

# Gabriele Skelton

Salary indicators for Account Management, Graphics and Digital  
June 2009

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### Salary Indicators

For fulltime and freelance staff within Graphic Design, Digital, Publishing,  
Integrated Communications and Account Management.

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## Senior Roles – Permanent (over £60K)

	<u>Low</u>	<u>Average</u>	<u>Higher</u>
<u>Managing Director</u>	£70k	£ 90-110k	£120k+
<u>Client Services Director</u>	£65 k	£75-80k	£ 85k+
<u>New Business Director</u>	£60 k	£70 k	£ 75k+
<u>Senior Consultant</u>	£60 k	£70k	£ 80-100k+
<u>Strategic Consultant</u>	£60k	£70 k	£ 90k+
<u>Technical Director</u>		£50-60k	£70k+
<u>Head of Digital</u>	£55k	£65k	£70k+
<u>Executive Creative Director</u>	£80k	£90-100k	£100k+
<u>Creative Director</u>	£60k	£65-75k	£80k+
<u>Creative Services Director</u>		£60k	£100k
<u>Production Director</u>		£60k	£100k
<u>Head of Copy</u>		£55-60k	£100k+

## Account Managers – Permanent

	<u>Low</u>	<u>Average</u>	<u>Higher</u>
<u>Project Administrator/ Graduate</u>	£18k	£20k	£22k
<u>Junior Project Manager</u>	£19k	£24k	£25k
<u>Midweight Project Manager</u>	£24k	£25-27k	£28k+
<u>Senior Project Manager</u>	£28k	£32-35k	£38-£40k
<u>Account Director</u>	£45k	£48-55k	£55-65k+
<u>Strategic Consultant - Senior</u>	£50k	£60k	£90k
<u>Senior Consultant</u>	£50k	£60-70k	£70k+
<u>New Business Manager (+ commission on top)</u>	£25k	£35k	£40k
<u>Senior New Business Manager</u>	£30k	£40-50k	£50-60k+
<u>New Business Director</u>	£50k	£60k	£60-80k+
<u>Others including Marketeers, Planners, Researchers etc</u>	<u>Dependent on the brief</u>		

For more information please contact Karina Beasley [karina@gabrieleskelton.com](mailto:karina@gabrieleskelton.com)

OR Michele Jacquesson [michele@gabrieleskelton.com](mailto:michele@gabrieleskelton.com)

## Account Managers – Freelance daily rates

	<u>Low</u>	<u>Average</u>	<u>High</u>
<u>Project Administrator</u>	£80	£100	£120
<u>Junior Project Manager</u>	£110	£120-130	£140+
<u>Midweight Project Manager</u>	£130	£140	£150+
<u>Senior Project Manager</u>	£150	£160-175	£200
<u>Account Director</u>	£180	£200-250	£270+
<u>Senior/Strategic Consultant</u>	£250	£300-450	£500+
<u>Dependent on brief</u>			

For an hourly rate, divide the day rate by 8

For more information please contact Karina Beasley [karina@gabrieleskelton.com](mailto:karina@gabrieleskelton.com)

OR Michele Jacquesson [michele@gabrieleskelton.com](mailto:michele@gabrieleskelton.com)

## Graphic Designers – Permanent

	<u>Low</u>	<u>Average</u>	<u>High</u>
<u>Graduate</u>	£16k	£17k	£18k
<u>Junior (1yr)</u>	£19k	£20k	£22k
<u>Midweight (3-4yrs)</u>	£23k	£26k	£28k
<u>Mid/Senior (4-5yrs)</u>	£28k	£30k	£32k
<u>Senior</u>	£32k	£35-38k	£44k
<u>Design Director/Group Head</u>	£42k	£48k	£60k
<u>Creative Director</u>	£60k	£65-75k	£80k+

For more information please contact:

Fiona Watson [fiona@gabrieleskelton.com](mailto:fiona@gabrieleskelton.com) or Peter Bobb [peter@gabrieleskelton.com](mailto:peter@gabrieleskelton.com)

