

# UK CREATIVE INDUSTRIES CENSUS

# 2023

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# WELCOME TO THE UK CREATIVE INDUSTRIES CENSUS 2023

## ABOUT THE CENSUS 2023

This census was compiled by Major Players using data collected from 3301 professionals across the Creative Industries (digital, marketing, and creative); from our 2023 Census survey, our online Salary Benchmarking Tool and 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 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.

**8971**

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



# FOREWORD



*Joanne Lucy*

Joanne Lucy  
Managing  
Director

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 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 remuneration and benefit packages to attract and retain talent, with a 6% increase in permanent salaries and 3% in freelancer day rates in the last 12 months. 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 learning & development 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. Over 51% of respondents are currently hybrid with fixed hours or fixed days, however, only 18% preferred this way of working, with almost two-thirds wanting a fully flexible workplace policy.

Despite this, many businesses have begun to mandate days back into the office, which shows 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, of which 74% of respondents classified as important, has been hindered directly by remote or flexible working.

Overall, there has been very little progression within DE&I in the creative industries, and whilst representation and pay gaps have improved for some, they have regressed for most. There is 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 this years' Census enables you to create fairer processes, and keep diversity, equity, and inclusion front of mind.

Despite a tumultuous last 6 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 talent partner.

# THE CREATIVE INDUSTRIES

## CREATIVE INDUSTRIES LEADING THE POST-PANDEMIC RECOVERY

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 to 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 2022, compared with the same month in 2021.

**The Creative Industries are expected to contribute £300bn to the UK economy by 2030**

creative industries. To tackle some of these issues, the Department for Digital, Culture, Media, and Sport (DCMS) and the Creative Industries Council (CIC)<sup>1</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 now including the Cultural Investment Fund, Culture Recovery Fund, Create Growth Programme and Creative Cluster Programme; all aimed at supporting growth and recovery, whilst substantiating the government's levelling up agenda.

In addition to the above, businesses continue to face other challenges too, including the ongoing effects of Brexit, inflation, energy and fuel prices, and the cost-of-living crisis.

While the path to recuperation and expansion may vary for each enterprise and industry, what's common is the need for strategic planning, flexibility, and an emphasis on attraction and retention strategies that allow for sustainable growth.

### GROSS VALUE ADDED (GVA)

Index, Jan 2020 = 0

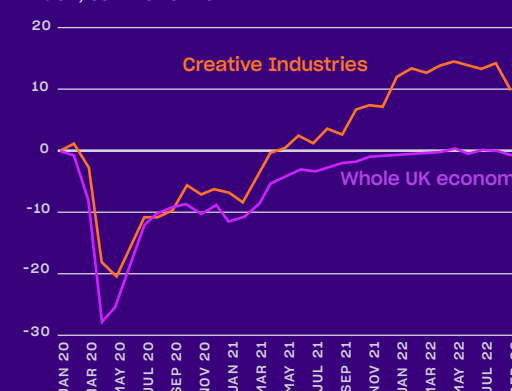


Figure 1. Changes to UK economy and the creative industries sector, January 2020-September 2022

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, reaching approximately £300bn, with employment expected to increase 4 million workers. Part of this growth will be because of the greater convergence between creative and tech, which we could see up to an additional 300,000 creative business created, accounting for up to 40% of employment within the creative industries by 2027.

Despite these positive projections, there are challenges ahead which will disrupt the continued recovery and growth of the



# 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 regrets over their indulgent hiring strategies, with almost half of businesses (46%) expressing regret of some of those hires during this period<sup>3</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 still is a huge appetite for skilled workers, and businesses have continued to enhance remuneration and benefit packages to attract and retain talent. There has been an average increase of 6% for permanent salaries and 3% in freelancer day rates.

**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

Which respectively represents a 16.2% and 10.1% increase over the last two years.

According to the Office for National Statistics<sup>4</sup>, to keep up with current inflation levels (as of March 2023), salaries and day rates would need to have increased by 9%. This coupled with the fact that only 28% of respondents reported their company had put in place cost-of-living provisions, 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 that the creative industries will continue to outperform other industries.

## RECALIBRATION & INTERNAL MOBILITY

Job seekers are also approaching the market with greater consideration after last year's hiring boom, with almost three quarters of employees (72%), reporting surprise or regret that their new role or company was "very different" from what they were led to believe<sup>5</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 of respondents (74%) stated that L&D was a key factor when considering their current 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<sup>6</sup>.

By employing strategic L&D initiatives, businesses can increase job satisfaction

and employee engagement, whilst 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 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 percent of all new hires among companies in 2021, up from 3.9 per cent in 2019<sup>7</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 all with a 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 innovation, 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>8</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 it also means 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 business do retain their most valuable employees. Employers that can continue to evolve their offerings around remuneration (94%), flexibility (88%) and a good work/life balance (87%), 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 and tech is a well-received 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, become 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 a company's advantage in their industry.

To service 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.

**74%**

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 the wider tech world, ‘generative AI’, consisting mainly of large language models and foundation models—is becoming table stakes for any business operating 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 technology advances in recent times, but now poses a moral dilemma for organisations, especially around how employers upskill their talent as AI becomes more embedded in work practices.

**FUTURE OF THE WORKPLACE**

The role of the workplace has continued to evolve over 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.

Leaders are citing the need for in-person collaboration, culture, and stewardship as reasons for returning to the office, however, studies and our data show that many employees value flexible work. According to our Census, over half of respondents work hybrid with fixed hours or days (51%), however, only 18% prefer this workplace policy. Most workers highlighted that they wanted to work a fully flexible policy (61%). Furthermore, 98%

**98%**  
of respondents  
stated flexibility  
is important  
to them

of respondents stated that flexibility is one of the most important factors when considering new roles.






This means there is 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 exploring new ways of working however, and in the last year, 61 companies in the UK, equating to 3000 workers, trialed 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

-  **91% Holiday allowance**
-  **87% Flexible working hours**
-  **82% Pension**
-  **77% Progressive policies**
-  **74% Learning & development**






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>8</sup>.

**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 continues to remain 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 doesn’t offer a direct alternative to mandated days or 4-day working weeks, it can further support a more positive work/ life balance.

Interestingly, pensions and L&D scored far greater this year with employees keen to futureproof their careers and livelihoods. Progressive policies also scored highly

-  **60% Bonus**
-  **55% Private Healthcare**
-  **51% Parental leave**
-  **38% Life Insurance**
-  **14% Gym**

with 77% 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 DE&I policies; maternity and paternity leave; childcare and menopause policies; however, more work is still needed to create greater equity.

**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 77% of respondents are in permanent employment, while 23% were in freelance roles – this is an increase of 3% YoY in contract work. Those in permanent roles, work predominantly in agencies (64%), while a quarter (25%) work client-side/in-house, 5% in consultancy and 6% classified as other.

