

# CREATIVE INDUSTRIES CENSUS

► NORTH

20  
23

**MAJOR  
PLAYERS**

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# WELCOME TO THE UK CREATIVE INDUSTRIES 2023 CENSUS NORTH

## ABOUT THE CENSUS 2023

This census was compiled by Major Players using data collected from 450 professionals across the Creative Industries (digital, marketing, product and creative); from our 2023 Census survey with insights gathered from senior talent partners. These professionals were classified by location including Midlands, North-East, North-West, Yorkshire & The Humber, and Scotland.

The tables represent an overview of job levels and salary averages in all listed disciplines; and are correct at the time of publishing.

As part of this year's census, we collected demographical data to provide an up-to-date snapshot of DE&I within the creative industries. We classified gender, ethnicity, sexuality, identity, and disability using government recommended grouping.

**450** respondents – this survey was compiled using data collected from the 2023 Salary Survey, Online Benchmarking Tool and insights gathered from senior talent partners.



# FOREWORD



**Jess Parker**

Director  
– Major Players  
North



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Following the reset and recovery during the first half of 2022, the job market has since been affected by global instability, political turmoil, and economic turbulence. Despite this, the creative industries continued to outperform the UK economy, which is emblematic of the sectors resilience and perseverance. Furthermore, over 66% of businesses in the North of the UK stated their continued intentions to hire in 2023, further highlighting a willingness to invest and grow.

Over the course of the last 12 months, we have seen the market re-balance with employers and job seekers being much more considered in their approach. The post-pandemic recovery saw many businesses hire aggressively and base their decision making on the high-volume workload they had. This resulted in almost half of businesses expressing regret in some of the hires made during this period, and therefore are now more cautious in their talent acquisition strategies.

However, there is still a huge demand for skilled workers, and businesses have continued to enhance their remuneration and benefit packages to attract and retain talent. Across the whole of the UK, permanent salaries have increased by 6%, with freelancers receiving a 3% increase in day rates. Despite these increases, many employees have continued to experience lower living standards because of the cost-of-living crisis.

Therefore, it's unsurprising that salaries and day rates are considered the most important factor for job seekers, with job security also a priority as candidates approach the market with slight trepidation. As a result of this hesitancy, we're now seeing the 'great recalibration', where employees are focussing upon how they can re-energise their current roles through upskilling, reskilling, and L&D opportunities.

One of the biggest challenges ahead is the disparity between how employers juggle market challenges, productivity, performance, and employee expectations; particularly around the role of the office and hybrid working. Almost 40% are currently

hybrid with fixed hours, however, 64% would prefer to be hybrid with flexible hours.

Over the course of the last few months, many businesses have begun to mandate days back into the office, which demonstrates the power dynamic swinging back towards employers; with many utilising the downturn as an opportunity to reset and rebalance their working practices and expectations of staff. Many businesses have recognised that L&D and training of junior staff has been hindered directly by remote or flexible working.

This is the first year we've reported on DE&I stats within the North of the UK, and there are considerable disparities with the data when compared with our UK findings, with regards to representation, pay gaps and progression. There is a concern that businesses will reduce investment because of the downturn, which could end up stagnating progression or reversing it altogether.

As the UK's leading talent agency in the creative industries, we have a responsibility to positively impact the DE&I of the industries we service. As part of this, our recent B Corp accreditation recognises our strong track record in championing our people and communities, alongside our desire to build a sustainable and profitable business. Our commitment is to continue to invest into industry initiatives, striving towards creating a more equitable future for all. We hope that our first Census for the North enables you to create fairer processes, and keep diversity, equity, and inclusion front of mind.

Despite a tumultuous 9 months, there are signs of recovery, and we should be hopeful for a bright year ahead. If you'd like to discuss the market, your current challenges, or your attraction and retention strategies, then please get in touch. Equally, if you're open to new career opportunities then do reach out to your local talent partner.

# THE CREATIVE INDUSTRIES

## A THRIVING SECTOR WITHIN THE NORTHERN REGIONS

The creative industries are a key driver for UK economic growth, contributing more to the economy than life sciences, automotive manufacturing, aerospace, and oil and gas combined.

In 2021 the creative industries sector contributed £109bn<sup>(1)</sup>, which is equivalent to 5.7% of the UK economy that year. This trend continued in 2022, despite an overall dip in GVA (Gross Value Added) in Q4 as highlighted in the graph below – the sector had grown by 6.9% in September in 2022, compared with the same month in 2021.

## GROSS VALUE-ADDED GRAPH

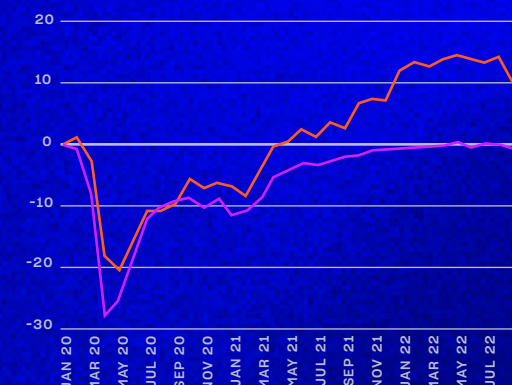


Figure 1. Changes to UK economy and the creative industries sector, January 2020-September 2022

According to a recent 'Creative Clusters' report by the BBC<sup>(2)</sup>, GVA of the creative industries is expected to double between 2020 and 2030. The North is expected to make a significant contribution, adding to already 483,000 people employed across the Midlands, North-East, North-West, Yorkshire & The Humber, and Scotland<sup>(3)</sup>. Greater Manchester alone is home to 19,000 digital, creative and tech companies, with over 156,000 people working in creative and digital roles across the North West – as part of a creative ecosystem which contributes £6.5bn in direct GVA, making the region the highest performing cluster outside of London<sup>(4)</sup>.

Over the next decade this is expected to

double, but despite these positive projections, there are challenges ahead which will disrupt the continued recovery and growth of the creative industries in the North. To tackle some of these issues, the Department of Digital Culture, Media, and Sport (DCMS) and the Creative Industries Council (CIC)<sup>(5)</sup>, are setting out a vision for the industries, which will address the following:

- Lack of talent, acute skills shortages and other workforce issues affecting the sector
- The impact of artificial intelligence
- How to ensure people from all backgrounds can access the creative industries and the arts

While the government has yet to publish its sector vision for the creative industries, it has made several announcements concerning funding available including the Cultural Investment Fund, Culture Recovery Fund, Create Growth Programme and Creative Clusters Programme; all aimed at supporting growth and recovery.

## THE LEVELLING UP AGENDA

One of the other funds made available has been the Levelling Up Fund which has seen Northern regions awarded over £2.3 billion since 2021<sup>(6)</sup>, aimed at supporting town centre and high street regeneration, local transport projects, and cultural and heritage assets. While these funds are welcome, it is clear there are short-, medium- and long-term challenges directly affecting the creative industries, including access to finance, diversity, talent pipelines and digital confidence<sup>(4)</sup>.

In addition to the above issues, businesses are also continuing to face other concurrent challenges, including the ongoing effects of Brexit, inflation, energy and fuel prices, and the cost-of-living crisis.

According to a recent report by EY, the rising cost of living is likely to exacerbate the differences in regional economic performance, widening regional inequalities and heightening the need for economic policy which spreads growth out across the UK.

