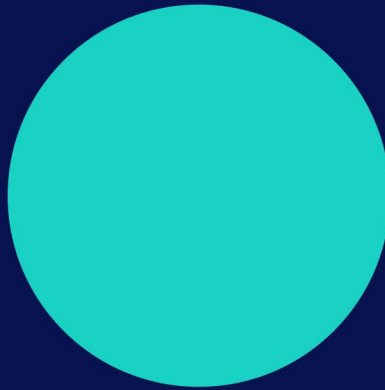
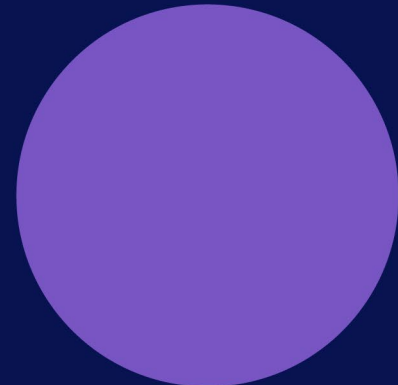
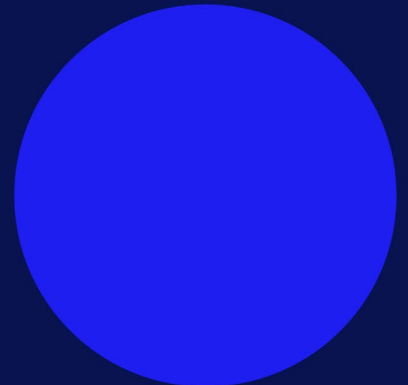


Reed



Salary guide 2026

**Business support &
administration**

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understanding these dynamics is critical - because the old assumption that growth equals more jobs is increasingly outdated.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.



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.



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

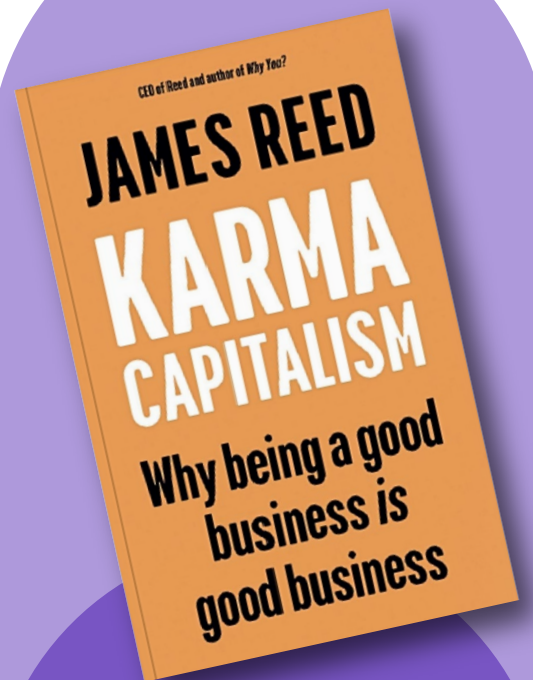
In this challenging environment, how can businesses not only survive but thrive? How can you attract and retain the talent you need when the market is so volatile? The answer, I believe, lies in purpose. Today's employees, especially the younger generation, are not just looking for a salary; they are 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'

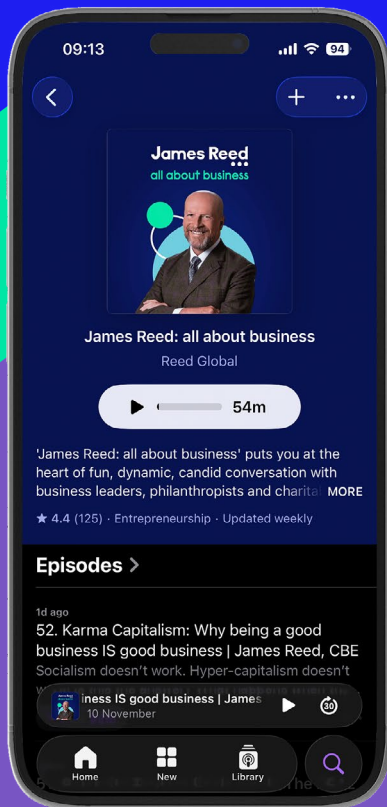
A look to the future

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.

[Listen here](#)

Why use Reed's business support & administration salary guide?

For both jobseekers and employers alike, Reed's salary guide stands as an invaluable resource, offering unparalleled insights to keep you well-informed and ahead of the curve in 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 expert provides 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 great skill shift: Navigating the new business support landscape



Gillian Dolan

Business Support Expert, Reed

The world of business support is undergoing a fundamental transformation. A cautious economic climate, coupled with rapid technological advancements, has created a market defined by new challenges and evolving expectations. For employers, successfully navigating this period of change is essential for attracting and retaining the skilled professionals who form the backbone of any successful organisation.

A climate of caution and opportunity

The hiring market for business support roles can best be described as cautious as we enter 2026. While economic uncertainty has led some businesses to pause permanent hiring, it has by no means brought recruitment to a standstill. Instead, we are seeing a more considered and strategic approach from employers.

Interestingly, this caution has fuelled a notable rise in demand for temporary and contract roles. As businesses navigate budgetary pressures and await greater economic clarity, many are turning to temporary employees as a flexible solution. This allows them to manage workloads and access specialist skills without the long-term commitment of a permanent hire.

Saying that, demand for certain roles remains robust. Positions like executive assistants (EAs) and office managers continue to be sought after, though the nature of these roles is changing. We have also seen a slight resurgence in receptionist roles for the first time since the pandemic, as more companies encourage a return to the office.

The evolution of the business support professional

One of the most significant trends is the evolution of the business support role itself. Gone are the days of siloed administrative functions. Today, employers are seeking multifaceted professionals who can bring a diverse range of skills to the table, effectively blending traditional responsibilities with more technical and analytical tasks.

Rise of the hybrid skill set

We are witnessing the amalgamation of job descriptions. A receptionist may now be expected to possess strong Excel skills for data entry and reporting. An administrator might be tasked with leveraging AI tools for basic marketing functions. This shift reflects a move towards more specialised, 'hybrid' roles where individuals are expected to add value across different business functions.

The impact of AI and automation is a key driver behind this change. As routine, process-driven tasks become automated, the need for general, low-level admin jobs has diminished. Customer service roles, for example, have been affected by the rise of AI chatbots handling initial enquiries. Consequently, the value of a business support professional is increasingly defined by their ability to perform more complex, analytical, and strategic tasks that technology cannot yet replicate.

A widening skills gap

This evolution has created a potential skills gap. While the market has a greater number of jobseekers, employers are less open to hiring based on transferable skills alone. In previous years, an applicant with the right attitude and potential might have been trained on the job. Now, with a larger talent pool to choose from, companies feel they can wait for the 'perfect' person who already possesses the exact combination of skills required.

Those who are proficient in data analysis, are adept with Excel, or have experience with emerging AI technologies hold a distinct advantage. For employers, this means that while the talent pool may seem larger, finding individuals with the right blend of traditional administrative competence and modern technical ability remains a challenge. Professionals who wish to remain competitive must focus on continuous upskilling to meet these new demands.

The great disconnect: salary vs. flexibility

Perhaps the most prominent challenge in the current market is the growing misalignment between what employers are offering and what jobseekers expect, particularly concerning salary and workplace flexibility.

Salary expectations vs. market reality

Across the board, salaries in the business support sector have seen a dip from the highs of recent years. This creates a significant challenge, as those returning to the market often have salary expectations based on their previous earnings, which may no longer align with current rates.

This issue is amplified by the demand for more advanced skills. Employers are asking for more – more versatility, more technical proficiency, more responsibility – while often offering less in financial compensation. This ‘more for less’ dynamic is a major source of friction in the recruitment process, making it difficult to attract and secure top-tier talent. While salaries for more niche and complex roles are higher, the general trend for traditional support positions has been a downward pressure on pay.

The hybrid work imperative

For many people looking for new job opportunities, flexibility is no longer a perk but a fundamental expectation. The ability to work in a hybrid model is often valued as highly as salary, viewed as essential for maintaining a healthy work-life balance. This sentiment was cultivated by businesses themselves during and after the pandemic, when the benefits of remote work were widely promoted.

However, a significant number of employers are now pushing for a full-time return to the office, citing benefits for collaboration and company culture. This creates a direct conflict with jobseeker desires. Many professionals are prepared to turn down roles that do not offer the flexibility they seek, while others may demand a higher salary to compensate for commuting time and costs. Conversely, some are willing to accept a lower salary in exchange for a desirable hybrid working arrangement. This disconnect remains one of the largest hurdles for companies to overcome in 2026.

Culture and benefits as the new currency

In a market where salary and flexibility are major points of contention, company culture and non-monetary benefits have become more important than ever in attracting and retaining people.

Today’s professionals are looking for more than just a job; they are seeking an employer that aligns with their values and invests in their wellbeing. A positive, inclusive company culture where employees feel valued as individuals, rather than just cogs in a machine, is a powerful retention tool. For experienced professionals in niche roles, who know their value in the market, a strong culture and sense of belonging are often the deciding factors that convince them to stay with a company long term.

The benefits that resonate most with business support professionals reflect a growing emphasis on wellbeing and personal time. Key offerings that make a real difference include:

- **Flexibility:** As discussed, the ability to work in a hybrid model is one of the most powerful benefits an employer can offer.
- **Enhanced holidays:** In a world where time is a precious commodity, offering additional holiday entitlement is a significant differentiator that shows employees their wellbeing is valued.
- **Private healthcare:** With ongoing pressures on public health services, private healthcare is a highly sought-after benefit that provides employees and their families with security and peace of mind.

By investing in these areas, companies can build a compelling employer brand that attracts potential new employees even when salary budgets are constrained.

Actionable insights for employers

Navigating this complex market requires a strategic, thoughtful, and adaptable approach. If you’re looking to attract and retain the best business support talent in 2026, you may want to consider these:

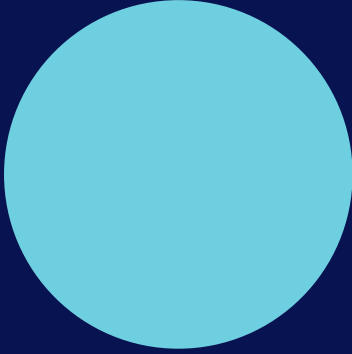
- 1. Embrace realistic flexibility:** A rigid five-day office mandate will significantly shrink your talent pool. Critically assess which roles can be performed effectively in a hybrid model and be prepared to offer genuine flexibility. If a full-time office presence is non-negotiable, be transparent about the reasons and consider offering other compelling benefits as a trade-off.
- 2. Benchmark salaries strategically:** While market rates may have shifted, offering compensation that is significantly below the benchmark for the skills you require will lead to a frustrating and unsuccessful recruitment process. Use the current market data in this guide or talk to your local Reed recruiter to inform your offers and be prepared to negotiate for exceptional applicants who possess the hybrid skills you need.
- 3. Invest in upskilling and development:** The demand for new skills is not a temporary trend. Invest in training and development for your existing business support employees to build the capabilities you need internally. This not only fills critical skills gaps but also fosters loyalty and demonstrates a clear commitment to your employees’ career growth.

4. Showcase your culture: Your company culture is one of your most valuable assets. Actively promote your values, your commitment to wellbeing, and the unique benefits you offer. Make sure these are front and centre in your job descriptions and throughout the interview process.

5. Redesign roles for the future: When designing new roles, think about how you can create positions that are both challenging and rewarding. Blending tasks can lead to more engaging work, but ensure the scope is realistic and the compensation fairly reflects the expanded responsibilities.

The business support sector is not just changing; it is undergoing a great skill shift. The employers who will thrive will be those who listen to the market, adapt to new expectations, and build a holistic value proposition that extends far beyond salary to encompass flexibility, culture, and meaningful professional development.