Over 64% of those in permanent positions recorded a salary increase in the last 12 months, with 6% stating their annual income had decreased. In comparison, just under half of freelancers recorded day rate increases (48%), with a further 8% reporting a decrease in daily income.

**64%**  
in permanent  
roles reported  
an increase in  
salary in the  
last 12 months

# DIVERSITY, EQUITY & INCLUSION

We collected demographical data for the third year running, asking respondents about their age, ethnicity, gender, sexuality, identity, and disability. It's important to be able to lay bare year-on-year comparisons, and to facilitate positive discussions around increasing representation and equality.

Our findings continue to emphasise the 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 across creative, digital, and marketing remains the same as last year at 63%. In a similar trend to year previous, females are earning more than their male counterparts at both entry and mid-level roles, however, this trend declines at senior and c-suite positions. This is apparent when you compare representation in salaries over £70,000, where 19% of females earn over this threshold compared to 36% of males – an increase of 3% and 7% respectively from last year's report.

Our data also suggests that the pay gap has increased over the last 12 months, with females earning, on average, £9,618 less

than men in permanent roles, which has seen the gap widen by £371 per annum. This represents a pay gap of 15.1%, which is considerably greater than the UK average of 9.4% as reported by The Guardian, and this is despite 65% of females reporting a salary increase in the last 12 months.

Within freelance roles, the gender pay gap has closed considerably from 13.3% to 6.8%, but females are still earning on average £25 less than their male counterparts.

## ETHNICITY

Our data sample indicates that ethnic representation has remained at the same level as last year, with Asian, Black, Mixed, Arabic or Other making up 15.6% of the creative industries workforce. This is still short of the UK national average of 18.3%, and considerably short of London's 39.9% ethnic makeup. In addition, representation within senior and C-suite roles is also low, where only 11% of Black, Asian and Minority Ethnic workers are in roles above £70,000+.

Unlike last year, there have been several changes in average salaries based on ethnicity, and despite positive strides in some areas, there are still large disparities and inequalities in others.

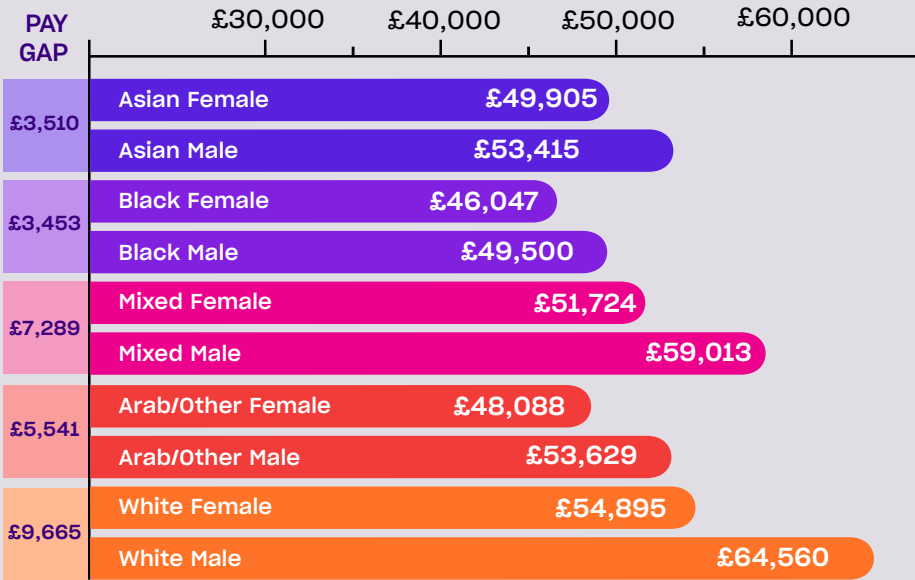
	PERMANENT		FREELANCE	
	Annual Salary	Difference YoY	Day Rate	Difference YoY
Asian	£51,660	3.7% decrease	£305	1.6% increase
Black	£47,773	9.6% increase	£297	0% increase
Mixed	£55,369	1.5% increase	£318	1.2% decrease
Arab/Other	£50,679	9.6% decrease	£321	3.7% increase
White	£59,728	7.3% increase	£358	5% increase

Women are earning, on average

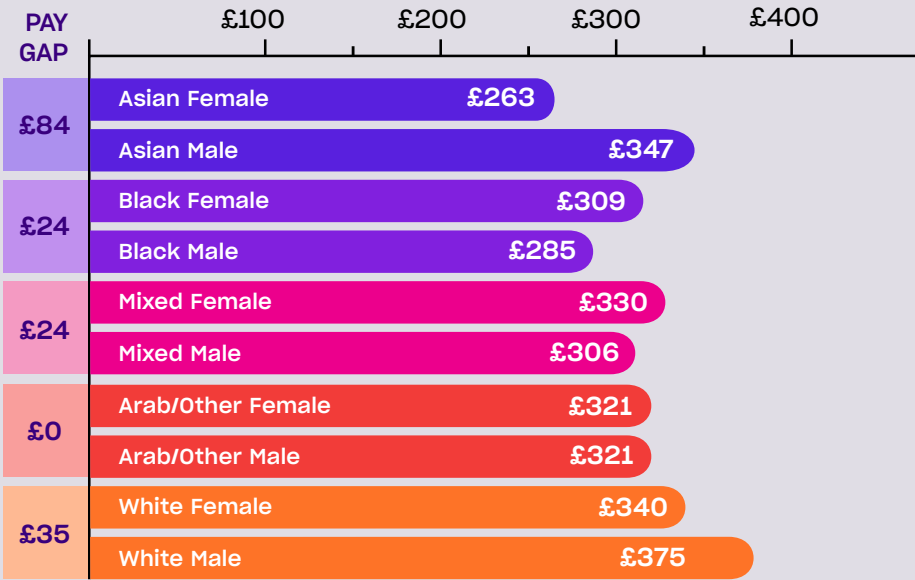
£9,618

less than men in permanent roles and £25 less in freelance day rates

## PERMANENT



## FREELANCE



Intersectional data further highlights pay disparity across gender and ethnicity, where Black females continue to earn the least £46,047, despite an 18.2% salary increase in the last two years. White males continue to earn the most at £64,560, an increase of 8.2% YoY which is the largest increase across all groups.

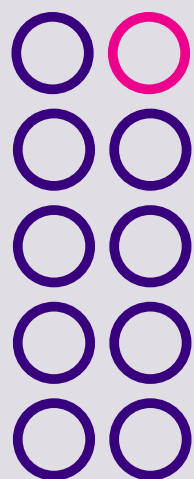
Within freelance day rates, there has been a huge shift in Black and Mixed females earning more than their respective male counterparts for the first time, while White males continue to earn the most at £375 per day.

