

**SALARY  
SURVEY**  
**DIGITAL,  
CREATIVE  
& TECH**

**MAJOR  
PLAYERS**

**2020**

In association with



**The Drum**

# WELCOME TO THE 2020 SALARY SURVEY

Prior to the impact of Covid-19, the Creative Industries were growing more than five times faster than the economy. Despite the effect of lockdown, it is anticipated that the Creative Industries will remain one of the UK's largest contributors to the UK economy. However, initial conversations with brands and agencies indicate there will be a number of changes to businesses and the way we work.

Advertising and marketing were previously two of the key drivers of growth in the Creative Industries and contributed £111.7 billion to the UK in 2018; equivalent to £306 million every day.

In May 2020, Citigroup ran a survey featuring some of the UK's leading advertising agencies, with the consensus there will be a fairly rapid bounce-back. The research by Citigroup raises hopes that the advertising market will have a "V-shaped" recession and will rebound quickly as chief executives reopen their businesses and launch new products and services.

According to the research, companies said that they feared that reducing marketing budgets

carried long-term risks as brands needed to be kept in the public eye.

This year, our annual salary survey, in conjunction with The Drum, shows a range of insights across pay, bonuses, job satisfaction, job security and gender differences in pay. As society demands more a healthier work/life balance, there has been an increase shift in desire for greater career progression and flexibility.

Prior to Covid-19 around 60% of respondents' companies were hiring. During lockdown, around 35% of brands and agencies were still hiring or using freelancers (May 2020), with 55% planning to hire in the coming months as it eases (June 2020). Although there is economic uncertainty, top talent will always be critical to the success of a business. The areas that are still performing well and hiring and are health-tech, alcohol, FMCG, pharma, Adtech, streaming services, AI & VR.

Although permanent hiring dipped considerably in April and May, there has been an uplift in demand for permanent hires starting to come through (June 2020). Freelancer hiring has remained stable with

most demand across digital, tech, social, data and performance marketing.

In May we surveyed an additional 700 respondents to assess the impact of Covid on staff; reassuringly 75% feel their employer had treated them fairly. Of this percentage, our findings indicated 76% were still working, however 40% of these respondents had experience a temporary pay-cut.

There are still huge problems with diversity and inclusion within the industry. According to D&AD only 11.4% of industry jobs are filled by black, Asian and minority ethnic people.

Findings from our survey suggest that those above 45 were under-represented in creative roles, perhaps indicating an exodus of talent leaving the industry, which raises concerns on the future of diversity within creative.

We are pleased to report that gender representation across the creatives industries has vastly improved in the last 12 months with 70% of roles being acquired by females, albeit much less so in senior positions.

## KEY TRENDS

### General Trends

Digitalisation and the advancement of new technologies such as VR, UI/UX and AI continue to change how we work with a stronger focus upon driving personalised consumer experiences. With the continual rise and evolution of tech, many marketers and creatives are now upskilling and transitioning into a more multi-disciplinary approach.

D&I is still very much a key challenge in the industry with a shift needed for more cohesive social change. Businesses and the government need to collaborate to increase the impact across the UK. Recent studies from the IPA has shown that employees from ethnic minority background has dropped over the past 12 months, demonstrating that UK advertising agencies are falling short when it comes to diversity.

Sustainability and ethical practice continues to be high on the agenda for many brands and agencies, particularly as conscious consumerism and sustainability concerns continue to rise. It remains to be seen if this will be considered a priority post-Covid.

### Brand Vs Agency

Brands are increasingly favouring building in-house teams with a more DIY approach to their own creative endeavours. As a result, our findings show that over 60% of respondents who currently work agency-side are planning to move brand-side in the near future.

### Flexible working

Flexible working has remained high on respondents agendas for the second year in a row, with Covid-19 further accelerating this trend. As businesses are now technologically and structurally equipped for home working, employees can expect a greater level of flexible working.

Respondents also stated that a good work/life balance, interesting work and company culture was more important than remuneration and training.

### Hiring

Prior to Covid-19, around 60% of companies were actively hiring across creative, digital and tech. This decreased slightly to 55%

since Covid hit (June 2020).

### Pay Increases vs Pay Changes

Around 57% of respondents received a pay-rise prior to Covid. Employers were willing to pay a higher price for skilled, in-demand and talented workers. After surveying nearly 700 candidates in May, 40% have received a temporary pay-cut as a result of Covid, while a further 18% had lost a bonus that had been promised to them.

The survey was compiled by Major Players using data collected from

# 3,000

respondents combined with insight gathered from senior consultants. The table represents an overview of job levels and salary averages in all listed disciplines.

\*Please note, this survey was conducted before the Covid-19 pandemic.

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**THE CREATIVE  
INDUSTRY HAS  
WORTH OF 1.5M  
AN HOUR TO THE  
UK ECONOMY.**

# CREATIVE & DESIGN

Creative & Design continues to be digitally led with a focus upon UX/UI as well as motion and video.