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 growing '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

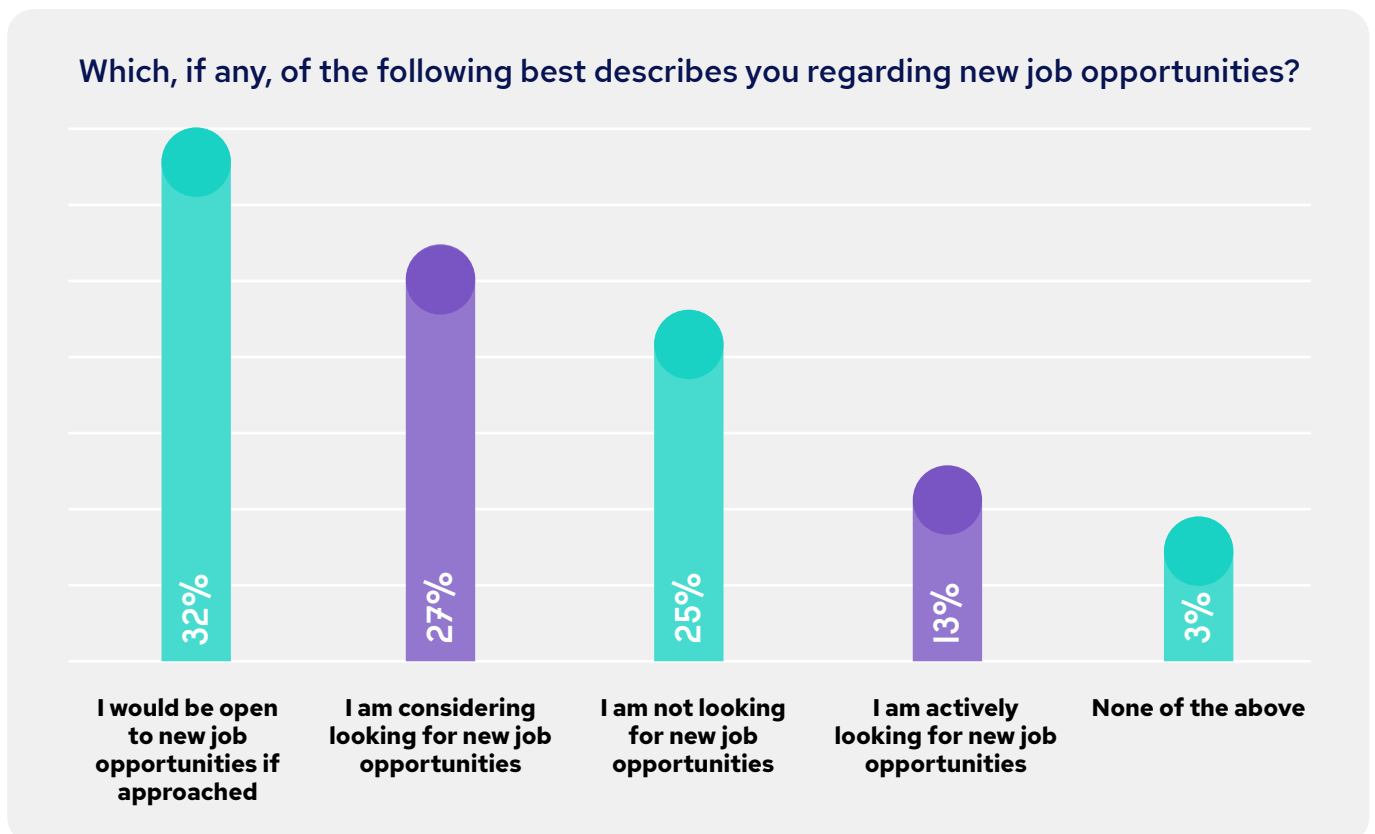
Many employees are willing to sacrifice ‘soft’ benefits like free refreshments (11%), cycle-to-work schemes (11%), onsite parking (eight per cent), and wellness programmes (seven per cent) for higher pay. Even some ‘harder’ benefits like health insurance are on the table for six per cent of those who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

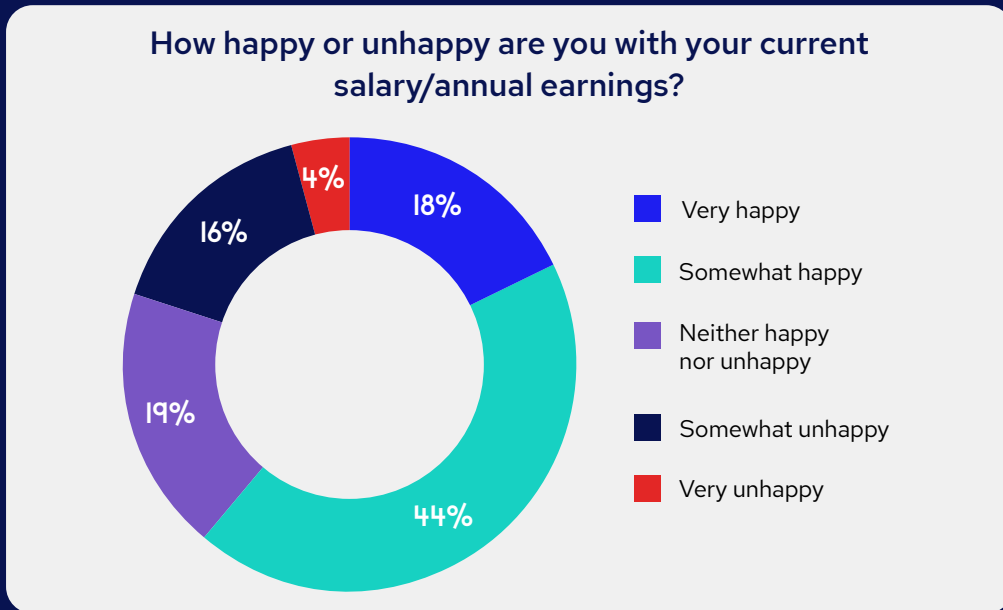
While the **average tenure is 8.54 years**, the high openness to new roles suggests that even long-serving employees are not immune to the pull of better compensation.

- **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

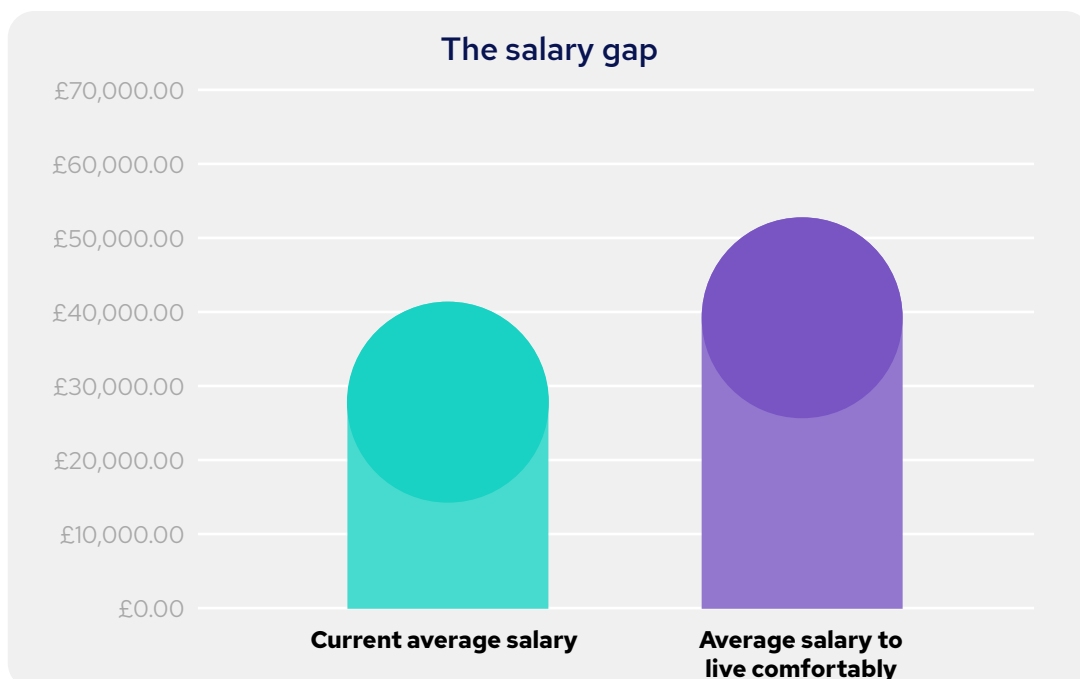
With ongoing cost-of-living challenges, salaries continue to be a huge area of discussion in the employment market, for both professionals and businesses. The data reveals the UK workforce is under significant financial pressure, with a clear and growing emphasis on salary as a primary driver of job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



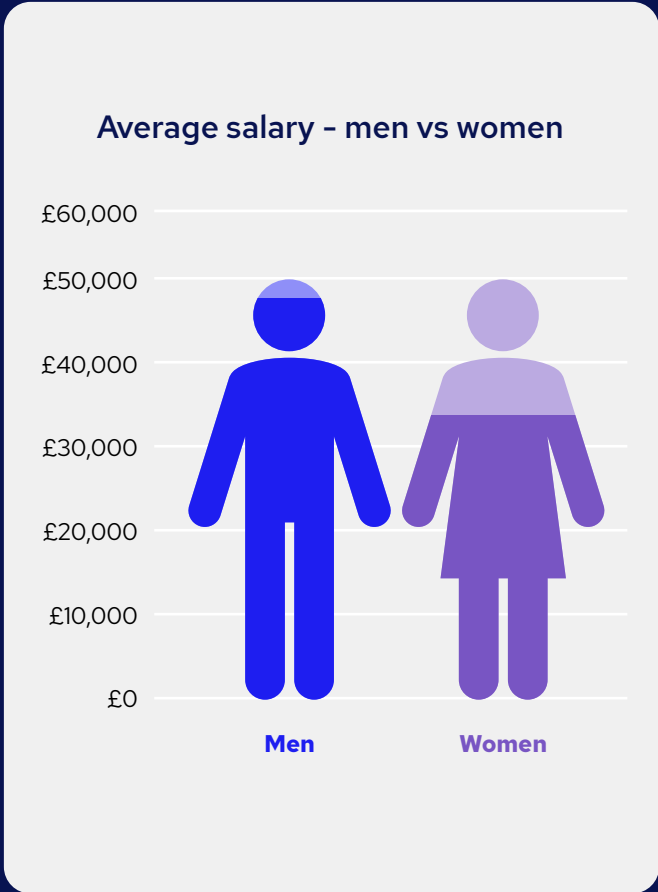
The financial strain is evident in monthly disposable income. A concerning **seven per cent of respondents have £0 leftover** each month after essential bills, with their entire salary going towards necessities. Overall, **26% have £100 or less remaining** for non-essential spending, savings, or leisure.



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...