There have been reports that inflation has been up to 30% higher in Northern towns and cities than in London, with some people £340 a year worse off than those in the South of England<sup>(6)</sup>. Additionally, our data highlights that those in the North of the UK are likely to receive, on average, 10% less in permanent salaries and 6% less in freelance day rates when compared to the UK as a whole, which presents its own challenges when attracting and retaining talent.



# KEY INDUSTRY TRENDS

## POWER BALANCE STRUGGLE

Over the last year, the market has continued to shift from a candidate-driven one; where there were more jobs than candidates, into a more balanced one, with less vacancies and far greater job seekers.

With the post-pandemic hiring boom over, businesses have been left with a slight hangover effect. A large majority of businesses rode the wave of the hiring boom and rushed to attract and engage talent to carry out the sheer volume of work that needed delivering to maximise opportunities. However, now in the cold light of day within a challenging economy, businesses have expressed regret over their indulgent hiring strategies, with almost half of businesses (46%) expressing regret around some of those hires during this period.<sup>(7)</sup>

The tech slowdown and global economic instabilities have meant that retaining some of these employees no longer need to be a priority, particularly amid job cuts; and therefore, employers now have greater leverage when making demands. As a result, businesses have become more meticulous, elongating the hiring process to allow for a greater period of decision making.

Despite this, there is still huge appetite for skilled workers, and businesses have continued to enhance remuneration and benefit packages to attract and retain talent. In the UK, there has been an average increase of 6% for permanent salaries and 3% in freelancer day rates, which respectively represents a 16.2% and 10.1% increase over the last two years.

**6%**

Salaries for permanent roles have increased by 6% year on year

**3%**

Day rates for freelance roles have increased by 3% year on year

**66%**  
of businesses  
are still looking  
to hire in 2023

According to the Office for National Statistics<sup>(8)</sup>, to keep up with current inflation levels (as of April 2023), salaries and day rates would need to have increased by 9%. This coupled with the fact that only 22% of businesses had put in place cost-of-living provisions (which is 6% less than the UK national average), means that many are potentially facing lower living standards than previous years.

There is room for optimism however, with 66% of businesses in the creative industries expressing their need to hire within the next 6 months, indicating the creative industries will continue to outperform other sectors.

## RECALIBRATION & INTERNAL MOBILITY

Job seekers are also approaching the market with greater consideration after last year's hiring boom, with almost three quarters (72%), reporting surprise or regret that their new role or company was "very different" from what they were led to believe<sup>(9)</sup>. This coupled with the aforementioned challenges within the market has meant that candidates are placing greater importance on job security and are now recalibrating; focussing on how they can re-energise their current roles through upskilling and reskilling or taking advantage of internal mobility opportunities.

Almost three quarters (73%) stated that L&D was a key factor when considering their next role and next career move. In addition, a recent LinkedIn survey found that 93% of employees are willing to stay with a business for a longer period if it invests in their learning and growth, emphasising the significance of professional development opportunities to employees.

By employing strategic L&D initiatives, businesses can increase job satisfaction and employee engagement, while reducing the risk of turnover, and de-stabilisation of the workforce.

A commitment to upskilling and internal mobility is not only a key driver of organisational success, but also serves as a testament to a company's dedication to its employees and its reputation as an attractive workplace for top talent. It's also imperative that businesses continue to upskill and promote within in order to continue to maintain, and increase, representation of those from diverse backgrounds and cultures.

As talent needs to continue to lean towards personal development, businesses are advised to look at their progression offering more closely, to better attract both new, and potential, 'boomerang employees'. The latter are ex-employees, who return to previous employment – and this trend is on the rise. According to LinkedIn, this source accounted for 4.5% of all new hires amongst companies in 2021, up from 3.9% in 2019<sup>(10)</sup>. The benefit of such moves means that those returning already know the business and often have a gentler learning curve. They're also well positioned to contribute to business success sooner as a result of renewed knowledge base, key market intelligence, and a fresh perspective.

Last year we also reported that 42% of employers within the creative industries reported skills issues, either because they were unable to recruit someone with the right skills, or those in current roles were not skilled enough. The current skills gap presents several challenges to businesses including innovations, transformation, and competitiveness.

LinkedIn's latest 'Future of Recruiting' report (March 2023) has revealed that a growing number of companies today are taking a skills-based approach to talent to stay competitive in a tight labour market<sup>(7)</sup>. This is where candidates are evaluated based on their skills, rather than on their education or past work experience. This approach does not only reduce bias and increase talent

pipeline diversity, but also means that the talent pool is widened, allowing for greater internal and external mobility opportunities, which is very welcome in this competitive landscape.

Despite recent redundancies, it's imperative that businesses retain their most valuable employees. Employers that can continue to evolve their offerings around remuneration (98%), flexibility (86%) and a good work / life balance (86%), are far more likely to retain their staff.

## DIGITAL INNOVATION & RISE OF AI

In an era that is in critical need for innovation, the convergence of creative, digital, product and tech is well received to shift to how organisations expect to run, operate, and succeed. FinTechs, for example, provide products to users that are inherently digital by nature. For these players, the increasing convergence between software engineering, data science, digital product (UX) and design (UI) is critical to business performance.

The digital marketplace has created a business imperative that every company must, in some shape or form, be a technology company. According to Harvard Business Review, marketing and technology must now be bridged together with its own department – one that understands both sides of the spectrum and can easily merge the two for the company's advantage in their industry.

To fulfill a range of digital services and products and do so creatively, marketing and technology roles have become increasingly more aligned as companies look to source multi-faceted hires that can streamline costs, drive efficiency, and ensure consistent values and culture across the business.

In the wider tech world, 'generative AI', consisting mainly of large language models and foundation models, is becoming table stakes for any business operating

**73%**  
of respondents  
stated L&D was a  
key consideration  
for them

A LinkedIn  
survey found  
**93%**  
of employees  
would stay with a  
business if they  
invest in their  
learning and  
growth



in tomorrow’s market. With the sheer volume of data and insights needed to drive solutions for the problems enterprises face, business leaders are harnessing the full potential of next-generation AI to sharpen their competitive edge. With foundation models, businesses can start to approach many tasks and challenges differently, shifting focus from building their own AI to learning to build with AI. In short, the arrival of foundation models is arguably one of the most substantial transformations noted in AI history, but now poses a moral dilemma for organisations, especially around how employers upskill their talent as AI becomes more ingrained in work practices.

FUTURE OF THE WORKPLACE

The role of the workplace has continued to evolve over the last 12 months and will continue to do so as businesses grapple with balancing market challenges, productivity, and employee expectations. Macroeconomic conditions have meant that power has been shifting away from workers, with businesses being able to determine the next phase in the world of working.

This is no more apparent than businesses re-assessing their hybrid working policies, with many organisations now mandating more-in-person days or returning to full-time office working patterns.

Bosses are now citing the need for in-person collaboration, culture, and stewardship as reasons for returning to the office, however, studies and data show that many employees value flexible work. According to our data, 32% work hybrid with fixed hours, but only 9% prefer this workplace policy. Most workers highlighted that they wanted to work a hybrid model but with flexible hours (64%), which is also echoed with 98% saying flexibility is one of their most important factors when considering new roles.

