

**MAJOR
PLAYERS**

A perspective on salaries in the creative industry

SALARY SURVEY 2016

creative,
marketing
and digital

WELCOME TO THE 2016 SALARY SURVEY

Pay increases

There has been significant pay increases across all disciplines, either by progression or moving jobs.

Overall 30% of our sample received a pay rise over 10% in the past year. The highest pay rises were seen in planning & strategy with (41%) account handling (38%) and tech/UX (37%) all receiving a pay rise over 10% above the national average of 2.5%.

Why people leave their jobs?

By far the biggest indicator for people wishing to leave their jobs is due to limited career progression in their current role followed by remuneration.

Job satisfaction

Overall satisfaction in the creative marketing and digital disciplines is high at around 70% being largely satisfied in their current role. The highest satisfaction levels are present in content, editorial and social, followed by PR and marketing.

Benefits

The need for a better work life balance has become increasingly more desirable for all areas, with flexible working the most sought after benefit. This was favoured even over a bonus.

Education

Those in the industry are well educated - around 82% have a degree or masters



According to the latest figures from the Department for Culture Media and Sport, the UK's creative industries grew by 8.9 per cent in 2014, nearly double that of the UK economy as a whole. The industries overall are worth £84.1 billion to the UK economy in 2014 showing how buoyant the sector is.

Major Players has experienced a 16% increase in the number of vacancies across the board over the past year. There is a strong

demand for good people across all business-types and specialisms, but especially in agencies and for those working in digital and tech & UX.

Major Players is the UK's biggest recruiter for creative, marketing and digital across every discipline. To see the full range roles in more detail, visit:

www.majorplayers.co.uk/jobs

About the Survey

The survey was compiled by Major Players using data collected from

3000

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

www.majorplayers.co.uk/jobs

or call: 020 7836 4041

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THE CREATIVE
INDUSTRY IS WORTH
£8.8M AN HOUR TO
THE UK ECONOMY.

Source:

www.gov.uk

ACCOUNT MANAGEMENT

More than a quarter of respondents within Account Management / Handling had seen their salary rise more than 10% last year, while around a quarter of respondents salaries stayed the same.

Account Management / Handling people tend to work longer hours, with the majority (70%) working between 42-50 hours a week.

A quarter of respondents have moved jobs for a promotion, while a quarter received a promotion internally.

Most people in Account Management / Handling favour working with a recruiter when finding a new role, but also use LinkedIn and personal recommendations.

Remuneration and limited career progression were the top reasons for people looking to move jobs.

Digital will continue to grow, programmatic advertising will be huge and the account handling function will need to stay current on understanding the new developments.

More than



of respondents reported that they work between 42 to 50 hours a week.



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Job title	Salary Average	Salary Min-Max
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Permanent

Graduate	£20,000	£19,000 - £24,000
Account Executive	£23,000	£20,000 - £26,000
Senior Account Executive	£25,000	£20,000 - £29,000
Account Manager	£32,000	£23,000 - £41,000
Senior Account Manager	£38,000	£35,000 - £50,000
Account Director	£45,000	£35,000 - £45,000
Senior Account Director	£57,000	£53,000 - £62,000
Group Account Director	£71,000	£59,000 - £83,000
Business Director	£75,000	£68,000 - £83,000
Board Director	£80,000	£70,000 - £100,000

Job title	Day Rate Average	Day Rate Min-Max
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Freelance

Graduate	-	-
Account Executive	£115	£100 - £130
Senior Account Executive	£120	£100 - £140
Account Manager	£190	£160 - £220
Senior Account Manager	£210	£190 - £250
Account Director	£265	£190 - £340
Senior Account Director	£340	£250 - £430
Group Account Director	£360	£340 - £400
Business Director	£400	£370 - £450
Board Director	-	£400+

CREATIVE & DESIGN



Salaries largely stayed the same in creative, digital and design, with 44% not receiving a pay rise and 25% receiving a pay rise over 10%. Although 25% received a pay rise over 10%.

60% work in an agency and 40% for a client. Of the agencies, the classifications include integrated, advertising, digital and direct and activation.

25% are looking to work or continue working in a medium-sized agency and 20% of respondents are looking to start their own company in the short-term, revealing the need for employers to look for any talent losses.

50% cited 'flexible working' as the most important benefit, even over a bonus.

Social and content were mentioned in the responses more than ever.

For those looking to leave their jobs, the main reasons cited for dissatisfaction were 'limited career progression' and 'renumeration', showing employers that they need to consider proper career structuring and planning as an important factor in retaining people.

When looking for a new job, creative, digital and design people favour using a recruiter (37%) in their search, with 20% preferring to do so through recommendations.

Continuing the trend from the past few years, there will be more digital and less print.

