

ARE YOU GETTING PAID AS LOW?

UNDER PAID OR OVER PAID? FIND OUT THIS AND MORE WITH OUR NEW REDSOFA SALARY SURVEY.

redsofa

Seventy

OVERVIEW

AS WITH THE ECONOMY, SALARIES IN THE ADVERTISING WORLD ARE EXPERIENCING A GENTLE RECOVERY. THE AVERAGE RISE OVER THE LAST YEAR HAS BEEN THREE TO FIVE PERCENT. CERTAIN SECTORS, HOWEVER, ARE BUCKING THE TREND. UX IS BOOMING AND EVEN THOUGH THE PERMANENT JOB MARKET IS FIRING, FREELANCE REMAINS EXTREMELY BUOYANT. FOR THE SECOND YEAR RUNNING, CREATIVE SALARIES HAVE REMAINED STATIC; THE EXCEPTION TO THIS IS MIDDLE WEIGHTS, WHERE THE SHORTAGE OF CANDIDATES HAS PUSHED UP PAY.

ANYWAY HAVE A GOOD LOOK WHERE YOU STAND. IF YOU'RE OVERPAID, DESTROY THIS SURVEY AND IF YOU'RE UNDERPAID, YOU KNOW WHICH RECRUITMENT AGENCY TO CONTACT (www.redsofalondon.co.uk).



TECHNICAL

TITLE	PERMANENT	FREELANCE
Head of Development	£80k-£100k	£350-£500
Technical Director	£55k-£75k	£350-£500
Head of Creative Technology	£65k-£85k	£300-£500
Senior Creative Technologist	£45k-£55k	£350-£450
Mid-weight Creative Technologist	£35k-£45k	£250-£350
Junior Creative Technologist	£25k-£35k	£150-£250
Technical Lead	£50k-£65k	£350-£400
Development Consultant	£45k-£60k	£350-£450
Technical Project Manager	£40k-£65k	£250-£450
Mobile Developer	£30k-£55k	£300-£450
Java Technical Architect	£50k-£75k	£350-£500+
Senior Java Developer	£55k-£70k	£375-£500
Java Developer	£45k-£55k	£300-£400
Senior Front End Developer	£45k-£60k	£350-£400
Mid-weight Front End Developer	£30k-£40k	£250-£300
Junior Front End Developer	£20k-£30k	£150-£250
Senior Back End Developer	£45k-£50k	£300-£400
Mid-weight Back End Developer	£35k-£45k	£250-£350
Junior Back End Developer	£20k-£30k	£150-£250
Lead QA Tester	£50k-£55k	£350-£400
QA Analyst	£30k-£40k	£250-£350

UX

TITLE	PERMANENT	FREELANCE
Junior UX	£25k-£32k	£150-£300
Mid-weight UX	£32k-£45k	£300-£375
Senior UX	£45k-£60k	£375-£425
Lead UX	£65k-£80k	£400-£500
Head of UX	£80k-£100k	£500-£600
Director of UX	£100k+	£600+

ONLINE MARKETING

TITLE	PERMANENT	FREELANCE
Head of Sales and Marketing	£60k-£100k+	£350-£500+
Head of Ecommerce	£75k-£100k+	£350-£500+
Digital /Online Marketing Manager	£35k-£60k	£200-£280
Digital/Online Marketing Executive	£25k-£35k	£150-£200
Web Content Strategist	£65k-£75k	£380-£450
Web Content Manager	£40k-£50k	£250-£325
Web Content Editor / Producer	£30k-£38k	£180-£250
Social Media / Community Manager	£30k-£40k	£180-£250
Head Of PPC	£55k-£60k	n/a
Head Of SEO	£55k-£60k	n/a
Digital Media Planner	£35k-£38k	n/a
Client Service Account Manager	£35k-£40k	n/a
Client Services Account Director	£45k-£50k	n/a
Digital Account Director	£45k-£50k	n/a
Display Account Manager	£35k-£40k	n/a
Optimiser / Trader - RTB	£35k-£45k	n/a
Ad Operations Manager	£50k+	n/a
Ad Operations Executive	£25k-£28k	n/a
Social Media Account Director	£40k-£45k	n/a
Social Media Account Manager	£30k-£35k	n/a
Social Media Executive	£25k-£27k	n/a
SEO Account Director	£40k-£45k	n/a
SEO Account Manager	£27k-£35k	n/a
SEO Executive	£22k-£25k	n/a
Search Manager	£40k-£45k	n/a
PPC Account Director	£45k-£50k	n/a
PPC Account Manager	£27k-£35k	n/a
PPC Executive	£22k-£25k	n/a

ATL/INTEGRATED ACCOUNT MANAGEMENT

TITLE	PERMANENT	FREELANCE
Managing Director	£140k+	n/a
Client Services Director	£75k-£150k	£450+
Group Account Director	£60k-£80k	£350+
Senior Account Director	£50k-£60k	£300+
Account Director	£40k-£50k	£200+
Senior Account Manager	£35k-£40k	£170+
Account Manager	£25k-£32k	£120+
Senior Account Executive	£22k-£25k	£100+
Account Executive	£20k-£22k	£80+

STRATEGY

TITLE	PERMANENT	FREELANCE
Head of Planning / Strategy	£90k-£150k+	£500-£1,000+
Planning / Strategy Director	£70k-£100k	£400-£750
Senior Planner / Strategist	£50k-£75k	£350-£450
Planner / Strategist	£30k-£50k	£225-£300
Research Analyst / Junior Planner	£25k-£35k	£150-£200
Data Planning Director	£60k-£80k	£300-£450
Senior Data Planner	£30k-£50k	£225-£300
Data Planner	£25k-£35k	£150-£200