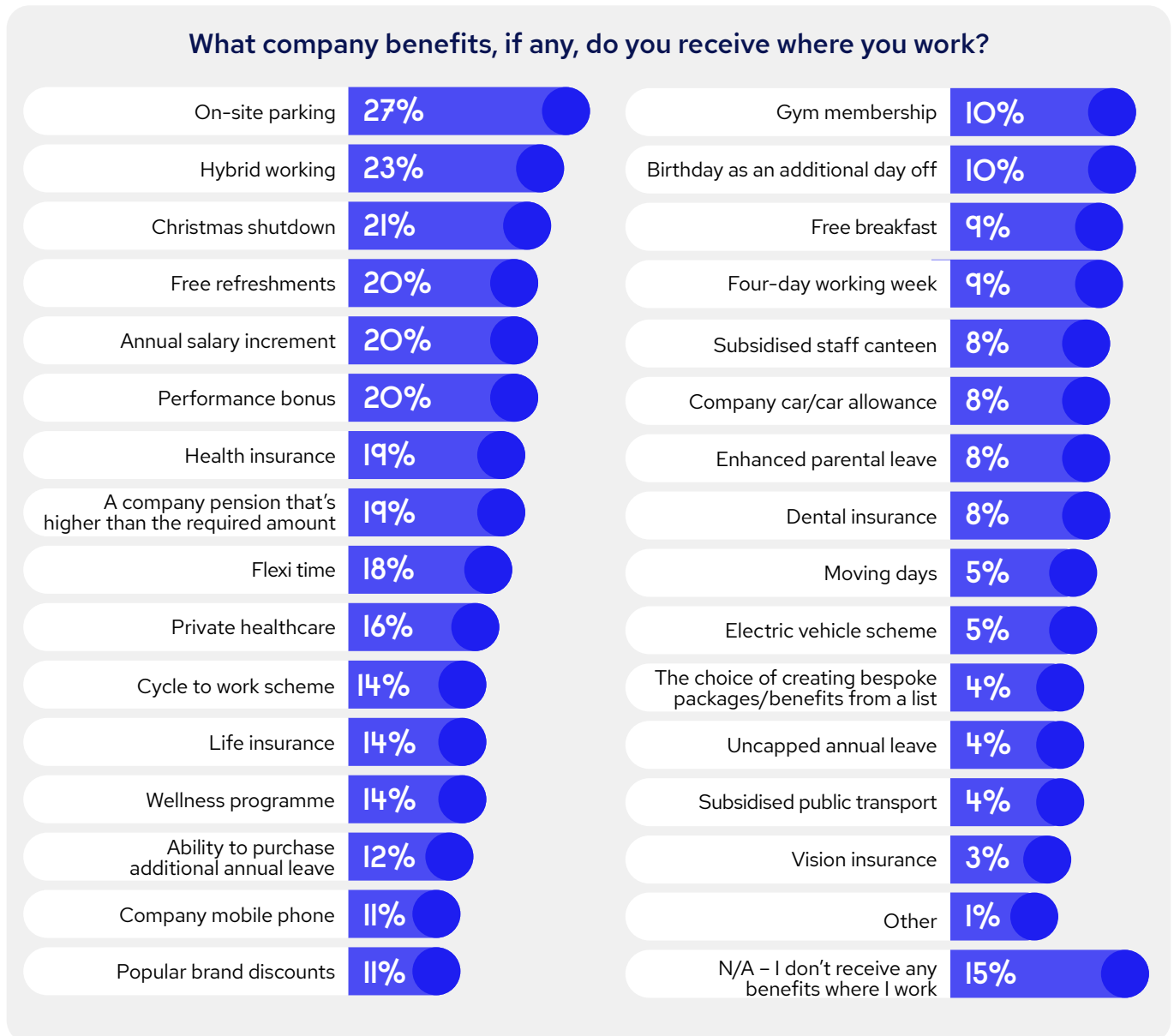
- Gender pay gap:** There remains a significant gender pay gap. The survey found that on average, men earn £48,367.15, while women earn £33,852.12, **a difference of over £14,500.** This disparity extends to satisfaction: 66% of men are happy with their salary compared to 57% of women, and women are 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.

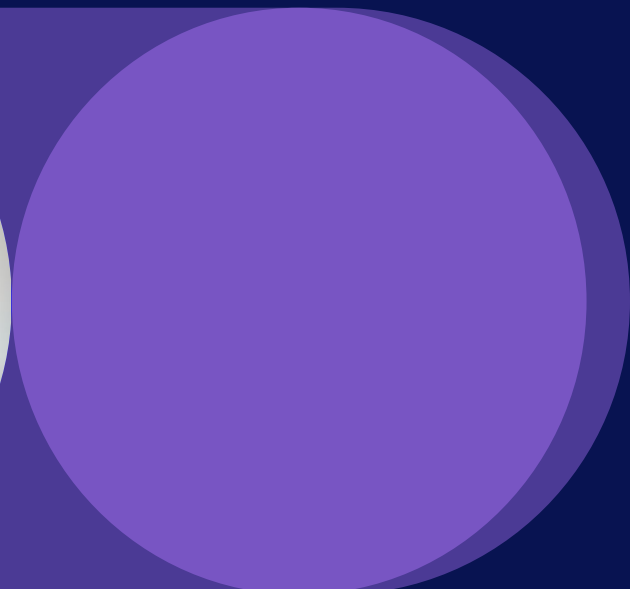


Strategic benefits offerings: While salary is king, benefits can still make a difference. However, businesses should evaluate the relevance and perceived value of their benefits packages. Many employees are willing to sacrifice less-valued benefits for higher pay, suggesting that resources might be better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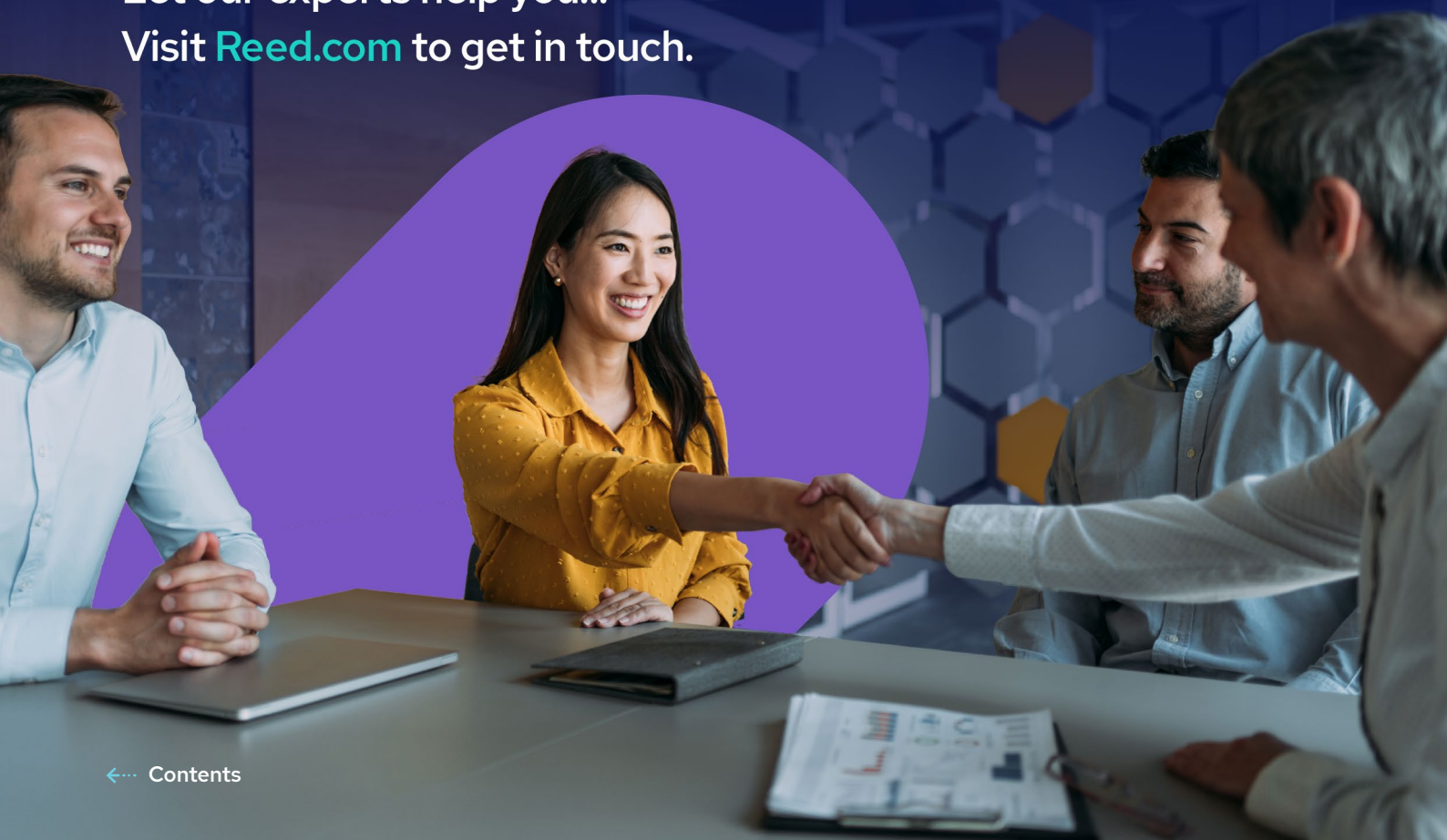


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Role	2026			2025	2024	2027
	Min	Average	Max	Average	Average	Projection
Account Manager	£34,900	£38,200 ↗	£41,600	£34,400	£33,500	£40,000
Administrator	£26,400	£27,700 ↗	£29,100	£27,400	£24,200	£29,000
Customer Service Advisor	£25,000	£25,900 ↗	£26,800	£25,600	£22,600	£27,100
Customer Service Manager	£33,500	£34,700 ↗	£35,900	£31,600	£32,600	£36,300
Executive Assistant	£36,400	£39,500 ↗	£42,700	£36,000	£31,300	£41,400
HR Administrator	£26,800	£27,900 ↗	£29,000	£27,300	£25,100	£29,200
Human Resources Assistant	£24,900	£27,100 ↗	£29,300	£25,800	£25,100	£28,400
Legal Assistant	£26,400	£28,400 ↗	£30,400	£27,600	£25,000	£29,700
Legal Secretary	£27,400	£29,000 ↗	£31,100	£28,800	£27,100	£29,800
Marketing Assistant	£25,700	£26,900 ↗	£28,700	£25,800	£25,000	£27,500

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

↗ **5%** increase in Human Resources Assistant average salaries this year.

Role	2026			2025	2024	2027
	Min	Average	Max	Average	Average	Projection
Marketing Executive	£28,600	£31,300 ↗	£34,100	£29,900	£29,500	£32,800
Office Manager	£47,200	£51,600 ↗	£55,900	£46,600	£43,500	£54,000
Operations Manager	£48,600	£53,300 ↗	£58,100	£51,200	£49,100	£55,800
Personal Assistant	£29,600	£33,000 ↗	£36,400	£30,800	£30,200	£34,600
Project Administrator	£26,700	£28,100 ↗	£29,400	£26,600	£25,100	£29,400
Project Co-ordinator	£27,300	£29,000 ↘	£30,600	£29,500	£29,800	£30,300
Purchasing Administrator	£25,400	£26,800 ↗	£28,200	£25,700	£23,900	£28,100
Purchasing Assistant	£25,700	£26,600 ↗	£27,400	£25,500	£23,700	£27,900
Receptionist	£24,900	£25,600 ↘	£26,200	£25,900	£22,300	£26,800
Sales Administrator	£25,700	£26,700 ↗	£27,700	£25,900	£24,100	£28,000
Sales Executive	£29,400	£34,200 ↗	£39,100	£33,600	£31,800	£35,800

↘ **1.7%** decrease in Project Co-ordinator average salaries this year.

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



4.9%

salary growth
versus 2.3% UK
average growth

Roles on the rise

Executive Assistant



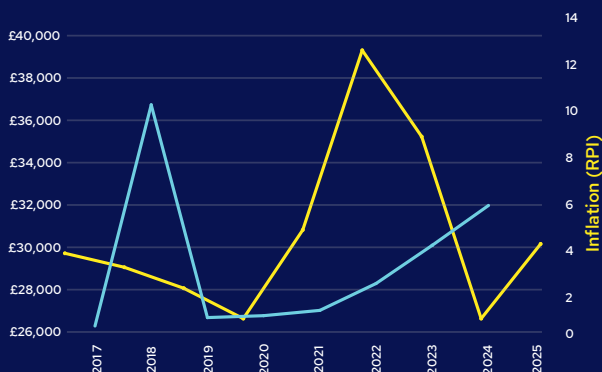
Legal Assistant



Purchasing Assistant



Average salary in region vs UK inflation rate (RPI)



Regional insight

Melanie Marjoram
Regional Director, Reed

“ In East Anglia the sector is experiencing a period of adjustment, with evolving expectations from both employers and jobseekers shaping the job market. While some trends mirror national patterns, distinct regional factors are creating a unique environment for business support professionals.