There will be a focus on technology, 3D and the emerging design spectrum of VR.

20%

of respondents are looking to start their own company in the short-term

50%

of respondents cited 'flexible working' as the most important benefit, even over a bonus



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Job title	Salary Average	Salary Min-Max
-----------	----------------	----------------

Permanent

Junior Designer	£23,000	£20,000 - £27,000
Midweight Designer	£35,000	£28,000 - £40,000
Senior Designer	£45,000	£40,000 - £55,000
Junior Creative (Art Dir/Copywriter/Team)	£23,000	£20,000 - £27,000
Mid Creative (Art Dir/Copywriter/Team)	£35,000	£35,000 - £45,000
Senior Creative (Art Dir/Copywriter/Team)	£50,000	£45,000 - £85,000
Design Director	£70,000	£55,000 - £90,000
Associate Creative Director	£70,000	£60,000 - £85,000
Creative Director/Head of Creative	£75,000	£65,000 - £120,000
Executive Creative Director	£140,000	£120,000 - £180,000

Job title	Day Rate Average	Day Rate Min-Max
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Freelance

Junior Designer	£150	£130 - £160
Midweight Designer	£220	£170 - £260
Senior Designer	£300	£250 - £400
Junior Creative (Art Dir/Copywriter/Team)	£190	£150 - £200
Mid Creative (Art Dir/Copywriter/Team)	£190	£150 - £260
Senior Creative (Art Dir/Copywriter/Team)	£260	£220 - £310
Design Director	£320	£250 - £400
Associate Creative Director	£300	£300 - £350
Creative Director/Head of Creative	£350	£310 - £450
Executive Creative Director	£400	£370 - £550

DIGITAL

Nearly half of our respondents described the agency they work for as “integrated creative”, demonstrating the ongoing convergence of disciplines in the market as agencies branch out.

More than 50% received a pay rise in the last year – an increase on the previous year’s survey, in which 44% received a pay rise.

Mobile, social, virtual reality and wearable tech were still high on the agenda in 2015. Branded content is the key growth area for the coming year as brands use entertainment as a vehicle to engage.

Our respondents value agency culture highly, but money is also a priority and an instigating factor in the decision to move jobs.

Financial incentives are on the increase, with discretionary bonuses and official bonus schemes being offered at a range of agencies.

20%

of respondents are looking to start their own company in the short-term

50%

of respondents cited ‘flexible working’ as the most important benefit, even over a bonus



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Job title	Salary Average	Salary Min-Max
-----------	----------------	----------------

Permanent

Junior Digital Designer	£24,000	£18,000 - £25,000
Midweight Digital Designer	£35,000	£32,000 - £45,000
Senior Digital Designer	£50,000	£43,000 - £55,000
UI/UX Designer	£43,000	£35,000 - £55,000
Senior UI/UX Designer	£55,000	£50,000 - £75,000
Motion Designer	£35,000	£25,000 - £45,000
Mobile Designer	£50,000	£45,000 - £60,000

Job title	Day Rate Average	Day Rate Min-Max
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Freelance

Junior Digital Designer	£200	£180 - £250
Midweight Digital Designer	£280	£250 - £300
Senior Digital Designer	£350	£300 - £380
UI/UX Designer	£280	£250 - £350
Senior UI/UX Designer	£350	£300 - £400
Motion Designer	£300	£310 - £370
Mobile Designer	£300	£250 - £350

DESIGN & BRANDING

Nearly half of our respondents described the agency they work for as “integrated creative”, demonstrating the ongoing convergence of disciplines in the market as agencies branch out.

More than 50% received a pay rise in the last year – an increase on the previous year’s survey, in which 44% received a pay rise.

Mobile, social, virtual reality and wearable tech are still high on the agenda in 2015. Branded content is the key growth area for the coming year as brands use entertainment as a vehicle to engage.

Our respondents value agency culture highly, but money is also a priority and an instigating factor in the decision to move jobs.

Financial incentives are on the increase, with discretionary bonuses and official bonus schemes being offered at a range of agencies.

50%

of respondents have received a pay rise in the last year



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Freelance Contact:

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Job title	Salary Average	Salary Min-Max
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Permanent

Junior Designer	£25,000	£22,000 - £27,000
Midweight Designer	£35,000	£27,000 - £38,000
Senior Designer	£45,000	£38,000 - £50,000
Design Director	£55,000	£50,000 - £70,000
Creative Director	£75,000	£60,000 - £100,000
Executive Creative Director	£100,000	£90,000 - £150,000

Job title	Day Rate Average	Day Rate Min-Max
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Freelance

Junior Designer	£120	£110 - £150
Midweight Designer	£220	£170 - £260
Senior Designer	£300	£250 - £350
Design Director	£280	£250 - £320
Creative Director	£400	£350 - £450
Executive Creative Director	-	-

MEDIA SALES

In media sales, gender is evenly split at 50/50.