## Graphic Designers – Freelance hourly rates

	<u>Low</u>	<u>Average</u>	<u>High</u>
<u>Junior</u>	£10	£15	£18
<u>Midweight</u>	£20	£23	£25
<u>Senior</u>	£23	£25-30	£35
<u>Creative Director</u>	£35	£35-40	£45+

For a day rate, multiply the hourly rate by 8

For more information please contact:

Peter Bobb [peter@gabrieleskelton.com](mailto:peter@gabrieleskelton.com)

## Artworkers – Permanent

	<u>Low</u>	<u>Average</u>	<u>High</u>
<u>Junior</u>	£19k	£18-24k	£24k
<u>Midweight</u>	£24k	£24-30k	£32.5k
<u>Senior</u>	£30k	£33-35k	£40-45k

For more information please contact Peter Bobb [peter@gabrieleskelton.com](mailto:peter@gabrieleskelton.com)

## Artworkers – Freelance hourly rates

	<u>Low</u>	<u>Average</u>	<u>High</u>
<u>Midweight</u>	£18k	£22k	£25k
<u>Senior</u>	£22k	£25k	£30k

For a day rate, multiply the hourly rate by 8

For more information please contact Peter Bobb [peter@gabrieleskelton.com](mailto:peter@gabrieleskelton.com)

## Creative Services - Permanent

	<u>Low</u>	<u>High</u>
<u>Production Assistant/Traffic Exec</u>	<u>£18k</u>	<u>£26k</u>
<u>Traffic/Creative Services Manager</u>	<u>£30k</u>	<u>£45k</u>
<u>Production Manager</u>	<u>£30k</u>	<u>£38k</u>
<u>Production/Creative Services Director</u>	<u>£60k</u>	<u>£100k</u>

## Creative Services – Freelance day rate

	<u>Low</u>	<u>High</u>
<u>Production Assistant/Traffic Exec</u>	<u>£140k</u>	<u>£180k</u>
<u>Traffic/Creative Services Manager</u>	<u>£200k</u>	<u>£260k</u>
<u>Production Manager</u>	<u>£200k</u>	<u>£240k</u>
<u>Production/Creative Services Director</u>	<u>£240k</u>	<u>£320k</u>

For an hourly rate, divide the day rate by 8

For more information please contact Kara Goodrich [kara@gabrieleskelton.com](mailto:kara@gabrieleskelton.com)

## Digital Designers – Freelance day rates

	<u>Low</u>	<u>Average</u>	<u>High</u>
<u>Junior (1-2 years)</u>	£110k	£120k	£150k
<u>Midweight (3-4 years)</u>	£180k	£200k	£225k
<u>Senior (5 years+)</u>	£240k	£250k	£280k+
<u>Art Director</u>	£250k	£300k	£350k
<u>Creative Director</u>	£300k	£325k	£400-450k
<u>Actionscripiter</u>	£220k	£25k0k	£300-350k

For an hourly rate, divide the day rate by 8

For more information please contact Ruth Sharp [ruth@gabrieleskelton.com](mailto:ruth@gabrieleskelton.com)

## Digital Designers – Permanent

	<u>Low</u>	<u>Average</u>	<u>High</u>
<u>Graduate</u>	£18k	£20k	£21k
<u>Junior (1-2 years)</u>	£20k	£23k	£25k
<u>Midweight (3-4 years)</u>	£25k	£28k	£35k
<u>Senior (5 years+)</u>	£35k	£40k	£45k+
<u>Art Director</u>	£40k	£45-50k	£60k
<u>Creative Director</u>	£60k	£70-80k	£100k+

For more information please contact Ruth Sharp [ruth@gabrieleskelton.com](mailto:ruth@gabrieleskelton.com) OR

Rob Kitchen [rob@gabrieleskelton.com](mailto:rob@gabrieleskelton.com)

