towards the office. However, a complete lack of flexibility can be a major barrier to attracting talent, especially for businesses in more rural locations across the South East. The most successful companies are adopting a mature, flexible approach, trusting their teams to manage their time effectively, which helps secure the right people for the long term."

South West

Role	2026 Min	2026 Average	2026 Max	2025 Average	2024 Average	2027 Projection
Accounts Assistant	£24,800	£27,800 ↙	£30,800	£28,300	£25,500	£29,100
Accounts Payable Assistant	£25,800	£26,900 ↗	£28,000	£26,500	£24,100	£28,200
Accounts Payable Manager	£37,000	£39,300 ↙	£41,600	£40,800	£35,600	£41,100
Accounts Receivable Assistant	£25,700	£27,500 ↗	£29,300	£26,700	£25,100	£28,800
Accounts Receivable Manager	£41,100	£45,000 ↗	£48,900	£39,300	£36,900	£47,200
Assistant Accountant	£27,300	£29,600 ↗	£31,900	£28,300	£26,200	£31,000
Bookkeeper	£27,700	£30,100 ↙	£32,500	£30,600	£26,300	£31,500
Chief Financial Officer	£120,600	£135,000 ↗	£149,400	£128,200	£126,200	£141,300
Client Accountant	£33,300	£38,600 ↗	£43,900	£38,200	£35,300	£40,400
Commercial Accountant	£42,800	£46,800 ↗	£50,800	£46,400	£42,600	£49,000
Credit Control Manager	£36,300	£40,100 ↗	£43,900	£37,700	£35,200	£42,000
Credit Controller	£27,600	£29,300 ↗	£30,900	£28,200	£26,100	£30,700
Finance Business Partner	£53,200	£57,300 ↗	£61,300	£55,000	£57,000	£60,000

↗ **14.5%** **increase in Accounts Receivable Manager** average salaries this year.

↗ **5.3%** **increase in Chief Financial Officer** average salaries this year.

Role	2026 Min	2026 Average	2026 Max	2025 Average	2024 Average	2027 Projection
Finance Director	£83,400	£91,300 ↙	£99,200	£98,800	£91,600	£95,600
Finance Manager	£52,600	£56,500 ↗	£60,400	£55,200	£52,500	£59,100
Financial Accountant	£50,500	£54,000 ↗	£57,400	£50,700	£49,000	£56,500
Financial Analyst	£50,900	£54,300 ↗	£57,600	£50,300	£44,000	£56,900
Financial Controller	£59,600	£64,300 ↗	£69,100	£61,900	£58,700	£67,300
Group Financial Controller	£77,200	£84,200 ↗	£91,200	£83,100	£76,400	£88,200
Management Accountant	£41,700	£45,800 ↗	£49,800	£43,000	£40,500	£48,000
Payroll Assistant	£26,000	£27,400 ↗	£28,800	£27,300	£25,300	£28,700
Payroll Manager	£41,000	£44,800 ↙	£48,600	£44,900	£44,200	£46,900
Project Accountant	£60,800	£65,600 ↗	£70,300	£51,600	£55,600	£68,800
Property Accountant	£40,100	£43,400 ↗	£46,800	£42,700	£40,900	£45,400
Purchase Ledger Clerk	£26,000	£27,000 ↗	£28,000	£26,500	£24,300	£28,300
Sales Ledger Clerk	£25,600	£26,700 ↗	£27,800	£26,500	£25,700	£27,900
Service Charge Accountant	£35,300	£38,800 ↗	£42,200	£35,900	£32,900	£40,600

↙ **7.6%** **decrease in Finance Director** average salaries this year.

↗ **6.5%** **increase in Management Accountant** average salaries this year.