Well over half of respondents work for larger organisations (200+ employees).

Nearly 80% of those in media sales have a degree or a master's.

90% received a bonus last year, showing the nature and reliance on targets and bonuses in this specialism.

The split is even on whether salaries should be discussed with colleagues.

In terms of benefits, culture (27%) is deemed far more important than remuneration (18%) when working for a company.

Mobile and personalisation are major trends to watch out for in media sales this year.

50/50

even gender split with male and females working in the sector

27%

of respondents deemed culture far more important than remuneration (18%) when working for a company



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Job title	Salary Average	Salary Min-Max
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Media Sales

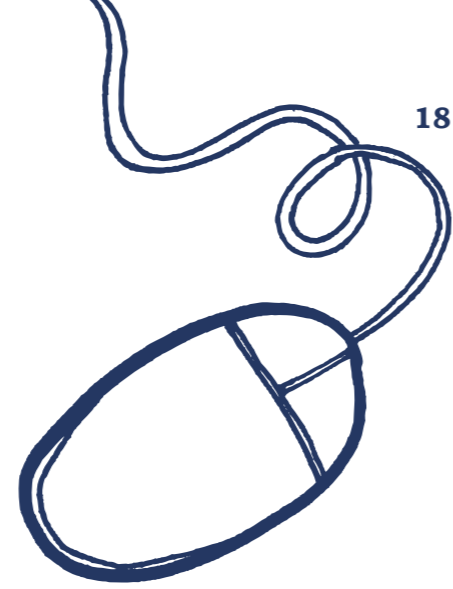
Graduate	£19,000	£18,000 - £23,000
Sales Executive	£23,000	£20,000 - £25,000
Senior Sales Executive	£25,000	£23,000 - £28,000
Sales Manager/Ad Director	£50,000	£35,000 - £60,000
Sales Director	£70,000	£60,000 - £95,000
Head of Sales/ Commercial Director	£75,000	£60,000 - £100,000
Publisher	£80,000	£75,000 - £120,000

Job title	Salary Average	Salary Min-Max
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Digital Sales

Graduate	£22,000	£18,000 - £24,000
Account Executive	£27,000	£25,000 - £29,000
Senior Account Executive	£35,000	£30,000 - £40,000
Account Manager	£40,000	£35,000 - £45,000
Account Director	£60,000	£45,000 - £85,000
Commercial Director	£70,000	£65,000 - £80,000
Country Manager	£100,000	£82,000 - £120,000

DIGITAL MARKETING



There's a healthy balance of men and women working in digital marketing, with a nearly 50/50 split.

There are larger than average budgets in this sector /specialism, with almost a third of our respondents owning a budget of £1 million-plus for their organisation.

Nearly a quarter of respondents salaries rose by more than 10% last year.

Discretion is widespread in digital marketing with 85% choosing not to discuss salary with their colleagues.

Optimism is high in digital, with 43% having a greater confidence in the job market this year.

20% work from home on a regular basis with a further 20% doing it ad-hoc.

A pension scheme is highly rated as a benefit for digital, compared to other specialisms.

'Remuneration' and 'limited career progression' are the biggest reasons for digital specialists looking to move jobs.

Our respondents predicted that in 2016 that mobile optimisation, wearable technology and the Internet of Things (IoT) will have the most impact on digital marketing.

Social media in 2016 will impact digital marketing mainly through the fact that big data will get even bigger and users' privacy concerns will hit an all-time high.

60% of respondents said that social video will not be an effective alternative to adwords and Facebook advertising.

50/50

even gender split with male and females working in the sector

43%

of respondents reported having a greater confidence in the job market this year



Contact:

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Job title	Salary Average	Salary Min-Max
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Permanent

Online Marketing Executive	£28,000	£23,000 - £38,000
Online Marketing Manager E-commerce	£48,000	£32,000 - £65,000
Manager	£50,000	£35,000 - £55,000
Digital Marketing Manager	£50,000	£35,000 - £62,000
Head of Digital/Online	£70,000	£41,000 - £83,000
Head of E-commerce	£85,000	£75,000 - £120,000
Director of Online/E-com	£95,000	£85,000 - £150,000

CRM

CRM Executive	£28,000	£22,000 - £32,000
CRM Manager	£45,000	£35,000 - £65,000
CRM Account Director	£60,000	£55,000 - £70,000
Head of CRM	£80,000	£70,000 - £90,000

Job title	Salary Average	Salary Min-Max
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PPC

PPC Executive	£25,000	£23,000 - £30,000
PPC Manager	£37,000	£35,000 - £41,000
Search Account Manager	£45,000	£41,000 - £53,000
Head of PPC/Search	£70,000	£65,000 - £100,000

SEO

SEO Executive	£26,000	£20,000 - £28,000
SEO Manager	£40,000	£35,000 - £45,000
SEO Account Director	£50,000	£40,000 - £60,000
Head of SEO	£68,000	£60,000 - £90,000

CONTENT, EDITORIAL & SOCIAL

Most respondents (nearly 60%) work in a large business of more than 200 employees.

