



Salary Indicators 2022

Welcome to our 2022 salary indicator guide.

Salaries differ from agency to agency but this guide, based off our experience, should help you benchmark your salary and determine where it sits in comparison to industry averages and your peers.



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Graphic Designers

Permanent Roles

For more information please contact creatives@gabriele.co.uk

	LOW	AVERAGE	HIGHER
 GRADUATE DESIGNER	£20 K	£20-21 K	£22 K
 JUNIOR DESIGNER	£23 K	£23-25 K	£29 K
 MIDWEIGHT DESIGNER	£30 K	£33-£35 K	£36 K
 SENIOR DESIGNER	£40 K	£45 - 50 K	£55 K
 DESIGN DIRECTOR/GROUP HEAD/TEAM LEADER	£55 K	£55-65 K	£66 K+
 CREATIVE DIRECTOR	£85 K	£90-100 K	£110 K+
 EXECUTIVE CREATIVE DIRECTOR	£120 K	£130-145 K	£160 K+



Graphic Designers

Freelance Roles – daily rates

For more information please contact creatives@gabriele.co.uk







	LOW	AVERAGE	HIGHER
 JUNIOR DESIGNER	£100	£120-150	£160-200
 MIDWEIGHT DESIGNER	£210	£230-250	£250+
 SENIOR DESIGNER	£250	£260-300	£310-350
 DESIGN DIRECTOR/GROUP HEAD/TEAM LEADER	£350	£400-420	£450
 CREATIVE DIRECTOR	£400	£450-500	£500+



Digital Designers

Permanent Roles

For more information please contact creatives@gabriele.co.uk

	LOW	AVERAGE	HIGHER
 GRADUATE	£20 K	£23-24 K	£25 K+
 JUNIOR	£22 K	£28 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

For more information please contact creatives@gabriele.co.uk


	LOW	AVERAGE	HIGHER
 JUNIOR	£180	£240	£250+
 MIDWEIGHT	£240	£260-280	£285+
 SENIOR	£300	£325-350	£360+
 ART DIRECTOR/CREATIVE LEAD	£325	£350-375	£400
 CREATIVE DIRECTOR	£400	£450-500	£500+



Motion Designers

Freelance Roles – daily rates

For more information please contact creatives@gabriele.co.uk

	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	£360-450



Artworkers

Permanent Roles

For more information please contact creatives@gabriele.co.uk

	LOW	AVERAGE	HIGHER
 JUNIOR	£20 K	£25 K	£26 K+
 MIDWEIGHT	£30 K	£35 K	£38 K
 SENIOR	£35 K	£45 K	£45 K+
 HEAD OF ARTWORK	£45 K	£45-50 K	£52-57 K



Artworkers

Freelance Roles – daily rates

For more information please contact creatives@gabriele.co.uk






	LOW	AVERAGE	HIGHER
 JUNIOR	£100	£120-150	£150+
 MIDWEIGHT	£180	£190-230	£240+
 SENIOR	£230	£250-300	£300+
 HEAD OF ARTWORK	£280	£300	£300+



Creative Services

Permanent Roles

For more information please contact creativeservices@gabriele.co.uk









	LOW	AVERAGE	HIGHER
 STUDIO/PRODUCTION ASSISTANT	£22 K	£25 K	£28 K
 TRAFFIC/STUDIO MANAGER	£35 K	£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	£50 K	£55 K
 PRODUCTION/CREATIVE SERVICES DIRECTOR	£65 K	£70-80 K	£100 K



Creative Services

Freelance Roles – daily rates

For more information please contact creativeservices@gabriele.co.uk








	LOW	AVERAGE	HIGHER
 STUDIO/PRODUCTION ASSISTANT	£100	£120	£150
 TRAFFIC/STUDIO MANAGER	£250	£280	£300+
 SENIOR TRAFFIC/STUDIO MANAGER	£250	£300	£350
 PRODUCER	£200	£250-280	£300
 SENIOR PRODUCER	£275	£350	£360
 EXECUTIVE PRODUCER/PROJECT DIRECTOR	£350	£375	£400
 PRODUCTION MANAGER	£200	£300	£350
 PRODUCTION/CREATIVE SERVICES DIRECTOR	£275	£350	£350-400



Client Services

Permanent Roles

For more information please contact clientservices@gabriele.co.uk






	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	£30-32 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

For more information please contact clientservices@gabriele.co.uk

	LOW	AVERAGE	HIGHER
 PROJECT ADMINISTRATOR/ GRADUATE	£100	£120	£140
 JUNIOR ACCOUNT MANAGER/ACCOUNT EXEC	£130	£160	£180
 MIDWEIGHT ACCOUNT MANAGER	£160	£200	£215
 SENIOR ACCOUNT MANAGER	£200	£240	£260
 ACCOUNT DIRECTOR	£275	£300	£350