The sectors with the highest Black, Asian and Minority Ethnic representation were in Product, UX & UI Design (22%), E-Commerce & Digital Marketing (21%), and Social, Content & Influencer Marketing (21%). Those with the least representation included Client Services (13%), Creative Services (14%) and Marketing, PR and Communications (12%).

15.6% of respondents were from Black, Asian or Minority Ethnic backgrounds

(For the full list of ethnic group samples, please refer to the index. \*Please note some respondents did not disclose their ethnicity, this may affect final findings)





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

### SEXUALITY & IDENTITY

There has been an increase in respondents identifying with being asexual, bisexual, demisexual, gay, pansexual, queer, or other, making up 18% of the creative industries workforce, a 4% YoY increase in representation. However, those within the LGBTQIA+ community have seen pay disparity increase, earning 8.5% less, on average, than their heterosexual counterparts versus the 5% reported last year. Whilst LGBTQIA+ freelancers tend to earn more, they’ve seen the pay gap reduce from 6% to 1.4%, and are now earning just £5 extra per day compared to last year.

Less than 1% identified with non-binary or intersex, with a further 1% stating their gender identity was not the same as the sex they were assigned at birth.

### AGE

Just over 1 in 10 in the creative industries are aged 45+, which has remained the same for the last three years. This lack of representation brings into question the long-term prospective of creative careers, especially if an individual chooses to take a career break. Almost half of those aged 45+ work within just two sectors within the creative industries, with 43% in Creative, Design & Studio and a further 14% within Marketing, PR, and Communications.

As expected, our data continues to show a trend for a preference to start turning freelance within the ages of 35-44, with 26% preferring this method of employment, highlighting desires for flexible working and increased work/life balance. This trend continues to increase as age does, with 39% aged between 45-54 freelancing.

In particular, over 90% of females aged 35+ stated that flexibility was important to them. This infers that as women approach 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. Pregnant Then Screwed further highlights that 76% 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, are paid 9% less in annual salaries, and 7% in day rates, than those who do not. There are also disparities between the categorisations:

	ANNUAL SALARY	DAY RATE
Disability	£55,625	£300
Mental Health Condition	£50,761	£318
Neurodivergence	£53,125	£339
No Disability or Neurodivergence	£58,310	£343

Nearly 4 out of 10 work within Creative, Design & Studio in some capacity, suggesting this sector has made some of the reasonable adjustments necessary for an accessible workplace. This sector is followed by Marketing, PR & Communications (15%), Client Services (10%) and Project Management & Production (9%), with the highest proportions of representation.

### TACKLING INEQUALITY

The findings from our 2023 Census continues to highlight disparities across marginalised groups, and whilst progress has been made in some areas, it has regressed in others. 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 invested into our networks and partners, supporting programmes, activations and movements that enable representation and progression, including:

- 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 CV’s
►	Embracing Earn Your Worth
►	Building diverse talent pools through networks & partners
►	Collecting and analysing data
►	L&D including unconscious bias training
►	Psychometric testing

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

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

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.

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

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



Sereena Shienmar  
Client Services



Karina Warburton  
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.


CONTACT: 020 7836 4041  
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## SURVEY SNAPSHOT


- ▶ Over two-thirds that make up client services are **female (71%)**
- ▶ Data suggests that **13%** within this sector are from Black, Asian, or Minority Ethnic backgrounds
- ▶ **92%** are currently working within permanent positions, while 8% are in freelance roles
- ▶ Over **18%** have changed roles within the last 12 months
- ▶ The average tenure of employees within Client Services is approximately **1.6 years**

## FACTORS & BENEFITS

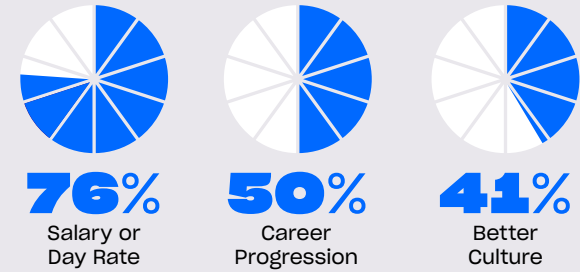
THE TOP 3 **FACTORS** CANDIDATES CONSIDER IN THEIR NEXT ROLES ARE

 **98% Holiday allowance**

 **97% Flexible working hours**

 **96% Pension**

THE TOP 3 **REASONS** FOR LOOKING TO LEAVE THEIR CURRENT ROLE:



# SALARY INFORMATION:

## PERMANENT

CLIENT SERVICES		
Job Title	Average Salary 2023	Salary Range 2023
Account Executive	£26,000	£24-28k
Senior Account Executive	£30,000	£28-34k
Account Manager	£38,000	£35-45k
Senior Account Manager	£45,000	£40-50k
Account Director	£58,000	£55-65k
Senior Account Director	£68,000	£65-75k
Group Account Director	£95,000	£90-120k
Business Director	£95,000	£80-120k
Head of Client Services	£100,000	£90-130k

## FREELANCE

CLIENT SERVICES		
Job Title	Average Day Rate 2023	Day Rate Range 2023
Account Executive	£180	£160-200
Senior Account Executive	£200	£200-220
Account Manager	£240	£200-250
Senior Account Manager	£300	£250-300
Account Director	£350	£250-350
Senior Account Director	£400	£300-400
Group Account Director	£425	£300-400
Business Director	£450	£350-450
Head of Client Services	£450	£400-500
Board Director	£450+	£450+
Brand Strategist	£450+	£400-550
Strategy Director	£500	£450-650

# CREATIVE SERVICES



Sereena Shienmar  
Creative Services



Robyn Smith  
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.

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## SURVEY SNAPSHOT

- The Creative Services sector is made up of **58% female** and **42% male**, this is almost a 6% swing in less females than the previous year
- **14%** are from Black, Asian or Minority Ethnic backgrounds
- Just under two-thirds (**62%**) **are in permanent positions**, this is reduction of 10% from 2022
- Just over **1 in 10** have changed roles within the last year (11%)
- Most employees in Creative Services average **2.7 years** in post before moving on, the highest within the Creative Industries

## FACTORS & BENEFITS

THE TOP 3 FACTORS CANDIDATES CONSIDER IN THEIR NEXT ROLES ARE

100% Holiday allowance

93% Pension

90% L&D policies

THE TOP 3 REASONS FOR LOOKING TO LEAVE THEIR CURRENT ROLE:

**14%**  
Better Culture

**14%**  
Better Industry

**11%**  
Career Progression

# SALARY INFORMATION:

## PERMANENT

CREATIVE SERVICES		
Job Title	Average Salary 2023	Salary Range 2023
Resource / Traffic Co-Ordinator	£32,500	£28-35k
Resource / Traffic Manager/ Studio Manager	£40,000	£35-45k
Creative Services Manager	£47,500	£45-50k
Head of Creative Services	£70,000	£60-70k
Operations Manager	£80,000	£70-90k
Operations Director	£95,000	£80-110k
Head of Operations	£95,000	£80-110k

## 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	£325	£300-350
Creative Services Manager	£350	£300-400
Head of Creative Services	£400	£350-450
Operations Manager	£325	£300-350
Operations Director	£350	£300-400
Head of Operations	£400	£350-450



# PROJECT MANAGEMENT & PRODUCTION

PERMANENT



Sereena Shienmar  
Project Management & Production

FREELANCE



Robyn Smith  
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 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.