Candidates with proficiency in After Effects (Adobe Suite) continue to be high in-demand. This includes those across Creative & Design including artworkers, PowerPoint specialists and graphic designers.

- Our creative & design respondents predominantly work in advertising and design & branding

- Having interesting work combined with a good work/life balance are the most important aspects in a role for creatives. This was highlighted as very important (75%), more so than remuneration and recognition

- The majority of respondents salaries/rates stayed the same, although one fifth received a salary increase of more than 10%

- The most favoured way to find a job is through a recruiter, closely followed by LinkedIn

- Bucking the trend within other areas, 61% want to move to agency in the near future

## Key Trends

- Brexit
- Shrinking client budgets
- Over the last year we have seen an abundance of digital focussed roles including Motion Design, Social Media advertising, digital and experiential innovation
- Flexible working hours

# 61%

revealed that want to move to agency in the near future



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## PERMANENT AGENCY

Job title	MP Salary Average	Salary Min-Max	Job title	MP Day rate average	Day Rate Min-Max
Junior Designer	£25k	£22k - £28k	Junior Designer	£150	£120 - £180
Midweight Designer	£32k	£28k - £35k	Midweight Designer	£250	£200 - £300
Senior Designer	£55k	£35k - £70k	Senior Designer	£300	£280 - £350
Junior Creative Team (AD/CW/Team)	£25k	£22k - £30k	Junior Creative Team (AD/CW/Team)	£175	£150 - £200
Mid weight Creative Team (AD/CW/Team)	£35k	£30k - £45k	Mid weight Creative Team (AD/CW/Team)	£275	£250 - £300
Senior Creative Team (AD/CW/Team)	£65k	£55k - £75k	Senior Creative Team (AD/CW/Team)	£375	£300 - £450
Design Director / Head of Design	£65k	£55k - £75k	Design Director / Head of Design	£400	£350 - £450
Associate Creative Director	£75k	£60k - £85k	Associate Creative Director	£400	£350 - £450
Creative Director/ Head of Creative	£80k	£65k - £110k	Creative Director/ Head of Creative	£500	£400 - £600
Executive Creative Director	£100k	£90k - £150k	Executive Creative Director	£650	£550 - £750

## PERMANENT IN-HOUSE

Junior Designer	£25k	£20k - £30k
Mid weight Designer	£35k	£30k - £42k
Senior Designer	£48k	£42k - £55k
Design Director	£60k	£55k - £70k
Creative Director	£85k	£70k - £100k

# DESIGN & BRANDING

There's an increasing trend of brands favouring in-house teams and a more DIY approach to their own creative endeavours. This is partly based on cost but also because it provides a dedicated internal team who are committed solely to the product/brand and allows for greater understanding and alignment with their audiences.

Branding agencies, however, are continuing to thrive and are increasing their services to offer a more holistic approach beyond just design and branding.

- 54% work in a permanent role vs 46% who are currently working as freelancers

- 61% work in agency vs in-house at a brand. This is an area where the preference to work is at an agency, 66% see their future working in an agency over a brand

- 66% work in a small company 1 – 50 employees

- 14% moved jobs in the last 12 months in order to receive a promotion

- A good work/life balance was the most important aspect of the role. In fact it was more important to design and branding experts than any other specialism. 82% said this was very important

## Key Trends

- Brexit / business with European countries and staff
- Sustainability and flexible working
- Animation, motion and UX upskilling

# 82%

revealed that a good work/life balance was the most important aspect of the role



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## PERMANENT

Job title	MP Salary Average	Salary Min-Max
Junior Designer	£24k	£20k - £28k
Midweight Designer	£32k	£27k - £38k
Senior Designer	£50k	£40k - £55k
Design Director	£62k	£55k - £70k
Creative Director	£85k	£70k - £100k
Executive Creative Director	£120k	£90k +

## FREELANCE

Job title	MP Day rate average	Day Rate Min-Max
Junior Designer	£175	£150 - £200
Midweight Designer	£240	£200 - £250
Senior Designer	£300	£250 - £350
Design Director	£350	£300 - £400
Creative Director	£400	£380 - £450
Executive Creative Director	£450	£400 - £500

# UX & DIGITAL DESIGN



One of the biggest growth areas across the sector has been within UX; whether this is creating engaging visual UI languages for e-commerce sites or brands investing in talented product designers to ensure their users have meaningful digital experiences. Animated illustrations, VR and 3D graphics in web and mobile continue to prove popular, adding to the ever developing design toolkit.

Candidates with experience using Figma, Sketch, Principle and After Effect (Adobe Suite) are highly desirable.