The demand for talented content, editorial and social professions is reflected in salaries, with well over a quarter of respondents receiving a pay rise over 10% in 2015, and a further 6% receiving a rise of more than 25%, therefore bucking the market averages.

35% have a greater confidence in the job market this year, with half of respondents believing that market will be more buoyant in 2016.

A greater holiday allowance is the most important benefit for content people, with nearly three quarters citing it as a desired benefit, closely followed by a bonus.

In terms of trends, 30% believe interactive content will emerge and feature prominently in 2016.

In terms of platforms, Instagram is cited as the most important platform in 2016 (32%) over Facebook (26%) and Twitter (25%).

Job satisfaction is high for content people with 75% feeling satisfied in their current role.

Among the top trends for 2016 will be the emergence of publishing options from social media.

Almost

60%

of respondents work in a large business of more than 200 employees

35%

of respondents reported having a greater confidence in the job market this year



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Job title	Salary Average	Salary Min-Max
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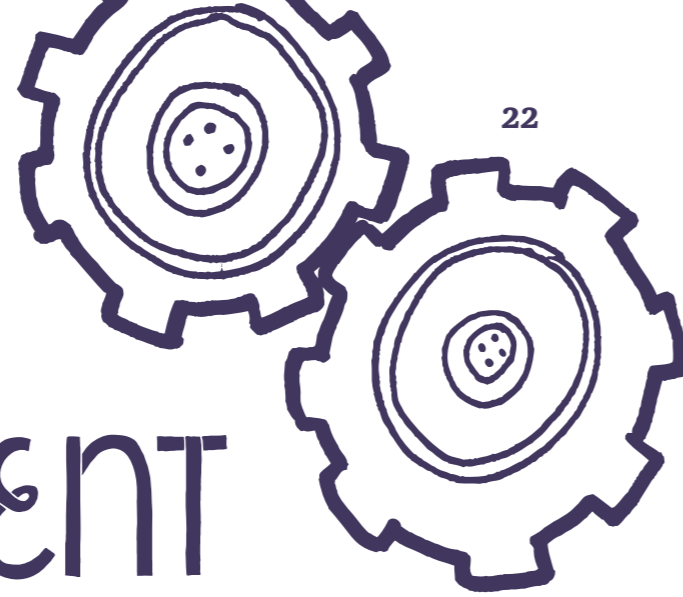
Permanent

Proofreader	£32,000	£25,000 - £35,000
Sub-Editor	£30,000	£27,000 - £35,000
Editor	£38,000	£28,000 - £42,000
Junior Copywriter	£22,000	£20,000 - £25,000
Mid-Level Copywriter	£35,000	£30,000 - £40,000
Senior Copywriter	£45,000	£35,000 - £55,000
Head of Copy	£65,000	£55,000 - £80,000
Content Manager	£40,000	£30,000 - £55,000
Content Strategist	£45,000	£35,000 - £60,000
Community Manager	£30,000	£25,000 - £35,000
Social Media Manager	£35,000	£25,000 - £55,000
Social Media Strategist	£60,000	£45,000 - £75,000
Head of Social	£70,000	£65,000 - £100,000

Job title	Day Rate Average	Day Rate Min-Max
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Freelance

Proofreader	£175	£150 - £225
Sub-Editor	£180	£170 - £200
Editor	£200	£150 - £250
Junior Copywriter	£160	£150 - £175
Mid-Level Copywriter	£250	£200 - £275
Senior Copywriter	£350	£280 - £400
Head of Copy	£350	£300 - £400
Content Manager	£250	£200 - £300
Content Strategist	£400	£300 - £500
Community Manager	£200	£150 - £250
Social Media Manager	£250	£200 - £300
Social Media Strategist	£400	£300 - £450



BUSINESS DEVELOPMENT

Most of our respondents (48%) generally work an average of 41-50 hours a week. On average this is slightly higher than other disciplines.

74% of our respondents received a bonus this year, which isn't surprising as BD roles are usually commission and bonus-based.

Salaries increased quite substantially this year, with a quarter of salaries rising by more than 10%, and 11% of salaries increasing by over 25%.

Most Business Development candidates (82%) do not discuss their salary with colleagues, but nearly 40% think it is acceptable to do so (which is similar in other disciplines). This highlights the belief that there should be more transparency in talking openly about salaries.

