

Emerging Media Salary Survey

Informed by 20+ years of hiring across
high-growth businesses.

Introduction to our Salary Survey

Hiring in Emerging Media has shifted.

What was once a market driven by rapid growth, creativity, and experimentation has evolved into one defined by structure, scalability, and commercial accountability.

Today's hiring decisions are more deliberate, more outcome-focused, and increasingly aligned to audience growth, monetisation, and long-term brand value.

For leadership teams, building high-performing organisations is no longer just about adding headcount, it's about hiring individuals who can connect content, community, and commerce to drive sustainable revenue in a highly competitive and fast-moving landscape.

At the same time, Talent Acquisition leaders are operating in an increasingly complex environment. Salary expectations remain varied, candidate expectations have shifted, and competition for high-quality, experienced talent continues to be intense across key areas such as brand partnerships, creative strategy, content, and growth.

This report has been built to bring clarity to that landscape.

Drawing on Ultimate Asset's direct experience delivering hires across the Emerging Media ecosystem, alongside wider market data, this guide provides a real-world view of salary benchmarks, role expectations, and hiring trends across the UK market.

1. Monetisation is reshaping Emerging Media hiring

Emerging media businesses are under increasing pressure to turn audience into revenue, with a stronger focus on brand partnerships, commerce, and scalable monetisation models.

2. Creative + commercial hybrid talent commands a premium

Demand has grown for individuals who can blend creativity with commercial impact, particularly across content, strategy, and brand partnerships roles.

3. Audience, community & platform growth are driving demand

As platforms evolve, businesses are investing in talent who can build, engage, and scale communities across channels like TikTok, YouTube, and emerging ecosystems.

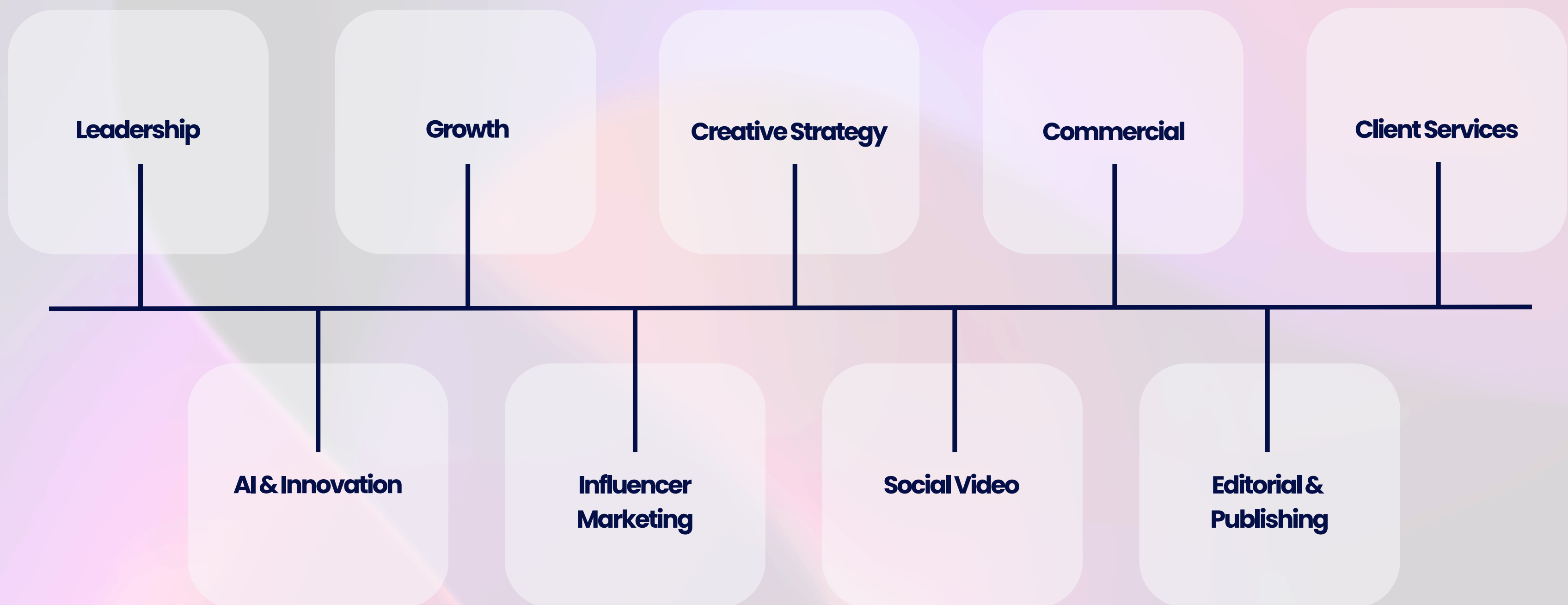
4. Hiring is more targeted, but expectations are higher

While hiring volumes have stabilised, expectations on each hire have increased, with a focus on multi-skilled operators who can deliver across content, growth, and revenue.