3.5%

salary growth
versus 4.3% UK average growth

Roles on the rise

Finance Manager

2024	£52,500
2025	£55,200
2026	£56,500

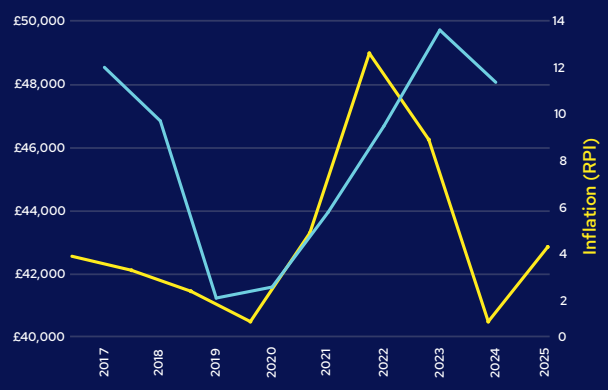
Purchase Ledger Clerk

2024	£24,300
2025	£26,500
2026	£27,000

Service Charge Accountant

2024	£32,900
2025	£35,900
2026	£38,800

Average salary in region vs UK inflation rate (RPI)



Regional insight

Katie Cartner
Regional Director, Reed

"The hiring climate for accountancy and finance in the South West is showing signs of positive movement after a slow period. While good professionals remain a valuable find, there is an increasing number of people becoming available. This subtle shift is creating a snowball effect; as one person moves, it creates a vacancy, which in turn encourages further movement across the market.

For employers, this means it is more important than ever to sell the opportunity. Businesses must clearly define what makes a role attractive and how it stands out from competitors. Generic benefits like statutory holiday allowance and pension contributions are no longer enough to capture attention. The focus must be on differentiation. This could be the working environment, tangible opportunities for progression, or the quality of leadership and mentorship available.

Flexibility remains a significant driver for employees. However, companies unable to offer flexible arrangements can still succeed by being transparent about the reasons why. Whether it's to maintain parity in a manufacturing environment or other operational needs, clear communication is key.

Certain niche areas, such as accountancy roles within professional services like law or property management firms, can be more challenging to recruit for due to specific skill requirements. Some employers are rigid on this, insisting on direct industry experience. However, the companies that are more flexible about an applicant's background are often the ones that secure the best talent. For those looking for new opportunities, a proactive attitude and a willingness to learn can open doors in these specialised sectors, even without prior experience.

Looking ahead, one of the biggest workforce challenges will be the growing influence of automation and AI. As software becomes more adept at handling manual, repetitive tasks like invoice management, the value of human accountants will shift. Professionals must focus on what they can offer that technology cannot: nuanced problem-solving, stakeholder engagement, and the personal touch that builds relationships. For those looking to progress, demonstrating a commitment to developing these skills, alongside technical abilities like advanced Excel, will be crucial for career growth."

Wales

	2026			2025	2024	2027
Role	Min	Average	Max	Average	Average	Projection
Accounts Assistant	£27,300	£28,800 ↗	£30,300	£28,300	£26,400	£30,200
Accounts Payable Assistant	£24,900	£25,600 ↗	£26,200	£25,500	£24,300	£26,600
Accounts Payable Manager	£38,800	£42,500 ↗	£46,300	£36,700	£36,400	£44,500
Accounts Receivable Assistant	£25,000	£26,500 ↗	£28,100	£24,900	£23,200	£27,800
Accounts Receivable Manager	£40,000	£43,500 ↗	£46,900	£36,600	£34,200	£45,600
Assistant Accountant	£28,300	£30,700 ↗	£33,100	£29,400	£26,600	£32,200
Bookkeeper	£27,000	£29,100 –	£31,100	£29,100	£24,400	£30,500
Chief Financial Officer	£117,500	£130,300 ↗	£143,200	£119,300	£117,100	£136,400
Client Accountant	£32,400	£37,200 ↗	£42,100	£35,100	£32,700	£38,900
Commercial Accountant	£41,700	£45,200 ↗	£48,700	£43,200	£39,400	£47,300
Credit Control Manager	£35,400	£38,700 ↗	£42,000	£35,100	£32,600	£40,500
Credit Controller	£26,400	£28,300 ↗	£30,200	£26,300	£24,700	£29,600
Finance Business Partner	£49,700	£54,100 ↗	£58,400	£49,200	£49,500	£56,700

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

↗ **6% increase in Client Accountant** average salaries this year.