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SURVEY SNAPSHOT


- ▶ **61% of workers are male**, the highest of any sector within the creative industries, representing an increase of almost over 35% in the last 12 months
- ▶ Black, Asian and Minority Ethnic representation makes up **16%**
- ▶ **Almost one-third are in freelance roles (31%)**, one of the highest proportions of contract workers out of all the sectors
- ▶ **Over 14%** have moved roles within the last 12 months
- ▶ The average tenure of someone with a Project Management & Production background is **1.6 years**

FACTORS & BENEFITS


THE TOP 3 FACTORS CANDIDATES CONSIDER IN THEIR NEXT ROLES ARE



89% Flexible working hours

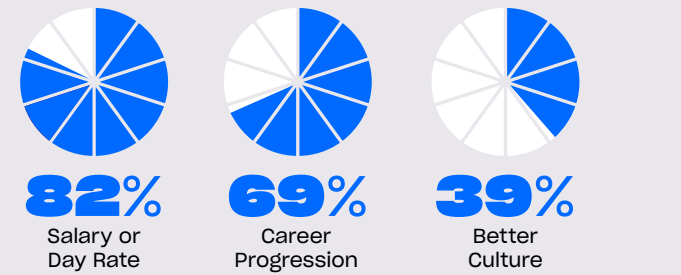


85% Holiday allowance



80% Pension

THE TOP 3 REASONS FOR LOOKING TO LEAVE THEIR CURRENT ROLE:



## SALARY INFORMATION:

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	£60,000	£55-65k
Mid-weight Digital Project Manager	£55,000	£50-65k
Senior Digital Project Manager	£70,000	£65-75k
Project Director	£80,000	£75-100k
Head of Project Management	£85,000	£80-100k
Junior Producer	£32,000	£28-35k
Mid-weight Producer	£45,000	£40-50k
Senior Producer	£55,000	£50-70k
Executive Producer	£70,000	£65-75k
Digital producer	£55,000	£50-65k
Production Assistant / Coordinator	£28,000	£26-32k
Production Manager	£45,000	£40-50k
Production Director	£75,000	£70-100k
Head of Production	£80,000	£70-100k

FREELANCE

PROJECT MANAGEMENT & PRODUCTION		
Job Title	Average Day Rate 2023	Day Rate Range 2023
Project Coordinator	£220	£200-250
Mid-Weight PM	£300	£250-350
Senior PM	£350	£350-400
Mid-weight Digital Project Manager	£325	£300-350
Digital Project Manager	£375	£350-400
Project Director	£400	£400-450
Head of Project Management	£400	£350-450
Junior Producer	£250	£250-350
Mid-weight Producer	£300	£250-350
Senior Producer	£375	£350-400
Executive Producer	£400	£350-450
Digital Producer	£375	£350-450
Production Assistant / Coordinator	£200	£150-250
Production Manager	£300	£250-350
Production Director	£375	£350-400
Head of Production	£400	£350-450

# CREATIVE, DESIGN & STUDIO



Edwina Wickham  
Creative, Design  
& Studio



Carrie Powell-Symon  
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.


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## SURVEY SNAPSHOT


- ▶ Data suggests that gender representation is **46% male, 53% female** and **1% non-binary**
- ▶ Black, Asian, and Minority Ethnic representation makes up **15%**
- ▶ Almost one-third work within **freelance roles (32%)**, one of the highest sectors employing contractors within the creative industries
- ▶ **Only 9%** of those within Creative, Design & Studio have moved roles within the last year, the lowest of all the Creative Industries sector

## FACTORS & BENEFITS


THE TOP 3 FACTORS CANDIDATES CONSIDER IN THEIR NEXT ROLES ARE


 80% Policies


 74% Holiday allowance

 68% Flexible working hours

THE TOP 3 REASONS FOR LOOKING TO LEAVE THEIR CURRENT ROLE:

**78%**  
Better Culture

**69%**  
Better Industry

**40%**  
Career Progression

# SALARY INFORMATION:

## PERMANENT / AGENCY

CREATIVE, DESIGN & STUDIO	Average Salary 2023	Salary Range 2023
Job Title		
Junior Designer	£28,000	£25-30k
Mid-Weight Designer	£40,000	£37-42k
Senior Designer	£50,000	£45-60k
Junior Creative Team (AD/CW/Team)	£32,000	£30-35k
Mid-Weight Creative Team (AD/CW/Team)	£45,000	£40-50k
Senior Creative Team (AD/CW/Team)	£70,000	£50-80k
Design Director / Head of Design	£65,000	£60-80k
Associate Creative Director	£70,000	£70-90k
Creative Director / Head of Creative	£95,000	£80-130k
Executive Creative Director	£130,000	£130k+
Junior Copywriter	£30,000	£28-35k
Mid-level Copywriter	£45,000	£35-50k
Senior Copywriter	£60,000	£60k-70k
Head of Copy	£75,000	£70-80k
Video Editor	£45,000	£30-45k
Animator	£50,000	£40-60k
Junior Videographer	£30,000	£28-32k
Senior Videographer	£45,000	£40-60k

## FREELANCE / AGENCY

CREATIVE, DESIGN & STUDIO	Average Day Rate 2023	Day Rate Range 2023
Job Title		
Junior Designer	£250	£225-275
Mid-Weight Designer	£300	£250-350
Senior Designer	£325	£350+
Mid-Weight Creative Team (AD/CW/Team)	£325	£300-350
Senior Creative Team (AD/CW/Team)	£400	£350-450
Design Director / Head of Design	£400	£400+
Creative Director / Head of Creative	£500	£500+
Executive Creative Director	£500	£500+
Junior Copywriter	£250	£225-275
Mid-Weight Copywriter	£275	£250-300
Senior Copywriter	£375	£350-450
Video Editor	£325	£300-350
Animator	£325	£300-350
Junior Videographer	£250	£225-275
Senior Videographer	£275	£300+