98%  
of respondents  
stated flexibility  
is important  
to them






This means there is, indeed, a mismatch between what employers and employees want – yet many businesses are forging ahead with bringing their staff back in. Through this transition, it’s important that organisations continue to provide their workers with the infrastructure, environment, and support network, in order for them to adapt and thrive.

Amazon recently announced that employees should be back in the office “the majority of the time (at least three days per week)”, determining that it would benefit the company’s culture and workers’ ability to learn from and collaborate from one another.

*“A lesser-known fact is that some of the best inventions have had their breakthrough moments from people staying behind in a meeting and working through ideas on a whiteboard, or walking back to an office together on the way back from the meeting, or just popping by a teammate’s office later that day with another thought,”*  
Andy Jassy, Amazon CEO

Businesses are open to exploring new ways of working however, and in the last year, 61 companies in the UK, equating to 3000 workers, trialled a four-day working week in a bid to support a greater work life balance. With the trial ending in December, 56 have extended the pilot scheme, including 18 who have made it permanent.

Surveys of staff taken before and after found that 39% said they were less stressed, 40% were sleeping better and 54% said it was easier to balance work and home responsibilities. The number of sick days taken during the trial fell by about two-thirds and 57% fewer staff left the firms taking part compared with the same period a year earlier<sup>(11)</sup>.






	92% Holiday allowance
	90% Flexible working hours
	83% Pension
	81% Progressive policies
	73% Learning & Development

BENEFITS & PERKS

Desires of workers have also continued to shift over the last couple of years, and whilst remuneration continues to be paramount, benefits and perks matter; and arguably are more important as ways of working continue to evolve. Research shows that businesses who go beyond traditional pay structures can positively impact employee satisfaction, engagement, and overall well-being.

Holiday allowance is the most important benefit to employees and job seekers, and in light of more restrictive workplace policies, this is something businesses could evolve to placate less flexibility. In addition, unlimited holiday allowance is becoming increasingly popular, and whilst it doesn’t offer a direct alternative to mandated days or 4-day working weeks it can support a more positive work/life balance.

Interestingly, pensions and L&D scored more highly this year, with employees keen to futureproof their careers and livelihoods. Progressive policies also scored highly with 81% regarding them as important or very important in their current or next role – and we’ve seen positive progress made in this area over the last 18 months with organisations updating their maternity and paternity leave, childcare and menopause policies, however, more work is still needed to create a fairer workplace and society.

	60% Parental leave
	57% Bonus
	40% Private Healthcare
	32% Life Insurance
	6% Gym

PERM VS FREELANCE

We split out this year’s survey with two sets of questions, one for those in permanent roles and the other for freelancers; this is to ensure that we are able to accurately record salaries and day rates, as well as capturing workplace trends, and insights.

Our data recorded that 78% of respondents are in permanent employment, while 22% were in freelance roles. Those in permanent roles, work predominantly in agencies (60%), whilst a third (33%) work client-side/in-house, 6% in consultancy and 1% classified as other.

Respondents from Northern regions indicated that 65% in permanent roles received a salary increase in the last 12 months, while 44% of freelancers had received a higher day rate. In addition, compared to UK averages, those in permanent and freelance roles had seen a 3% and 4% decrease in their salaries or day rates respectively. These are half the percentiles recorded for UK averages, which were 6% (permanent) and 8% (freelance) respectively.

\*Benefit  
measured by  
importance



# DIVERSITY, EQUITY & INCLUSION

This is the first year we have collected and analysed data for the North of the UK, asking respondents about their age, ethnicity, gender, sexuality, identity, and disability. It's important to be able to lay bare the findings, to facilitate positive discussions around increasing representation and equality.

Where possible we have compared our findings with data we collected for the whole of the UK, emphasising disparities and the continued need to invest in initiatives that attract, engage, and retain diverse talent; eradicate pay gaps; and encourage full representation across the creative industries.

## GENDER

Our data demonstrates that the number of females within the creative industries is at 65%, which is 2% higher than the UK average. Representation is higher at entry and mid-level roles, however, and this trend declines at senior and c-suite positions, where only 9% of females are earning over £70k compared to 23% of males. This is 10% less female representation at this level when compared to our nationwide data.

Additionally, women are earning on average £7,648 less than men in permanent roles, which represents a pay gap of 13.5%, which is considerably greater than the UK average of 9.4% as reported by The Guardian. In the last 12 months, only 51% of females received a pay increase versus 68% of men, while a further 18% of women reported salary decreases.

Within freelance roles, the gender pay gap is considerably higher at 15.9%, with women taking home £62 less than their male counterparts.

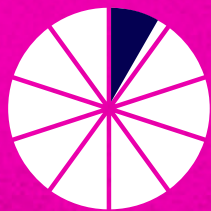
## ETHNICITY

Our data sample indicates that Asian, Black, Mixed, Arabic or Other representation makes up 8.2% of the Creative Industries in the North, which is over 10% short of the UK national

Women are earning, on average

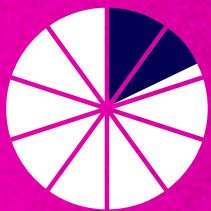
£7,648

less than men in permanent roles and £62 less in freelance day rates



8.2%

Ethnic representation in the North



18.3%

Ethnic representation in the whole of UK

average of 18.3%, and considerably short of Manchester's 43.2% ethnic make-up.

As a result of a small data sample, we are unable to make representative statements based on ethnicity type, however, those from an Asian, Black, Mixed, Arabic or Other background, earn on average £45,166 compared to £51,696 for White or Caucasian colleagues, which is a pay gap of 12.6%.

Freelancers from Asian, Black, Mixed, Arabic or Other backgrounds earn on average £23 less in day rates than their White or Caucasian counterparts, which represents a 7.1% pay gap.

The data also highlighted that just over 1% of Black, Asian, and Minority Ethnic workers are in senior or c-suite positions, based on earnings above £70,000.

## SEXUALITY & IDENTITY

The number of respondents in the creative industries identifying as asexual, bisexual, demisexual, gay, pansexual, queer, or other, sits at 15%.

However, those within the LGBTQIA+ community earn on average 17% less than their heterosexual counterparts which is double the percentile found within our nationwide data, where it's 8.5% less.

This trend continued with LGBTQIA+ freelancers, who earn 7% less in day rates in Northern regions, compared to our overall UK data, where the community earns 1.4% less than heterosexual counterparts.

## AGE

Just over 1 in 10 are aged over 45+, highlighting an age issue within the creative industries. This lack of representation brings into question the long-term prospects of creative careers, especially if an individual chooses to take a career break.

As expected, our data shows a preference for those aged 35-44 to start exploring freelance employment, with greater emphasis placed on flexible working and a desire for a better work/life balance.

92% of females aged 35+ stated that flexibility was important to them, inferring that as women approach the mid-life stage, they consider how best to support care giving alongside their career aspirations. According to a study by What Women Want, a quarter of women have reduced their hours to care for a child, while one in five

have been prevented working more, despite wanting to.<sup>(16)</sup>

Pregnant Then Screwed further highlights that 75% of mothers who pay for childcare say that it does not make financial sense for them to work. Whilst recent Government policy updates are welcome, businesses also need to put in place concurrent policies that encourage working mothers to stay or return to the workplace.