Digital account /project managers

Permanent Roles

For more information please contact clientservices@gabriele.co.uk





	LOW	AVERAGE	HIGHER
 JUNIOR PROJECT MANAGER/ ACCOUNT EXEC	£25 K	£30 K	£32 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

For more information please contact clientservices@gabriele.co.uk






	LOW	AVERAGE	HIGHER
 PROJECT ADMINISTRATOR	£100	£120	£140
 JUNIOR PROJECT MANAGER	£150	£200	£220+
 MIDWEIGHT PROJECT MANAGER	£225	£250	£250+
 SENIOR PROJECT MANAGER	£250	£300-350	£350+
 ACCOUNT DIRECTOR	£375	£400-450	£500+



Admin

Permanent roles

For more information please contact hello@gabriele.co.uk





	LOW	AVERAGE	HIGHER
 PA	£30 K	£30-35 K	£35-40 K
 FRONT OF HOUSE	£20 K	£25 K	£28 K
 ADMINISTRATOR	£20 K	£25 K	£28 K
 OFFICE MANAGER	£30 K	£35 K	£36 K+
 OPERATIONS MANAGER	£35 K	£40 K	£45-60 K



Admin

Freelance Roles – daily rates







For more information please contact hello@gabriele.co.uk

	LOW	AVERAGE	HIGHER
 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 clientservices@gabriele.co.uk







	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	£65 K+
 STRATEGY DIRECTOR	£80 K	£80-100 K	£100-120 K
 HEAD OF STRATEGY	£100 K	£130 K	£150 K



Strategy + Planning

Freelance Roles – daily rates

For more information please contact clientservices@gabriele.co.uk

	LOW	AVERAGE	HIGHER
 GRADUATE RESEARCHER	£120	£130	£150
 JUNIOR STRATEGIST	£140	£160	£200
 MIDWEIGHT STRATEGIST	£200	£225-300	£300+
 SENIOR STRATEGIST	£320	£350	£350-400
 STRATEGY DIRECTOR	£500	£550	£550+
 HEAD OF STRATEGY	£550	£700	£800+



Digital Strategy

Permanent Roles

For more information please contact clientservices@gabriele.co.uk







	LOW	AVERAGE	HIGHER
 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	£65 K+
 STRATEGY DIRECTOR	£80 K	£80-100 K	£100-120 K
 HEAD OF STRATEGY	£100 K	£130 K	£150 K



Digital Strategy

Freelance Roles – daily rates




For more information please contact clientservices@gabriele.co.uk

	LOW	AVERAGE	HIGHER
 GRADUATE RESEARCHER	£120	£130	£150
 JUNIOR STRATEGIST	£140	£160	£200
 MIDWEIGHT STRATEGIST	£200	£225-300	£300+
 SENIOR STRATEGIST	£320	£350	£350-400
 STRATEGY DIRECTOR	£500	£550	£550+
 HEAD OF STRATEGY	£550	£700	£800+



New Business
Permanent Roles

For more information please contact clientservices@gabriele.co.uk


	LOW	AVERAGE	HIGHER
 NEW BUSINESS ASSISTANT/EXECUTIVE	£22 K	£28 K	£30 K
 NEW BUSINESS MANAGER	£30 K	£35 K	£40 K
 NEW BUSINESS DIRECTOR	£80 K	£90-100 K	£100 K+



New Business

Freelance Roles – daily rates

For more information please contact clientservices@gabriele.co.uk

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



Marketing




Permanent Roles

For more information please contact clientservices@gabriele.co.uk

Permanent

	LOW	AVERAGE	HIGHER
 MARKETING ASSISTANT/EXECUTIVE	£22 K	£25 K	£28 K
 MARKETING MANAGER	£30 K	£40 K	£45-50 K
 MARKETING DIRECTOR	£80 K	£90 K	£100 K+

Freelance Roles – daily rates

 MARKETING ASSISTANT/EXECUTIVE	£120	£140	£150
 MARKETING MANAGER	£200	£250	£270
 MARKETING DIRECTOR	£350	£400	£450-£500






Brand Management

Permanent Roles

For more information please contact clientservices@gabriele.co.uk

Permanent

	LOW	AVERAGE	HIGHER
 BRAND EXECUTIVE	£25 K	£30 K	£35 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	£150	£180
 BRAND MANAGER	£200	£250	£250+
 BRAND DIRECTOR	£300	£350-400	£400+