Key market trends



What areas of Emerging Media does the survey cover?



Leadership

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Leadership roles

Median salary for Executive Leadership roles in 2025–2026 is **£175,000 per annum**.

Dependent on experience levels, the lowest data point we found was at £120,000, with Managing Director roles typically sitting within this range.

As experience levels increase, our data found the highest point for Chief Executive Officer (CEO) roles was at £350,000+ per annum.

All bandings are showcased by average seniority and job title.

Role	Lowest £	Highest £	Median £
Chief Executive Officer	£180,000	£350,000	£250,000
Chief Commercial Officer	£130,000	£250,000	£180,000
Chief Marketing Officer	£130,000	£240,000	£170,000
Managing Director	£120,000	£200,000	£150,000

AI & Innovation

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AI & Innovation Leadership

Median salary for AI & Innovation roles in 2025–2026 is **£170,000 per annum**.

Dependent on experience levels, the lowest data point we found was at £110,000, with Head of AI / Innovation roles typically sitting within this range.

As experience levels increase, our data found the highest point for SVP AI & Innovation roles was at £250,000+ per annum.

All bandings are showcased by average seniority and job title.

Role	Lowest £	Highest £	Median £
SVP, AI & Innovation	£170,000	£250,000	£200,000
VP, AI & Innovation	£140,000	£210,000	£170,000
Head of AI & Innovation	£110,000	£165,000	£135,000

Growth

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Growth roles

Median salary for Growth roles in 2025–2026 is **£105,000 per annum.**

Dependent on experience levels, the lowest data point we found was at £55,000, with Growth Manager roles typically sitting within this range.

As experience levels increase, our data found the highest point for Chief Growth Officer roles was at £220,000 per annum.

All bandings are showcased by average seniority and job title.

Role	Lowest £	Highest £	Median £
Chief Growth Officer	£130,000	£220,000	£160,000
Head of Growth	£90,000	£140,000	£115,000
Growth Director	£85,000	£130,000	£105,000
Growth Manager	£55,000	£85,000	£70,000

Influencer Marketing

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Influencer Marketing roles

Median salary for Influencer Marketing roles in 2025–2026 is **£75,000 per annum**.

Dependent on experience levels, the lowest data point we found was at £60,000, with Senior Influencer Marketing Manager roles typically sitting within this range.

As experience levels increase, our data found the highest point for Director of Influencer Marketing roles was at £140,000 per annum.

All bandings are showcased by average seniority and job title.

Role	Lowest £	Highest £	Median £
Director of Influencer Marketing	£95,000	£140,000	£115,000
Head of Influencer Marketing	£80,000	£125,000	£100,000
Senior Influencer Marketing Manager	£60,000	£90,000	£75,000

Creative Strategy

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Creative Strategy roles

Median salary for Creative Strategy roles in 2025–2026 is **£75,000 per annum**.

Dependent on experience levels, the lowest data point we found was at £45,000, with Creative Strategist roles typically sitting within this range.

As experience levels increase, our data found the highest point for Head of Creative Strategy roles was at £135,000 per annum.

All bandings are showcased by average seniority and job title.

Role	Lowest £	Highest £	Median £
Head of Creative Strategy	£90,000	£135,000	£110,000
Senior Creative Strategist	£60,000	£90,000	£75,000
Creative Strategist	£45,000	£70,000	£55,000

Social Video

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Social video roles

Median salary for Social Video roles in 2025–2026 is £90,000 per annum.

Dependent on experience levels, the lowest data point we found was at £65,000, with Senior Social Video Manager roles typically sitting within this range.

As experience levels increase, our data found the highest point for Director of Social Video / Content roles was at £130,000 per annum.

All bandings are showcased by average seniority and job title.

Role	Lowest £	Highest £	Median £
Director of Social Video	£85,000	£130,000	£105,000
Head of Social Video	£70,000	£115,000	£90,000
Senior Social Video Manager	£65,000	£95,000	£80,000

Editorial & Publishing

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Editorial & Publishing roles

Median salary for Editorial & Publishing roles in 2025–2026 is **£100,000 per annum**.