## DISABILITY & NEURODIVERSITY

Over 22% of respondents stated that they have a form of disability, classified as:

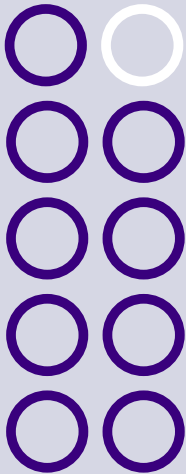
Disability (sensory impairment, muscular-skeletal, chronic health condition), Mental Health Condition (anxiety disorder, depression, bipolar disorder), and/or are Neurodivergent (ADHD, autism, dyslexia, dyspraxia, dyscalculia, dysgraphia).

Data shows that those who identify with having a disability or neurodivergence are, on average, paid 17% less in annual salaries and day rates, than those who do not. There are also disparities between the categorisations:

	ANNUAL SALARY	DAY RATE
Disability	£42,500	£250
Mental Health Condition	£40,417	£250
Neurodivergence	£48,883	£314
No Disability or Neurodivergence	£52,975	£328

22%

of respondents stated that they have a form of disability



According to our data, just over 1 in 10 are aged 45 and over



TACKLING INEQUALITY

The findings from our 2023 Census not only highlight disparities across marginalised groups but highlight the need for greater equality within the creative industries in the Northern regions. It's important that businesses continue to invest in initiatives, and put in working practices that drive meaningful, positive change to improve diversity, equity, and inclusion.

OUR DIVERSITY, EQUITY & INCLUSION PLEDGE

As the UK's leading talent agency, we have a responsibility to positively impact diversity, equity, and inclusion within the industries that we service, making a more equitable society for all. Since 2021, we've committed over £60,000 to our networks and partners, supporting programmes, activations and movements that enable representation and progression.

Some of those include:

- Creative Equals '**Disabled Creatives**' programme – supporting disabled and neurodivergent creatives into work, through training and mentorship with agency partners
- Bloom UK's '**The Great Return: Maternity Leave Playbook**' – a resource on how businesses can create positive experiences pre, during and post maternity leave
- 20/20 Change's '**I am Change**' programme – aimed at supporting Black talent enter the creative industries
- Bloom UK's '**Menofesto**' – a guide on how businesses can support women in the lead up to, during and after the menopause
- She Says '**Cost of Care**' event – focussing on how caregivers and parents can navigate the world of work

- Hobbs Consultancy x Token Man – '**Masculinity in the Workplace**', designed to engage C-suite men on how tackle bias and inequality within the workplace

In addition, we continue to pledge our support to organisations in creating long-term strategies, that enable businesses to attract, engage and retain talent, including:

►	Investing in and utilising our support network
►	Creating 'long-list' quotas
►	Anonymous CVs
►	Embracing Earn Your Worth
►	Building diverse talent pools through networks & partners
►	Collecting and analysing data
►	L&D including unconscious bias training
►	Psychometric testing

For further information on how we are tackling DE&I within the creative industries, please visit: [www.majorplayers.co.uk/diversity-equity-inclusion](http://www.majorplayers.co.uk/diversity-equity-inclusion).

EARN YOUR WORTH - FAIR PAY FOR ALL

We believe that talent should be paid fairly based on their skills, experience, and ability to do the job; not on their perceived worth or ability to negotiate. At Major Players, we made a commitment to stop asking our candidates to divulge in their current or previous salaries, in a bid to cut pay gaps.

There is clear evidence which indicates when making this simple, low-cost change

to the hiring process, it can positively impact pay inequality.

We are calling on all employers to sign up to our #EarnYourWorth pledge to make salary disclosure a thing of the past. We are also calling on individuals to sign our petition, in order for us to lobby the UK Government into making legislative change around salary history.

Find out more: [www.majorplayers.co.uk/earn-your-worth](http://www.majorplayers.co.uk/earn-your-worth)



Pledge your support here:



USING BUSINESS FOR GOOD

GREATER FOCUS ON ESG

Nine in ten business decision makers now class improving Environmental, Social and Governance (ESG) performance as one of their top priorities<sup>9</sup>. Additionally, 75% of respondents to our Census stated that purpose was an important factor when considering their next career move.

With a rise in new technologies, increased globalisation and shifting generational expectations, attitudes towards how businesses measure their success have changed.

The millennial generation have come to expect far greater flexibility in the workplace, to progress faster in their careers and to be able to switch jobs more regularly. Therefore, it's unsurprising that those aged 18-34 had greater expectation that businesses should have a clear purpose, beyond the bottom line.

In the current age of rapid technological change, and off the back of business model disruption, C-suites have begun to find themselves caught between shareholders wanting them to adapt quickly to maximise profits and fight off the competition, employees who no longer see themselves in a job for life, and customers whose expectations have shifted.

Those businesses who harness change and put purpose at the core of their organisation, can arguably make more money, have more engaged employees and more loyal customers, and are even better at innovation and transformational change.

TRANSPARENCY & AUTHENTICITY

As purpose and ESG move closer to being established business strategies,

scrutiny from all stakeholders is only set to increase. The pressure for transparency will not only come from external groups, but increasingly from within too - with more employee-orientated campaigns around what the company stands for.

As part of this process, businesses will need to embrace ambiguity: knowing where they want to go, but acknowledging they may not be there yet. Brands will no longer ask audiences for their approval, but rather for permission to make mistakes.

By being transparent and ethical, businesses will be able to attract, engage and retain staff more successfully.

In 2022, Major Players achieved B Corp accreditation, and we truly believe that business should be a force for good. For the last 30 years, we have always valued our people and championed our communities, alongside our desire to build a sustainable business. By using the B Corp framework, we're making a commitment to ensure that we use our business as a force for good.

“Investments in people may have short-term costs... but that kind of long-term thinking is critical in a world of inclusive growth. Indeed, one of businesses most important contributions to society is driving sustainable, long-term growth while investing in solutions for the challenges of tomorrow.”

Mark Weinberger,  
Global Chairman and CEO, EY

75% of respondents stated purpose was an important factor when considering their next move



1400 businesses in the UK are accredited B Corp status



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# CLIENT SERVICES

The need for strong Client Service's leaders has become more paramount for businesses as agencies continue to win big accounts.

There is a huge desire for candidates who are able to work hybrid across Account Management and Project Management, with a particular emphasis on senior talent who are able to provide experience and help scale teams quickly. At the other end of the spectrum, junior talent is seeking more fulfilling opportunities abroad.

## PERMANENT

CLIENT SERVICES		
Job Title	Average Salary 2023	Salary Range 2023
Account Executive	£24,000	£22-26k
Senior Account Executive	£28,000	£26-34k
Account Manager	£33,000	£30-36k
Senior Account Manager	£40,000	£35-45k
Account Director	£50,000	£45-55k
Senior Account Director	£62,000	£55-65k
Business Director	£70,000	£65-85k
Head of Client Services	£80,000	£80k+

## FREELANCE

CLIENT SERVICES		
Job Title	Average Day Rate 2023	Day Rate Range 2023
Account Executive	£165	£150-185
Senior Account Executive	£185	£170-200
Account Manager	£220	£200-240
Senior Account Manager	£260	£230-280
Account Director	£330	£300-360
Senior Account Director	£350	£325-375
Business Director	£400	£350-450
Head of Client Services	£400	£350-450
Brand Strategist	£450+	£450+
Strategy Director	£500	£450-500+

# CREATIVE SERVICES

As an umbrella term for the Resource, Traffic and Operational Management, creative services are the backbone of the creative studio, ensuring a timely and efficient process throughout.