	2026			2025	2024	2027
Role	Min	Average	Max	Average	Average	Projection
Finance Director	£84,900	£93,600 ↗	£102,300	£85,900	£84,500	£98,000
Finance Manager	£51,300	£55,200 ↗	£59,200	£50,200	£48,500	£57,800
Financial Accountant	£51,700	£56,600 ↗	£61,500	£47,100	£46,400	£59,300
Financial Analyst	£46,800	£50,600 ↗	£54,400	£46,800	£43,500	£53,000
Financial Controller	£63,400	£69,300 ↗	£75,200	£58,900	£58,000	£72,600
Group Financial Controller	£75,200	£81,300 ↗	£87,400	£77,400	£70,700	£85,100
Management Accountant	£41,800	£45,100 ↗	£48,300	£41,400	£39,700	£47,200
Payroll Assistant	£24,900	£26,600 ↗	£28,300	£24,400	£22,400	£27,900
Payroll Manager	£42,400	£46,100 ↗	£49,800	£45,800	£36,900	£48,300
Project Accountant	£50,300	£54,500 ↗	£58,700	£47,300	£46,300	£57,100
Property Accountant	£39,000	£41,900 ↗	£44,800	£39,300	£38,000	£43,900
Purchase Ledger Clerk	£26,000	£27,000 ↗	£28,000	£26,500	£22,500	£28,100
Sales Ledger Clerk	£25,600	£26,700 ↗	£27,800	£26,300	£22,400	£27,800
Service Charge Accountant	£34,400	£37,400 ↗	£40,500	£33,000	£30,500	£39,200

↗ **9% increase in Payroll Assistant** average salaries this year.

↗ **1.5% increase in Sales Ledger Clerk** average salaries this year.

8.3%

salary growth
versus 4.3% UK average growth

Roles on the rise

Credit Control Manager

2024	£32,600
2025	£35,100
2026	£38,700

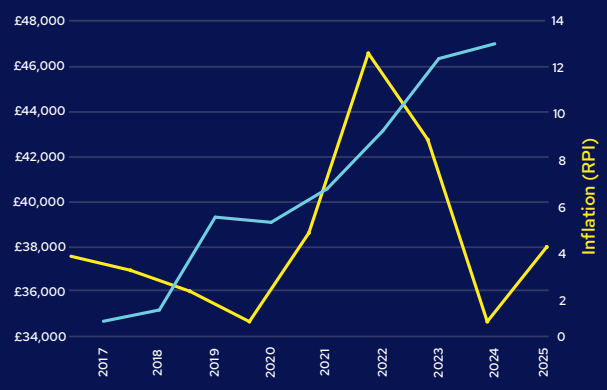
Finance Manager

2024	£48,500
2025	£50,200
2026	£55,200

Group Financial Controller

2024	£70,700
2025	£77,400
2026	£81,300

Average salary in region vs UK inflation rate (RPI)



Regional insight

Becky Hole
Regional Director, Reed

"The accountancy and finance market in Wales is experiencing a period of significant activity, particularly within transactional finance. The region is seeing a high demand for junior-level roles such as finance and accounts assistants, alongside a notable number of temporary positions arising from short-term business needs. In the senior finance space, there is a focus on recruiting management accountants and financial controllers to manage day-to-day operations, allowing finance directors to concentrate on long-term strategy.

This demand is influenced by major investment and population growth in cities like Cardiff, which is rapidly becoming a key UK business hub. The influx of new companies, including fintech giants, is creating more opportunities and driving competition for talent. In response, Welsh businesses are offering increasingly competitive salaries, now on par with neighbouring Bristol.

Despite the healthy job market, there are distinct skills gaps. Professionals with expertise in financial planning and analysis (FP&A) and forecasting are highly sought after. Additionally, employers are placing a strong emphasis on soft skills, seeking professionals who can act as effective business partners and fit seamlessly into company culture.

To attract and retain people in this competitive climate, I would advise employers to highlight their company values as well as the benefits that make them stand out, such as enhanced parental leave and private healthcare. A transparent and speedy recruitment process is also vital, as delays can cause applicants to lose interest. For those looking for new opportunities, the key to standing out is to demonstrate not only technical ability but also strong communication skills, adaptability, and a proactive approach to learning and development."