- 70% have a Bachelor's Degree, with 18% having achieved a Master's Degree
- There is a near even split with 52% working in an agency and 48% working in-house at a brand
- Around a quarter of respondents (26%) work slightly longer working hours - 41-50 hours a week
- A good work/life balance is very important to those in digital design with the majority (80%) citing it as the most important factor, followed closely with interesting work and remuneration

• Nearly half work for larger companies with 200 plus employees

• 62% see themselves moving in-house/brand in the future

## Key Trends

- Brexit
- AI and automation
- Rise of hybrid UX/UI roles
- Video content

# 62%

revealed that they see themselves moving in-house or brand-side in the future



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## PERMANENT

Job title	MP Salary Average	Salary Min-Max
Junior Digital Designer	£25k	£20k - £30k
Midweight Digital Designer	£40k	£30k - £50k
Senior Digital Designer	£65k	£50k - £80k
Junior UX Designer	£30k	£25k - £35k
Midweight UX Designer	£40k	£30k - £45k
Senior UX Designer	£60k	£50k - £70k
Junior Motion Designer	£27k	£25k - £32k
Senior Motion Designer	£50k	£45k - £55k
Digital Design Director	£75k	£60k - £85k
UX Director	£110k	£80k - £150k

## FREELANCE

Job title	MP Day rate average	Day Rate Min-Max
Junior Digital Designer	£220	£180 - £240
Midweight Digital Designer	£260	£220 - £280
Senior Digital Designer	£320	£300 - £400
Junior UI Designer	£250	£230 - £280
Senior UI Designer	£310	£280 - £350
Junior UX Designer	£300	£275 - £320
Senior UX Designer	£450	£350 - £500
Junior Motion Designer	£220	£180 - £230
Senior Motion Designer	£300	£250 - £350
Digital Design Director	£400	£325 - £550

# TECH

In 2019 the majority of the market focused upon JavaScript frameworks with react.js, angular and vue dominating. There continues to be demand for skilled tech candidates across the market with experience in Javascript and Android.

There has been a significant shift towards higher levels of output, leading to an increase in hiring in these areas.

- A quarter (25%) of all developers have a Masters Degree

- It seems the gender split is narrowing with females showing better representation in this years respondents vs previous years (43%)

- 15% of tech specialists changed jobs in order to receive a promotion in the past year

- 72% work in-house at a brand as opposed to within an agency

- The most commonly used technologies used by respondents in this survey were JavaScript and Android

- 58% had the same confidence in the job market, 30% had more confidence

- The most important factor to developers was having interesting work (72%). This was rated above career progression, remuneration, culture and training.

## Key Trends

- 5G
- Brexit
- React, GraphQL
- JS frameworks
- Wider Technology Development and Integration

# 25%

of respondents have a Masters' Degree and have a high degree of specialist skills



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## PERMANENT

Job title	MP Salary Average	Salary Min-Max	Job title	MP Day rate average	Day Rate Min-Max
Junior Front-end Developer	£27k	£24k - £28k	Junior Front-end Developer	£200	£150 - £200
Midweight Front-end Developer	£45k	£40k - £50k	Midweight Front-end Developer	£250	£200 - £300
Senior Front-end Developer	£60k	£50k - £70k	Senior Front-end Developer	£350	£300 - £400
Ios Developer	£55k	£50k - £60k	Ios Developer	£450	£400 - £550
Android Developer	£50k	£45k - £55k	Android Developer	£400	£350 - £500
Full Stack Developer	£70k	£60k - £80k	Full Stack Developer	£500	£450 - £550
Programme Manager	£67k	£60k - £75k	Programme Manager	£550	£525 - £600
Technology Director	£80k	£75k - £85k	Technology Director	£650	£625 - £750
Product Manager	£65k	£60k - £70k	Product Manager	£500	£450 - £600
Test Lead	£55k	£45k - £60k	Test Lead	£400	£375 - £450
Head of Product	£100k	£90k - £110k	Head of Product	£600	£600 - £700
Technology Director	£90k	£80 - £100k	Technology Director	£350	£325 - £425
CTO	£110k	£90k - £120k	Head of QA	£550	£525 - £600
Head of QA	£80k	£75k - £90k	Solutions Architect	£600	£575 - £700
Solutions Architect	£70k	£65k - £75k			

## FREELANCE



# PROJECT MANAGEMENT

As brands invest further into in-house production, project manager roles are becoming increasingly hybrid, requiring enterprising professionals to adapt quickly to ever changing project environments. For example, the emergence of artificial and data intelligent technologies will require project managers to develop a broader set of skills within this field.