A notable development is the resurgence of executive assistant (EA) roles, which saw a decline in previous years. There is now a clear demand for high-level EAs, often working remotely to manage the complex schedules of senior leaders. This trend suggests that as executives take on more responsibilities in a volatile market, they seek skilled support to manage their workload effectively. In contrast, traditional administrative and receptionist roles are becoming less common, likely due to the impact of artificial intelligence and automation.

One of the most significant shifts is the growing preference among some employers, particularly small and medium-sized enterprises (SMEs), for office-based work. The desire to foster team camaraderie and collaboration is driving this move away from hybrid models. However, this creates a challenge, as many employees still value flexibility. Regional differences are also apparent, with cities like Peterborough seeing a stronger push for 100% office-based roles compared to more flexible arrangements in areas like Norfolk.

Despite these changes, demand remains strong for core business support functions such as customer service and sales administration. For employees in these roles, salary is still the primary motivator. Employers face a competitive market for skilled individuals, meaning they must act quickly to secure the best people for their role(s). While the interview process is still largely traditional and focused on team fit, the underlying dynamics of supply and demand make it a candidate-driven market. ”

East Midlands



Role	2026			2025	2024	2027
	Min	Average	Max	Average	Average	Projection
Account Manager	£35,500	£39,100 ↗	£42,700	£38,800	£35,400	£40,900
Administrator	£26,100	£27,600 ↗	£29,200	£27,100	£23,900	£28,900
Customer Service Advisor	£25,100	£25,600 ↗	£26,200	£25,400	£22,200	£26,800
Customer Service Manager	£35,200	£39,200 ↗	£43,100	£34,400	£33,500	£41,100
Executive Assistant	£33,700	£35,500 ↗	£37,200	£33,500	£32,000	£37,200
HR Administrator	£26,100	£27,500 ↗	£28,900	£26,800	£24,400	£28,800
Human Resources Assistant	£25,700	£28,200 ↘	£30,800	£28,300	£25,100	£29,500
Legal Assistant	£25,200	£26,500 ↘	£27,800	£26,900	£23,500	£27,700
Legal Secretary	£27,700	£29,400 ↗	£31,000	£29,000	£27,500	£30,200
Marketing Assistant	£28,400	£29,200 ↗	£30,800	£28,500	£23,700	£29,700

↗ **14%** increase in Customer Service Manager average salaries this year.

↘ **1.5%** decrease in Legal Assistant average salaries this year.

Role	2026			2025	2024	2027
	Min	Average	Max	Average	Average	Projection
Marketing Executive	£28,700	£30,600 ↗	£32,500	£30,400	£28,900	£32,000
Office Manager	£46,800	£51,200 ↗	£55,600	£49,200	£43,400	£53,600
Operations Manager	£48,900	£54,000 ↗	£59,100	£51,200	£46,400	£56,600
Personal Assistant	£30,100	£32,200 ↗	£34,200	£30,300	£31,100	£33,700
Project Administrator	£25,400	£26,800 ↘	£28,200	£27,300	£24,700	£28,100
Project Co-ordinator	£29,900	£32,200 ↗	£34,600	£31,500	£28,800	£33,700
Purchasing Administrator	£25,700	£26,500 ↗	£27,300	£26,200	£24,800	£27,700
Purchasing Assistant	£26,000	£27,000 ↗	£28,100	£26,000	£24,600	£28,300
Receptionist	£25,100	£25,900 ↔	£26,700	£25,900	£22,700	£27,100
Sales Administrator	£25,400	£26,700 ↗	£28,100	£25,900	£24,100	£28,000
Sales Executive	£28,000	£31,900 ↘	£35,900	£34,300	£33,300	£33,400

↗ **6.3%** increase in Personal Assistant average salaries this year.

↗ **3.1%** increase in Sales Administrator average salaries this year.



2.2%

salary growth
versus 2.3% UK
average growth



Regional insight

Chris Willsher

Regional Director, Reed

“ As businesses make more considered hiring choices, the dynamics of the business support job market are evolving, impacting everything from work location to salary expectations.

A significant trend is the near-complete move away from remote work. An estimated 80% of business support roles in the region are now fully office based. While this was initially met with resistance, jobseekers have largely adapted to this new reality. Alongside this, there is a growing preference among employers for temporary and contract-based hires. While permanent roles are still common, the flexibility of temporary staff is becoming more appealing as businesses hesitate to commit to long-term hires amidst economic uncertainty.

Salary trends have also shifted. The period of offering inflated salaries to attract talent has ended. Now, many businesses are seeking to hire at lower salary points, even close to minimum wage, while still expecting experienced people. This has created a disconnect, as professionals are hesitant to move for roles that don't offer a pay increase, leading many to stay in their current positions for stability. Ultimately, creating a competitive, yet slower-moving, market where employers must act quickly to secure immediate starters.

The rise of AI is beginning to influence hiring at the junior end of the market. There is talk of AI handling basic administrative duties, which could reduce the number of entry-level positions in 2026. However, the human element remains critical. Some companies are experimenting with AI-led video interviews, but this impersonal approach can be off-putting for those being interviewed, who value genuine engagement.

Looking ahead, the green and renewable energy sector presents a significant opportunity for job creation in the East Midlands. While many companies in this growing industry initially attempt to hire directly, they often turn to recruitment agencies to find the right talent. ”

Roles on the rise

Account Manager

2024 £35,400

2025 £38,800

2026 £39,100

HR Administrator

2024 £24,400

2025 £26,800

2026 £27,500

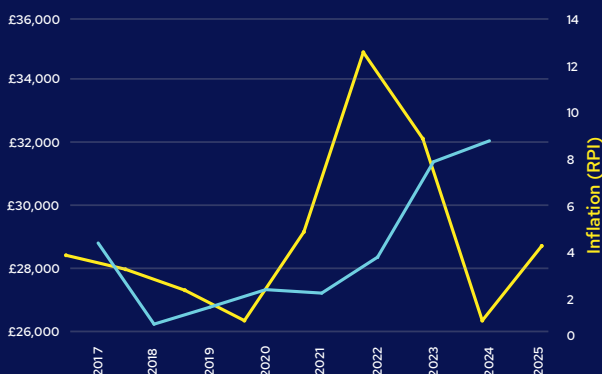
Office Manager

2024 £43,400

2025 £49,200

2026 £51,200

Average salary in region vs UK inflation rate (RPI)



London



Role	2026			2025	2024	2027
	Min	Average	Max	Average	Average	Projection
Account Manager	£40,900	£49,200 ↗	£57,500	£46,900	£43,100	£51,500
Administrator	£30,600	£33,000 ↗	£35,300	£32,400	£30,700	£34,500
Customer Service Advisor	£27,300	£28,200 ↘	£29,200	£29,000	£24,700	£29,500
Customer Service Manager	£41,600	£45,300 ↗	£49,000	£40,300	£43,700	£47,400
Executive Assistant	£49,300	£53,200 ↗	£57,000	£50,800	£47,300	£55,700
HR Administrator	£31,200	£33,100 ↗	£35,000	£31,600	£29,600	£34,700
Human Resources Assistant	£35,800	£39,000 ↗	£42,200	£36,600	£35,100	£40,800
Legal Assistant	£39,700	£42,100 ↗	£44,500	£41,300	£39,700	£44,100
Legal Secretary	£37,100	£39,200 ↗	£41,300	£35,700	£34,800	£40,300
Marketing Assistant	£31,200	£35,000 ↗	£38,600	£34,800	£35,200	£37,400

↗ **12.4%** increase in **Customer Service Manager** average salaries this year.

↗ **6.6%** increase in **Human Resources Assistant** average salaries this year.

Role	2026			2025	2024	2027
	Min	Average	Max	Average	Average	Projection
Marketing Executive	£33,300	£36,100 ↗	£39,000	£35,900	£33,900	£37,800
Office Manager	£58,900	£66,900 ↗	£74,900	£64,900	£53,400	£70,000
Operations Manager	£58,600	£65,200 ↘	£71,900	£66,100	£61,600	£68,200
Personal Assistant	£40,200	£43,600 ↗	£47,000	£41,400	£39,700	£45,700
Project Administrator	£30,900	£32,400 ↗	£33,900	£31,200	£30,900	£33,900
Project Co-ordinator	£35,100	£38,500 ↘	£41,800	£42,000	£35,000	£40,300
Purchasing Administrator	£32,700	£34,600 ↗	£36,400	£32,600	£31,600	£36,200
Purchasing Assistant	£28,100	£29,900 ↗	£31,700	£29,500	£27,900	£31,300
Receptionist	£29,000	£30,300 ↗	£31,600	£29,100	£27,300	£31,700
Sales Administrator	£28,900	£30,600 ↗	£32,300	£29,600	£27,400	£32,000
Sales Executive	£32,900	£39,000 ↘	£45,100	£39,100	£35,200	£40,800

↘ **1.4%** decrease in **Operations Manager** average salaries this year.

↗ **4.1%** increase in **Receptionist** average salaries this year.



2.7%

salary growth
versus 2.3% UK
average growth



Regional insight

Sharmini Byrne
Regional Director, Reed

“ The hiring climate for business support roles in London as we enter 2026 is stable yet cautious, influenced by wider economic uncertainties. While demand for key positions like executive assistants and office managers remains, the market has slowed since the end of 2024. There is also an increasing number of people looking for roles in the sector, partly due to a rise in redundancies across various industries. However, sectors such as technology and property, continue to flourish and jobs are steady.

A significant trend is the evolution of traditional business support roles. Employers are increasingly combining responsibilities, seeking those with a more diverse skill set. For example, a receptionist may now be required to have strong Excel skills for data entry and reporting, tasks previously handled by a separate data analyst. This blending of roles means companies are looking for more versatile professionals who can cover multiple functions, from administration to basic marketing tasks using AI tools.

This shift presents a complex challenge. While employers demand a wider range of skills, salaries have seen a dip from the highs of previous years. This creates a misalignment, as jobseekers often expect salaries that are no longer available.

Furthermore, there is a clear disconnect between employer and candidate expectations regarding remote work. Hybrid working is a baseline expectation for many people looking for work, who may prioritise it over salary. Conversely, many employers are pushing for a return to the office four or five days a week. To attract and retain people, companies must consider offering flexible hybrid models and competitive salaries that reflect the expanded skill sets they now require. //

Roles on the rise

Administrator

2024 £30,700

2025 £32,400

2026 £33,000

Marketing Executive

2024 £33,900

2025 £35,900

2026 £36,100

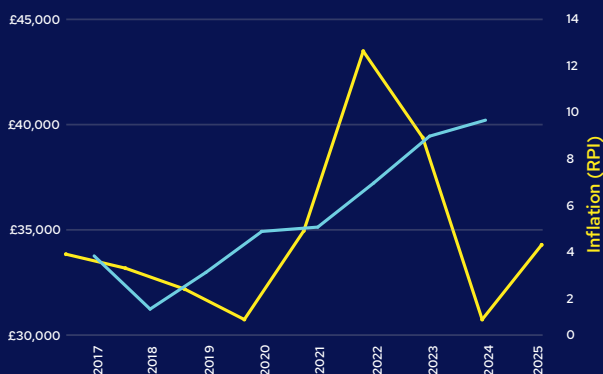
Sales Administrator

2024 £27,400

2025 £29,600

2026 £30,600

Average salary in region vs UK inflation rate (RPI)



North East



Role	2026			2025	2024	2027
	Min	Average	Max	Average	Average	Projection
Account Manager	£33,400	£37,100 ↗	£40,800	£36,600	£35,300	£38,800
Administrator	£26,800	£28,500 ↗	£30,200	£28,000	£23,400	£29,900
Customer Service Advisor	£24,800	£25,600 ↘	£26,500	£25,800	£22,100	£26,800
Customer Service Manager	£33,400	£36,000 ↗	£38,600	£35,000	£30,800	£37,700
Executive Assistant	£35,900	£38,100 ↗	£40,300	£32,100	£31,200	£39,900
HR Administrator	£26,300	£27,400 ↘	£28,500	£28,800	£23,600	£28,700
Human Resources Assistant	£25,600	£28,000 ↘	£30,300	£28,500	£24,400	£29,300
Legal Assistant	£25,200	£26,500 ↗	£27,800	£25,300	£22,800	£27,800
Legal Secretary	£27,400	£29,000 ↘	£31,100	£30,100	£28,900	£29,800
Marketing Assistant	£25,400	£27,900 ↗	£29,800	£26,400	£23,800	£28,500

↘ **4.9%** decrease in HR Administrator average salaries this year.