West Midlands

Role	2026 Min	2026 Average	2026 Max	2025 Average	2024 Average	2027 Projection
Accounts Assistant	£27,400	£29,200 ↗	£31,100	£28,300	£26,200	£30,600
Accounts Payable Assistant	£25,800	£26,900 ↗	£27,900	£26,500	£24,700	£28,200
Accounts Payable Manager	£39,100	£42,200 ↗	£45,300	£37,300	£36,400	£44,200
Accounts Receivable Assistant	£26,600	£28,300 ↗	£29,900	£27,900	£26,400	£29,600
Accounts Receivable Manager	£42,600	£46,300 ↗	£50,000	£41,000	£38,900	£48,500
Assistant Accountant	£30,100	£32,700 ↙	£35,300	£32,900	£30,300	£34,200
Bookkeeper	£28,800	£31,000 ↗	£33,200	£30,100	£27,800	£32,500
Chief Financial Officer	£125,100	£138,900 ↗	£152,700	£133,700	£129,900	£145,400
Client Accountant	£34,500	£39,700 ↗	£44,900	£39,100	£36,300	£41,600
Commercial Accountant	£46,700	£49,300 ↙	£51,900	£51,500	£47,800	£51,600
Credit Control Manager	£37,700	£41,200 ↗	£44,800	£39,400	£37,100	£43,100
Credit Controller	£27,500	£29,300 ↗	£31,000	£27,700	£25,700	£30,700
Finance Business Partner	£55,300	£60,000 ↗	£64,700	£57,600	£56,700	£62,800

↗ **12.9% increase in Accounts Receivable Manager** average salaries this year.

↙ **4.3% decrease in Commercial Accountant** average salaries this year.

Role	2026 Min	2026 Average	2026 Max	2025 Average	2024 Average	2027 Projection
Finance Director	£90,300	£101,100 ↗	£111,800	£93,800	£95,900	£105,900
Finance Manager	£56,300	£60,800 ↗	£65,200	£56,900	£55,300	£63,700
Financial Accountant	£49,100	£52,800 ↙	£56,500	£53,300	£49,500	£55,300
Financial Analyst	£48,100	£51,900 ↗	£55,600	£51,700	£50,700	£54,300
Financial Controller	£62,900	£67,800 ↗	£72,600	£64,400	£64,000	£71,000
Group Financial Controller	£80,100	£86,700 ↗	£93,200	£86,700	£80,500	£90,700
Management Accountant	£41,700	£45,100 ↗	£48,600	£43,100	£41,000	£47,200
Payroll Assistant	£27,000	£28,700 ↗	£30,400	£27,800	£24,600	£30,100
Payroll Manager	£41,200	£44,000 ↙	£46,900	£46,900	£48,100	£46,000
Project Accountant	£52,300	£55,900 ↗	£59,500	£54,800	£51,400	£58,500
Property Accountant	£41,600	£44,700 ↗	£47,800	£43,700	£42,100	£46,800
Purchase Ledger Clerk	£26,000	£27,200 ↗	£28,300	£26,300	£23,900	£28,500
Sales Ledger Clerk	£26,300	£27,800 ↗	£29,300	£27,200	£23,800	£29,100
Service Charge Accountant	£36,600	£39,900 ↗	£43,100	£36,800	£33,900	£41,800

↙ **6.2% decrease in Payroll Manager** average salaries this year.

↗ **8.4% increase in Service Charge Accountant** average salaries this year.