## FREELANCE / STUDIO

CREATIVE, DESIGN & STUDIO	Average Day Rate 2023	Day Rate Range 2023
Job Title		
Mid-Weight Artworker	£250	£225-250
Senior Artworker	£300	£250-300
E-Commerce Retoucher	£240	£200-250
High-end Retroucher	£275	£250-300
3D Visualiser	£350	£300-400
Presentation Designer	£350	£300-400

## PERMANENT / IN-HOUSE

CREATIVE, DESIGN & STUDIO	Average Salary 2023	Salary Range 2023
Job Title		
Junior Designer	£30,000	£28-30k
Mid-Weight Designer	£35,000	£35-45k
Senior Designer	£50,000	£45-55k
Design Director	£65,000	£65k+
Creative Director / Head of Creative	£75,000	£80k+

## PERMANENT / STUDIO

CREATIVE, DESIGN & STUDIO	Average Salary 2023	Salary Range 2023
Job Title		
Mid-Weight Artworker	£37,000	£35-45k
Senior Artworker	£50,000	£45-55k
Presentation Designer	£50,000	£40-80k



# BUSINESS DEVELOPMENT & PARTNERSHIPS



Lucy Simpson  
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.

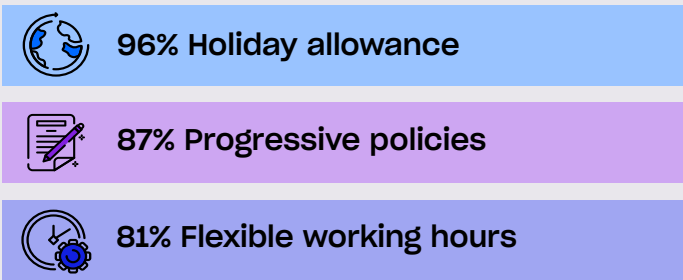
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## SURVEY SNAPSHOT

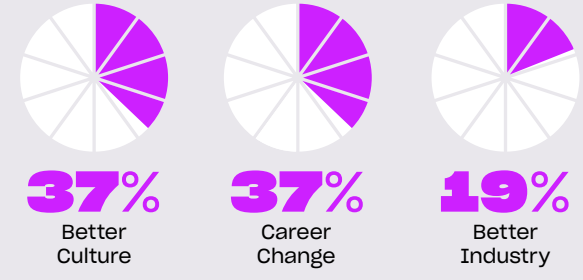
- ▶ Data suggests that **64%** within this sector are female and **36%** identify as male
- ▶ One fifth (19%) are from Black, Asian or Minority Ethnic backgrounds, which is an **increase of 7.3% from 2022**
- ▶ Almost three-quarters (**83%**) work in permanent positions
- ▶ **17%** of those within the Business Development employment space have changed roles in the last year
- ▶ The average tenure is **1.7 years**

## FACTORS & BENEFITS

THE TOP 3 FACTORS CANDIDATES CONSIDER IN THEIR NEXT ROLES ARE



THE TOP 3 REASONS FOR LOOKING TO LEAVE THEIR CURRENT ROLE:



# SALARY INFORMATION:

## PERMANENT

BUSINESS DEVELOPMENT & PARTNERSHIPS		
Job Title	Average Salary 2023	Salary Range 2023
Business Development Exec	£35,000	£28-38k
Business Development Manager	£47,000	£45-50k
Snr. Business Development Manager	£60,000	£55-70k
Business Development Director	£80,000	£75-85k
Head of Business Development	£100,000	£80-110k
Chief Growth Officer	£145,000	£120-150k

## FREELANCE

BUSINESS DEVELOPMENT & PARTNERSHIPS		
Job Title	Average Day Rate 2023	Day Rate Range 2023
Business Development Exec	£225	£200-250
Business Development Manager	£300	£275-325
Snr. Business Development Manager	£350	£325-375
Business Development Director	£495	£475-525
Head of Business Development	£600	£600+

# CRM, DATA & ANALYTICS



Lisa Ahmed  
CRM, Data & Analytics



Alex Phipps  
CRM, Data & Analytics

Consumers 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.


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## SURVEY SNAPSHOT


- There has been a huge shift in gender representation with an **increase in females by 25%**, making up 70% of the workforce **versus 30% male**
- Only **12%** now make up those from Black, Asian, or Minority Ethnic backgrounds, the largest decrease within the creative industries, down from 21% in 2022
- **92%** within this field work in permanent roles
- **Over a quarter** of those within CRM, Data & Analytics have changed jobs in the last 12 months
- The average tenure within this sector is **1.2 years**

## FACTORS & BENEFITS


THE TOP 3 FACTORS CANDIDATES CONSIDER IN THEIR NEXT ROLES ARE


 **93%** Flexible working hours


 **86%** Holiday allowance

 **80%** Pension

THE TOP 3 REASONS FOR LOOKING TO LEAVE THEIR CURRENT ROLE:

 **80%**  
Career Progression

 **47%**  
Better Culture

 **47%**  
Salary or Day Rate

# SALARY INFORMATION:

## PERMANENT

CRM, DATA & ANALYTICS		
Job Title	Average Salary 2023	Salary Range 2023
CRM Executive	£37,500	£35-40k
CRM Manager	£47,500	£45-55k
CRM Account Director	£60,000	£50-70k
Head of CRM	£90,000	£80-100k
Retention Specialist	£55,000	£50-60k
Web/Digital Analyst	£45,000	£30-65k
Insight Analyst	£45,000	£40-50k
Senior Web Analyst	£60,000	£55-65k
Social Analyst	£50,000	£45-55k
Research Analyst	£40,000	£30-45k
Data Analyst	£45,000	£35-60k

## FREELANCE

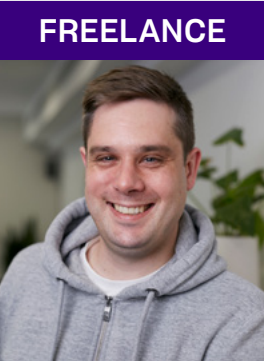
CRM, DATA & ANALYTICS		
Job Title	Average Day Rate 2023	Day Rate Range 2023
CRM Executive	£200	£180-220
CRM Manager	£325	£300-350
CRM Account Director	£400	£350-450
Head of CRM	£450	£400-500
Retention Specialist	£375	£350-400
Web/Digital Analyst	£325	£300-350
Insight Analyst	£300	£280-320
Senior Web Analyst	£400	£375-425
Social Analyst	£400	£375-425
Research Analyst	£375	£350-400
Data Analyst	£325	£300-350
Data Scientist	£500	£500+



# E-COMMERCE & DIGITAL MARKETING



Rez Parbez  
E-Commerce & Digital Marketing



Alex Phipps  
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 cut through.