- Project management and client services staff that filled in the survey were predominantly working within an agency (74%)
- A quarter of respondents work from home at least one day a week
- Those that are looking to leave their jobs in the next year, cited remuneration as the main reason for doing so

- 16% of project management staff received a promotion in the past year
- A good work life balance and culture were the most important factors in a job, over remuneration, recognition, a bonus and training and development

## Key Trends

- Rise in in-house
- Reduction of freelance
- Technology advancements and shifts in comms budgets
- Teams become more effective on how they work using different tools, meaning there could be less demand for PMs

# 24%

of respondents said they work from home at least one day a week



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## PERM INTEGRATED/PRINT FREELANCE

Job title	MP Salary Average	Salary Min-Max	Job title	MP Day rate average	Day Rate Min-Max
Junior PM/Producer	£25k	£20k - £30k	Junior PM/Producer	£180	£150 - £200
Midweight PM/Producer	£40k	£30k - £50k	Midweight PM/Producer	£250	£220 - £280
Senior PM/Producer	£65k	£50k - £80k	Senior PM/Producer	£300	£250 - £350
Resource/Traffic Manager	£40k	£30k - £40k	Resource/Traffic Manager	£275	£250 - £300
Senior Resource/Traffic Manager	£60k	£45k - £60k	Project Director	£375	£350 - £400
Studio Manager	£40k	£35k - £45k	Senior Resource/Traffic Manager	£275	£250 - £300
Project Director	£80k	£65k - £100k	Studio Manager	£240	£200 - £280
			Creative Services Manager	£300	£280 - £350
			Head of Project Management/CSD		£350 +

## PERMANENT DIGITAL

Job title	MP Salary Average	Salary Min-Max
Junior PM/Producer	£25k	£20k - £30k
Midweight PM/Producer	£40k	£30k - £50k
Senior PM/Producer	£55k	£40k - £65k
Resource/Traffic Manager	£38k	£30k - £45k
Senior Resource/Traffic Manager	£52k	£45k - £60k
Studio Manager	£45k	£40k - £50k
Creative Services Manager	£55k	£45k - £65k
Head of Project Management/CSD	£70k	£60k - £80k
Operations Director	£100k	£95k - £125k

# SOCIAL & CONTENT



Brands are still investing massively in paid social ads as consumers become more comfortable with the concept of social shopping; particularly with the emergence of personalised ad experiences.

Video and story content continues to boom, in particular TikTok which now boasts 1.5 billion users and has just launched a commercial arm, TikTok:For Business.

- This sector is more female orientated, with 71% working in within social & content vs 29% male

- The majority (84%) currently work in permanent roles in comparison with freelance (26%)

- This years findings suggest social and content roles are gaining more prevalence in 200+ person companies compared to previous years, with 46% of our respondents employed by companies of this size. This has highlighted a significant increase in the commercial understanding of where social and content fits within the ecosystem

and findings from June 2020 suggest that this is set to further increase across the remainder of 2020

- 71% of respondents working in an agency have a long term vision to move in house to a brand where they feel they are closer to the brand story

- Culture and interesting work are the most important aspects of the role, with over 70% saying both are extremely important

## Key Trends

- The uncertainty of Brexit
- Shrinking marketing budgets
- Instagram will continue dominating but younger platforms like TikTok will have a brief moment of mass popularity
- Taking social in-house
- Paid and organic social merging, more content production, huge focus on new channels and video

# 71%

revealed that they want to move in-house to work with a brand in the future



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## PERMANENT

Job title	MP Salary Average	Salary Min-Max
Proofreader	£30k	£25k - £35k
Sub-Editor	£30k	£28k - £35k
Editor	£32k	£30k - £35k
Junior Copywriter	£27k	£25k - £30k
Mid-Level Copywriter	£32k	£27k - £35k
Senior Copywriter	£45k	£35k - £55k
Head of Copy	£80k	£70k - £90k
Content Manager	£30k	£25k - £45k
Content Strategist	£50k	£30k - £70k
Social Media Executive	£25k	£23k - £27k
Social Media Manager	£36k	£28k - £45k
Social Media Strategist	£50k	£40k - £60k
Head of Social	£65k	£55k - £75k

## FREELANCE

Job title	MP Day rate average	Day Rate Min-Max
Proofreader	£200	£150 - £250
Sub-Editor	£175	£150 - £200
Editor	£240	£200 - £280
Junior Copywriter	£175	£150 - £200
Mid-Level Copywriter	£250	£200 - £300
Senior Copywriter	£350	£300 - £400
Head of Copy	£325	£250 - £400
Content Manager	£250	£200 - £300
Content Strategist	£350	£300 - £400
Social Media Executive	£200	£150 - £250
Social Media Manager	£250	£200 - £300
Social Media Strategist	£375	£300 - £450

# E-COMMERCE AND DIGITAL MARKETING

The latter quarters of 2019 saw a substantial increase in the rise of recommerce and an explosion of social commerce. Augmented reality continued to become a major game changer within online shopping, significantly closing the gap of shopper ambiguity. There has also been a rise in flexible payments across e-commerce sites with substantial growth reported from the likes of Klarna.

2020 has seen more traditional businesses focus on digital transformation with a host of new business launching in the ever popular D2C model. Online advertising is still set to record mild growth this year (+0.6%) at

a global level (WARC June 2020).