DIGITAL CREATIVE

TITLE	PERMANENT	FREELANCE
Executive Creative Director	£100k-£200k+	£500-£1,000+
Creative Director	£75k-£150k	£350-£500+
Associate Creative Director	£65k-£85k	£350-£500
Design Director	£55k-£85k	£300-£400
Creative Director Team	£75k-£110k	£500-£700
Creative Group Head Team	£55k-£70k	£400-£550
Senior Team	£45k-£65k	£400-£550
Mid-weight Team	£30k-£45k	£250-£300
Junior Team	£20k-£25k	£150-£200
Senior Art Director	£45k-£65k	£300-£400
Mid-weight Art Director	£25k-£35k	£250-£300
Junior Art Director	£18k-£25k	£150-£200
Head of Copy	£50k-£85k	£350-£400
Senior Copywriter	£45k-£65k	£250-£350
Mid-weight Copywriter	£30k-£40k	£200-£300
Junior Copywriter	£18k-£25k	£150-£200
Senior Designer	£45k-£55k	£250-£300
Motion Designer	£25k-£45k	£200-£300
Mid-weight Designer	£30k-£40k	£200-£250
Junior Designer	£18k-£25k	£100-£200
Game artist	£30k-£40k	£180-£200
UI Designer	£35k-£55k	£250-£350
Mobile Designer	£45k-£55k	£250-£300

PROJECT MANAGEMENT/ PRODUCTION

TITLE	PERMANENT	FREELANCE
Operations Director	£85k+	£450+
Head of Project Management/CSD	£70k-£120k+	£400-£500
Project Director	£60k-£70k	£300-£400
Senior Project Manager	£45k-£60k	£250-£300
Project Manager	£38k-£45k	£200-£250
Junior Project Manager	£21k-£30k	£150-£180
Creative Resource Manager	£40k-£45k	£200-£250
Senior Resource/Traffic Manager/Director	£45k-£65k	£250-£350
Resource/Traffic Manager	£30k-£45k	£200-£250
Senior Content/Video Producer	£45k-£60k	£275-£350
Mid-Weight Content/Video Producer	£30k-£40k	£200-£250
Junior Content/Video Producer	£22k-£27k	£150-£200

DIGITAL PROJECT MANAGEMENT/PRODUCTION

TITLE	PERMANENT	FREELANCE
Operations Director	£80k +	£450+
Head of Project Management/CSD	£70k-£120k+	£400-£500
Project Director	£60k-£80k	£350-£400
Senior Project Manager	£45k-£60k	£275-£350
Project Manager	£35k-£45k	£200-£275
Junior Project Manager	£22k-£30k	£120-£180
Senior Resource/Traffic Manager/Director	£45k-£65k	£250-£350
Resource/Traffic Manager	£24k-£45k	£200-£250

ATL/INTEGRATED CREATIVE

TITLE	PERMANENT	FREELANCE
Executive Creative Director	£100k-£200k+	£500-£1,000+
Creative Director	£75k-£150k	£350-£500+
Associate Creative Director	£65k-£85k	£350-£500
Head of Art	£60k-£150k	£350-£500+
Design Director	£55k-£85k	£300-£400
Creative Director Team	£75k-£110k	£500-£700
Creative Group Head Team	£55k-£70k	£400-£550
Senior Team	£50k-£65k	£350-£550
Mid-weight Team	£30k-£45k	£250-£300
Junior Team	£20k-£25k	£150-£200
Senior Art Director	£45k-£65k	£300-£400
Mid-weight Art Director	£30k-£45k	£200-£300
Junior Art Director	£20k-£25k	£150-£200
Head of Copy	£50k-£85k	£350-£400
Senior Copywriter	£45k-£65k	£300-£450
Mid-weight Copywriter	£30k-£45k	£200-£300
Junior Copywriter	£20k-£25k	£150-£200
Placement Team	£110-£200 p/w	n/a
Senior Designer	£40k-£55k	£250-£300
Midweight Designer	£30k-£40k	£200-£250
Junior Designer	£20k-£28k	£100-£150

BUSINESS DEVELOPMENT

TITLE	PERMANENT	FREELANCE
Director	£60k-£90k	n/a
Manager	£35k-£55k	n/a

CREATIVE ARTWORKERS/ RETOUCHERS

TITLE	PERMANENT	FREELANCE
Senior Creative Artworker	£35k-£40k	£25-£27 p/hr
Mid-weight Creative Artworker	£30k-£35k	£22-£25 p/hr
Junior Creative Artworker	£18k-£25k	£20 p/hr
Senior Retoucher	£45k+	£35 p/hr
Mid-weight Retoucher	£35k-£45k	£30 p/hr
Junior Retoucher	£25k-£30k	£25 p/hr
Senior Visualiser	£35k-£50k	£35 p/hr
Proofreaders	n/a	£20-£30 p/hr

PRINT/BRANDING DESIGNERS

TITLE	PERMANENT	FREELANCE
Creative Director	£70k-£120k	£350+
Design Director	£50k-£65k	£300-£350
Senior Designer	£40k-£50k+	£250-£300
Mid-weight Designer	£30k-£38k	£200-£250
Junior Designer	£22k-£26k	£100-£150