3.3%

salary growth
versus 4.3% UK average growth

Roles on the rise

Accounts Payable Manager

2024	£36,400
2025	£37,300
2026	£42,200

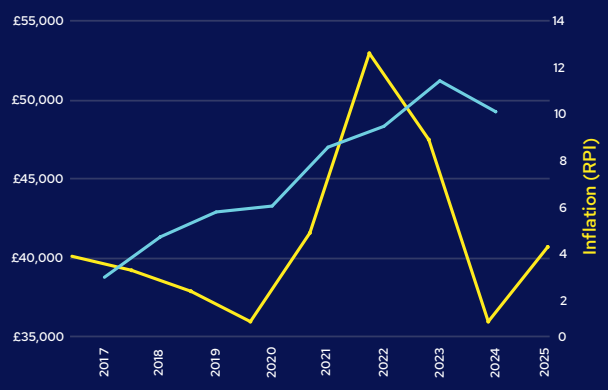
Management Accountant

2024	£41,000
2025	£43,100
2026	£45,100

Purchase Ledger Clerk

2024	£23,900
2025	£26,300
2026	£27,200

Average salary in region vs UK inflation rate (RPI)



Regional insight

Theresa Robinson
Regional Manager, Reed

"The hiring climate for accountancy and finance professionals in the West Midlands at the end of 2025 was a landscape of careful consideration and shifting priorities. Businesses were making more measured decisions, often driven by budget constraints and the increasing cost of hiring. Hiring slowed at the transactional, early-career level and instead, the focus as we enter this year has shifted towards the middle market, with greater demand for part-qualified professionals like management accountants and finance managers.

One of the biggest challenges for jobseekers is the decline of remote working. Many organisations are moving away from remote, and even hybrid, arrangements and reinstating full-time office presence - a shift that many professionals have been slow to accept. However, as accountancy and finance professionals operate at the core of the business, in-person interaction is increasingly valuable and desirable.

For organisations hiring, the high application volumes can be misleading. While some employers may feel they hold all the cards, many people are applying to explore options rather than commit to a move. This makes it harder to identify standout talent among the influx of CVs. And employers still need to act quickly, as those with the right skills and availability are snapped up fast, and hesitation can mean losing the best professionals.

When it comes to skills in demand, professionals with expertise in system implementations and upgrades are highly sought after as organisations accelerate their adoption of new technologies. Their ability to manage complex transitions and optimise processes makes them invaluable in today's evolving landscape."

Yorkshire & Humberside

	2026			2025	2024	2027
Role	Min	Average	Max	Average	Average	Projection
Accounts Assistant	£27,000	£28,800 ↗	£30,600	£28,000	£25,600	£30,200
Accounts Payable Assistant	£25,200	£26,600 ↗	£27,900	£25,700	£23,200	£27,900
Accounts Payable Manager	£36,000	£39,400 ↗	£42,800	£35,600	£34,700	£41,300
Accounts Receivable Assistant	£25,100	£26,500 ↗	£28,000	£25,000	£23,800	£27,700
Accounts Receivable Manager	£40,200	£43,500 ↗	£46,700	£36,800	£35,000	£45,600
Assistant Accountant	£28,400	£30,700 ↗	£33,000	£29,500	£27,200	£32,100
Bookkeeper	£27,100	£29,100 ↙	£31,000	£29,900	£25,000	£30,500
Chief Financial Officer	£118,000	£130,300 ↗	£142,600	£119,900	£116,300	£136,400
Client Accountant	£32,600	£37,200 ↗	£41,900	£35,100	£32,500	£38,900
Commercial Accountant	£41,300	£45,300 ↙	£49,400	£47,700	£49,300	£47,400
Credit Control Manager	£35,500	£38,700 ↗	£41,900	£35,300	£33,400	£40,500
Credit Controller	£26,800	£28,100 ↗	£29,500	£26,800	£25,200	£29,400
Finance Business Partner	£51,600	£55,700 ↗	£59,900	£49,800	£49,800	£58,300

↙ **2.7%** **decrease in Bookkeeper** average salaries this year.

↗ **9.6%** **increase in Credit Control Manager** average salaries this year.