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.


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## SURVEY SNAPSHOT


- ▶ There has been a further increase in female representation, up from 64% in 2022, to 70% in 2023 – this is a 12% increase in the last 2 years
- ▶ Just **over one-fifth** are from Black, Asian, or Minority Ethnic backgrounds at 21%
- ▶ There has been an increase in workers in freelance roles, **up by 14%** and now making up 22% of the workforce in E-Commerce & Digital Marketing
- ▶ Almost a quarter (**23%**) have changed roles within the last 12 months
- ▶ The average tenure is currently **1.3 years**

## FACTORS & BENEFITS


THE TOP 3 FACTORS CANDIDATES CONSIDER IN THEIR NEXT ROLES ARE


 95% Flexible working hours

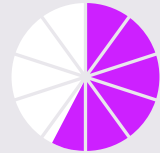
 88% Holiday allowance

 80% Learning & development

THE TOP 3 REASONS FOR LOOKING TO LEAVE THEIR CURRENT ROLE:

 **67%**  
Salary

 **64%**  
Career Progression

 **58%**  
Work / Life Balance

# SALARY INFORMATION:

## PERMANENT

E-COMMERCE & DIGITAL MARKETING		
Job Title	Average Salary 2023	Salary Range 2023
E-Commerce Manager	£52,500	£50-55k
Digital Marketing Executive	£30,000	£25-30k
Senior Digital Marketing Manager	£72,500	£55-70k
Head of Online / Digital	£70,000	£65-80k
Head of E-Commerce	£80,000	£70-90k
Director of Online / E-Commerce	£107,500	£90-110k
Ecommerce Category Manager	£55,000	£55-60k
Online Trading Manager	£50,000	£45-55k
Ecommerce Marketplace Manager	£50,000	£45-55k

## FREELANCE

E-COMMERCE & DIGITAL MARKETING		
Job Title	Average Day Rate 2023	Day Rate Range 2023
E-Commerce Manager	£350	£300-400
Digital Marketing Executive	£175	£150-200
Senior Digital Marketing Manager	£325	£300-350
Head of Online / Digital	£500	£450-550
Head of E-Commerce	£500	£450-550
Director of Online / E-Commerce	£750	£600-900

# EXPERIENTIAL & EVENTS

PERMANENT & FREELANCE



Emma Stephenson  
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.

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SURVEY SNAPSHOT

► Over three-quarters within the Experiential and Events sector are female,


► Those from Black, Asian, and Minority Ethnic backgrounds make up 17% of the workforce


► Almost a quarter (26%) are within freelance roles, an increase of 7% in 2022, showcasing the sector has continued to evolve to similar figures pre-pandemic


► 22% of those within the Experiential & Events space have changed roles in 2022

FACTORS & BENEFITS

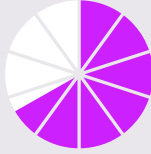
THE TOP 3 FACTORS CANDIDATES CONSIDER IN THEIR NEXT ROLES ARE

 98% Holiday allowance


 94% Flexible working hours

 90% Pension

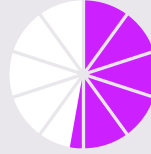
THE TOP 3 REASONS FOR LOOKING TO LEAVE THEIR CURRENT ROLE:



67%  
Salary or Day Rate



58%  
Work / Life Balance



52%  
Career Progression

## SALARY INFORMATION:

### PERMANENT

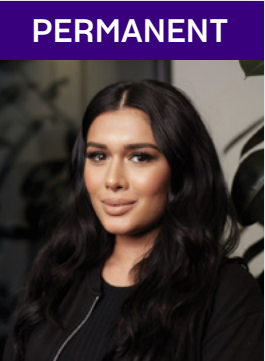
EXPERIENTIAL & EVENTS		
Job Title	Average Salary 2023	Salary Range 2023
Account Executive	£26,000	£23-28k
Senior Account Executive	£30,000	£28-32k
Account Manager	£37,500	£35-40k
Senior Account Manager	£45,500	£40-50k
Account Director	£50,000	£50-60k
Senior Account Director	£70,000	£60-80k
Events Co-Ordinator	£28,000	£27-32k
Events Manager	£32,500	£30-35k
Senior Events Manager	£52,500	£45-60k
Production Manager	£45,000	£35-52k
Project Manager	£40,000	£30-40k
Mid-Weight Project Manager / Producer	£32,500	£30-45k
Senior Project Manager / Producer	£55,000	£45-60k
Project Director	£70,000	£65-75k
Executive Producer	£75,000	£75-85k
Head of Project Management / Production	£77,500	£75-80k
Client Services Director	£97,500	£90-105k
Head of Department	£77,500	£70-85k
Managing Director	£120,000	£120k

### FREELANCE

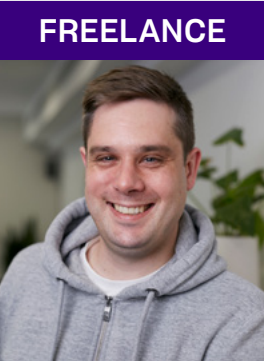
EXPERIENTIAL & EVENTS		
Job Title	Average Day Rate 2023	Day Rate Range 2023
Account Executive	£165	£150-180
Senior Account Executive	£200	£180-220
Account Manager	£250	£220-275
Senior Account Manager	£275	£250-300
Account Director	£325	£300-350
Senior Account Director	£375	£350-400
Business Director	£450	£400-500
Events Co-Ordinator	£175	£150-200
Events Manager	£235	£220-250
Senior Events Manager	£300	£251-350
Production Manager	£325	£280-350
Mid-weight Project Manager/ Producer	£300	£275-325
Senior Project Manager/Producer	£375	£301-450
Project Director	£350	£300-400
Executive Producer	£450+	£450+
Head of Project Management/ Production	£450	£400-500
Partnerships Manager	£275	£250-300
Partnerships Account Director / Senior Partnership Manager	£350	£300-375



# GROWTH & PERFORMANCE MARKETING



Lisa Ahmed  
Growth & Performance Marketing



Alex Phipps  
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.


