



**PERMANENT SALARIES 2010/2011 – gross salary per annum**

**SENIOR LEVEL**

	<b>Salary</b>	
	<b>Low</b>	<b>High</b>
Managing Director	£75,000	£135,000
Operations Director	£50,000	£95,000
Financial Director	£55,000	£90,000
Head of Technology	£60,000	£110,000
Head of Marketing	£55,000	£90,000
Head of UX	£60,000	£90,000
Strategy Director	£80,000	£125,000
Associate Strategy/Planning Director	£65,000	£90,000
Senior Planner	£50,000	£70,000
Planner	£35,000	£45,000
Junior planner	£23,000	£28,000

**CREATIVE**

	<b>Salary</b>	
	<b>Low</b>	<b>High</b>
Creative Director Brand and comms	£60,000	£100,000
Creative Director Digital	£50,000	£120,000
Creative Lead Brand and comms	£45,000	£65,000
Creative Lead Digital	£50,000	£70,000
Offline Designer	£25,000	£45,000
Senior Designer B&C	£37,000	£50,000
Senior Designer Digital	£45,000	£55,000
Designer B&C	£25,000	£50,000
Designer Digital	£25,000	£45,000
Junior Designer B&C	£18,000	£25,000
Junior Designer Digital	£20,000	£25,000
Head of Information Architecture NEW	£55,000	£80,000
Senior Information Architect	£45,000	£60,000
Usability Tester	£25,000	£45,000
Copywriter	£25,000	£50,000
Content Editor	£25,000	£40,000
Art-Worker	£22,000	£40,000



**PRODUCTION**

	<b>Salary</b>	
	<b>Low</b>	<b>High</b>
Head of Production Print	£28,000	£45,000
Head of Production Digital/AV Moving Image	£30,000	£50,000
Creative Artworker / Print Production	£25,000	£40,000
Print Production Manager	£27,500	£45,000
Rich Media and AV Production Manager	£28,000	£50,000
Creative Artworker/ Digital Media Production	£25,000	£45,000

**DEVELOPMENT**

	<b>Salary</b>	
	<b>Low</b>	<b>High</b>
Head of Development	£50,000	£80,000
Senior Web Developer	£37,500	£55,000
Web Developer	£27,000	£50,000
Lead Tester	£35,000	£45,000
Software Tester	£35,000	£45,000
Project Manager	£35,000	£65,000
PHP Developer	£27,000	£55,000
iPhone Developer	£25,000	£50,000
Flash Developer	£27,000	£55,000
Flex Developer	£30,000	£55,000
HTML/CSS/JavaScript Developer	£25,000	£40,000
ASP.NET	£25,000	£55,000
Drupal Developer	£27,000	£45,000
WordPress Developer	£25,000	£45,000
FaceBook / Social Media Developer	£25,000	£45,000

**PROJECT MANAGEMENT**

	<b>Salary</b>	
	<b>Low</b>	<b>High</b>
Head of Project Management	£55,000	£85,000
Senior Project Manager	£40,000	£65,000
Project Manager Digital	£28,000	£40,000
Junior Project Manager	£22,000	£30,000
Project Administrator	£18,000	£25,000



#### CLIENT SERVICES

	Salary	
	Low	High
GAD	£55,000	£90,000
Client Services Director	£55,000	£60,000
Senior Account Director	£40,000	£50,000
Account Director	£37,500	£48,000
Account Manager	£28,000	£37,000
Account Executive	£20,000	£26,000

#### STRATEGY

	Salary	
	Low	High
Business Analyst	£27,500	£50,000
Senior Brand Strategy Consultant	£35,000	£60,000
Senior Digital Strategy Consultant	£35,000	£60,000
Brand Strategy Consultant	£25,000	£40,000
Digital Strategy Consultant	£25,000	£40,000
Research Analyst	£18,000	£35,000
Web Analyst	£18,000	£35,000
SEO Consultant	£25,000	£40,000

#### SEARCH MARKETING

	Salary	
	Low	High
Head of Search	£55,000	£115,000
Search Account Director	£45,000	£55,000
Senior Search AM	£35,000	£45,000
Search Manager	£35,000	£45,000
Search AM	£28,000	£35,000
Search Executive	£27,000	£32,000

#### DIGITAL MEDIA PLANNING

	Salary	
	Low	High
Head of Digital	£70,000	£120,000
Group Account Director	£60,000	£70,000
Senior Account Director	£50,000	£60,000
Account Director	£40,000	£50,000
Senior Account Manager	£40,000	£45,000
Account Manager	£30,000	£40,000
Senior Planner Buyer	£32,000	£40,000
Junior Planner Buyer	£25,000	£32,000
Graduate	£18,000	£22,000



#### DIGITAL AD OPERATIONS

Head of Ad Operations  
Senior Traffic / Campaign Manager  
Traffic / Campaign Manager  
Traffic Executive

#### Salary

##### Low

£50,000  
£30,000  
£25,000  
£20,000

##### High

£85,000  
£45,000  
£35,000  
£26,000

#### DIGITAL PLANNING

Junior Planner  
Mid Planner  
Senior Planner  
Planning Director

#### Salary

##### Low

£23,000  
£40,000  
£70,000  
£90,000+

##### High

£35,000  
£60,000  
£90,000

#### DIGITAL ACCOUNT HANDLING

Graduate  
Account Executive  
Account Manager  
Senior Account Manager  
Account Director  
Senior Account Director  
Board Director  
Group Account Director