- Nearly half of all respondents working in digital marketing (43%) oversaw an annual budget of £1m +
- Over half (53%) work for larger businesses with 200 + employees
- Those that completed the survey (87%) are working in permanent roles as opposed to freelance
- Over a quarter (30%) received a pay rise of more than 10%, showing the demand and need for expert digital and performance skills
- A quarter of respondents (23%) received an internal promotion. This was comparatively high to other specialisms in the survey
- A staggering 80% want to move or remain in-house at a brand in their next role, as opposed to working within an agency
- 55% are looking to leave their existing role within the next 6 months

## Key Trends

- More focus on personalisation and data control. Potential difficulties with tracking digital activity with the new cookie policy in place
- Email marketing getting personal, integrating new technologies, geo-marketing expanding
- Automation of digital processes and omni-channel hyper-personalisation
- Increased competition

# 80%

revealed that they want to move or remain in-house at a brand in their next role, as opposed to working within an agency



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## ONLINE MARKETING AND E-COMMERCE

Job title	MP Salary Average	Salary Min-Max	Job title	MP Salary Average	Salary Min-Max
E-commerce Manager	£50k	£40k - £60k	PPC Executive	£25k	£20k - £30k
Performance Marketing Manager	£45k	£40k - £50k	PPC Manager	£45k	£35k - £55k
Head of Digital/Online	£75k	£65k - £80k	Search Account Director	£55k	£45k - £65k
Head of E-commerce	£100k	£80k - £120k	Head of PPC/Search	£80k	£70k - £100k
Director of Online/E-commerce	£120k	£90k - £160k			

## CRM

Job title	MP Salary Average	Salary Min-Max	Job title	MP Salary Average	Salary Min-Max
CRM Executive	£28k	£24k - £32k	SEO Executive	£24k	£20k - £28k
CRM Manager	£45k	£40k - £60k	SEO Manager	£35k	£30k - £40k
CRM Account Director	£50k	£45k - £55k	SEO Account Director	£50k	£35k - £60k
Head of CRM	£70k	£60k - £80k	Head of SEO	£75k	£60k - £90k

## SEO

# CLIENT SERVICES

Client service roles are increasingly being combined with project management ones, with brands wanting candidates that are versatile enough to undertake elements of each. This has meant the traditional FMCG route has been broken down, and brands are now seeking those from alternative backgrounds.

In addition, independent advertising agencies are increasingly targeting account managers from competitors with an aim to mimic culture, values and company ethos.

- The majority of respondents (93%) are currently working at an agency in a client services or account management role
- Account management staff who have completed the survey work predominantly on a permanent basis (90%) in full-time employment, compared to just 10% who freelance

- A large number, over half of all those in the profession (51%) want to move into an in-house role at a brand

- Over half (52%) want to leave their existing role in the next 6 months. Remuneration was stated as the main reason for wanting to leave

- One of the most important aspects for those in this profession is culture. This was viewed as more important than remuneration and career progression

## Key Trends

- There will be further demand for digital experts
- An increase of in-house creative departments
- The need for more flexible working hours from staff
- Data, automation, remote meetings

# 92%

of respondents are currently working at an agency in a client services or account management role



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## PERMANENT

Job title	MP Salary Average	Salary Min-Max
Graduate	£20k	£18k - £21k
Account Executive	£23k	£20k - £26k
Senior Account Executive	£27k	£25k - £30k
Account Manager	£30k	£20k - £40k
Senior Account Manager	£45k	£35k - £60k
Account Director	£50k	£40k - £65k
Senior Account Director	£65k	£55k - £80k
Group Account Director	£72k	£65k - £80k
Business Director	£80k	£65k - £110k
Board Director		£100k +

## FREELANCE

Job title	MP Day rate average	Day Rate Min-Max
Graduate	£120	£100 - £140
Account Executive	£140	£120 - £150
Senior Account Executive	£160	£150 - £180
Account Manager	£185	£160 - £200
Senior Account Manager	£220	£200 - £250
Account Director	£270	£250 - £300
Senior Account Director	£300	£280 - £350
Group Account Director	£325	£300 - £350
Business Director	£350	£330 - £375
Board Director		£450+

# MARKETING

We continue to see brands investing into in-house marketing and communication teams, which has increased demand for marketing generalists and communication specialists. Brands are putting greater emphasis on building longer-term brand strategies with particular focus upon the rise of conscious consumerism and sustainability, and face challenges in translating these across various touch points that cut through the noise.

The customer journey and experience also remains key, with it set to overtake price and product in importance during the purchasing process.

- Females are slightly more prevalent within marketing, with a 56% vs 44% split
- The majority of those that completed the survey (90%) are working in a permanent position
- The majority specialise in marketing within technology and luxury brands
- 60% work in B2C and 34% work in B2B
- Annual marketing budgets the majority (19%) were between £750 – £1 million

- 40% said their marketing budget was increased in the last 12 months, showing the importance companies are placing on marketing
- The most important factor for marketing professionals was 'having interesting work' with 80% saying it was very important. This is preferential over remuneration, career progression and training.