Dependent on experience levels, the lowest data point we found was at £70,000, with Head of Editorial roles typically sitting within this range.

As experience levels increase, our data found the highest point for Editorial Director roles was at £130,000 per annum.

All bandings are showcased by average seniority and job title.

Role	Lowest £	Highest £	Median £
Head of Editorial	£70,000	£105,000	£85,000
Editorial Director	£90,000	£130,000	£110,000
Head of Publishing	£85,000	£120,000	£100,000

Creative Leadership

Hiring? Submit your Job →

Creative leadership roles

Median salary for Creative Leadership roles in 2025–2026 is **£150,000 per annum**.

Dependent on experience levels, the lowest data point we found was at £80,000, with Creative Director roles typically sitting within this range.

As experience levels increase, our data found the highest point for Executive Creative Director roles was at £200,000 per annum.

All bandings are showcased by average seniority and job title.

Role	Lowest £	Highest £	Median £
Executive Creative Director	£120,000	£200,000	£150,000
Creative Director	£80,000	£130,000	£100,000

Client, Project & Production

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Client, Project & Production roles

Median salary for Client Services and Project Management roles in 2025–2026 is **£95,000 per annum**.

Dependent on experience levels, the lowest data point we found was at £55,000, with Senior Project Manager roles typically sitting within this range.

As experience levels increase, our data found the highest point for Director of Client Services roles was at £130,000 per annum.

All bandings are showcased by average seniority and job title.

Role	Lowest £	Highest £	Median £
Director of Client Services	£90,000	£130,000	£110,000
Director of Project Management	£80,000	£120,000	£95,000
Production Director	£75,000	£110,000	£95,000
Senior Project Manager	£55,000	£80,000	£65,000

Commercial & Brand Partnerships

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Commercial & Brand Partnerships roles

Median salary for Brand Partnerships roles in 2025–2026 is **£90,000 per annum**.

Dependent on experience levels, the lowest data point we found was at £55,000, with Brand Partnerships Manager roles typically sitting within this range.

As experience levels increase, our data found the highest point for VP Commercial / Revenue roles was at £220,000 per annum.

All bandings are showcased by average seniority and job title.

Role	Lowest £	Highest £	Median £
VP, Commercial	£130,000	£220,000	£160,000
Commercial Director	£110,000	£180,000	£140,000
Head of Brand Partnerships	£85,000	£130,000	105,000
Brand Partnerships Manager	£55,000	£80,000	£65,000

Marketing

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Field Marketing

Median salary for Field Marketing roles in 2025–2026 ranges from **£60,000 to £85,000** per annum, depending on seniority and scope.

Dependent on role, the lowest data point we found was at £50,000, typically for Field Marketing Manager positions focused on regional execution and campaign delivery.

As seniority and strategic ownership increase, our data found the highest point for VP/Global Field Marketing Lead roles was at **£150,000 per annum**, reflecting ownership of global strategy, pipeline contribution, and alignment with enterprise sales teams.

Role	Lowest £	Highest £	Median £
VP, Field Marketing	£100,000	£150,000	£125,000
Head of Field Marketing	£70,000	£105,000	£85,000
Senior Field Marketing Manager	£60,000	£85,000	£70,000
Field Marketing Manager	£50,000	£72,000	£60,000

Marketing

Hiring? Submit your Job →

Demand Generation

Median salary for Demand Generation roles in 2025–2026 ranges from **£75,000 to £135,000** per annum, depending on seniority and commercial scope.

Dependent on role, the lowest data point we found was at **£60,000**, typically for Demand Generation Manager positions focused on campaign execution and pipeline support.

As seniority and revenue ownership increase, our data found the highest point for VP Demand Generation roles was at £170,000 per annum, reflecting full ownership of pipeline strategy, performance marketing, and revenue contribution.

Role	Lowest £	Highest £	Median £
VP, Demand Generation	£110,000	£170,000	£135,000
Head of Demand Generation	£85,000	£130,000	£105,000
Demand Generation Manager	£60,000	£90,000	£75,000

Marketing

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Content & Brand

Median salary for Content and Brand roles in 2025–2026 ranges from **£60,000 to £95,000** per annum, depending on seniority and scope.

Dependent on role, the lowest data point we found was at £50,000, typically for Content Marketing Manager positions focused on execution, storytelling, and campaign support.