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## SURVEY SNAPSHOT


- ▶ There has been a **10% increase** in the number of females working within the Growth & Performance Marketing space, with representation now at 60% vs 40% male
- ▶ **Over 21%** are from Black, Asian or Minority Ethnic backgrounds – which remains one of the sectors with the highest representation within the creative industries
- ▶ A large proportion (**88%**) are in permanent roles, a decrease of 9% YoY
- ▶ **Over one-fifth** of those in this sector moved roles within the last 12 months, with an average tenure of 1

## FACTORS & BENEFITS

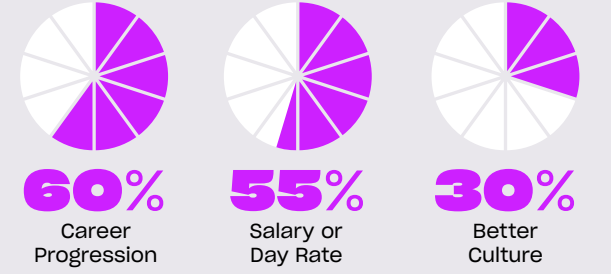
THE TOP 3 FACTORS CANDIDATES CONSIDER IN THEIR NEXT ROLES ARE

 92% Holiday allowance

 92% Flexible working hours

 78% Policies

THE TOP 3 REASONS FOR LOOKING TO LEAVE THEIR CURRENT ROLE:



# SALARY INFORMATION:

## PERMANENT

GROWTH & PERFORMANCE MARKETING	Average Salary 2023	Salary Range 2023
Job Title		
SEO Executive	£30,000	£28-32k
SEO Manager	£45,000	£40-50k
Head of SEO	£75,000	£60-90k
PPC / Paid Social Executive	£32,000	£30-35k
PPC / Paid Social Manager	£45,000	£40-50k
Paid Media / Biddable Account Director	£60,000	£55-65k
Head of PPC Search / Biddable	£80,000	£75-85k
Programmatic Manager	£48,000	£45-50k
Performance Marketing Manager	£65,000	£60-80k
Growth Marketing Manager	£50,000	£40-55k
Head of Performance	£80,000	£70-105k
Head of Growth Marketing	£80,000	£70-105k
User Acquisition Specialist	£52,000	£50-60k

## FREELANCE

GROWTH & PERFORMANCE MARKETING	Average Day Rate 2023	Day Rate Range 2023
Job Title		
SEO Executive	£250	£225-275
SEO Manager	£325	£300-350
Head of SEO	£425	£400-450
PPC / Paid Social Executive	£250	£225-275
PPC / Paid Social Manager	£300	£300-350
Paid Media / Biddable Account Director	£375	£325-400
Head of PPC Search / Biddable	£400	£380-450
Programmatic Manager	£350	£300-400
Performance Marketing Manager	£350	£300-400
Growth Marketing Manager	£350	£300-400
Head of Performance	£450	£400-500
Head of Growth Marketing	£450	£400-500
User Acquisition Specialist	£350	£300-400

# MARKETING, PR & COMMS

## PERMANENT



Rez Parbez  
Marketing, PR & Comms

## FREELANCE



Emma Stephenson  
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.

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## SURVEY SNAPSHOT

- ▶ Almost three quarters (74%) are female vs 25% male and 1% non-binary
- ▶ Only 12% are from Black, Asian, or Minority Ethnic backgrounds, which is 5% less than in 2022
- ▶ Almost 9 out of 10 workers are permanent roles (87%)
- ▶ Over 20% of Marketing, PR & Communications professionals moved jobs in the last 12 months
- ▶ The average tenure of someone within this field is currently 1.5 years

## FACTORS & BENEFITS

THE TOP 3 FACTORS CANDIDATES CONSIDER IN THEIR NEXT ROLES ARE



90% Holiday allowance

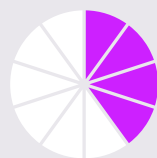


89% Flexible working hours

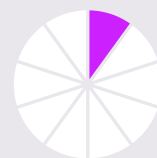


83% Pension

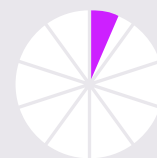
THE TOP 3 REASONS FOR LOOKING TO LEAVE THEIR CURRENT ROLE:



40%  
Better Culture



10%  
Salary or Day Rate



7%  
Career Progression

# SALARY INFORMATION:

## PERMANENT / MARKETING

MARKETING, PR & COMMS	Average Salary 2023	Salary Range 2023
Job Title		
Marketing Assistant	£27,000	£24-30k
Marketing Executive / Co-ordinator	£36,000	£30-40k
Senior Marketing Executive	£40,000	£35-45k
Marketing Manager	£50,000	£45-60k
Campaign Manager	£55,000	£45-60k
Senior Marketing Manager	£65,000	£55-70k
Head of Marketing	£80,000	£65-120k
Marketing Director	£95,000	£80-120k
Chief Marketing Officer / VP	£127,500	£100-140k
Brand Executive	£35,000	£30-40k
Brand Manager	£50,000	£45-55k
Head of Brand Marketing	£87,500	£70-90k

## PERM / PR & COMMS / IN HOUSE

MARKETING, PR & COMMS	Average Salary 2023	Salary Range 2023
Job Title		
Press Officer / Comms Executive	£35,000	£30-40k
PR Manager / Comms Manager	£50,000	£45-55k
Internal Comms Manager	£50,000	£45-55k
Senior PR / Comms Manager	£60,000	£55-75k
Head of PR / Head of Media Relations	£80,000	£75-120k
Head of Internal Comms	£75,000	£70-80k
Group Head of Comms	£90,000	£75-100k
PR Director	£95,000	£80-140k
Director of Communications	£100,000	£80-140k

## PERMANENT / AGENCY

MARKETING, PR & COMMS	Average Salary 2023	Salary Range 2023
Job Title		
Account Executive	£26,000	£24-30k
Senior Account Executive	£32,000	£28-35k
Account Manager	£38,000	£35-40k
Senior Account Manager	£42,000	£40-48k
Account Director	£52,000	£45-55k
Senior Account Director	£60,000	£55k-65k
Associate Director	£75,000	£65-85k
Director	£100,000	£85-130k

## FREELANCE / MARKETING

MARKETING, PR & COMMS	Average Day Rate 2023	Day Rate Range 2023
Job Title		
Marketing Assistant	£165	£125-200
Marketing Executive / Co-ordinator	£190	£180-200
Senior Marketing Executive	£225	£201-250
Marketing Manager	£275	£251-300
Campaign Manager	£425	£401-450
Senior Marketing Manager	£375	£351-400
Head of Marketing	£450	£401-500
Marketing Director	£308	£201-450
Chief Marketing Officer / VP	£450	£400-500
Brand Executive	£250	£230-270
Brand Manager	£325	£300-350
Head of Brand Marketing	£450	£401-500

## 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	£275	£250-300
Head of PR / Head of Media Relations	£300	£250-350
Head of Internal Comms	£350	£300-400
Group Head of Comms	£375	£350-400
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	£225	£220-250
Senior Account Manager	£260	£250-275
Account Director	£325	£275-350
Senior Account Director	£350	£325-375
Associate Director	£385	£375-400
Director	£425	£400-450
Publicist	£250	£200-300
Senior Publicist	£285	£275-300



# SOCIAL, CONTENT & INFLUENCER



Rez Parbez  
Social, Content & Influencer



Kennedy Rees  
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 popular player in the social sphere, with more businesses placing greater emphasis on utilising this platform to engage with existing and new customer bases.