Post-pandemic, businesses have focussed on rebuilding their internal operations teams to ensure they can comfortably handle demand, with a particular focus on those who have hybrid skill sets and experience within Project Management and Production.

## PERMANENT

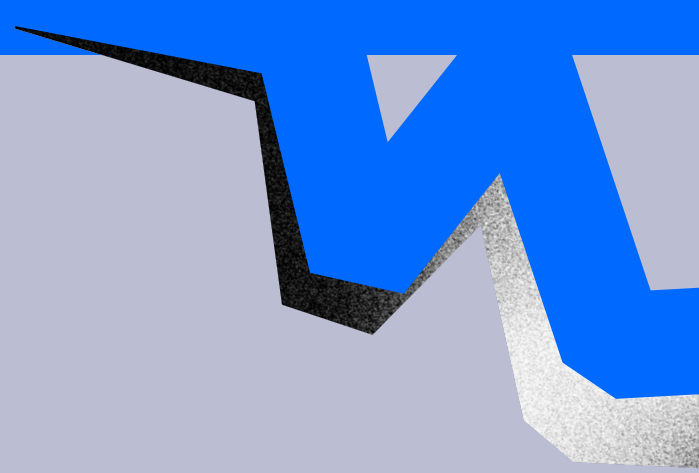
CREATIVE SERVICES		
Job Title	Average Salary 2023	Salary Range 2023
Resource / Traffic Co-Ordinator	£27,000	£25-30k
Resource / Traffic Manager/ Studio Manager	£38,000	£32-40k
Creative Services Manager	£45,000	£40-50k
Head of Creative Services	£60,000	£55-65k
Operations Manager	£65,000	£55-75k
Operations Director	£75,000	£70-85k
Head of Operations	£85,000	£80-90k

## FREELANCE

CREATIVE SERVICES		
Job Title	Average Day Rate 2023	Day Rate Range 2023
Resource / Traffic Co-Ordinator	£250	£200-250
Resource / Traffic Manager/ Studio Manager	£300	£275-325
Creative Services Manager	£325	£300-350
Head of Creative Services	£350	£325-375
Operations Manager	£350	£325-375
Operations Director	£375	£350-400
Head of Operations	£400+	£350-400+



# PROJECT MANAGEMENT & PRODUCTION



The accelerated pace of the tech market combined with digital transformation; increased competition; higher customer expectations; and a data-driven world has meant that Project Managers with digital skill sets are in high demand.

Businesses continue to prioritise Account and Project Management talent as the two areas become increasingly hybrid in nature. Those with integrated skill sets are highly desirable, particularly as businesses continue to look for versatile talent to cover a wide range of responsibilities across project, account management, and production.

## PERMANENT / INTEGRATED

PROJECT MANAGEMENT & PRODUCTION		
Job Title	Average Salary 2023	Salary Range 2023
Project Coordinator	£28,000	£26-32k
Mid-Weight PM	£45,000	£40-50k
Senior PM	£58,000	£50-65k
Mid-weight Digital Project Manager	£41,000	£38-45k
Senior Digital Project Manager	£62,500	£50-65k
Project Director	£72,000	£65-75k
Head of Project Management	£75,000	£70-80k
Junior Producer	£32,000	£28-35k
Mid-weight Producer	£38,000	£35-45k
Senior Producer	£55,000	£45-60k
Executive Producer	£65,000	£60-70k
Digital producer	£50,000	£45-55k
Production Assistant / Coordinator	£25,000	£22-28k
Production Manager	£42,000	£40-45k
Production Director	£60,000	£55-65k
Head of Production	£65,000	£60-70k

## FREELANCE

PROJECT MANAGEMENT & PRODUCTION		
Job Title	Average Day Rate 2023	Day Rate Range 2023
Project Coordinator	£200	£180-220
Mid-Weight PM	£275	£250-300
Senior PM	£325	£300-350
Mid-weight Digital Project Manager	£300	£250-350
Digital Project Manager	£350	£325-400
Project Director	£400	£350-425
Head of Project Management	£400	£350-450
Junior Producer	£225	£200-250
Mid-weight Producer	£275	£250-300
Senior Producer	£350	£325-375
Executive Producer	£375+	£375+
Digital Producer	£350	£325-400
Production Assistant / Coordinator	£200	£180-220
Production Manager	£270	£230-300
Production Director	£325	£300-350
Head of Production	£375	£350-400



# CREATIVE, DESIGN & STUDIO

Building on last year’s call for integrated design experts, the need for innovative design and studio professionals to create captivating and aesthetically pleasing content that resonates with customers continues to grow.

Brands and agencies are currently searching for senior hires to strategically lead teams and create disruptive work as well as fully integrated designers that can support impactful, meaningful work.

Mid-level designers continue to be in high demand, with a particular focus on having awareness and experience with purpose-led work.

## PERMANENT / AGENCY

CREATIVE, BRANDING & DESIGN - AGENCY	Average Salary 2023	Salary Range 2023
Job Title		
Junior Designer	£26,000	£24-30k
Mid-Weight Designer	£35,000	£30-40k
Senior Designer	£45,000	£40-50k
Junior Creative Team (AD/CW/Team)	£28,000	£25-35k
Mid-Weight Creative Team (AD/CW/Team)	£40,000	£45-45k
Senior Creative Team (AD/CW/Team)	£62,000	£55-65k
Design Director / Head of Design	£62,000	£55-65k
Associate Creative Director	£60,000	£55-60k
Creative Director / Head of Creative	£70,000	£65-80k
Executive Creative Director	£100,000	£100k+
Junior Copywriter	£26,000	£24-30k
Mid-level Copywriter	£35,000	£30-40k
Senior Copywriter	£40,000	£35-45k
Head of Copy	£50,000	£45-60k
Video Editor	£40,000	£35-45k
Motion Graphics Designer	£45,000	£40-50k

## PERMANENT / IN-HOUSE

CREATIVE, BRANDING & DESIGN - IN-HOUSE	Average Salary 2023	Salary Range 2023
Job Title		
Junior Designer	£26,000	£24-30k
Mid-Weight Designer	£35,000	£30-40k
Senior Designer	£45,000	£40-50k
Design Director	£65,000	£60-70k
Creative Director / Head of Creative	£65,000	£60-70k

## PERMANENT / STUDIO

STUDIO	Average Salary 2023	Salary Range 2023
Job Title		
Mid-Weight Artworker	£32,000	£28-36k
Senior Artworker	£45,000	£40-50k
Presentation Designer	£45,000	£40-50k

## FREELANCE / AGENCY

CREATIVE, BRANDING & DESIGN - AGENCY	Average Day Rate 2023	Day Rate Range 2023
Job Title		
Junior Designer	£250	£200-250
Mid-Weight Designer	£300	£280-300
Senior Designer	£350	£300-380
Mid-Weight Creative Team (AD/CW/Team)	£350	£300-400
Senior Creative Team (AD/CW/Team)	£425	£400-450
Design Director / Head of Design	£450	£420-500
Creative Director / Head of Creative	£500	£500-550
Executive Creative Director	£550	£525-600
Junior Copywriter	£280	£250-300
Mid-Weight Copywriter	£300	£300-350
Senior Copywriter	£400	£350-450
Video Editor	£350	£300-400
Motion Graphic Designer	£350	£300-400

## FREELANCE / STUDIO

STUDIO	Average Day Rate 2023	Day Rate Range 2023
Job Title		
Mid-Weight Artworker	£250	£200-300
Senior Artworker	£300	£280-325
3D Visualiser	£350	£300-400
Presentation Designer	£350	£300-400



# BUSINESS DEVELOPMENT & PARTNERSHIPS

In a fiscally turbulent climate, businesses must think outside the box and cultivate mutually beneficial partnerships to drive growth.