↗ **4.7%** increase in Legal Assistant average salaries this year.

Role	2026			2025	2024	2027
	Min	Average	Max	Average	Average	Projection
Marketing Executive	£28,200	£31,000 ↗	£33,800	£30,300	£28,000	£32,500
Office Manager	£46,000	£50,500 ↗	£55,000	£48,000	£41,300	£52,900
Operations Manager	£42,300	£52,200 ↗	£62,100	£50,200	£48,300	£54,700
Personal Assistant	£28,900	£31,200 ↗	£33,600	£29,700	£30,100	£32,700
Project Administrator	£24,800	£27,200 ↗	£29,200	£26,900	£23,100	£28,500
Project Co-ordinator	£29,500	£30,800 ↗	£32,000	£28,000	£31,900	£32,200
Purchasing Administrator	£24,100	£25,000 ↗	£26,000	£24,800	£21,400	£26,200
Purchasing Assistant	£24,800	£25,400 ↗	£26,600	£24,700	£21,800	£26,600
Receptionist	£25,000	£25,600 ↗	£26,200	£25,000	£22,000	£26,800
Sales Administrator	£25,700	£26,800 ↗	£27,900	£25,600	£23,200	£28,100
Sales Executive	£29,100	£32,800 ↘	£36,600	£35,800	£30,300	£34,300

↗ **5.1%** increase in Personal Assistant average salaries this year.

↗ **2.8%** increase in Purchasing Assistant average salaries this year.



2.8%

salary growth
versus 2.3% UK
average growth



Regional insight

Charlotte Rickwood
Regional Manager, Reed

“ The business support sector in the North East has presented a complex picture over the last year, characterised by large-scale recruitment projects alongside a more general trend of cautious and protracted hiring processes. While some businesses have driven high-volume recruitment for customer service and administrative roles, many others are demonstrating a clear reluctance to commit, creating a market of contrasts for professionals and employers alike.

One of the most notable shifts has been the increasing demand for office-based work. The move towards a 70/30 split in favour of office presence over hybrid models is becoming more common. This is creating challenges, particularly for roles with lower salaries, where employees are less willing or able to absorb travel costs. Employers are finding they must offer more competitive packages to attract talent for fully office-based positions.

We are also observing a more cautious approach from employers, even for temporary roles. Hiring processes that once took days are now stretching over several weeks, often involving multiple interview stages with various managers. This prolonged process can lead to employers losing out on strong people who are available for an immediate start. This caution extends to job specifications, with a trend towards creating multifaceted roles that combine traditional administrative duties with more specialised skills. This ‘shoehorning’ of responsibilities allows businesses to maximise value but can make roles harder to fill, especially if the salary does not reflect the expanded scope.

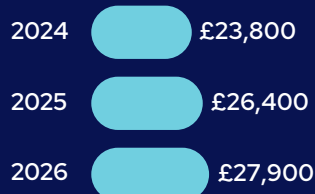
Salaries in the business support sector have seen a slight increase, though this varies significantly by role and employer. A generic administrator role in the North East can command a salary between £25,000 and £30,000, which is competitive for the region. However, some companies are still offering salaries at the lower end of the scale while expecting a wider range of skills, creating a disconnect between expectation and reward. For employers to secure the best talent, they must remain competitive not only on salary but also by streamlining their hiring processes and being realistic about the demands of the roles they are creating. ”

Roles on the rise

Customer Service Manager



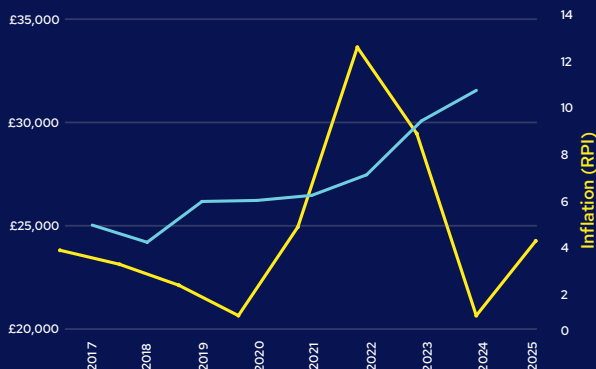
Marketing Assistant



Project Administrator



Average salary in region vs UK inflation rate (RPI)



North West



Role	2026			2025	2024	2027
	Min	Average	Max	Average	Average	Projection
Account Manager	£35,700	£39,200 ↗	£42,600	£38,100	£35,600	£41,000
Administrator	£26,300	£27,900 ↗	£29,500	£27,600	£24,200	£29,200
Customer Service Advisor	£25,500	£26,100 ↔	£26,800	£26,100	£22,400	£27,300
Customer Service Manager	£34,600	£36,900 ↘	£39,300	£38,500	£33,500	£38,600
Executive Assistant	£33,800	£35,900 ↗	£38,100	£35,400	£32,600	£37,600
HR Administrator	£26,900	£28,500 ↗	£30,200	£26,900	£24,500	£29,900
Human Resources Assistant	£26,700	£29,300 ↗	£31,900	£28,300	£25,500	£30,700
Legal Assistant	£26,500	£28,500 ↘	£30,400	£29,200	£24,800	£29,800
Legal Secretary	£27,800	£30,000 ↗	£31,800	£29,300	£27,800	£30,800
Marketing Assistant	£25,500	£27,800 ↗	£30,100	£27,000	£25,600	£28,400

↗ **1.4%** increase in Executive Assistant average salaries this year.

↘ **2.4%** decrease in Legal Assistant average salaries this year.

Role	2026			2025	2024	2027
	Min	Average	Max	Average	Average	Projection
Marketing Executive	£28,700	£30,700 ↗	£32,700	£30,300	£28,800	£32,100
Office Manager	£47,300	£51,900 ↗	£56,400	£49,000	£44,400	£54,300
Operations Manager	£48,400	£54,000 ↗	£59,600	£51,600	£50,600	£56,500
Personal Assistant	£30,700	£33,600 ↗	£36,600	£32,700	£30,100	£35,200
Project Administrator	£27,800	£30,400 ↗	£33,000	£29,700	£25,400	£31,800
Project Co-ordinator	£30,000	£32,000 ↘	£34,000	£32,400	£30,000	£33,500
Purchasing Administrator	£26,200	£27,300 ↗	£28,500	£26,100	£24,100	£28,600
Purchasing Assistant	£26,000	£27,300 ↗	£28,500	£26,100	£24,600	£28,600
Receptionist	£25,000	£25,800 ↗	£26,700	£25,700	£22,500	£27,000
Sales Administrator	£25,700	£27,000 ↗	£28,200	£26,000	£23,900	£28,300
Sales Executive	£29,200	£34,100 ↗	£38,900	£33,300	£31,900	£35,700

↗ **2.8%** increase in Personal Assistant average salaries this year.

↗ **2.4%** increase in Sales Executive average salaries this year.



2.1%

salary growth
versus 2.3% UK
average growth



Regional insight

Douglas Turkington
Regional Director, Reed

“ Despite a challenging period at the end of 2025 marked by a cautious hiring landscape in the North West, the demand for business-critical support and admin roles remains robust, affirming their fundamental importance to company operations. As we look ahead, the market is showing signs of recovery and adaptation, with new trends shaping the future of administrative, sales support, and customer service positions.

One of the most significant shifts has been in workplace flexibility. While many businesses are encouraging a return to the office, moving towards a model where employees are onsite for the majority of the week, candidate expectations have not entirely aligned. Hybrid working remains a high priority for jobseekers, creating a disconnect that requires careful management. To bridge this gap, employers are being encouraged to look beyond salary and consider the entire remuneration package. Benefits such as private healthcare schemes, wellness days, and flexible hours are becoming crucial differentiators in attracting the best people for a job, especially when office-based work is non-negotiable.

In terms of skills, there is a growing demand for data literacy, as administrative roles now often involve reporting directly to senior management on key business metrics like sales, stock, and product performance. The rise of automation and AI is also influencing the sector. While some roles are being adapted or superseded by technology, it is also creating new opportunities, such as temporary data administration positions required to set up and manage new systems.

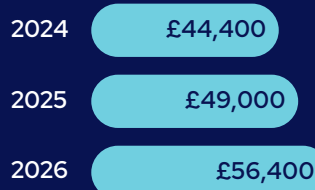
Employers are responding by investing in upskilling and cross-training existing employees, aiming to build teams that are both versatile and tech-savvy. Many organisations are also refining their onboarding processes and workplace cultures to address employee needs for inclusion, growth opportunities, and work-life balance. The evolving landscape is fostering an environment where adaptability is a prized asset and collaboration between human and digital resources is the norm. Ultimately, the combination of cutting-edge technology, thoughtful leadership, and a commitment to holistic employee wellbeing positions the North West’s business support market for renewed growth and long-term resilience. ”

Roles on the rise

HR Administrator



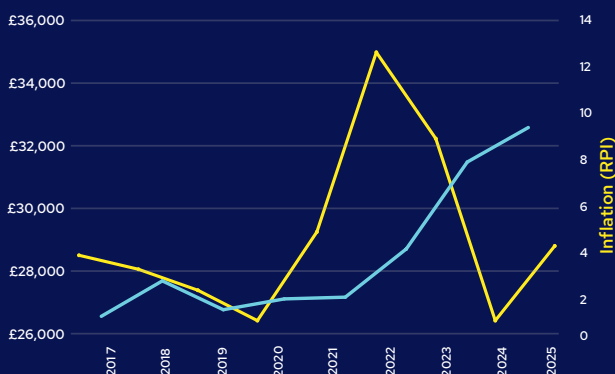
Office Manager



Operations Manager



Average salary in region vs UK inflation rate (RPI)



Northern Ireland



Role	2026			2025	2024	2027
	Min	Average	Max	Average	Average	Projection
Account Manager	£34,000	£37,600 ↓	£41,300	£39,900	£34,200	£36,200
Administrator	£25,800	£27,300 ↓	£28,800	£27,900	£23,800	£25,400
Customer Service Advisor	£24,800	£25,100 ↓	£25,700	£26,000	£22,000	£23,100
Customer Service Manager	£33,700	£36,100 ↓	£38,500	£36,400	£32,400	£34,600
Executive Assistant	£38,400	£41,200 ↑	£43,900	£34,900	£37,500	£40,000
HR Administrator	£26,300	£27,600 ↓	£28,900	£27,900	£21,100	£25,700
Human Resources Assistant	£27,500	£29,600 →	£31,800	£29,600	£23,200	£27,800
Legal Assistant	£27,800	£29,500 ↑	£31,300	£29,200	£26,700	£27,700
Legal Secretary	£30,000	£33,400 ↑	£33,900	£30,100	£28,900	£31,300
Marketing Assistant	£25,600	£27,800 ↑	£29,900	£27,600	£25,300	£28,400

↓ **5.8%** decrease in Account Manager average salaries this year.

↑ **18.1%** increase in Executive Assistant average salaries this year.