#### Salary

##### Low

£20,000  
£22,000  
£26,000  
£35,000  
£40,000  
£50,000  
£70,000+  
£90,000+

##### High

£22,000  
£25,000  
£32,000  
£40,000  
£60,000  
£65,000



## FREELANCE & CONTRACT RATES

### CREATIVE

	<b>Day rate</b>	
	<b>Low</b>	<b>High</b>
Creative Director Brand and comms	£300.00	£600.00
Creative Director Digital	£350.00	£500.00
Creative Lead Brand and comms	£350.00	£500.00
Creative Lead Digital	£300.00	£400.00
Offline Designer	£200.00	£300.00
Senior Designer B&C	£250.00	£350.00
Senior Designer Digital	£300.00	£350.00
Designer B&C	£250.00	£300.00
Designer Digital	£200.00	£350.00
Junior Designer B&C	£200.00	£250.00
Junior Designer Digital	£200.00	£250.00
Head of Information Architecture NEW	£400.00	£550.00
Senior Information Architect	£350.00	£450.00
Usability Tester	£300.00	£400.00
Copywriter	£250.00	£370.00
Content Editor	£200.00	£300.00
Art-Worker	£200.00	£320.00

### PRODUCTION

	<b>Day rate</b>	
	<b>Low</b>	<b>High</b>
Head of Production Print	£250.00	£400.00
Head of Production Digital/AV Moving Image	£270.00	£350.00
Creative Artworker / Print Production	£200.00	£270.00
Print Production Manager	£250.00	£300.00
Rich Media and AV Production Manager	£250.00	£350.00
Creative Artworker/ Digital Media Production	£200.00	£270.00



**DEVELOPMENT**

	<b>Day rate</b>	
	<b>Low</b>	<b>High</b>
Head of Development	£350.00	£600.00
Development Consultant	£250.00	£450.00
RedDot Developer	£300.00	£400.00
Senior Web Developer	£300.00	£400.00
Web Developer	£250.00	£350.00
Lead Tester	£300.00	£400.00
Software Tester	£275.00	£400.00
Application Developer	£300.00	£450.00
Technical Project Manager	£300.00	£450.00
Development Resource Administrator	£250.00	£300.00
Platforms Architect & Systems Administrator	£275.00	£450.00
PHP Developer	£250.00	£400.00
iPhone Developer	£300.00	£550.00
Flash Developer	£300.00	£450.00
Flex Developer	£300.00	£450.00
HTML/CSS/JavaScript Developer	£250.00	£400.00
ASP.NET	£250.00	£450.00
Drupal Developer	£250.00	£350.00
WordPress Developer	£250.00	£350.00
FaceBook / Social Media Developer	£275.00	£450.00

**PROJECT MANAGEMENT**

	<b>Day rate</b>	
	<b>Low</b>	<b>High</b>
Head of Project Management	£375.00	£600.00
Senior Project Manager Digital	£300.00	£450.00
Senior Project Manager B&C	£250.00	£350.00
Project Manager Digital	£250.00	£300.00
Project Manager B&C	£250.00	£300.00
Junior Project Manager Digital	£200.00	£300.00
Junior Project Manager B&C	£200.00	£300.00
Project Administrator	£170.00	£250.00



**CLIENT SERVICES**

	<b>Day rate</b>	
	<b>Low</b>	<b>High</b>
GAD	£350.00	£450.00
Client Services Director NEW	£350.00	£450.00
Senior Account Director	£300.00	£400.00
Account Director	£300.00	£400.00
Account Executive	£200.00	£250.00
Account Director Digital NEW	£300.00	£400.00

**STRATEGY**

	<b>Day rate</b>	
	<b>Low</b>	<b>High</b>
Business Analyst NEW	£250.00	£350.00
Managing Consultant Brand	£310.00	£400.00
Managing Consultant Digital	£350.00	£600.00
Senior Brand Strategy Consultant	£350.00	£500.00
Senior Digital Strategy Consultant	£350.00	£550.00
Brand Strategy Consultant	£300.00	£500.00
Digital Strategy Consultant	£300.00	£450.00
Research Analyst	£250.00	£400.00
Web Analyst	£250.00	£400.00
SEO Consultant	£250.00	£450.00

**SALES & MARKETING**

	<b>Day rate</b>	
	<b>Low</b>	<b>High</b>
Head of Sales and Marketing	£400.00	£550.00
Marketing Executive	£250.00	£400.00
New Business Development Manager	£300.00	£350.00

**DIGITAL PLANNING**

	<b>Day rate</b>	
	<b>Low</b>	<b>High</b>
Junior Planner	£150.00	£180.00
Mid Planner	£200.00	£350.00
Senior Planner	£350.00+	
Planning Director	£400.00+	

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**PROJECT MANAGEMENT**

Head of Project Management  
Project Director  
Senior Project Manager / Producer  
Project Manager / Producer  
Technical Project Manager

**Day rate**

**Low**

£70.00+  
£65.00+  
£270.00  
£250.00  
£270.00

**High**

£65.00  
£350.00  
£280.00  
£300.00

**DIGITAL ACCOUNT HANDLING**

Graduate  
Account Executive  
Account Manager  
Senior Account Manager  
Account Director  
Senior Account Director  
Board Director  
Group Account Director

**Day rate**

**Low**

£80.00  
£80.00  
£130.00  
£160.00  
£200.00  
£230.00  
£350+  
£ 400+

**High**

£125.00  
£160.00  
£180.00  
£250.00  
£300.00