Confidence in the jobs market has increased for 2016, with 42% of candidates feeling more optimistic in the BD market generally this year.

18% of respondents moved companies / jobs last year and 20% received an internal promotion.

Bonus is the most important benefit, but usually because this is a core part of a BD role. This is closely followed by a good work-life balance for nearly a third of respondents.

There will be a trend towards consolidation of data and better use of it to drive additional insights.

Competition will increase among agencies as lines are blurred between skill sets and specialisms.



of respondents received a bonus this year



of respondents moved companies/jobs last year



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Job title	Salary Average	Salary Min-Max
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Permanent

Business Development Executive	£25,000	£23,000 - £28,000
Business Development Manager	£40,000	£30,000 - £45,000
Senior Business Development Manager	£55,000	£45,000 - £55,000
Business Development Director	£65,000	£55,000 - £80,000
Head of Department	£95,000	£83,000 - £120,000+

Job title	Day Rate Average	Day Rate Min-Max
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Freelance

Business Development Executive	£170	£130 - £200
Business Development Manager	£250	£200 - £300
Senior Business Development Manager	£320	£270 - £400
Business Dev Director / Head of Department	-	£400+

PUBLIC RELATIONS (PR)



PR is renowned for being very female-dominated and shows from our respondents, with only a quarter of our respondents being male.

Hours are longer in PR, especially agency side, with 10% working over 50 hours a week, and the majority working between 42 and 50.

Over a quarter of our respondents received a pay rise of over 10%, which correlates with the candidate shortages in PR and the reward for good people. This is further proven by 35% having received a counter-offer.

PR people are sensitive about divulging their salaries, with only a quarter discussing it with colleagues (far less than other specialisms). 35% have received a promotion in the last year.

Bonus is the most important benefit over flexible working, which is more important for some industries / specialisms.

Content marketing is an important part for around 20% of respondents, with 42% involved at a moderate level.

Those who are looking to leave their roles wish to do so because there is limited career progression or they have lost interest. This shows the importance of career planning and companies providing interesting work for employees in order to retain their staff.

In 2016 there will be a shift in PR towards more integration with digital marketing and social media as the industry becomes more social-centric. There will also be a constant battle to reach Gen Z and Millennials.

Interestingly, most respondents would add content and social as a new skill to their portfolios in 2016.

Over a quarter of our respondents received a

10%

or more pay rise, which correlates with the candidate shortages in PR and the reward for good people

35%

of respondents received a counter-offer last year



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Samantha McHarg-Sharp
PR

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Job title	Salary Average	Salary Min-Max
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Permanent

Account Executive	£23,000	£20,000 - £26,000
Senior Account Executive	£28,000	£23,000 - £32,000
Account Manager	£32,000	£26,000 - £35,000
Senior Account Manager	£38,000	£32,000 - £44,000
Account Director	£42,000	£38,000 - £47,000
Senior Account Director	£53,000	£44,000 - £62,000
Associate Director	£68,000	£59,000 - £77,000
Director	£75,000	£65,000 - £85,000

In-House Perm

Press Assistant / Comms Assistant	£23,000	£20,000 - £26,000
Press Officer / Comms Executive	£30,000	£23,000 - £40,000
Senior Press Officer	£38,000	£34,000 - £41,000
PR Manager / Comms Manager	£45,000	£32,000 - £59,000
Senior PR Manager / Senior Comms Manager	£51,000	£44,000 - £59,000
Head of PR / Head of Comms	£83,000	£68,000 - £95,000
Director of PR / Director of Comms	£100,000	£95,000 - £120,000

Job title	Day Rate Average	Day Rate Min-Max
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Freelance

Press Assistant / Comms Assistant	£90	£80 - £100
Press Officer / Comms Executive	£115	£100 - £130
Senior Press Officer	£165	£150 - £180
PR Manager / Comms Manager	£220	£190 - £250
Senior PR Mngr / Senior Comms Manager	£295	£280 - £310
Head of PR / Head of Comms	£355	£340 - £370
Director of PR / Director of Comms	£500	£450 - £550
Account Executive	£115	£100 - £130
Senior Account Executive	£135	£120 - £150
Account Manager	£165	£150 - £180
Senior Account Manager	£200	£180 - £220
Account Director	£235	£220 - £250
Senior Account Director	£385	£250 - £520
Associate Director	£143	£340 - £550
Director	-	£550 +

EXPERIENTIAL & EVENTS

A quarter of respondents salaries increased by more than 10%, with a further 7% increased more than 25% in conjunction with a promotion.