## Key Trends

- More regulation
- SME's are continuing to invest in marketing budgets
- Brexit

# 90%

of respondents are working in permanent positions



## PERMANENT

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## FREELANCE

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## PERMANENT

Job title	MP Salary Average	Salary Min-Max
Marketing Assistant	£23k	£20k - £26k
Marketing Executive	£35k	£25k - £35k
Senior Marketing Executive	£38k	£30k - £40k
Brand Manager	£40k	£30k - £50k
Marketing Manager	£45k	£40k - £55k
Campaign Manager	£42k	£40k - £50k
Senior Marketing Manager	£55k	£50k - £65k
Head of Marketing	£70k	£65k - £80k
Head of Brand Marketing	£75k	£70k - £90k
Marketing Director	£90k	£80k - £120k

## FREELANCE

Job title	MP Day rate average	Day Rate Min-Max
Marketing Assistant	£100	£80 - £120
Marketing Executive	£165	£150 - £180
Brand Manager	£200	£150 - £250
Marketing Manager	£225	£200 - £250
Campaign Manager	£210	£180 - £250
Senior Marketing Manager	£300	£250 - £350
Head of Marketing	£315	£280 - £350
Head of Brand Marketing	£360	£320 - £400
Marketing Director	£475	£450 - £500

# BUSINESS DEVELOPMENT

As things evolve and change quickly with the digital age, so does the role of the business development manager.

Over the last year we have seen BD professionals no longer be limited by just hitting targets, but also focus upon working inwards to see how their teams are trained on new technologies, communication skills, new sales techniques, product knowledge, etc.

Technology and big data continues to play a vital part, with brands seeking out those capable of scaling up using data and reporting at their fingertips.

- Data suggests there is an even gender split of 50% male, 50% female within business development

- The majority (94%) are working in a permanent role
- A quarter received a pay rise of more than 10% in the past year

- 62% are currently working agency-side. Overall 64% would like to work in-house at a brand.

- Over a quarter (26%) of those working in business development moved companies in order to receive a promotion

- Career progression, having interesting work and company culture were valued more than remuneration, recognition, training and creativity

- 76% are looking to leave their existing role in 6 months

## Key Trends

- Influencer marketing industry maturing
- In-house taking the lead
- Potentially less marketing spend

# 76%

revealed that they are looking to leave their existing role in 6 months



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## PERMANENT

### Job title

Job title	MP Salary Average	Salary Min-Max
Business Development Executive	£28k	£25k - £30k
Business Development Manager	£35k	£30k - £40k
Senior Business Development Manager	£47k	£40k - £55k
Business Development Director	£70k	£60k - £80k
Head of Department	£90k	£80k - £120k

## FREELANCE

### Job title

Job title	MP Day rate average	Day Rate Min-Max
Business Development Executive	£170	£130 - £200
Business Development Manager	£250	£200 - £300
Senior Business Development Manager	£325	£300 - £350
Business Dev Director / Head of Dept	£380	£400 +

# STUDIO

Studio continues to adapt with the digital age as brands and agencies continue to hire versatile candidates with skill sets across a broad range of disciplines.

Retouching and 3D freelancers continue to be highly sought after, especially if they have experience working across multiple programmes including Cinema 4D, 3ds Max, Maya and Sketch-Up.

- Studio workers who completed the survey were predominantly male at 70% vs 30% female

- There is a very even split of permanent and freelancers works in this specialism

- Over a quarter (30%) work longer hours than an average week (between 41 and 50 hours)

- There is a slight bias towards working for an agency over a brand with 63% working agency-side

- Most popular areas to work are

38% design and branding, with 34% working in advertising

- Having a good work/life balance is the most important factor for studio workers with 80% saying it is very important to them. This is more favourable than training, recognition and remuneration.

## Key Trends

- IR35
- Brexit
- UI/UX Design will increase hugely
- Digital advancement in social platforms

# 80%

revealed that having a good work/life balance is the most important factor



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## FREELANCE

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## PERMANENT

### Job title

Job title	MP Salary Average	Salary Min-Max
Midweight Artworker	£30k	£25k - £35k
Senior Artworker	£40k	£35k - £45k
E-Comm Retoucher	£30k	£25k - £35k
High-end Retoucher	£50k	£45k - £60k
3D Visualiser	£45k	£35k - £60k

## FREELANCE

### Job title

Job title	MP Day rate average	Day Rate Min-Max
Senior Artworker	£230	£200 - £260
E-Comm Retoucher	£170	£150 - £180
High-end Retoucher	£300	£250 - £350
3D Visualiser	£325	£300 - £350
Marker Visualiser	£350	£300 - £400
Presentation Designer	£330	£280 - £380

# CGI

We're seeing a growing demand for CGI as part of the global digitalisation trend.