Role	2026			2025	2024	2027
	Min	Average	Max	Average	Average	Projection
Marketing Executive	£28,200	£30,200 ↓	£32,200	£30,300	£28,000	£28,400
Office Manager	£47,800	£54,000 ↑	£60,300	£47,900	£43,000	£53,400
Operations Manager	£45,900	£50,700 ↓	£55,500	£54,000	£48,300	£49,900
Personal Assistant	£31,600	£33,900 ↑	£36,200	£32,400	£31,200	£32,300
Project Administrator	£26,100	£28,000 ↓	£29,900	£28,200	£24,500	£26,100
Project Co-ordinator	£28,800	£30,800 ↓	£32,700	£41,100	£28,100	£29,000
Purchasing Administrator	£25,100	£26,000 ↑	£26,900	£25,900	£22,600	£24,000
Purchasing Assistant	£25,300	£26,400 ↑	£27,500	£25,700	£23,000	£24,500
Receptionist	£25,200	£26,000 ↑	£26,800	£25,100	£22,200	£24,100
Sales Administrator	£25,100	£26,200 ↑	£27,300	£25,600	£22,700	£24,300
Sales Executive	£28,100	£32,200 ↑	£36,300	£31,600	£41,000	£30,500

↑ **12.7%** increase in Office Manager average salaries this year.

↑ **2.7%** increase in Purchasing Assistant average salaries this year.



0.3%

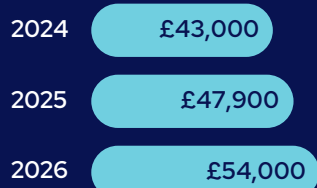
salary growth
versus 2.3% UK
average growth

Roles on the rise

Legal Secretary



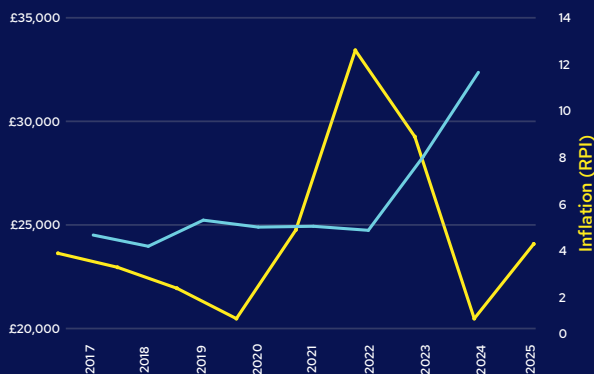
Office Manager



Purchasing Administrator



Average salary in region vs UK inflation rate (RPI)



Regional insight

Paula Gallagher
Regional Director, Reed

“ The business support sector in Northern Ireland is experiencing a period of significant fluctuation, marked by a complex interplay between jobseeker availability and employer demand. Looking towards 2026, the market is largely candidate-led, shaped by a technological shift that is redefining the very nature of administrative roles.

A key trend has been the downturn in general admin and receptionist positions, as many companies streamline their operations to manage costs. This has resulted in a surge of experienced people entering the job market, creating a competitive environment.

Simultaneously, technology, particularly AI tools like Microsoft Copilot, is accelerating this transformation. Organisations are actively seeking professionals who not only possess traditional administrative skills but are also proficient in using AI to enhance productivity. This creates a dual challenge: those looking for work may need to upskill to remain competitive, while employers must find professionals who can leverage these new tools effectively. This has also led to the consolidation of roles, such as personal assistants (PAs) being shared across multiple directors, further reducing headcount.





This environment presents a difficult balancing act regarding salaries. Many jobseekers, particularly those facing redundancy after long tenures with a single company, have high salary expectations. However, businesses, often constrained by end-of-year budgets, are sometimes hesitant to meet these demands. While private sector employers may show flexibility for those with highly specific or industry-relevant experience, there is often a gap between what a jobseeker hopes to earn and what a business is prepared to offer. ”

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We deliver:

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-  Tailored recommendations and implementation support to strengthen your strategy.

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Scotland



Role	2026			2025	2024	2027
	Min	Average	Max	Average	Average	Projection
Account Manager	£35,600	£40,300 ↘	£45,100	£40,500	£38,500	£42,200
Administrator	£26,700	£29,700 ↗	£32,700	£28,300	£25,200	£31,100
Customer Service Advisor	£25,300	£26,100 ↘	£26,800	£26,400	£22,300	£27,300
Customer Service Manager	£34,800	£40,700 ↗	£46,700	£37,000	£35,500	£42,600
Executive Assistant	£33,000	£36,000 ↗	£39,000	£35,400	£32,300	£37,700
HR Administrator	£27,800	£29,600 ↗	£31,400	£28,300	£24,300	£31,000
Human Resources Assistant	£28,100	£31,000 ↗	£33,900	£30,000	£26,500	£32,500
Legal Assistant	£28,100	£30,400 ↗	£32,800	£29,600	£27,800	£31,800
Legal Secretary	£27,700	£29,700 ↗	£30,600	£29,300	£27,600	£30,500
Marketing Assistant	£28,100	£29,900 ↗	£33,700	£28,000	£26,700	£31,400

↗ **10%** increase in **Customer Service Manager** average salaries this year.

↗ **4.6%** increase in **HR Administrator** average salaries this year.

Role	2026			2025	2024	2027
	Min	Average	Max	Average	Average	Projection
Marketing Executive	£29,500	£31,700 ↗	£33,900	£30,800	£30,300	£33,200
Office Manager	£47,200	£53,600 ↗	£59,900	£50,900	£45,800	£56,100
Operations Manager	£48,500	£55,700 ↗	£62,900	£54,800	£50,600	£58,300
Personal Assistant	£32,100	£34,800 ↗	£37,500	£32,900	£33,900	£36,400
Project Administrator	£25,800	£28,800 ↗	£31,800	£28,600	£25,900	£30,200
Project Co-ordinator	£30,800	£32,800 ↘	£34,900	£41,700	£31,100	£34,300
Purchasing Administrator	£24,800	£26,500 ↗	£28,300	£26,300	£24,000	£27,700
Purchasing Assistant	£24,900	£26,900 ↗	£28,900	£26,100	£24,300	£28,200
Receptionist	£25,100	£25,800 ↗	£26,400	£25,500	£22,600	£27,000
Sales Administrator	£25,600	£26,600 ↗	£27,600	£26,000	£24,100	£27,800
Sales Executive	£27,900	£32,400 ↗	£36,800	£32,100	£30,100	£33,900

↗ **5.8%** increase in **Personal Assistant** average salaries this year.

↗ **3.1%** increase in **Purchasing Assistant** average salaries this year.



1.5%

salary growth
versus 2.3% UK
average growth

Roles on the rise

Executive Assistant

2024	£32,300
2025	£35,400
2026	£36,000

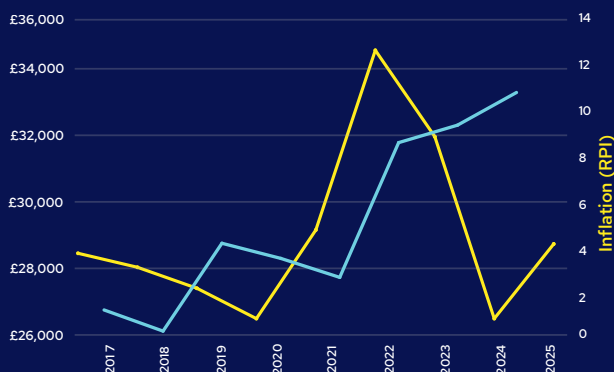
Legal Assistant

2024	£27,800
2025	£29,600
2026	£30,400

Purchasing Administrator

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

Average salary in region vs UK inflation rate (RPI)



Regional insight

Gillian Dolan
Regional Director, Reed

“ As we progress further into 2026, the hiring landscape for administrative roles is being redefined by new challenges and changing expectations from both employers and jobseekers.

There is currently a noticeable shortage of jobs in the traditional business support space, particularly for administrative roles with salaries between £22,000 and £35,000. Key areas of the public and third sectors that previously relied heavily on these roles, such as higher education and charities, are recruiting less due to budget cuts and funding issues.

As some traditional roles decline, the expectations for those that remain are increasing. Employers are now seeking business support professionals with a broader and more analytical skill set. Those working in the sector are no longer just administrators; they are expected to be multifaceted contributors who offer greater value.

Advanced proficiency in programmes like Excel, including the ability to use pivot tables and VLOOKUPS, is becoming a key differentiator. Professionals with these data-handling skills are highly sought after as they can take on more complex tasks. Essentially, companies are looking to get more from their hires, often expecting PA-level duties from those in administrative roles.

For employers looking to attract the best business support professionals to their company, the focus must extend beyond salary. The current predominant generation of those working in business support roles place a high value on work-life balance and a positive company culture. They are actively seeking roles that offer more than a standard nine-to-five, Monday-to-Friday office routine.

To stand out, companies need to offer a compelling package that includes hybrid or flexible working options, a strong benefits package, and a supportive office ethos. Demonstrating a commitment to employee wellbeing through company-funded events and a positive work environment is now crucial for attracting and retaining the skilled professionals that businesses in Scotland need for administration support. ”

South East



Role	2026			2025	2024	2027
	Min	Average	Max	Average	Average	Projection
Account Manager	£36,000	£39,400 ↗	£42,800	£39,100	£36,500	£41,200
Administrator	£27,100	£28,700 ↗	£30,400	£28,100	£25,600	£30,100
Customer Service Advisor	£25,700	£26,600 ↗	£27,500	£26,300	£23,300	£27,900
Customer Service Manager	£36,000	£38,500 ↗	£41,000	£38,400	£35,500	£40,300
Executive Assistant	£36,100	£39,000 ↗	£41,900	£38,000	£36,400	£40,800
HR Administrator	£27,500	£29,200 ↗	£30,800	£28,400	£26,100	£30,600
Human Resources Assistant	£27,800	£30,100 ↗	£32,400	£28,100	£27,000	£31,500
Legal Assistant	£26,500	£28,500 ↗	£30,600	£27,400	£26,100	£29,800
Legal Secretary	£28,000	£29,900 ↗	£30,100	£29,800	£28,900	£30,700
Marketing Assistant	£24,800	£26,500 ↘	£28,400	£28,100	£25,600	£28,100

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

↘ **5.7%** decrease in Marketing Assistant average salaries this year.

Role	2026			2025	2024	2027
	Min	Average	Max	Average	Average	Projection
Marketing Executive	£30,200	£32,500 ↗	£34,800	£31,800	£30,500	£34,000
Office Manager	£48,200	£52,700 ↗	£57,200	£48,700	£46,000	£55,200
Operations Manager	£49,800	£55,100 ↗	£60,400	£53,200	£49,800	£57,700
Personal Assistant	£31,500	£34,000 ↗	£36,500	£33,100	£32,100	£35,600
Project Administrator	£27,300	£29,900 ↗	£32,400	£29,400	£27,600	£31,300
Project Co-ordinator	£30,000	£32,100 ↗	£34,300	£31,800	£30,000	£33,600
Purchasing Administrator	£26,300	£27,400 ↗	£28,600	£26,700	£25,500	£28,700
Purchasing Assistant	£27,200	£28,800 ↗	£30,500	£27,200	£26,000	£30,200
Receptionist	£25,400	£26,300 ↗	£27,100	£25,900	£23,300	£27,500
Sales Administrator	£26,500	£27,800 ↗	£29,000	£27,100	£25,600	£29,100
Sales Executive	£30,300	£35,500 ↗	£40,800	£34,600	£32,900	£37,200

↗ **3.6%** increase in Operations Manager average salaries this year.

