

ORIEL

PARTNERS

Oriel Partners is a specialist London PA and Administrative Recruitment Agency

In 2025 we saw salaries for Personal Assistants and Administrative roles rise overall, but at different rates and with distinct patterns. PA and Executive Assistant pay increased modestly (6-10%), reflecting the continued premium placed on higher-level support and specialist skill sets. In contrast, traditional administrative salaries saw smaller gains and greater variation (3-5%), with some roles rising only marginally above inflation as hybrid working and automation reduced demand for more routine tasks.

SALARY SURVEY

RECEPTIONIST £29,550 - £44,750	AVERAGE £33,922
TEAM ASSISTANT £25,000 - £50,400	AVERAGE £38,000
PERSONAL ASSISTANT (PA) £30,000 - £85,000	AVERAGE £52,700
VIRTUAL ASSISTANT £35,000 - £80,000	AVERAGE £53,000
OFFICE MANAGER £45,000 - £80,000	AVERAGE £54,500
EXECUTIVE ASSISTANT (EA) £30,000 - £135,000	AVERAGE £73,000
PRIVATE PA £29,000 - £110,000	AVERAGE £76,500
CHIEF OF STAFF £90,000 - £165,000	AVERAGE £127,500

In 2026, sector continues to be a major driver of PA and EA pay. Financial services typically sits at the top of the market due to pace, complexity and senior stakeholder exposure, with technology and high-growth companies also offering strong overall packages, often enhanced by attractive benefits and flexibility. Legal and professional services remain competitive, particularly within larger City firms. By contrast, non-profit, education and charity organisations generally operate below corporate benchmarks, reflecting tighter budget structures. If you would like any further guidance on salaries and overall packages, please do get in touch, we would be delighted to assist.

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