



## Salary Indicators 2021



### Design and Creative Service Roles

GRAPHIC DESIGNERS PERMANENT / FREELANCE	2 - 3
DIGITAL DESIGNERS PERMANENT / FREELANCE	4 - 5
MOTION DESIGNERS FREELANCE ONLY	6
ARTWORKERS PERMANENT / FREELANCE	7 - 8
CREATIVE SERVICES PERMANENT / FREELANCE	9 - 10



### Client Services and Admin Roles

CLIENT SERVICES PERMANENT / FREELANCE	11 - 12
DIGITAL ACCOUNT / PROJECT MANAGERS PERMANENT / FREELANCE	13 - 14
ADMIN PERMANENT / FREELANCE	15 - 16



### Strategy and Marketing Roles

STRATEGY AND PLANNING PERMANENT / FREELANCE	17 - 18
DIGITAL STRATEGY PERMANENT / FREELANCE	19 - 20
NEW BUSINESS PERMANENT / FREELANCE	21 - 22
MARKETING PERMANENT / FREELANCE	23
BRAND MANAGEMENT PERMANENT / FREELANCE	24



## Graphic Designers Permanent Roles

For more information please contact Katie:

Katie Straker  
Consultant - Creative

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e. [katie@gabriele.co.uk](mailto:katie@gabriele.co.uk)

	LOW	AVERAGE	HIGHER
 GRADUATE DESIGNER	£20 K	£20-21 K	£22 K
 JUNIOR DESIGNER	£23 K	£23-25 K	£25 K
 MIDWEIGHT DESIGNER	£25-27 K	£28-30 K	£32-36 K
 SENIOR DESIGNER	£36 K	£38-48 K	£50 K
 DESIGN DIRECTOR/GROUP HEAD/TEAM LEADER	£55 K	£55-65 K	£66 K+
 CREATIVE DIRECTOR	£75 K	£80-100 K	£110 K+
 EXECUTIVE CREATIVE DIRECTOR	£120 K	£130-150 K	£160 K+



## Graphic Designers

### Freelance Roles – daily rates

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	LOW	AVERAGE	HIGHER
 JUNIOR DESIGNER	£100	£120-150	£160-180
 MIDWEIGHT DESIGNER	£210	£225-240	£240+
 SENIOR DESIGNER	£250	£260-300	£310-330
 DESIGN DIRECTOR/GROUP HEAD/TEAM LEADER	£300	£320-340	£350
 CREATIVE DIRECTOR	£320	£340-370	£380+



## Digital Designers







### Permanent Roles

For more information please contact Katie:

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	LOW	AVERAGE	HIGHER
 GRADUATE	£20 K	£23-24 K	£25 K+
 JUNIOR	£22 K	£27 K	£30 K
 MIDWEIGHT	£30 K	£35-40 K	£41 K+
 SENIOR	£45 K	£50-65 K	£66 K+
 ART DIRECTOR/CREATIVE LEAD/ DESIGN DIRECTOR	£60 K	£65-75 K	£75-85 K
 CREATIVE DIRECTOR	£85 K	£95-130 K	£130 K+



## Digital Designers






### Freelance Roles – daily rates

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	LOW	AVERAGE	HIGHER
 JUNIOR	£160	£175	£180-200
 MIDWEIGHT	£240	£260-280	£285+
 SENIOR	£300	£325-350	£360+
 ART DIRECTOR/CREATIVE LEAD	£325	£350-375	£400
 CREATIVE DIRECTOR	£350	£375-450	£500+



## Motion Designers




### Freelance Roles – daily rates

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	LOW	AVERAGE	HIGHER
 JUNIOR MOTION/ANIMATION DESIGNER	£190	£200-240	£250+
 MIDWEIGHT MOTION/ANIMATION DESIGNER	£250	£260-300	£300+
 SENIOR MOTION/ANIMATION DESIGNER	£300	£330-350	£360-400



## Artworkers Permanent Roles

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	LOW	AVERAGE	HIGHER
 JUNIOR	£18 K	£19-22 K	£24 K+
 MIDWEIGHT	£24 K	£25-28 K	£30 K
 SENIOR	£35 K	£36-42 K	£45 K+
 HEAD OF ARTWORK	£40 K	£45-50 K	£52-57 K



## Artworkers

### Freelance Roles – daily rates

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	LOW	AVERAGE	HIGHER
 JUNIOR	£100	£110-130	£140+
 MIDWEIGHT	£180	£190-220	£230+
 SENIOR	£230	£250-260	£270+
 HEAD OF ARTWORK	£240	£260+	£270+