The demand for Business Development professionals with a proven track record of identifying new business opportunities and building successful partnerships is growing as businesses try to get a handle on the market in front of them.

Building on last year’s movements, technology solidifies its crucial role in data-powered strategies, giving way for more multi-skilled candidates, who are versatile enough to support the business in multiple areas.

## PERMANENT

BUSINESS DEVELOPMENT & PARTNERSHIPS		Average Salary 2023	Salary Range 2023
Job Title			
Business Development Exec		£27,000	£25-30k
Business Development Manager		£39,000	£35-45k
Snr. Business Development Manager		£50,000	£45-55k
Business Development Director		£75,000	£65-85k

# EXPERIENTIAL & EVENTS

Following another experiential boom for the consumer, corporate and tech industries, the experiential space continues to undergo a heavy growth period with focus on creative event productions that translate across in-person to virtual marketability.

Now that the industry shows concrete signs of heightened revival post-pandemic, we’re seeing demand for creative experiential and events professionals increasing, with particular focus on those that can deliver immersive and ‘potentially viral’ experiences.

In line with expectations, clients searching for permanent talent are experiencing a considerable candidate shortage as a high proportion of events professionals are freelance. Despite this, businesses continue to be intent on building out a function to support this new demand and to curve costs on outsourcing. Senior-level hires are of particular interest so that businesses are well-equipped with professionals to lead and scale teams.

## PERMANENT

EXPERIENTIAL & EVENTS		Average Salary 2023	Salary Range 2023
Job Title			
Account Executive		£24,000	£22-26k
Senior Account Executive		£28,000	£25-35k
Account Manager		£33,000	£30-36k
Senior Account Manager		£40,000	£35-45k
Account Director		£50,000	£45-55k
Senior Account Director		£60,000	£55-65k
Events Co-Ordinator		£24,000	£22-26k
Events Manager		£33,000	£30-36k
Senior Events Manager		£42,000	£38-46k
Production Manager		£42,000	£35-45k
Project Manager		£42,000	£40-45k
Mid-Weight Project Manager / Producer		£38,000	£35-45k
Senior Project Manager / Producer		£52,000	£45-60k
Project Director		£64,000	£60-70k
Executive Producer		£67,000	£60-70k
Head of Project Management / Production		£70,000	£65-75k
Client Services Director		£85,000	£75-95k

## FREELANCE

EXPERIENTIAL & EVENTS		Average Day Rate 2023	Day Rate Range 2023
Job Title			
Account Executive		£165	£150-180
Senior Account Executive		£190	£180-220
Account Manager		£220	£200-240
Senior Account Manager		£260	£230-280
Account Director		£325	£300-350
Senior Account Director		£350	£325-400
Business Director		£400	£350-450
Events Co-Ordinator		£175	£150-200
Events Manager		£235	£220-250
Senior Events Manager		£300	£250-350
Production Manager		£300	£250-350
Mid-weight Project Manager/ Producer		£275	£250-300
Senior Project Manager/Producer		£350	£325-375
Project Director		£400	£350-450
Executive Producer		£400	£350-450
Head of Project Management/ Production		£400+	£350-450+
Partnerships Manager		£250	£225-275
Partnerships Account Director / Senior Partnership Manager		£325	£300-350



# E-COMMERCE & DIGITAL MARKETING

E-Commerce continues to be a high-growth area for many, as innovation in the space offers up new ways to reach the online consumer and optimise core business processes. Brands are constantly having to re-invent how they market to their online consumer bases, using the latest platforms (i.e. TikTok) and technology advances (i.e. VR & AI) to ensure impact.

Following on from last year’s subscription-model boom, retailers are building out their CRM and customer service-led teams, particularly those with end-to-end experience across E-commerce and Paid Media.

## PERMANENT

E-COMMERCE & DIGITAL MARKETING		
Job Title	Average Salary 2023	Salary Range 2023
E-Commerce Manager	£45,000	£40-50k
Digital Marketing Executive	£30,000	£30-35k
Senior Digital Marketing Manager	£60,000	£55-60k
Performance Marketing Manager	£48,000	£45-55k
Head of Online / Digital	£65,000	£60-70k
Head of E-Commerce	£70,000	£65-80k
Director of Online / E-Commerce	£90,000	£90k+

## FREELANCE

E-COMMERCE & DIGITAL MARKETING		
Job Title	Average Day Rate 2023	Day Rate Range 2023
E-Commerce Manager	£325	£300-400
Digital Marketing Executive	£175	£150-200
Senior Digital Marketing Manager	£300	£250-350
Head of Online / Digital	£450	£400-500
Head of E-Commerce	£450	£400-500
Director of Online / E-Commerce	£650	£600-800+

# CRM, DATA & ANALYTICS

Consumer habits continue to evolve at a rapid pace and the need for skilled CRM, data and analytics professionals has continued to grow. The advent of big data has changed the game for businesses, making it essential to invest in customer relationship management (CRM), data, and analytics. Businesses are seeking key specialists in this area to anticipate changes in consumer behaviour.

Businesses are investing heavily in understanding their customers better and as this area is set to increase, data and digital analysts are in high demand.

## PERMANENT

CRM, DATA & ANALYTICS		
Job Title	Average Salary 2023	Salary Range 2023
CRM Executive	£27,000	£25-30k
CRM Manager	£39,000	£35-45k
CRM Account Director	£52,000	£45-55k
Head of CRM	£75,000	£70-80k
Retention Specialist	£45,000	£40-50k
Web/Digital Analyst	£40,000	£35-45k
Insight Analyst	£42,000	£40-45k
Senior Web Analyst	£50,000	£45-55k
Social Analyst	£45,000	£40-50k
Research Analyst	£35,000	£30-40k
Data Analyst	£40,000	£35-45k



# GROWTH & PERFORMANCE MARKETING

In today's competitive landscape, driving revenue and increasing customer acquisition are top priorities for businesses. Performance marketing continues to be a critical business strategy for those looking to set themselves apart from competition.

Seen increasingly as an integral function, businesses are allocating more budget to performance marketing, and are increasingly investing in growth and performance marketing strategies and people.