## Digital Account/Project Managers - Permanent

	<u>Low</u>	<u>Average</u>	<u>High</u>
<u>Junior Project Account Exec</u>	£18-20k	£22-25k	£26k
<u>Midweight Project Manager</u>	£28k	£33k	£40k
<u>Senior Project Manager</u>	£35-38k	£40-42k	£45-55k
<u>Account Director</u>	£38-40k	£50-55k	£50-70k+
<u>Strategic Consultant</u>	£38-40k	£45-65k	£70k-90k
<u>Head of Digital</u>	£50-55k	£60-65k	£70k+
<u>Others including Marketeers, Planners, Researchers</u>		Dependent on the brief	

For more information please contact Karina Bealey [karina@gabrieleskelton.com](mailto:karina@gabrieleskelton.com)

## Digital Project Managers – Freelance daily rates

	<u>Low</u>	<u>Average</u>	<u>High</u>
<u>Project Administrator</u>	£75	£85-90	£100
<u>Junior Project Manager</u>	£120	£140	£150+
<u>Midweight Project Manager</u>	£160	£180	£200+
<u>Senior Project Manager</u>	£220	£240	£350
<u>Account Director</u>	£180	£200-250	£270+
<u>Strategic Consultant</u>	£250	£250-400	£400+
<u>Senior Consultant</u>	£250	£250-300	£400-700
(dependent on brief)			
Others including Marketeers, <u>Planners, Researchers etc</u>		<u>Dependent on the brief</u>	

For an hourly rate, divide the day rate by 8

For more information please contact Karina Bealey [karina@gabrieleskelton.com](mailto:karina@gabrieleskelton.com)

## Digital Technical Staff – Permanent

	<u>Low</u>	<u>Average</u>	<u>High</u>
<u>Web Developers (client-side)</u>	£25k	£30-35k	£45k
<u>Web Programmers (server-side)</u>	£30k	£34-38k	£50k
<u>Technical PM</u>	£30-32k	£35-40k	£45-50k
<u>Technical Director</u>	n/a	£50-60k	£70k+
<u>Desktop Support</u>	£18k	£20-26k	£32k
<u>IT Managers</u>	£28k	£32-38k	£45k
<u>Database Analyst</u>	£22k	£30-40k	£70k+

For more information please contact Xavier Carbonell [xavier@gabrieleskelton.com](mailto:xavier@gabrieleskelton.com)

## Digital Technical Staff - Freelance daily rates

	<u>Low</u>	<u>Average</u>	<u>High</u>
<u>Junior Web Developers</u>			
(client-side)	£120	£160	£200
<u>Senior Web Developers</u>			
(client-side)	£240	£280	£300-350
<u>Web Programmers</u>			
(ASP, PHP, JSP)	£160	£240	£280-300
<u>Web Programmers</u>			
(JAVA, ColdFusion etc)	£160	£240-300	£300
<u>Technical PM</u>	£180	£200-250	£250

For an hourly rate, divide the day rate by 8

For more information please contact Xavier Carbonell [xavier@gabrieleskelton.com](mailto:xavier@gabrieleskelton.com)

## Copywriters – Freelance daily rates

	<u>Low</u>	<u>Average</u>	<u>High</u>
<u>Midweight</u>	£180k	£210k	£260k
<u>Senior</u>	£300k	£350-400k	£500k
<u>Head of Copy</u>	£300k	£400k	£500-800k

For an hourly rate, divide the day rate by 8

For more information please contact:

Rob Kitchen [rob@gabrieleskelton.com](mailto:rob@gabrieleskelton.com) OR Sian Franklin [sian@gabrieleskelton.com](mailto:sian@gabrieleskelton.com)

## Copywriters – Permanent

	<u>Low</u>	<u>Average</u>	<u>High</u>
<u>Junior</u>	£17k	£18-20k	£22k
<u>Midweight</u>	£24k	£32k	£38k
<u>Senior</u>	£38k	£42k	£55k
<u>Head of Copy</u>	£48k	£55-60k	£100k+

For more information please contact:

Rob Kitchen [rob@gabrieleskelton.com](mailto:rob@gabrieleskelton.com) OR Sian Franklin [sian@gabrieleskelton.com](mailto:sian@gabrieleskelton.com)