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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

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

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:

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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:

Lisa Gray lisa@gabrieleskelton.com OR Peter Bobb 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 Lisa Gray lisa@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 Lisa Gray lisa@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 Lisa Gray lisa@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

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 Duncan Collins duncan@gabrieleskelton.com OR

Rob Kitchen 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 Alex Collins alex@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 Alex Collins alex@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 Borz Farahani borz@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 Borz Farahani borz@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 OR Lisa Gray lisa@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 OR Lisa Gray lisa@gabrieleskelton.com