As seniority and strategic ownership increase, our data found the highest point for Head of Content / Brand roles was at £120,000 per annum, reflecting ownership of brand positioning, messaging, and content strategy across the business.

Role	Lowest £	Highest £	Median £
Head of Content	£80,000	£120,000	£95,000
Content Marketing Manager	£50,000	£75,000	£60,000
Senior Content Manager	£60,000	£85,000	£70,000

Commentary from our Director & Practice Lead

Over the past 12 months, what's stood out to me across Emerging Media is not so much broad salary inflation, but where businesses are choosing to place their bets. Overall movement has remained fairly steady, typically in the 2–5% range, but the real story sits beneath that, with the most meaningful increases concentrated across brand partnerships, growth, creative strategy, and increasingly, AI and innovation.

Across areas like influencer marketing, content, and commercial partnerships, we're still seeing salaries edge upwards, largely driven by a continued shortage of genuinely high-quality, experienced talent. At the same time, hiring has become more focused. Teams are being built with far more intent, with businesses prioritising individuals who can wear multiple hats and have a direct impact on both audience growth and revenue, alongside a growing need for those who can embed AI into content, workflows, and overall strategy.

The biggest shift, from my perspective, is the demand for people who can truly operate at the intersection of creativity, technology, and commerciality. Whether that's content teams working hand-in-hand with partnerships, growth roles unlocking monetisation across platforms, or AI leaders shaping how content is created and scaled, the expectation is higher. Salaries haven't surged across the board, but for the right profiles, those who can genuinely drive outcomes, competition remains strong and processes are still moving at pace.



Hussain Chowdhury
Director & Practice Lead

Email Hussain →

Hussain Chowdhury leads Ultimate Asset's Emerging Media practice, specialising in building teams across brand partnerships, content, creative, and growth. He works closely with founders and senior leadership teams to help scale organisations that sit at the intersection of content, community, and technology across the UK, Europe, and the US.

At Ultimate Asset, Hussain has built a reputation for his deep understanding of the creator economy and social-first businesses, alongside a highly consultative approach to hiring. He partners closely with companies to understand how they grow, engage audiences, and monetise effectively, ensuring every hire is aligned to long-term success, audience impact, and commercial performance.

Commentary from our Managing Director

Looking at the last 12 months from where I sit, the most notable shift has been the level of intent behind investment into Emerging Media. We're seeing significant focus placed on AI, innovation, and the technologies that are reshaping how media businesses are built, scaled, and monetised. It's less about short-term hiring spikes and more about positioning organisations to remain competitive as the landscape continues to evolve at pace.

What's equally interesting is how quickly the industry itself is adapting. Media is no longer linear in how it reaches or engages audiences, and businesses are rethinking everything from content creation through to distribution and revenue models. As a result, talent is being forced to evolve too. The most in-demand individuals are those who are actively developing new skills, embracing new tools, and thinking beyond traditional role definitions to support this next phase of growth.

From a leadership standpoint, the challenge now is building teams that can keep up with that rate of change. The focus has shifted towards individuals who are not only capable today, but who will continue to learn, adapt, and push businesses forward as new technologies emerge. While salary growth hasn't been uniform, there is a clear premium on those operating at the forefront of AI, innovation, and modern media thinking, and demand for that talent shows no signs of slowing.



Alex Swain
Managing Director

Email Alex



Alex has been with Ultimate Asset for over 12 years, leading the business and specialising in building high-performing marketing and go-to-market functions for technology companies. He works closely with founders, MD's and CMOs to help shape and scale marketing teams that drive pipeline, positioning, and long-term growth across the UK, Europe, and the US.

His approach centres on helping clients define what great looks like for their stage of growth, ensuring marketing teams are built for both execution and commercial impact.

Hear what our network says about us



Top tier recruiter! I'd strongly recommend Hussain for your next job search. He ensured everything ran smoothly throughout the process and delivered a high standard of comms, feedback and info.

Head of Content
Brave Bison



Hussain is the best recruiter I've ever worked with. From the initial screening call, right through to the offer, at every stage he was engaged, quick to respond, generous with both his time and his advice.

Director of Publishing
Electrify

Become a client



A bit more about **Ultimate Asset**

We are a global talent partner specialising in Adtech, MarTech, SaaS and emerging media, supporting high-growth businesses to build and scale their revenue, marketing and customer teams. With a deep network across the UK & Europe, North America and APAC, we work closely with founders, CROs and CMOs to deliver high-impact hires that drive growth.

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