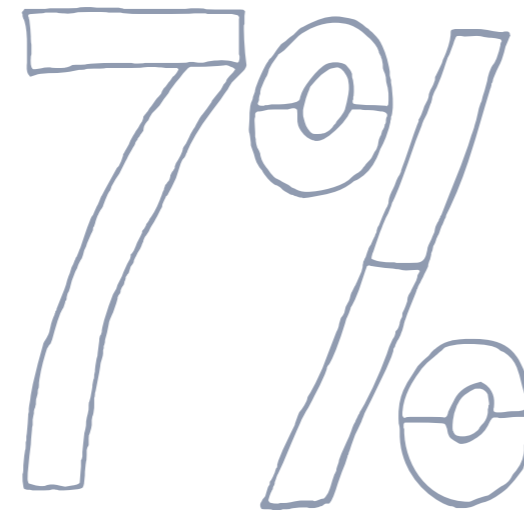
Nearly half of all respondents received a pay rise over 5%.

Optimism is high in experiential with nearly half feeling more confident in the job market this year, likely due to the increase in demand for experiential projects.

20% moved jobs in experiential last year and received a promotion as part of the process.

Job satisfaction is extremely high, with over 75% of respondents feeling satisfied in their jobs.

In experiential and events there will be a focus on more immersive displays with the use of VR technology.



of respondents salaries increased more than 25% in conjunction with a promotion



of respondents reported feeling satisfied in their jobs



Contact:

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Job title	Salary Average	Salary Min-Max
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Permanent

Graduate	£18,000	£16,000 - £22,000
Account Executive	£21,000	£20,000 - £23,000
Senior Account Executive	£23,000	£20,000 - £26,000
Event Coordinator	£23,000	£20,000 - £25,000
Account Manager	£30,000	£26,000 - £35,000
Event Manager	£32,000	£29,000 - £35,000
Senior Account Manager	£39,000	£38,000 - £41,000
Senior Event Manager	£38,000	£35,000 - £40,000
Production Manager	£35,000	£28,000 - £41,000
Producer	£41,000	£35,000 - £47,000
Account Director	£52,000	£41,000 - £68,000
Head of Production	£59,000	£50,000 - £68,000
Senior Account Director	£65,000	£55,000 - £74,000
Client Services Director	£72,000	£65,000 - £85,000
Head of Department	£90,000	£80,000 - £100,000
Managing Director	£100,000	£95,000 - £120,000

Job title	Day Rate Average	Day Rate Min-Max
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Freelance

Graduate	£90	£80 - £105
Account Executive	£110	£90 - £120
Event Coordinator	£180	£150 - £220
Account Manager	£175	£150 - £200
Event Manager	£225	£200 - £250
Senior Account Manager	£250	£200 - £300
Senior Event Manager	£300	£280 - £310
Production Manager	£355	£340 - £370
Producer	£300	£250 - £350
Account Director	£300	£250 - £350
Head of Production	£350	£300 - £400
Senior Account Director	£300	£250 - £400

RESEARCH & INSIGHT



Research and insight folk are highly educated, with nearly half of respondents having achieved a Master's degree.

Showing the importance and high regard of the R&I function, a significant 35% of respondents were promoted last year.

Flexible working was deemed the most important benefit for nearly half of respondents, followed by a bonus, and least important was gym membership.

The most favoured way to find a job is through a recruiter, with over half of respondents citing this as their preferred method.

Confidence in the job market remains modest with most (73%) having the same levels of confidence as last year and 20% having increased confidence.

Respondents believe there will be a focus on drawing insights from multiple sources - research data, passive monitoring, neuroscience, biometrics and analytics.

There will be a growth in the use of quick and 'dirty' research via phone apps as technologies develop.

35%

of respondents were promoted last year

73%

of respondents have the same levels of confidence as last year, with 20% of respondents more confident



Contact:

Ollie Salisbury-Higgs
Research & Insight

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Job title	Salary Average	Salary Min-Max
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Permanent

Research Executive	£24,000	£20,000 - £29,000
Senior Research Executive	£32,000	£29,000 - £35,000
Research Manager	£38,000	£32,000 - £44,000
Associate Director	£50,000	£41,000 - £59,000
Research Director	£67,000	£59,000 - £74,000
Head of Research	£92,000	£83,000 - £100,000

Job title	Day Rate Average	Day Rate Min-Max
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Freelance

Research Executive	£145	£130 - £160
Senior Research Executive	£330	£300 - £370
Research Manager	£385	£370 - £400
Associate Director	£320	£310 - £340
Research Director	£330	£250 - £400
Head of Research	£420	£340 - £500

CLIENTSIDE MARKETING

Marketing, like PR, also seems heavily dominated by women, with three quarters of our sample being female.

The respondents are highly educated with nearly 90% having achieved a degree, Master's, or postgraduate diploma.

Branding and communications are the broadest specialisms of our respondents.

Less than a quarter received a pay rise of more than 10%.

30% of our sample of marketers work from home, showing the flexibility particularly around project-based work.