## Creative Services








### Permanent Roles

For more information please contact Karina:

Karina Beasley  
Managing Director

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	LOW	AVERAGE	HIGHER
 STUDIO/PRODUCTION ASSISTANT	£22 K	£24 K	£26 K
 TRAFFIC/STUDIO MANAGER	£30 K	£35-40 K	£45 K
 SENIOR TRAFFIC/STUDIO MANAGER	£40 K	£50 K	£60 K
 PRODUCER	£35 K	£40-42 K	£45 K
 SENIOR PRODUCER	£50 K	£55 K	£60 K
 EXECUTIVE PRODUCER/PROJECT DIRECTOR	£60 K	£70-75 K	£80 K
 PRODUCTION MANAGER	£40 K	£45 K	£50 K
 PRODUCTION/CREATIVE SERVICES DIRECTOR	£60 K	£70-80 K	£100 K



## Creative Services









### Freelance Roles – daily rates

For more information please contact Karina:

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Managing Director

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	LOW	AVERAGE	HIGHER
 STUDIO/PRODUCTION ASSISTANT	£100	£120	£150
 TRAFFIC/STUDIO MANAGER	£200	£250	£275
 SENIOR TRAFFIC/STUDIO MANAGER	£250	£275	£300
 PRODUCER	£200	£250-280	£300
 SENIOR PRODUCER	£275	£350	£400
 EXECUTIVE PRODUCER/PROJECT DIRECTOR	£350	£375	£400
 PRODUCTION MANAGER	£200	£225	£250
 PRODUCTION/CREATIVE SERVICES DIRECTOR	£275	£350	£350-400



## Client Services

### Permanent Roles







For more information please contact Karina or Nadina:

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	LOW	AVERAGE	HIGHER
 PROJECT ADMINISTRATOR/ GRADUATE	£20 K	£22 K	£24 K
 JUNIOR ACCOUNT MANAGER/ACCOUNT EXEC	£22 K	£24 K	£25 K
 MIDWEIGHT ACCOUNT MANAGER	£27 K	£28-30 K	£32 K+
 SENIOR ACCOUNT MANAGER	£35 K	£38-42 K	£42-45 K
 ACCOUNT DIRECTOR	£45-50 K	£50-60 K	£65 K
 CLIENT SERVICES DIRECTOR	£70 K	£75-90 K	£90-110 K
 MANAGING DIRECTOR	£80 K	£90-120 K	£140 K+



**Client Services**

**Freelance Roles – daily rates**



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	<b>LOW</b>	<b>AVERAGE</b>	<b>HIGHER</b>
 PROJECT ADMINISTRATOR/ GRADUATE	£100	£120	£140
 JUNIOR ACCOUNT MANAGER/ACCOUNT EXEC	£130	£140	£150
 MIDWEIGHT ACCOUNT MANAGER	£160	£175	£180
 SENIOR ACCOUNT MANAGER	£200	£220	£250
 ACCOUNT DIRECTOR	£275	£300	£350



**Digital account /project managers**  
Permanent Roles






For more information please contact Karina or Nadina:

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	LOW	AVERAGE	HIGHER
 JUNIOR PROJECT MANAGER/ ACCOUNT EXEC	£22 K	£25 K	£26 K
 MIDWEIGHT PROJECT MANAGER	£30 K	£35-40 K	£45 K
 SENIOR PROJECT MANAGER	£45 K	£50 K	£55 K+
 ACCOUNT MANAGER	£35 K	£40 K	£45 K
 ACCOUNT DIRECTOR	£50 K	£55 K	£60-70 K



## Digital account /project managers

### Freelance Roles – daily rates




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	LOW	AVERAGE	HIGHER
 PROJECT ADMINISTRATOR	£100	£120	£140
 JUNIOR PROJECT MANAGER	£150	£175	£200
 MIDWEIGHT PROJECT MANAGER	£225	£250	£250+
 SENIOR PROJECT MANAGER	£250	£300-350	£350+
 ACCOUNT DIRECTOR	£400	£500	£750








**Admin**

**Permanent roles**

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 Managing Director

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	LOW	AVERAGE	HIGHER
 PA	£30 K	£30-35K	£35-40K
 FRONT OF HOUSE	£20 K	£22K	£25K
 ADMINISTRATOR	£20 K	£22K	£25K
 OFFICE MANAGER	£25 K	£28K	£30-35K
 OPERATIONS MANAGER	£35 K	£40 K	£45-60K