	2026			2025	2024	2027
Role	Min	Average	Max	Average	Average	Projection
Finance Director	£85,000	£92,800 ↗	£100,600	£85,900	£87,000	£97,200
Finance Manager	£53,000	£57,100 ↗	£61,200	£52,800	£51,500	£59,800
Financial Accountant	£46,800	£51,200 ↗	£55,600	£50,500	£46,500	£53,600
Financial Analyst	£43,300	£47,400 ↙	£51,500	£48,900	£45,700	£49,600
Financial Controller	£58,400	£63,600 ↗	£68,800	£62,100	£59,300	£66,600
Group Financial Controller	£75,500	£81,300 ↗	£87,100	£77,700	£72,400	£85,100
Management Accountant	£40,300	£43,800 ↗	£47,200	£41,500	£39,900	£45,900
Payroll Assistant	£26,600	£28,400 ↗	£30,100	£26,800	£25,400	£29,700
Payroll Manager	£42,900	£46,200 ↗	£49,400	£41,500	£38,100	£48,400
Project Accountant	£45,000	£48,800 ↙	£52,500	£50,200	£48,300	£51,100
Property Accountant	£39,200	£41,900 ↗	£44,600	£39,300	£37,700	£43,900
Purchase Ledger Clerk	£25,300	£26,600 ↗	£27,800	£26,000	£23,500	£27,900
Sales Ledger Clerk	£25,700	£26,900 ↗	£28,200	£26,000	£24,600	£28,200
Service Charge Accountant	£34,500	£37,400 ↗	£40,300	£33,100	£30,300	£39,200

↗ **6.6%** **increase in Property Accountant** average salaries this year.

↗ **2.3%** **increase in Purchase Ledger Clerk** average salaries this year.

5.2%

salary growth
versus 4.3% UK average growth

Roles on the rise

Accounts Receivable Manager

2024	£35,000
2025	£36,800
2026	£43,500

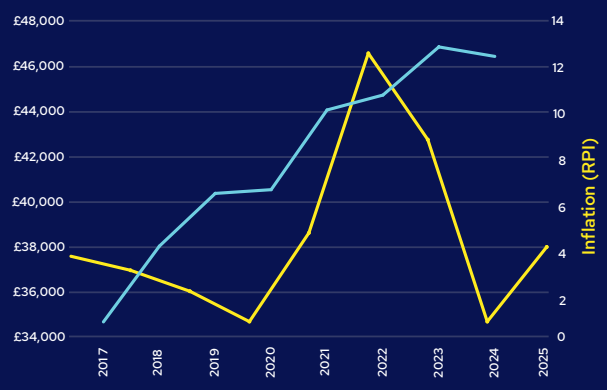
Chief Financial Officer

2024	£116,300
2025	£119,900
2026	£130,300

Financial Controller

2024	£59,300
2025	£62,100
2026	£63,600

Average salary in region vs UK inflation rate (RPI)



Regional insight

Helen Barber
Regional Manager, Reed

"Towards the end of 2025, the hiring climate saw businesses taking a cautious approach to permanent hires, leading to more professionals being available than permanent positions. This hesitancy is partly driven by economic uncertainty, with many organisations delaying hiring decisions until they have a clearer picture of the financial landscape – which hopefully they will get as we winter 2026.

In response to this caution, there has been a remarkable surge in the interim and temporary market. Companies are increasingly using flexible talent to fill crucial gaps, a trend seen across all levels of seniority. This includes the rise of 'fractional CFOs' for senior-level strategic support. For finance professionals, this presents a dual reality. While those seeking permanent roles face a competitive environment, career interims and those open to temporary assignments will find a wealth of opportunities.

Persistent skills gaps continue to challenge the region, particularly in highly specialised areas such as legal cashiering, internal auditing, and technical financial accounting. These roles demand niche expertise and a deep understanding of regulatory frameworks, making them harder to find the right people for without using a recruiter.

I strongly encourage employers to adopt a proactive approach to engaging the passive talent market. Many professionals may not be actively seeking new opportunities, but with a compelling role, clear progression pathways, and a strong employer brand, businesses can successfully attract and convert these people into valuable long-term hires. Additionally, a competitive package is essential. While salaries are important, benefits like enhanced holiday allowances, strong pension contributions, and study support are key differentiators. Hybrid working remains a significant factor for professionals in the region, though there is a gradual shift towards more office-based time being required by employers. Businesses that fail to offer a compelling and flexible package may struggle to secure the skilled professionals they need to thrive this year."

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