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



2.7%

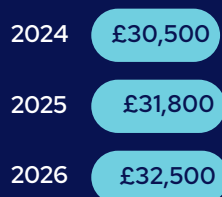
salary growth
versus 2.3% UK
average growth

Roles on the rise

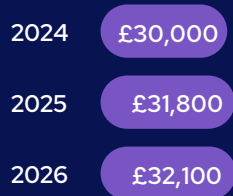
HR Administrator



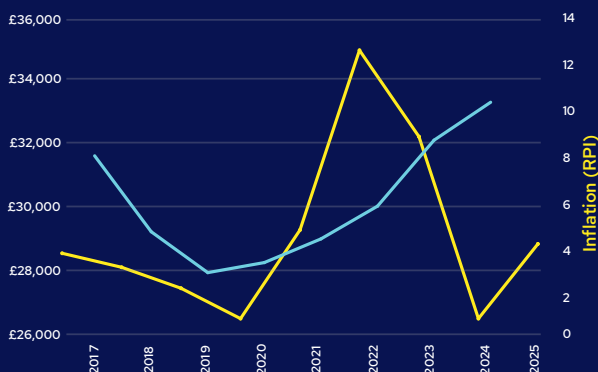
Marketing Executive



Project Co-ordinator



Average salary in region vs UK inflation rate (RPI)



Regional insight

Grant Rigler

Regional Director, Reed

“ As companies adapt to a changing economic climate, we are observing a notable trend towards temporary-to-permanent arrangements and a resurgence of traditional office-based roles.

A temporary-to-permanent approach allows businesses to assess an applicant’s fit and evaluate their long-term needs without the immediate commitment of a permanent hire. It reflects a wider market sentiment of caution as we enter 2026, where employers are testing the waters before making substantial investments in their workforce. This isn’t just for covering short-term gaps like maternity leave; it’s a strategic choice to ensure stability.

Alongside this, there is a clear return to more traditional business support functions in the South East. We are seeing a higher demand for roles like office administrator and customer support assistant. This trend appears linked to the gradual move away from fully remote or hybrid models. With more employees returning to the office, even if just for a few days a week, the need for onsite support to ensure smooth daily operations has grown. Last year, a 50/50 hybrid split was common, but now the model is shifting towards a more office-centric arrangement with occasional remote working days.

Salary dynamics in the region present a complex picture. The recent increases in the national minimum wage have narrowed the gap between entry-level pay and salaries for experienced support professionals. Some businesses have struggled to adjust their pay structures accordingly. For example, customer service roles requiring prior experience are being advertised at salaries only marginally above the minimum wage. This creates a challenge for employers looking to attract and retain skilled people who have more competitive options available, even in different sectors.

While traditional roles are making a comeback, the skill sets required are evolving. There is an increasing expectation for business support professionals to possess analytical capabilities. Businesses are looking for individuals who can not only manage administrative tasks but also interpret data and provide insights that support strategic decision-making. ”



Role	2026			2025	2024	2027
	Min	Average	Max	Average	Average	Projection
Account Manager	£34,100	£37,400 ↗	£40,700	£36,900	£35,400	£39,100
Administrator	£26,300	£28,000 ↗	£29,700	£27,500	£24,400	£29,300
Customer Service Advisor	£25,300	£25,800 ↗	£26,300	£25,700	£22,800	£27,000
Customer Service Manager	£35,700	£37,600 ↘	£39,400	£39,000	£32,900	£39,400
Executive Assistant	£39,400	£42,000 ↗	£44,600	£40,900	£38,200	£44,000
HR Administrator	£26,600	£27,700 ↗	£28,900	£26,900	£24,400	£29,000
Human Resources Assistant	£27,200	£30,000 ↗	£32,900	£29,000	£26,700	£31,400
Legal Assistant	£27,100	£29,300 ↗	£31,500	£26,900	£23,700	£30,700
Legal Secretary	£28,700	£30,900 ↗	£31,400	£30,600	£29,000	£31,800
Marketing Assistant	£24,800	£26,500 ↘	£31,800	£26,800	£25,700	£27,000

↘ **3.6%** decrease in **Customer Service Manager** average salaries this year.

↗ **8.9%** increase in **Legal Assistant** average salaries this year.

Role	2026			2025	2024	2027
	Min	Average	Max	Average	Average	Projection
Marketing Executive	£28,000	£30,000 ↗	£32,000	v	£29,300	£31,400
Office Manager	£47,000	£51,200 ↗	£55,300	£48,500	£45,000	£53,600
Operations Manager	£47,200	£51,500 ↘	£55,800	£52,900	£48,600	£53,900
Personal Assistant	£31,800	£34,000 ↗	£36,300	£33,400	£31,700	£35,600
Project Administrator	£26,300	£28,000 —	£29,600	£28,000	£24,800	£29,300
Project Co-ordinator	£28,200	£30,900 ↘	£33,600	£31,500	£29,700	£32,300
Purchasing Administrator	£26,800	£27,900 ↗	£29,000	£27,400	£24,500	£29,200
Purchasing Assistant	£26,000	£27,100 ↗	£28,100	£25,900	£24,200	£28,400
Receptionist	£24,800	£25,600 —	£26,400	£25,600	£22,100	£26,800
Sales Administrator	£26,000	£27,700 ↗	£29,500	£26,100	£24,000	£29,000
Sales Executive	£29,800	£34,500 ↘	£39,200	£36,300	£33,600	£36,100

↗ **1.8%** increase in **Personal Assistant** average salaries this year.

↗ **6.1%** increase in **Sales Administrator** average salaries this year.



1.2%

salary growth
versus 2.3% UK
average growth

Roles on the rise

Account Manager

2024 £35,400

2025 £36,900

2026 £37,400

Executive Assistant

2024 £38,200

2025 £40,900

2026 £42,000

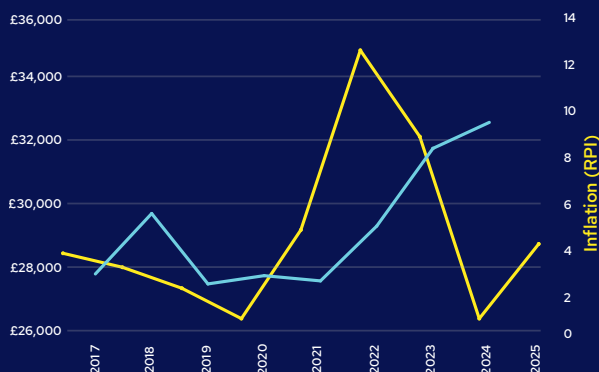
Purchasing Assistant

2024 £24,200

2025 £25,900

2026 £27,100

Average salary in region vs UK inflation rate (RPI)



Regional insight

Katie Cartner

Regional Director, Reed

" The business support sector in the South West presents a complex picture as we progress into 2026. While there are vacancies across the region, the market is characterised by a cautious and highly selective approach from employers. This has created a challenging environment where, despite a healthy number of people looking for work, finding the perfect match requires more effort than ever before from both sides. On top of this, the adoption of AI tools and system automation by businesses has led to the demise of traditional administration and data-entry roles.

A significant trend is the shift in employer expectations. Companies are increasingly seeking new employees with a comprehensive skill set for roles that might have previously been considered entry-level or less specialised. There is a clear move away from hiring based on personality and potential, with a stronger focus on tangible experience. For instance, customer service positions now often demand a specific duration of experience within a call centre environment, leaving little room for training. This means that while there may be many applicants, those who meet the exact, stringent criteria are harder to find. Employers are aiming to secure highly skilled professionals but are often looking to do so at lower salary points, creating a disconnect between their demands and what the market is willing to offer.

Flexibility remains a crucial factor in attracting talent. Fully remote roles have all but disappeared, replaced by hybrid models or full-time office-based positions. However, roles demanding five days in the office are proving significantly more difficult to find people for. Professionals have become accustomed to the work-life balance that hybrid working provides, and it has become a key differentiator in a competitive market. An employer offering a lower salary may successfully secure their preferred applicant if they provide the flexibility of two or three days working from home.

Looking ahead, the ability for employers to attract and retain talent will depend on their willingness to offer a competitive package that extends beyond salary. A positive and social team culture, coupled with genuine flexibility, can be just as appealing as a higher wage. For professionals, the market demands a clear demonstration of specific skills and a realistic view of salary expectations, particularly when starting a new role. The South West will continue to be a hub of opportunity, but success will lie in navigating its particular demands with a strategic and well-informed approach. "

Wales



Role	2026			2025	2024	2027
	Min	Average	Max	Average	Average	Projection
Account Manager	£35,300	£39,200 ↗	£43,100	£36,600	£34,300	£41,100
Administrator	£26,000	£27,400 ↗	£28,900	£27,300	£23,500	£28,700
Customer Service Advisor	£24,900	£25,400 ↘	£25,900	£25,800	£22,500	£26,600
Customer Service Manager	£35,900	£37,300 ↘	£38,700	£41,600	£36,700	£39,000
Executive Assistant	£32,100	£33,800 ↗	£35,500	£32,200	£31,200	£35,400
HR Administrator	£26,000	£27,300 ↗	£28,600	£26,300	£23,800	£28,600
Human Resources Assistant	£25,700	£27,300 ↘	£28,900	£28,900	£24,100	£28,600
Legal Assistant	£24,800	£27,700 ↗	£31,100	£26,800	£23,600	£29,000
Legal Secretary	£27,200	£29,100 ↘	£30,200	£29,700	£28,300	£29,900
Marketing Assistant	£24,800	£25,700 ↘	£26,800	£27,000	£24,700	£26,900

↘ **10.3%** decrease in Customer Service Manager average salaries this year.

↗ **5%** increase in Executive Assistant average salaries this year.

Role	2026			2025	2024	2027
	Min	Average	Max	Average	Average	Projection
Marketing Executive	£29,400	£31,800 ↗	£34,200	£29,700	£28,500	£33,300
Office Manager	£46,500	£50,200 ↗	£53,900	£48,800	£42,600	£52,600
Operations Manager	£48,500	£52,800 ↘	£57,100	£56,600	£48,200	£55,300
Personal Assistant	£29,800	£31,100 ↗	£32,500	£30,200	£31,600	£32,500
Project Administrator	£25,400	£27,000 ↘	£28,600	£27,600	£24,000	£28,300
Project Co-ordinator	£29,800	£31,100 ↗	£32,400	£29,500	£29,600	£32,600
Purchasing Administrator	£24,800	£24,900 ↘	£25,500	£25,300	£22,300	£26,100
Purchasing Assistant	£24,800	£25,300 ↗	£26,000	£25,200	£22,600	£26,500
Receptionist	£24,800	£25,200 ↘	£25,800	£25,300	£22,000	£26,400
Sales Administrator	£26,400	£27,000 ↗	£27,700	£25,800	£23,500	£28,300
Sales Executive	£30,800	£35,900 ↗	£41,100	£34,300	£32,500	£37,600

↗ **7.1%** increase in Marketing Executive average salaries this year.

↘ **6.7%** decrease in Operations Manager average salaries this year.



0%

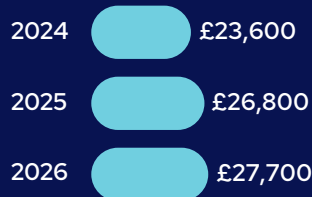
salary growth
versus 2.3% UK
average growth

Roles on the rise

Account Manager



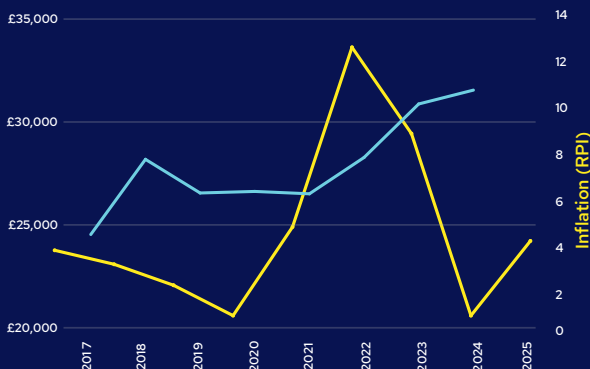
Legal Assistant



Office Manager



Average salary in region vs UK inflation rate (RPI)



Regional insight

Becky Hole
Regional Director, Reed

“ At the end of 2025, a trend emerged where companies were increasingly opting for temporary and temp-to-permanent contracts. This move was largely a response to an uncertain economic environment, giving employers the flexibility to assess new hires before making long-term commitments.