Unreal Engine skills are still in high demand as brands are still looking to produce interactive applications for architectural visualisation, as well as 3D artists with rendering skills using software including Corona.

- 94% within the industry are male with over half aged between 25-34 years old

- Over 71% are based in-house while 58% are currently in permanent roles

- 16% receive an annual salary of 35-38K with over 23% of respondents saying their salary had gone up by 10% within the last year.

- Training and development, having interesting work and career progression was very important to 64%

- Having a good work/life balance was very important to 74%

- 68% considered creativity very important to them

- A bonus and flexible working hours were also considered important benefits

## Key Trends

- AI, real-time rendering and visualisation

# 74%

revealed that having a good work/life balance was very important



## PERMANENT/FREELANCE

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## PERM INTEGRATED/PRINT FREELANCE

Job title	MP Salary Average	Salary Min-Max	Job title	MP Day rate average	Day Rate Min-Max
Junior Architectural Visualiser	£25k	£23k - £28k	Junior Architectural Visualiser	£125	£100-150
Mid-weight Architectural Visualiser	£32k	£30k - £35k	Mid-weight Architectural Visualiser	£175	£150-200
Senior Architectural Visualiser	£40k	£35k - £45k	Senior Architectural Visualiser	£250	£200-300
Head of Architectural Visualisation	£50k	£45 - £55k	Head of Architectural Visualisation	£325	£300-350
Junior Realtime Artist	£25k	£23k - £28k	Junior Realtime Artist	£125	£100-150
Mid-weight Realtime Artist	£32k	£30k - £35k	Mid-weight Realtime Artist	£175	£150-200
Senior Realtime Artist	£40k	£35k - £45k	Senior Realtime Artist	£250	£200-300
Director of Realtime	£50k	£45k - £55k	Director of Realtime	£325	£300-350
Junior Matte Painters/Retouchers	£25k	£23k - £28k	Junior Matte Painters/Retouchers	£125	£100-150
Senior Matte Painters/Retouchers	£40k	£35k - £45k	Senior Matte Painters/Retouchers	£250	£200-300



# BIG DATA & ANALYTICS

As data sources and AI applications become more complex and comprehensive, data analytics continues to be high on brands agendas. Through machine learning and AI technologies, businesses will be able to predict, prepare and respond to market and consumer changes.

In particular, consumer profiling and targeted marketing allows brands the opportunity to personalise ads and communications, ultimately driving more sales.

- Big Data & Analytics is more male orientated with a 60% vs 40% split
- Three quarters of the respondents working in Big Data are working in-house in brands
- Unsurprisingly most work in a relatively large company with over 200+ employees (60%)
- The demand for Big Data specialists is driving higher salary increases, with nearly a quarter 22.74% receiving a pay rise of 25% or more
- 36.36% received an internal promotion last year

- The most important factor in their job is to have interesting work – 90.91% cited this as very important
- This profession has a large proportion over half, 51% working from home at least one day a week
- Flexible hours and pension were most important benefits

## Key Trends

- Big data, data science and machine learning
- Effective data strategies

# 90%

revealed that interesting work is the most important factor in their job



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## PERMANENT

Job title	MP Salary Average	Salary Min-Max
Web/Digital Analyst	£40k	£35k - £45k
Insight Analyst	£35k	£30k - £40k
Senior Web Analyst	£60k	£50k - £70k
Social Analyst	£38k	£33k - £43k
Research Analyst	£28k	£23k - £35k
Data Analyst	£40k	£30k - £50k
Data Scientists	£60k	£50k - £70k

## FREELANCE

Job title	MP Day rate average	Day Rate Min-Max
Web Analyst	£250	£200 - £350
Insight Analyst	£275	£200 - £325
Social Analyst	£275	£175 - £350
Data Analyst	£250	£200 - £300
Digital Analyst	£275	£250 - £350
Data Scientists	£450	£300 - £600

# EXPERIENTIAL & EVENTS

Prior to Covid-19, more and more brands were allocating larger budgets to experiential campaigns as over 91% of consumers felt more positive after attending an engaging event or experience. A consistent theme of these events centred around immersive technology including AI and VR.

More recently, brands have reshaped their events offering by taking them online during lockdown, but as this eases, it is anticipated that brands will be keen to re-engage with their audiences, face to face.

