

are you sitting down?

Over the last year salaries in the advertising and media world have remained steady. Bucking the trend, freelance workers have enjoyed a modest increase in their day rates.

Unlike the last few years UX salaries have seen little change. Creative is the area where pay is coming under most pressure, as always though serious talent is always in high demand. Have a good look where you stand on this survey. If you're overpaid, delete or destroy this document immediately. If you're underpaid we don't have to tell you where to come.

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	£30 - £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
Video Editor	£30k - £45k	£250 - £350

TECHNICAL

TITLE	PERMANENT	FREELANCE
CTO	£100k+	£500+
Head of Development	£80k - £100k	£350 - £500
Technical Director	£55k - £95k	£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 - £75k	£350 - £400
Development Consultant	£45k - £60k	£350 - £450
Technical Project Manager	£40k - £65k	£250 - £450
Mobile Developer	£30k - £55k	£300 - £450
Java Technical Architect	£60k - £95k	£350 - £500+
Senior Java Developer	£55k - £80k	£375 - £500
Fullstack Developer	£30k - £75k	£300 - £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
Video Editor	£30k - £45k	£250 - £350

PROJECT MANAGEMENT / PRODUCTION

TITLE	PERMANENT	FREELANCE
Operations Director	£85+	£450+
Head of Project Management/CSD	£70k - £120k+	£400 - £500
Project Director	£60k - £70k	£350 - £450
Senior Project Manager	£45k - £60k	£300 - £350
Project Manager	£38k - £45k	£200 - £250
Junior Project Manager	£21k - £30k	£150 - £180
Creative Resource Manager	£40 - £45k	£200 - £300
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	£30 - £40k	£200 - £250
Junior Content/Video Producer	£22 - £27k	£150 - £200
Creative producer	£40 - £45k	£200 - £250
Senior Creative producer	£45k - £65k	£260-£350

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 - £450
Senior Project Manager	£50k - £60k	£300 - £400
Project Manager	£35k - £45k	£250 - £300
Junior Project Manager	£23k - £30k	£120 - £200
Senior Resource/Traffic Manager / Director	£45k - £65k	£250 - £350
Resource / Traffic Manager	£24k - £45k	£200 - £250

BRANDS/CLIENTSIDE

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
Scrum Master	£60k - £65k	£300 - £375
Product Manager	£50k - £60k	£300 - £375
Online Games Producer	£45k - £55k	£250 - £330
Web Content Manager	£40k - £50k	£250 - £325
Web Content Editor / Producer	£30k - £38k	£180 - £250
Mobile Producer	£35k - £45k	£275 - £325
Social Media / Community Manager	£30k - £40k	£180 - £250

CREATIVE ARTWORKERS / RETOUCHERS

TITLE	PERMANENT	FREELANCE
Senior Creative Artworker	£35k-£45k	£25-£30 p/hr
Mid-weight Creative Artworker	£30k-£35k	£22-£25 p/hr
Junior Creative Artworker	£18k-£25k	£20 p/hr
Senior Retoucher	£55k+	£35-£45 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	£75k-£120k+	£350+
Design Director	£50k-£70k	£300-£350
Senior Designer	£40k-£50k+	£250-£300
Mid-weight Designer	£30k-£38k	£200-£250
Junior Designer	£22k-£26k	£100-£150

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	£60k - £100k	£350 - £550
Mid-weight Team	£30k - £45k	£250 - £300
Junior Team	£18k - £25k	£150 - £200
Senior Art Director	£45k - £65k	£300 - £400
Mid-weight Art Director	£30k - £45k	£200 - £300
Junior Art Director	£18k - £25k	£150 - £200
Head of Copy	£50k - £85k	£350 - £400
Senior Copywriter	£45k - £75k	£300 - £450
Mid-weight Copywriter	£30k - £45k	£200 - £300
Junior Copywriter	£18k - £25k	£150 - £200
Placement Team	£110-200 p/w	
Senior Designer	£40k - £60k	£250 - £300
Midweight Designer	£30k - £45k	£200 - £250
Junior Designer	£20k - £28k	£100 - £150

3D DESIGNERS

TITLE	PERMANENT	FREELANCE
Creative Director	£75k-£120k+	£350+
Design Director	£50k-£70k	£300-£350
Senior Designer	£40k-£50k+	£250-£300
Mid-weight Designer	£30k-£38k	£200-£250
Junior Designer	£22k-£26k	£100-£150

UX / SERVICE DESIGN / DIGITAL PRODUCT

TITLE	PERMANENT	FREELANCE
UX Director / Head of UX	£80k - £120k	£600+
UX Lead	£70k - £80k	£550+
Senior UX Designer / Architect	£55k - £65k	£400+
Mid-Weight UX Designer / Architect	£37k - £50k	£300+
Junior UX Designer / Architect	£25k - £35k	£250+
Lead IxD	£70k - £80k	£500+
Senior IxD	£55k - £70k	£400+
Mid-Weight IxD	£45k - £55k	£300+
Junior IxD	£30k - £40k	£200+
Service Design Director / Head of Service Design	£80k - £100k	£550+
Lead Service Designer	£65k - £75k	£500+
Senior Service Designer	£60k - £70k	£450+
Mid-Weight Service Designer	£50k - £60k	£350+
UX Research Lead / Manager	£75k - £90k	£550+
Senior UX Researcher	£60k - £75k	£500+
Mid-Weight User Researcher	£45k - £55k	£350+
Junior UX Researcher	£30k - £40k	£250+
Product Director / Head of Product	£100k - £120k	£550+
Product Owner	£80k - £100k	£550+
Senior Product Manager	£65k - £80k	£400+
Product Manager	£50k - £65k	£350+

ACCOUNT HANDLING

TITLE	PERMANENT	FREELANCE
Managing Director	£100 +	n/a
Client Services Director	£80k - £120k	n/a
Group Account Director	£70k - £85k	£300-450
Senior Account Director	£55k - £65k	£270-400
Account Director	£45k - £55k	£230-350
Senior Account Manager	£35k - £40k	£200-300
Account Manager	£28k - £35k	£150-250
Senior Account Executive	£23k - £26k	n/a
Account Executive	£20k - £22k	n/a

STRATEGY

TITLE	PERMANENT	FREELANCE
Chief Strategy Director	£130+	£800+
Head of Planning / Strategy	£90k-£150k+	£500-£1,000+
Planning / Strategy Director	£70k-110k	£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

OFFICE SUPPORT

TITLE	PERMANENT	FREELANCE
Reception	£20k - £25k	£8 - £10
Personal Assistant	25k - 35k	£13-£16
Executive Assistant	28K - 45k	£14-£18
Administrator	18k - 30k	£12 - £15
Team Assistant	18k - 30k	£12 - £15
Office Manager	27k - 40k	£14 - £17
Office Assistant	18k - 25k	£12 - £14
Accounts Assistant	18k - 25k	£12 - £14
Finance Assistant	18k - 25k	£12 - £14
Payroll Coordinator	18k - 25k	£12 - £14
Financial Controller	40k - 70K	£18 - £30
PR Manager	40k - 80K	£18 - £30
Marketing Assistant	22k - 28K	£11 - £15
Marketing Manager	40k - 70K	£18 - £30

BUSINESS DEVELOPMENT

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

MARKETING

TITLE	PERMANENT	FREELANCE
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