One of the most significant shifts in the sector has been brought about by the rapid integration of automation and artificial intelligence into administrative functions. Tasks that were once the sole domain of entry-level administrators are now automated, freeing up time to focus on higher-value activities. As a result, the typical job description for administrative support roles has evolved significantly. There is a strong and growing demand for individuals who possess technical proficiency, particularly with tools like Microsoft Excel, customer databases, and reporting software. This upswing in technical requirements has created a mismatch between the skills employers want and those available in the market.

Another key trend is the debate around remote, hybrid, and office-based work. There is now a renewed push to get business support employees - particularly those early on in their careers - back into the office environment. Employers argue that being in the office is essential for collaborative learning, mentoring, rapid problem-solving, and absorbing company culture.

In 2026, it's likely organisations will continue to seek cost efficiencies, which means the trend of amalgamating multiple roles into one is likely to persist. However, there is room for cautious optimism. Some employers are beginning to consider 'reshoring' customer service and business support teams, bringing functions back from overseas to the UK to regain control over service quality.

Despite the challenges, the business support market in Wales is expected to be highly competitive and rewarding for adaptable, tech-savvy professionals who are willing to continuously learn and evolve. Those who can combine strong IT and analytical skills with the traditional strengths of administrative support - such as attention to detail, organisation, and communication - will remain in high demand as businesses navigate the road ahead. ”

West Midlands



Role	2026			2025	2024	2027
	Min	Average	Max	Average	Average	Projection
Account Manager	£38,000	£42,100 ↑	£46,300	£40,800	£36,700	£44,100
Administrator	£26,600	£28,100 ↑	£29,700	£28,000	£24,500	£29,400
Customer Service Advisor	£25,400	£25,900 ↓	£26,400	£26,100	£22,500	£27,100
Customer Service Manager	£39,400	£44,200 ↑	£49,000	£38,300	£37,500	£46,300
Executive Assistant	£34,400	£36,800 ↑	£39,300	£35,600	£34,100	£38,500
HR Administrator	£27,100	£28,500 ↑	£29,800	£27,300	£24,400	£29,900
Human Resources Assistant	£29,600	£32,000 ↑	£34,400	£28,400	£26,900	£33,500
Legal Assistant	£25,500	£27,200 ↓	£28,900	£27,300	£24,700	£28,500
Legal Secretary	£28,000	£29,600 ↓	£31,000	£30,200	£28,600	£30,400
Marketing Assistant	£27,100	£27,800 ↑	£29,900	£26,300	£25,000	£28,300

↑ **3.2%** increase in **Account Manager** average salaries this year.

↑ **12.7%** increase in **Human Resources Assistant** average salaries this year.

Role	2026			2025	2024	2027
	Min	Average	Max	Average	Average	Projection
Marketing Executive	£28,700	£31,300 ↑	£33,900	£30,600	£28,900	£32,800
Office Manager	£48,700	£53,500 ↑	£58,300	£50,700	£45,700	£56,000
Operations Manager	£49,300	£55,700 ↓	£62,100	£56,900	£53,100	£58,300
Personal Assistant	£30,900	£33,100 ↓	£35,300	£36,300	£30,800	£34,600
Project Administrator	£27,800	£30,000 ↑	£32,100	£28,300	£24,300	£31,400
Project Co-ordinator	£30,900	£34,300 ↓	£37,800	£38,100	£32,400	£35,900
Purchasing Administrator	£26,700	£27,800 ↑	£28,900	£26,600	£24,400	£29,100
Purchasing Assistant	£26,300	£27,700 ↑	£29,200	£26,400	£24,600	£29,000
Receptionist	£25,400	£26,200 ↑	£27,100	£25,500	£22,400	£27,400
Sales Administrator	£26,100	£27,200 ↑	£28,200	£26,200	£23,900	£28,500
Sales Executive	£28,600	£32,700 ↓	£36,800	£33,500	£32,500	£34,200

↑ **6%** increase in **Project Administrator** average salaries this year.

↓ **2.4%** decrease in **Sales Executive** average salaries this year.



2.1%

salary growth
versus 2.3% UK
average growth



Regional insight

Theresa Robinson
Regional Manager, Reed

“ A key trend across the West Midlands is the emergence of highly specialised, and sometimes unusual, business support positions. As companies restructure, they are amalgamating different skill sets into single, unique roles that are very specific to their needs. This has led to a decline in traditional personal assistant or office manager vacancies, replaced by niche positions that combine multiple functions.

Data skills are now in exceptionally high demand. Roles that were once considered basic administration now require advanced proficiency in data analysis, particularly using Excel for tasks like VLOOKUPs and pivot tables. This has created a skills gap, and some employers are not adjusting salary offers high enough to reflect the value and scarcity of these technical abilities.

Alongside these developments, regional infrastructure projects are driving demand for tailored business support roles within sectors like property management and construction. The arrival of high-profile businesses and continued investment in the region are creating fresh opportunities and drawing new talent into the area.

Technology, particularly AI, is rapidly reshaping administrative processes. From automating routine tasks to supporting more sophisticated data analysis, AI is enabling businesses to streamline operations and become leaner. While this shift enhances efficiency, it also places greater emphasis on business support professionals who can adapt to evolving technologies and extract actionable insights from data.

As technical skills requirements rise, soft skills such as adaptability, communication, and problem-solving are becoming even more valuable. Employers increasingly seek people who can collaborate across teams, navigate change with confidence, and maintain a client-focused attitude amid shifting workplace demands.

While cost remains a major factor for employers, flexibility and progression are the primary motivators for jobseekers. The demand for fixed hybrid working has softened, with more professionals open to office-based roles, provided the employer offers flexibility when needed. There is also a notable increase in the temporary market, as businesses seek more adaptable staffing solutions without the commitment of permanent hires. This suggests a potential shift towards more temp-to-perm arrangements in the year ahead. ”

Roles on the rise

Customer Service Manager

2024 £37,500

2025 £38,300

2026 £44,200

HR Administrator

2024 £24,400

2025 £27,300

2026 £28,500

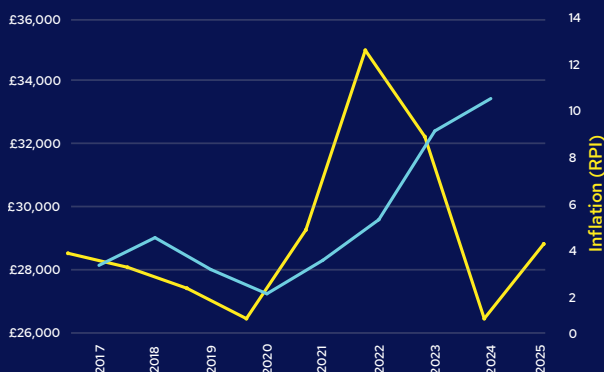
Marketing Assistant

2024 £25,000

2025 £26,300

2026 £27,800

Average salary in region vs UK inflation rate (RPI)



Yorkshire & Humberside



Role	2026			2025	2024	2027
	Min	Average	Max	Average	Average	Projection
Account Manager	£36,700	£40,500 ↗	£44,300	£37,300	£35,300	£42,400
Administrator	£26,000	£27,600 ↗	£29,100	£26,900	£23,700	£28,900
Customer Service Advisor	£25,100	£25,700 ↘	£26,200	£25,900	£22,200	£26,900
Customer Service Manager	£39,300	£42,100 ↗	£44,900	£36,400	£34,800	£44,100
Executive Assistant	£33,600	£35,900 ↗	£38,100	£34,700	£32,400	£37,600
HR Administrator	£26,000	£27,000 ↗	£28,000	£26,500	£23,600	£28,300
Human Resources Assistant	£26,900	£28,900 ↗	£31,000	£28,700	£25,400	£30,300
Legal Assistant	£25,700	£27,500 ↘	£29,300	£28,400	£23,400	£28,800
Legal Secretary	£28,100	£29,900 ↘	£30,500	£30,400	£29,700	£30,700
Marketing Assistant	£24,800	£27,800 ↗	£28,100	£26,600	£24,900	£28,600

↗ **8.6%** increase in Account Manager average salaries this year.

↘ **1.6%** decrease in Legal Secretary average salaries this year.

Role	2026			2025	2024	2027
	Min	Average	Max	Average	Average	Projection
Marketing Executive	£28,200	£30,400 ↗	£32,700	£29,800	£28,000	£31,800
Office Manager	£47,300	£51,800 ↗	£56,300	£48,300	£43,000	£54,200
Operations Manager	£49,400	£54,800 ↗	£60,300	£54,700	£50,000	£57,400
Personal Assistant	£29,800	£32,700 ↗	£35,500	£30,500	£29,600	£34,200
Project Administrator	£26,600	£29,100 ↗	£31,700	£28,600	£26,100	£30,500
Project Co-ordinator	£31,300	£32,300 ↗	£33,200	£30,800	£27,900	£33,800
Purchasing Administrator	£26,600	£27,500 ↗	£28,400	£25,400	£23,400	£28,800
Purchasing Assistant	£25,400	£26,500 ↗	£27,600	£25,900	£24,200	£27,700
Receptionist	£24,900	£26,200 ↗	£27,400	£24,900	£22,000	£27,400
Sales Administrator	£25,900	£27,000 ↗	£28,200	£25,700	£23,600	£28,300
Sales Executive	£28,800	£33,000 ↘	£37,100	£35,100	£31,800	£34,500

↗ **7.2%** increase in Personal Assistant average salaries this year.

↗ **5.2%** increase in Receptionist average salaries this year.



3.4%

salary growth
versus 2.3% UK
average growth

Roles on the rise

Customer Service Manager

2024	£34,800
2025	£36,400
2026	£42,100

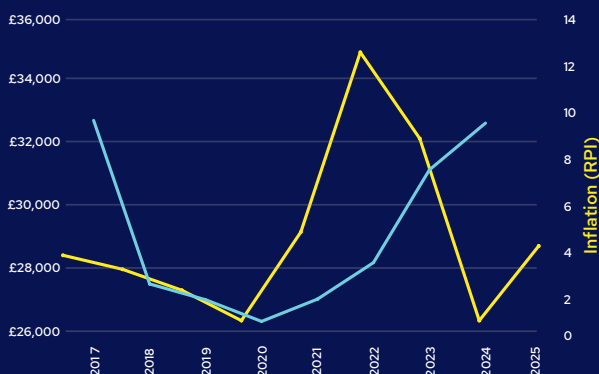
Marketing Executive

2024	£28,000
2025	£29,800
2026	£30,400

Project Administrator

2024	£26,100
2025	£28,600
2026	£29,100

Average salary in region vs UK inflation rate (RPI)



Regional insight

Helen Barber
Regional Manager, Reed

“ Yorkshire and the Humber’s business support and administration sector is undergoing a significant transformation, with new trends shaping roles, workplace expectations, and required skills. For employers and professionals, understanding these shifts is key to navigating the evolving market in the coming year.

A primary development is the move towards specialisation. Generalised administrative positions are being replaced by focused roles aligned with specific teams, such as purchasing, marketing, or project administration. This approach allows businesses to embed support functions more deeply into core operations, particularly within the region’s strong manufacturing and logistics sectors.

In a reversal of recent workplace trends, hybrid working opportunities are declining. The majority of business support roles are now fully office-based, especially within SMEs. This has shifted jobseekers’ priorities, with proximity to home becoming as crucial as salary. Professionals are increasingly seeking local opportunities to improve their work-life balance, showing less willingness to commute to major city hubs.

Salaries in the region remain stable and competitive, aligning with the cost of living. The area is proving attractive, with more professionals moving into Yorkshire and the Humber than leaving, enriching the local talent pool.

Finally, technology is also reshaping the sector. AI is streamlining routine tasks, leading to leaner support teams and a greater demand for analytical skills, such as data analysis in Excel. While AI brings efficiency, it also introduces recruitment challenges, with some employers setting overly complex interview tasks that can deter even the most knowledgeable of candidates. It’s important that employers remember many applicants often have an existing job and commitments – so anything too time consuming will lead to them removing themselves from the interview process. ”

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