## PERMANENT

GROWTH & PERFORMANCE MARKETING	Average Salary 2023	Salary Range 2023
Job Title		
SEO Executive	£26,000	£25-30k
SEO Manager	£40,000	£35-45k
Head of SEO	£52,000	£50-55k
PPC / Paid Social Executive	£26,000	£20-30k
PPC / Paid Social Manager	£40,000	£35-45k
Paid Media / Biddable Account Director	£52,000	£45-55k
Head of PPC Search / Biddable	£68,000	£65-80k
Programmatic Manager	£56,000	£50-65k
Performance Marketing Manager	£50,000	£45-55k
Growth Marketing Manager	£45,000	£40-50k
Head of Performance	£68,000	£65-75k
Head of Growth Marketing	£68,000	£65-75k

## FREELANCE

GROWTH & PERFORMANCE MARKETING	Average Day Rate 2023	Day Rate Range 2023
Job Title		
SEO Executive	£250	£225-275
SEO Manager	£300	£275-325
Head of SEO	£400	£375-425
PPC / Paid Social Executive	£250	£225-275
PPC / Paid Social Manager	£300	£275-325
Paid Media / Biddable Account Director	£350	£325-375
Head of PPC Search / Biddable	£400	£375-425
Programmatic Manager	£350	£300-400
Performance Marketing Manager	£350	£300-400
Growth Marketing Manager	£350	£300-400
Head of Performance	£425	£400-450
Head of Growth Marketing	£425	£400-450

# SOCIAL, CONTENT & INFLUENCER

Social commerce and livestream shopping are the latest trends seen in this space. In tandem with growth in short-form, user-generated and audio content, businesses are looking for candidates that can easily handle the reactivity required in social content and strategy roles.

Brands are increasingly building out content plans that are multi-dimensional, with a particular focus upon video. TikTok continues to remain a popular player in the social sphere, with more businesses placing greater emphasis on utilising this platform to engage with existing and new customer bases.

## PERMANENT

SOCIAL, CONTENT & INFLUENCER	Average Salary 2023	Salary Range 2023
Job Title		
Content Manager	£35,000	£30-40k
Content Strategist	£42,000	£38-44k
Social Media Executive	£24,000	£20-30k
Social Media Manager	£30,000	£25-35k
Social Media Strategist	£38,000	£35-45k
Paid Social Manager	£36,000	£30-40k
Paid Social Strategist	£42,000	£35-45k
Content Writer	£37,000	£35-45k
Head of Social	£65,000	£60-70k
Influencer Manager	£45,000	£40-50k
Influencer Director	£60,000	£55-65k

## FREELANCE

SOCIAL, CONTENT & INFLUENCER	Average Day Rate 2023	Day Rate Range 2023
Job Title		
Content Manager	£300	£250-350
Content Strategist	£450	£400-500
Social Media Executive	£250	£225-275
Social Media Manager	£300	£225-325
Social Media Strategist	£400	£350-450
Head of Social	£400	£350-450
Influencer Manager	£350	£350-450
Influencer Director	£400	£350-450



# MARKETING, PR & COMMS

Similarly, to last year, businesses are continuing to prioritise in-house functions across marketing, PR, and Comms.

There is huge demand for skilled marketing, comms, and PR professionals who can build strong brand recognition and reputation. PR agencies, hospitality and consumer lifestyle brands are among the top businesses looking to bolster their teams.

The wider digital shift towards more integrated marketing efforts sees social and content skills far more in-demand than previously. Account Directors are especially sought after, with agencies looking to supplement the top-level talent lost in the previous Account Manager to Senior Account Manager level.

## PERMANENT / MARKETING

MARKETING, PR & COMMS	Average Salary 2023	Salary Range 2023
Job Title		
Marketing Assistant	£27,000	£25-30k
Marketing Executive / Co-ordinator	£32,000	£30-35k
Senior Marketing Executive	£38,000	£35-45k
Marketing Manager	£50,000	£45-55k
Campaign Manager	£52,000	£45-55k
Senior Marketing Manager	£64,000	£60-70k
Head of Marketing	£75,000	£70-80k
Marketing Director	£85,000	£80-90k
Chief Marketing Officer / VP	£92,000	£85-95k
Brand Executive	£30,000	£25-35k
Brand Manager	£47,000	£45-55k
Head of Brand Marketing	£80,000	£75-90k

## FREELANCE / MARKETING

MARKETING, PR & COMMS	Average Day Rate 2023	Day Rate Range 2023
Job Title		
Marketing Assistant	£165	£130-200
Marketing Executive / Co-ordinator	£190	£180-200
Senior Marketing Executive	£225	£200-250
Marketing Manager	£275	£250-300
Campaign Manager	£350	£300-400
Senior Marketing Manager	£350	£300-400
Head of Marketing	£400	£350-450
Marketing Director	£350	£300-400
Chief Marketing Officer / VP	£400+	£400+
Brand Executive	£250	£200-300
Brand Manager	£300	£275-325
Head of Brand Marketing	£375	£350-400

## PERM / PR & COMMS / IN HOUSE

MARKETING, PR & COMMS	Average Salary 2023	Salary Range 2023
Job Title		
Press Officer / Comms Executive	£30,000	£25-35k
PR Manager / Comms Manager	£38,000	£35-45k
Internal Comms Manager	£45,000	£40-50k
Senior PR / Comms Manager	£55,000	£50-60k
Head of PR / Head of Media Relations	£65,000	£60-70k
Head of Internal Comms	£65,000	£60-70k
Group Head of Comms	£80,000	£75-85k
PR Director	£85,000	£80-90k
Director of Communications	£90,000	£85-95k

## PERMANENT / PR & COMMS / AGENCY

MARKETING, PR & COMMS	Average Salary 2023	Salary Range 2023
Job Title		
Account Executive	£23,000	£20-25k
Senior Account Executive	£28,000	£25-30k
Account Manager	£35,000	£30-40k
Senior Account Manager	£40,000	£35-45k
Account Director	£47,000	£45-50k
Senior Account Director	£55,000	£50-60k
Associate Director	£68,000	£65-75k
Director	£90,000	£90k+

## FREELANCE / PR & COMMS / IN HOUSE

MARKETING, PR & COMMS	Average Day Rate 2023	Day Rate Range 2023
Job Title		
Press Officer / Comms Executive	£175	£150-200
PR Manager / Comms Manager	£250	£220-270
Internal Comms Manager	£300	£250-350
Senior PR / Comms Manager	£300	£250-350
Head of PR / Head of Media Relations	£325	£300-400
Head of Internal Comms	£325	£300-400
Group Head of Comms	£350	£300-400
PR Director	£400+	£400+
Director of Communications	£400+	£400+

## FREELANCE / PR & COMMS / AGENCY

MARKETING, PR & COMMS	Average Day Rate 2023	Day Rate Range 2023
Job Title		
Account Executive	£150	£120-170
Senior Account Executive	£175	£150-200
Account Manager	£210	£190-230
Senior Account Manager	£240	£220-260
Account Director	£300	£250-325
Senior Account Director	£325	£300-250
Associate Director	£375	£350-400
Director	£400+	£400+
Publicist	£250	£200-300
Senior Publicist	£285	£250-300



# PRODUCT AND UX & UI DESIGN

Product has become one of the fastest-growing areas, with businesses understanding having the importance of digital services, features, or digital apps. Consumers are driven by speed and agility, which continues to drive demand for product specialists, both in permanent and contract hires. We’re also seeing legacy software being optimised to compete against the fresh world of startups, requiring a staffed product team to support this.

Product Managers are top of mind for businesses as they intend to build out existing teams, whereas smaller businesses are looking for Heads of Product to support an initial stage of development. UX/UI is clearly intricate throughout Product teams; however, this year we have seen salaries stabilise with less exaggerated numbers, particularly at the junior to mid-level.