20% received an internal promotion last year.

Three quarters of respondents are largely satisfied in their roles and those who are looking to leave wish to do so for improved remuneration potential and limited existing career prospects.

In 2016 the main trend in marketing will be personalisation. This is already evident with new campaigns focusing on personalised content through mobile and social.

The majority of respondents agreed that social media will be the most used marketing

75%

of respondents were female, suggesting that Marketing, like PR is heavily dominated by women

30%

of respondents currently work from home, showing the flexibility particularly around project-based work



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Clientside Marketing

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Job title	Salary Average	Salary Min-Max
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Permanent

Marketing Assistant	£22,000	£20,000 - £26,000
Marketing Executive	£27,000	£23,000 - £32,000
Senior Marketing Executive	£32,000	£29,000 - £35,000
Brand Manager	£40,000	£32,000 - £53,000
Marketing Manager	£40,000	£32,000 - £53,000
Campaign Manager	£40,000	£32,000 - £53,000
Senior Marketing Manager	£65,000	£50,000 - £77,000
Head of Marketing	£70,000	£50,000 - £80,000
Head of Brand	£72,000	£60,000 - £80,000
Marketing Director	£95,000	£85,000 - £100,000+

Job title	Day Rate Average	Day Rate Min-Max
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Freelance

Marketing Assistant	£100	£80 - £120
Marketing Executive	£120	£100 - £140
Brand Manager	£200	£190 - £220
Marketing Manager	£225	£200 - £250
Campaign Manager	£230	£220 - £250
Senior Marketing Manager	£250	£220 - £280
Head of Marketing	£275	£250 - £300
Head of Brand	£325	£300 - £350
Marketing Director	£420	£350 - £500

CREATIVE SERVICES

According to our responses, gender is evenly split in creative services.

Respondents are largely from an agency background (75%).

20% of salaries rose by more than 10% last year, with 32% of respondents not receiving a rise.

Nearly 20% of our sample moved companies for a promotion.

18% see their career progressing to clientside and 15% are contemplating starting their own company.

Over half of the respondents cited their preferred way for finding a job as through a recruiter.

The reason cited most for wanting to leave a job is limited career progression in their current role.



75%

of respondents are from an agency background

15%

of respondents are contemplating starting their own company



Permanent Contact:

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Freelance Contact:

Cara Murphy
Creative Services

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020 7845 7261

Job title	Salary Average	Salary Min-Max
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Perm Integrated/Print

Junior PM/Producer	£23,000	£20,000 - £30,000
Midweight PM/Producer	£35,000	£30,000 - £45,000
Senior PM/Producer	£52,000	£45,000 - £60,000
Resource/Traffic Manager	£30,000	£25,000 - £35,000
Senior Resource/Traffic Manager	£40,000	£35,000 - £50,000
Studio Manager	£37,000	£35,000 - £45,000
Head of Project Management/CSD	£85,000	£70,000 - £100,000

Perm Digital

Junior PM/Producer	£23,000	£20,000 - £30,000
Midweight PM/Producer	£35,000	£30,000 - £45,000
Senior PM/Producer	£50,000	£45,000 - £55,000
Resource/Traffic Manager	£40,000	£35,000 - £50,000
Senior Resource/Traffic Manager	£62,000	£50,000 - £70,000
Studio Manager	£40,000	£35,000 - £45,000
Creative Service Manager	£55,000	£45,000 - £65,000
Head of Project Management/CSD	£70,000	£55,000 - £90,000
Operations Director	£95,000	£90,000 - £100,000

Job title	Day Rate Average	Day Rate Min-Max
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Freelance

Junior PM/Producer	£180	£150 - £200
Midweight PM/Producer	£220	£200 - £250
Senior PM/Producer	£280	£250 - £300
Resource/Traffic Manager	£280	£250 - £300
Senior Resource/Traffic Manager	£275	£250 - £300
Studio Manager	£280	£250 - £300
Creative Service Manager	£320	£280 - £350
Head of Project Management/CSD	£350	£350 +

STUDIO

60% of salaries stayed the same in 2016, with 16% rising more than 10%.

For permanent studio workers a bonus is the most important benefit followed closely by a pension scheme.

2016 will see media sales moving towards more outsourcing through global hubs with shorter turnarounds.

Respondents feel that the focus for 2016 will be big, bold & simple.

44% favour finding a new job through a recruiter followed by a referral or recommendation.

Satisfaction is high in studio workers with over 70% feeling largely satisfied in their current role.

