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Salary indicators for Account Management, Graphics and Digital
November 2008

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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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Account Managers – Permanent

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

For more information please contact Karina Beasley karina@gabrieleskelton.com

Account Managers – Freelance daily rates

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

For an hourly rate, divide the day rate by 8

For more information please contact Karina Beasley karina@gabrieleskelton.com

Graphic Designers – Permanent

	Low	Average	High
Graduate	£17k	£18k	£19k
Junior (1yr)	£19k	£20k	£22k
Midweight (3-4yrs)	£23k	£26k	£28k
Mid/Senior (4-5yrs)	£28k	£30k	£32k
Senior	£33k	£36-38k	£44k
Design Director/Group Head	£44k	£48k	£60k
Creative Director	£60k	£65-75k	£80k+

For more information please contact Jackie Vicary jackie@gabrieleskelton.com or Fiona Watson fiona@gabrieleskelton.com

Graphic Designers – Freelance hourly rates

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

For a day rate, multiply the hourly rate by 8

For more information please contact Lisa Gray lisa@gabrieleskelton.com or Peter Bobb peter@gabrieleskelton.com

Artworkers – Permanent

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

For more information please contact Lisa Gray lisa@gabrieleskelton.com

Artworkers – Freelance hourly rates

	Low	Average	High
Midweight	£18	£22	£25
Senior	£22	£25	£30

For a day rate, multiply the hourly rate by 8

For more information please contact Lisa Gray lisa@gabrieleskelton.com

Creative Services - Permanent

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

Creative Services – Freelance day rate

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

For an hourly rate, divide the day rate by 8

For more information please contact Lisa Gray lisa@gabrieleskelton.com

Digital Designers – Freelance day rates

	Low	Average	High
Junior (1-2 years)	£110	£120	£150
Midweight (3-4 years)	£180	£200	£225
Senior (5 years+)	£240	£250	£280+
Art Director	£250	£300	£350
Creative Director	£300	£325	open
Actionscripiter	£200	£250	open

For an hourly rate, divide the day rate by 8

For more information please contact Ruth Sharp ruth@gabrieleskelton.com

Digital Designers – Permanent

	Low	Average	High
Graduate	£18k	£20k	£21k
Junior (1-2 years)	£20k	£23k	£25k
Midweight (3-4 years)	£24k	£26k	£32k
Senior (5 years+)	£34k	£36-40k	£45k+
Art Director	£40k	£45-50k	£60k
Creative Director	£60k	£70-80k	£100k+

For more information please contact Duncan Collins duncan@gabrieleskelton.com or Rob Kitchen rob@gabrieleskelton.com

Digital Account/Project Managers - Permanent

	Low	Average	High
Junior Project Account Exec	£18-20k	£22-25k	£28k
Midweight Project Manager	£28k	£33k	£40k
Senior Project Manager	£35-38k	£40-42k	£45-55k
Account Director	£38-40k	£50-55k	£50-70k+
Strategic Consultant	£38-40k	£45-65k	£80k-100k+
Head of Digital	£50-55k	£60-65k	£70k+
Others including Marketeers, Planners, Researchers		Dependent on the brief	

For more information please contact Alex Collins alex@gabrieleskelton.com or Kelly Joy kelly@gabrieleskelton.com

Digital Project Managers – Freelance daily rates

	Low	Average	High
Project Administrator	£75	£85-90	£100
Junior Project Manager	£120	£140	£150+
Midweight Project Manager	£160	£180	£200+
Senior Project Manager	£220	£240	£300+
Account Director	£180	£200-250	£270+
Strategic Consultant	£250	£250-400	£400+
Senior Consultant (dependent on brief)	£250	£250-300	£400-1000
Others including Marketeers, Planners, Researchers etc		Dependent on the brief	

For an hourly rate, divide the day rate by 8

For more information please contact Alex Collins alex@gabrieleskelton.com or Kelly Joy kelly@gabrieleskelton.com

Digital Technical Staff – Permanent

	Low	Average	High
Web Developers (client-side)	£25k	£30-35k	£45k
Web Programmers (server-side)	£30k	£34-38k	£50k
Technical PM	£30-32k	£35-40k	£45-50k
Technical Director		£40-55k	£70k+
Desktop Support	£18k	£20-26k	£32k
IT Managers	£28k	£32-38k	£45k
Database Analyst	£22k	£30-40k	£70k+

For more information please call 020 7580 0666

Digital Technical Staff - Freelance daily rates

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

For more information please call 7580 0666

Copywriters – Freelance daily rates

	Low	Average	High
Midweight	£180	£210	£260
Senior	£270	£300-350	£400
Head of Copy	£300	£400	£500-800

For an hourly rate, divide the day rate by 8

For more information please contact Rob Kitchen rob@gabrieleskelton.com or Lisa Gray lisa@gabrieleskelton.com

Copywriters – Permanent

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

For more information please contact Rob Kitchen rob@gabrieleskelton.com, Jackie Vicary jackie@gabrieleskelton.com or Fiona Watson fiona@gabrieleskelton.com