- A higher proportion working in the experiential and events space are female (64%)
- Unsurprisingly the majority work in an agency as opposed to in-house at a brand (74%)
- Working hours are definitely longer in this profession, with 15% working more than 50 hours a week

- Having interesting work was by far the most important factor with 72% citing it as very important, this was over, recognition, remuneration, bonus and career progression
- There was 50/50% split on whether they will be moving to an agency or in-house at a brand in their next role

## Key Trends

- Shrinkage of the major agencies. Lots of new boutique clients emerging. Major movement into AI and mixed reality event environment
- Sustainability and ethical practice
- Brexit
- AR/VR tech

# 15%

revealed that they work more than 50 hours per week



## PERMANENT/FREELANCE

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## PERMANENT

Job title	MP Salary Average	Salary Min-Max
Graduate	£18k	£16- £21k
Account Executive	£22k	£20k - £25k
Senior Account Executive	£25k	£23k - £26k
Event Coordinator	£25k	£20k - £30k
Account Manager	£37k	£30k - £45k
Event Manager	£35k	£30k - £40k
Senior Account Manager	£40k	£35k - £45k
Senior Event Manager	£47k	£40k - £55k
Production Manager	£42k	£35k - £47k
Producer	£37k	£30k - £45k
Account Director	£50k	£40k - £60k
Head of Production	£75k	£60k - £90k
Senior Account Director	£65k	£60k - £70k
Client Services Director	£75k	£65k - £85k
Head of Department	£80k	£70k - £90k
Managing Director	£100k	£90k - £120k

## FREELANCE

Job title	MP Day rate average	Day Rate Min-Max
Graduate	£95	£80 - £110
Account Executive	£110	£90 - £120
Event Coordinator	£160	£150 - £180
Account Manager	£200	£150 - £250
Event Manager	£225	£200 - £250
Senior Account Manager	£250	£200 - £300
Senior Event Manager	£275	£250 - £300
Production Manager	£300	£250 - £350
Producer	£280	£250 - £320
Account Director	£300	£250 - £350
Head of Production	£450	£400 - £500
Senior Account Director	£300	£280 - £320

# PR & COMMS

Over the last 12 months PR has become more integrated with the marketing function, becoming more strategic with candidates required to be multi-media content producers, story-makers and owners of influencer engagement.

2020 has seen ethics and transparency driving brand communications as marketing automation and AI becomes commonplace for driving personalised consumer experiences. How you build trust with consumers has become the key to driving long term relationships with customers based on loyalty and advocacy particularly with the market effects of Covid.

- PR and communications is one of the most female dominated industries with 77% female vs 23% male
- 81% have achieved a Bachelor degree
- The majority of respondents (38%) cover all areas of PR – including traditional, integrated, corporate and crisis, content marketing and social media
- 57% work in agency vs in-house at a brand
- Three top sectors to work in: B2B, lifestyle and tech

- Nearly half (48%) work longer hours than other professions at between 41- 50 hours a week, 5% work more than 50 hours a week
- 74% said culture was the most important factor in a role, over remuneration, interesting work and recognition
- 56% said they are very happy in their career

## Key Trends

- Brexit
- Sustainability, differentiation, how to measure PR value
- Influencer marketing progression
- Flexible working

# 77%

female vs 23% male, makes PR and communications one of the most female dominated industry



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## FREELANCE

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## PERM IN-HOUSE

Job title	MP Salary Average	Salary Min-Max
PR/Comms Manager	£45k	£40 - £50k
Internal Comms Manager	£45k	£40 - £50k
Senior PR/Comms Manager	£55k	£50 - £65k
Head of PR/Head of Media Relations	£65k	£60 - £70k
Head of Internal Communications	£70k	£65 - £75k
Head of Communications	£72k	£70 - £80k
Group Head of Communications	£80k	£75 - £90k
PR Director	£90k	£90k - £100k
Director of Communications	£100k	£90 - £120k

## PERMANENT AGENCY

Job title	MP Salary Average	Salary Min-Max
Account Executive	£23k	£20k - £25k
Senior Account Executive	£28k	£25k - £32k
Account Manager	£35k	£30k - £40k
Senior Account Manager	£40k	£35k - £45k
Account Director	£48k	£40k - £55k
Senior Account Director	£57k	£50k - £62k
Associate Director	£70k	£60k - £80k
Director	£90k	£80k - £100k

## FREELANCE

Job title	MP Day rate average	Day Rate Min-Max
Press Officer / Comms Executive	£115	£100 - £130
PR Manager / Comms Manager	£200	£150 - £250
Head of PR / Head of Comms	£325	£300 - £350
Director of PR / Director of Comms	£500	£450 - £550
Account Executive	£125	£100 - £150
Senior Account Executive	£150	£125 - £170
Account Manager	£200	£180 - £220
Senior Account Manager	£230	£200 - £250
Account Director	£270	£250 - £300
Senior Account Director	£350	£300 - £400
Associate Director	£375	£350 - £400
Director		£400 +
Internal Comms Manager	£350	£300 - £450

# **SALARY SURVEY DIGITAL, CREATIVE & TECH**

## **MAJOR PLAYERS**

### **About the Survey**

This survey was compiled by Major Players using data collected from 3,000 respondents combined with insight gathered from senior consultants. The tables represent an overview of job levels and salary averages in all listed disciplines. This survey was undertaken before the Covid-19 pandemic.

For full information on specific job roles or to speak to a consultant:  
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