**Admin**

**Freelance Roles – daily rates**

For more information please contact Karina:

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 Managing Director

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	<b>LOW</b>	<b>AVERAGE</b>	<b>HIGHER</b>
 PA	£175	£200	£250
 FRONT OF HOUSE	£120	£140	£150
 ADMINISTRATOR	£120	£140	£150
 OFFICE MANAGER	£150	£170	£200
 OPERATIONS MANAGER	£200	£225	£250-£300







## Strategy + Planning Permanent Roles

For more information please contact Karina:

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Managing Director

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	LOW	AVERAGE	HIGHER
 GRADUATE RESEARCHER	£18-20 K	£20-22 K	£23-25 K
 JUNIOR STRATEGIST	£24 K	£28 K	£30-32 K
 MIDWEIGHT STRATEGIST	£30-32 K	£35-40 K	£45-50 K
 SENIOR STRATEGIST	£55 K	£60 K	£60 K+
 STRATEGY DIRECTOR	£80 K	£80-100 K	£100-120 K
 HEAD OF STRATEGY	£100 K	£125 K	£150 K



## Strategy + Planning







### Freelance Roles – daily rates

For more information please contact Karina:

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	LOW	AVERAGE	HIGHER
 GRADUATE RESEARCHER	£120	£130	£150
 JUNIOR STRATEGIST	£140	£160	£200
 MIDWEIGHT STRATEGIST	£170	£180-200	£220-250
 SENIOR STRATEGIST	£275	£300-335	£350-500
 STRATEGY DIRECTOR	£450	£450-550	£550-800
 HEAD OF STRATEGY	£500	£600	£800+



## Digital Strategy


### Permanent Roles

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	LOW	AVERAGE	HIGHER
 JUNIOR STRATEGIST	£22-25 K	£25-28 K	£28-30 K
 MIDWEIGHT STRATEGIST	£30-33 K	£33-35 K	£35 K+
 SENIOR STRATEGIST	£38-45 K	£45-55 K	£55-65 K
 STRATEGY DIRECTOR	£65 K+	£70-75 K	£75-120 K
 HEAD OF STRATEGY	£80 K	£90 K	£100 - £140 K



## Digital Strategy







### Freelance Roles – daily rates

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	LOW	AVERAGE	HIGHER
 GRADUATE RESEARCHER	£120	£140	£150
 JUNIOR STRATEGIST	£140-150	£150-175	£175+
 MIDWEIGHT STRATEGIST	£180-200	£200-220	£220+
 SENIOR STRATEGIST	£220	£220-275	£275
 STRATEGY DIRECTOR	£400	£400-450	£450-500
 HEAD OF STRATEGY	£500	£500-600	£600-800



## New Business




### Permanent Roles

For more information please contact Karina:

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Managing Director

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	LOW	AVERAGE	HIGHER
 NEW BUSINESS ASSISTANT/EXECUTIVE	£20 K	£22-25K	£25K
 NEW BUSINESS MANAGER	£30 K	£35K	£40K
 NEW BUSINESS DIRECTOR	£60 K	£75K	£80-100 K



## New Business



### Freelance Roles – daily rates

For more information please contact Karina:

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	LOW	AVERAGE	HIGHER
 NEW BUSINESS ASSISTANT/EXECUTIVE	£120	£150	£175
 NEW BUSINESS MANAGER	£200	£250	£275
 NEW BUSINESS DIRECTOR	£350	£400	£500-600



## Marketing

### Permanent Roles

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### Permanent

	LOW	AVERAGE	HIGHER
 MARKETING ASSISTANT/EXECUTIVE	£20 K	£22K	£25K
 MARKETING MANAGER	£30 K	£35K	£40-45K
 MARKETING DIRECTOR	£70 K	£85 K	£90-110K

### Freelance Roles – daily rates

 MARKETING ASSISTANT/EXECUTIVE	£120	£140	£150
 MARKETING MANAGER	£200	£220	£250
 MARKETING DIRECTOR	£350	£400	£450-£500



## Brand Management

### Permanent Roles

For more information please contact Karina or Nadina:




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### Permanent

	LOW	AVERAGE	HIGHER
 BRAND EXECUTIVE	£25 K	£28 K	£30 K
 BRAND MANAGER	£35-40 K	£45 K	£50-60 K
 BRAND DIRECTOR	£70 K	£80 K	£90 K+

### Freelance Roles – daily rates

 BRAND EXECUTIVE	£120	£140	£150
 BRAND MANAGER	£180	£200-250	£250+
 BRAND DIRECTOR	£300	£350	£400+