## PERMANENT

PRODUCT		
Job Title	Average Salary 2023	Salary Range 2023
Product Owner	£52,000	£50-55k
Product Manager	£55,000	£50-60k
Senior Product Manager	£65,000	£60-70k
Head of Product	£80,000	£75-80k
Product Director	£108,000	£105-120k
Chief Product Officer	£114,000	£110,00+

UX & UI DESIGN		
Job Title	Average Salary 2023	Salary Range 2023
Junior Digital Designer	£24,000	£22-28k
Mid-Weight Digital Designer	£30,000	£25-35k
Senior Digital Designer	£35,000	£30-40k
Junior UX Designer	£28,000	£25-35k
Mid-Weight UX Designer	£32,000	£28-35k
Senior UX Designer	£40,000	£40-50k
Digital Design Director	£80,000	£70-90k
UX Director	£85,000	£80-90k
Junior UI Designer	£30,000	£25-35k
Senior UI Designer	£45,000	£40-50k
UX Copywriter	£45,000	£40-50k

## FREELANCE

UX & UI DESIGN		
Job Title	Average Day Rate 2023	Day Rate Range 2023
Junior Digital Designer	£240	£225-250
Mid-Weight Digital Designer	£280	£275-325
Senior Digital Designer	£350	£300-400
Mid-Weight UX Designer	£275	£250-300
Senior UX Designer	£475	£450-525
Digital Design Director	£500	£475-525
UX Director	£600	£600+
Junior UI Designer	£300	£250-350
Senior UI Designer	£475	£450+
UX Copywriter	£350	£300-400

# STRATEGY

Strategy continues to be paramount for organisations, particularly in how they create personalised interactions with their customers. Strategists expertise can lay in different areas depending on the agency output, however, their skill set involves running diagnostics and producing methodical planning to connect brands with customers at a deeper level.

Consumers continue to prefer personalized experiences, that are topical and yet have an emphasis on the emotion. With an increased use of digital media, there is an added importance of innovative digital strategies that foster meaningful connections. With more businesses increasing their spending on digital media, the competition for top multi-channel Strategy talent is fierce.

## PERMANENT

STRATEGY		
Job Title	Average Salary 2023	Salary Range 2023
Junior Planner / Strategist	£33,000	£30-40k
Mid Planner / Strategist	£42,000	£40-45k
Senior Planner / Strategist	£52,000	£45-55k
Planning / Strategy Director	£65,000	£60-70k
Head of Planning / Strategy	£90,000	£80-100k
Chief Strategy Officer	£110,000	£110k+

## FREELANCE

STRATEGY		
Job Title	Average Day Rate 2023	Day Rate Range 2023
Junior Planner / Strategist	£250	£225-275
Mid Planner / Strategist	£325	£300-375
Senior Planner / Strategist	£400+	£400+
Planning / Strategy Director	£500+	£450-500+
Head of Planning / Strategy	£550	£500+
Chief Strategy Officer	£700+	£700+



# SENIOR APPOINTMENTS & EXECUTIVE SEARCH

PERMANENT



Richa Arora  
Senior Appointments & Executive Search

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These key trends include wider responsibilities, company vision, company growth, personal growth, stability, and flexible working. However, there are some worrying figures in the market, with 50% of talent reporting poor communication in the process and 75% receiving zero feedback from employers. This highlights the need for search firms to prioritise communication and feedback to ensure a positive candidate experience.

Our Senior Appointments & Executive Search function is headed up Richa Arora, who has over a decade of experience within the Creative Industries. Over the course of last 7 years, Richa has supported Major Players' clients (brands and agencies) secure senior talent across marketing, PR, Strategy and communications space.

Major Players has the infrastructure, knowledge and experience in supporting businesses seek out their next inspirational leaders. If you'd like to discuss accelerating your career or organisation, then please reach out to Richa.

## SALARY INFORMATION: PERMANENT

SENIOR APPOINTMENTS (ADVERTISING, INTEGRATED, CREATIVE & PR)		
Job Title	Salary Range 2023	Average Salary 2023
CEO	£240k	£190-275k
VP	£200k	£165-220k
Managing Director	£175k	£140-190k
Practice Director/Managing Partner	£150k	£140-180k
Business Director	£105k	£90-120k

Executive Search has been a popular recruitment strategy for several decades, but the expectations of clients have changed over time. Today, clients are looking for expertise across industry, function, and market as the most important criteria for selecting an executive search firm. This is a shift from the past, where clients would typically engage with a generalist. Additionally, clients expect a quicker pace in the delivery of a search project, which ties in with the need for expertise. The right search partner can reduce the time to hire, which is crucial in today's fast-paced business environment.

The evolving skill-sets in the market have also contributed to changes in client expectations. Companies want to stay current with market trends and seek leaders who are adaptable to change and can help build better employer brands. This has increased the demand for a single search or engaged partner who has their finger on the pulse of the evolving market landscape. Trust and transparency have become the next two priorities when engaging with a search partner, highlighting the importance of the candidate experience from start to finish.

From the perspective of senior-level candidates, 65% of successful placements in 2022 were passive talent. Post-pandemic, several factors have caused senior leaders to be more receptive to new opportunities.

### APPENDIX

1. *Arts and Creative Industries: This case for a strategy* (UK Parliament, 2022)
2. *The role of the BBC in creative clusters: analysing the BBC's wider impact on the UK Economy* (BBC, 2022)
3. *Creative places: growing the creative industries across the UK* (Creative Industries Policy & Evidence Centre, 2021)
4. *The future of the creative economy in the North of England: A spotlight on Greater Manchester* (Business Growth Hub, 2021)
5. *What is levelling up and who is it helping?* – BBC News
6. *Cost-of-living crisis: North-south divide widening as inflation 30% higher in poorer regions* (The Independent, 2023)

7. *2023 Workplace Learning Report, Building the agile future* (LinkedIn, 2023)
8. *Inflation and price indices* (Office of National Statistics, 2023)
9. *Turns out the Great Resignation may be followed by the Great Regret* (The Guardian, 2022)
10. *Why boomerang employees will become more common* (LinkedIn, 2022)
11. *Four-day week: 'major breakthrough' as most UK firms trial extend changes* (The Guardian, 2023)
12. *Sustainable real assets in the spotlight* (Aviva, 2023)

### ABOUT MAJOR PLAYERS

We are the UK's leading Digital, Marketing, Creative & Tech talent agency, committed to accelerating ambitions, building brands, and creating instrumental partnerships.

Over the last 30 years, our consultative and solutions led approach has helped revolutionise businesses, from trailblazing start-ups through to household names; across a variety of disciplines within the creative industries. With a network of over 500,000+ candidates, and over 65+ specialist talent partners, we are well placed to accelerate Businesses and career transformations.

For full information on specific job roles or to speak to a talent partner:

[www.majorplayers.co.uk](http://www.majorplayers.co.uk)

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### ABOUT THE SALARY SURVEY

This survey was compiled by Major Players using data collected from 450 respondents via the 2023 Salary Survey, our online Salary Benchmarking Tool and combined with insights gathered from senior talent partners.

The tables represent an overview of job levels and salary averages in all listed disciplines; and are correct at time of publishing.

As part of this year's survey we collected demographical data to provide an up to date snapshot of DE&I within the creative industries. We classified gender, ethnicity, sexuality and identity using government recommended grouping.

For further information on these, please visit [www.gov.uk](http://www.gov.uk).



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