60%

of respondents salaries stayed exactly the same

70%

of respondents reported feeling largely satisfied in their current role



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Studio

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Job title	Salary Average	Salary Min-Max
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Permanent

Junior Artworker	£20,000	£18,000 - £23,000
Midweight Artworker	£27,000	£23,000 - £35,000
Senior Artworker	£40,000	£38,000 - £48,000
Retoucher	£35,000	£25,000 - £35,000
High-end Retoucher	£45,000	£40,000 - £55,000
3D Visualiser	£40,000	£35,000 - £50,000

Job title	Day Rate Average	Day Rate Min-Max
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Freelance

Junior Artworker	£135	£120 - £150
Midweight Artworker	£170	£160 - £190
Senior Artworker	£230	£220 - £250
Retoucher	£270	£250 - £280
High-end Retoucher	£300	£280 - £310
3D Visualiser	£300	£280 - £310
Marker Visualiser	£350	£300 - £400

PLANNING & STRATEGY



Nearly 40% of planning and strategy people have achieved an MBA or Master's degree, showing significantly higher education levels over other professions.

Most respondents (well over half) work for an agency that is classified as 'integrated'.

Over half work between 41-50 hours a week, which is generally longer hours than other disciplines.

Over a quarter of respondents salaries rose more than 10%, which shows the importance placed on planning / strategy roles.

Optimism is high, with nearly half of respondents feeling more optimism for the job market in 2016.

Bonuses and flexible working are the most important benefits with over half of respondents rating them equally the most desired benefit.

Of those looking to leave their jobs, 'limited career progression' is the reason most cited for wanting to leave, followed by 'culture'.

Providing strategy alone may fall short, and clients will be looking for partners who can help them activate and embed their purpose so that the whole organisation can deliver the brand in the best possible way.

There will be a focus on customer experience, omni-channel and maximising customer value.

Nearly

40%

of respondents have a achieved an MBA or Master's degree, showing significantly higher education levels over other professions



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Job title	Salary Average	Salary Min-Max
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Permanent

Junior Planner	£23,000	£20,000 - £26,000
Planner	£30,000	£26,000 - £35,000
Midweight Planner	£38,000	£32,000 - £44,000
Senior Planner	£60,000	£50,000 - £75,000
Planning Director	£85,000	£75,000 - £10,0000
Head of Planning	-	£100,000+

Job title	Day Rate Average	Day Rate Min-Max
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Freelance

Planner	£200	£190 - £220
Midweight Planner	£250	£220 - £370
Senior Planner	£300	£250 - £350
Planning Director	£450	£430 - £550
Head of Planning	-	£550 +

TECHNOLOGY & UX

From our sample, over 85% of the respondents were male, clearly highlighting the preference for males to follow tech as a career.

Flexible working is highly sought after for most as a benefit, with gym membership the least important.

Demand for good technical and UX people has pushed salaries up by more than 10% for a quarter of respondents.

In 2016 the most prominent technologies and frameworks are predicted to be Angular / Node.js.

Tech unsurprisingly shows great flexibility for working from home with 30% doing it regularly and a further 20% on an ad-hoc basis.

Respondents believe most companies in 2016 will be using node.js, react.

Tech people like social media, with over half the sample using Twitter.

Twitter and GitHub are the favourite networks for Tech and UX professionals at the moment.



85%

of respondents were male, clearly highlighting the preference for males to follow tech as a career

30%

of respondents regularly work from home, and a further 20% on an ad-hoc basis



Contact:

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Job title	Salary Average	Salary Min-Max
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Permanent

Tech

Front-end Developer	£35,000	£30,000 - £45,000
Senior Front-end Developer	£55,000	£53,000 - £60,000
Android Developer	£50,000	£40,000 - £70,000
iOS Developer	£50,000	£40,000 - £60,000
CTO	£100,000	£80,000 - £120,000

UX

UX Designer	£40,000	£35,000 - £50,000
UX Architect	£50,000	£40,000 - £60,000
Lead UX Designer	£60,000	£50,000 - £75,000
Head of UX	£85,000	£70,000 - £100,000

Big Data

Engineers	£60,000	£60,000 - £70,000
Architects	£70,000	£60,000 - £80,000
Data Scientist	£60,000	£55,000 - £65,000
Devops	£58,000	£50,000 - £65,000

Job title	Day Rate Average	Day Rate Min-Max
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Contract

Tech

Front-end Developer	£400	£350 - £450
Senior Front-end Developer	£450	£400 - £500
Android Developer	£400	£350 - £450
iOS Developer	£400	£350 - £500

UX

UX Designer	£300	£250 - £350
UX Architect	£400	£350 - £500
Lead UX Designer	£450	£400 - £500

Big Data

Engineers	£500	£450 - £550
Architects	£600	£550 - £650
Data Scientist	£500	£450 - £550
Devops	£450	£400 - £500

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SALARY SURVEY 2016

ABOUT THE SURVEY

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. For full information on specific job roles, visit:

www.majorplayers.co.uk/jobs or call: **020 7836 4041**