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## SURVEY SNAPSHOT


- ▶ Three-quarters (76%) are female, with 24% male
- ▶ Over one fifth (21%) are from Black, Asian, or Minority Ethnic backgrounds, which is similar to previous years and one of the highest within the creative industries
- ▶ 76% are within permanent roles
- ▶ 15% have changed roles within the last 12 months
- ▶ The average tenure of someone within Social, Content & Influencer Marketing is 1.3 years

## FACTORS & BENEFITS

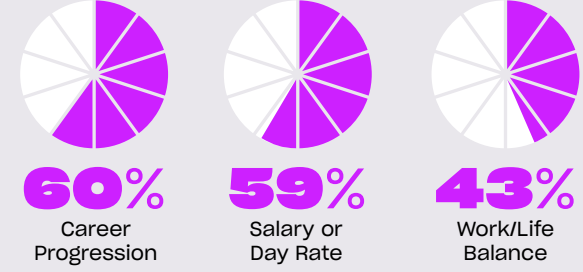
THE TOP 3 FACTORS CANDIDATES CONSIDER IN THEIR NEXT ROLES ARE

 95% Holiday allowance

 80% Policies

 78% Pension

THE TOP 3 REASONS FOR LOOKING TO LEAVE THEIR CURRENT ROLE:



# SALARY INFORMATION:

## PERMANENT

SOCIAL, CONTENT & INFLUENCER		
Job Title	Average Salary 2023	Salary Range 2023
Editor	£35,000	£30-40k
Content Manager	£40,000	£35-45k
Content Strategist	£48,750	£45-60k
Social Media Executive	£26,000	£25-35k
Social Media Manager	£40,000	£25-55k
Social Media Strategist	£46,000	£35-50k
Paid Social Manager	£42,500	£35-50k
Paid Social Strategist	£55,000	£50-60k
Content Writer	£42,500	£40-50k
Head of Social	£75,000	£65-90k
Influencer Manager	£47,500	£40-50k
Influencer Director	£70,000	£60-80k

## FREELANCE

SOCIAL, CONTENT & INFLUENCER		
Job Title	Average Day Rate 2023	Day Rate Range 2023
Editor	£300	£250-350
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

# STRATEGY



Edwina Wickham  
Branding, Digital & Creative Strategy



Carrie Powell-Symon  
Branding, Digital & Creative 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.


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## SURVEY SNAPSHOT


- Strategy is made up of **59% female**, **40% male** and **1% non-binary**
- **16%** are from Black, Asian, or Minority Ethnic backgrounds
- Over three-quarters (**78%**) are employed in permanent positions, which is 10% less than last year
- Over 15% have moved roles within the last 12 months, with an average tenure of **2.2 years**.

## FACTORS & BENEFITS


THE TOP 3 FACTORS CANDIDATES CONSIDER IN THEIR NEXT ROLES ARE


 93% Holiday allowance


 88% Flexible working hours

 82% Pension

THE TOP 3 REASONS FOR LOOKING TO LEAVE THEIR CURRENT ROLE:

**78%**  
Salary or Day Rate

**65%**  
Career Progression

**41%**  
Better Culture

# SALARY INFORMATION:

## PERMANENT

STRATEGY		
Job Title	Average Salary 2023	Salary Range 2023
Junior Planner / Strategist	£40,000	£35-45k
Mid Planner / Strategist	£50,000	£40-60k
Senior Planner / Strategist	£70,000	£65-85k
Planning / Strategy Director	£95,000	£90-120k
Head of Planning / Strategy	£145,000	£130-160k
Chief Strategy Officer	£165,000	£150-220k

## FREELANCE

STRATEGY		
Job Title	Average Day Rate 2023	Day Rate Range 2023
Junior Planner / Strategist	£280	£250-300
Mid Planner / Strategist	£350	£325-400
Senior Planner / Strategist	£425	£400-450
Planning / Strategy Director	£500	£450-600
Head of Planning / Strategy	£550	£500-600
Chief Strategy Officer	£800	£800+



# PRODUCT AND UX & UI DESIGN



Edwina Wickham  
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.


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talk@majorplayers.co.uk


## SURVEY SNAPSHOT


- Gender representation is relatively even with **52% male**, **47% female** and **1% non-binary** – the most equal of any of the sectors within the creative industries
- Despite a drop **5%** in Black, Asian, or Minority Ethnic representation, Product & UX & UI Design still has the highest of any of the creative industries sectors (**22%**)
- Just under a quarter work within freelance roles (**23%**), while the rest are in permanent employment (**77%**)
- Over a quarter (**27%**) have moved roles within the last year, the highest of all Creative Industry sectors
- Unsurprisingly, the average tenure is just **1.2 years**

## FACTORS & BENEFITS

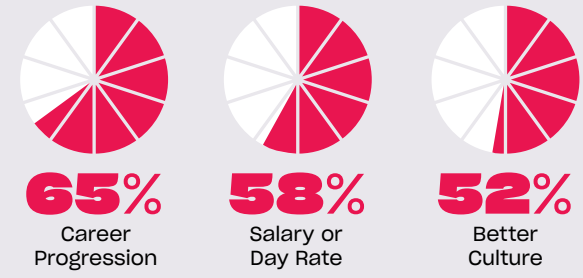
THE TOP 3 FACTORS CANDIDATES CONSIDER IN THEIR NEXT ROLES ARE

 **90% Holiday allowance**

 **95% Flexible working hours**

 **81% Pension**

THE TOP 3 REASONS FOR LOOKING TO LEAVE THEIR CURRENT ROLE:



## SALARY INFORMATION:

### PERMANENT

PRODUCT	Average Salary 2023	Salary Range 2023
Job Title		
Product Owner	£54,000	£50-80k
Product Manager	£63,000	£50-70k
Senior Product Manager	£80,000	£70-90k
Head of Product	£92,500	£90-120k
Programme Director	£80,000	£75-100k
Product Director	£120,000	£120-150k
Chief Product Officer	£127,500	£125-180K

### PERMANENT

UX & UI DESIGN	Average Salary 2023	Salary Range 2023
Job Title		
Junior Digital Designer	£32,000	£28-35k
Mid-Weight Digital Designer	£37,500	£35-50k
Senior Digital Designer	£42,500	£45-65k
Junior UX Designer	£37,500	£35-45k
Mid-Weight UX Designer	£44,500	£45-60k
Senior UX Designer	£55,000	£55-75k
Digital Design Director	£97,500	£80-100k
UX Director	£102,500	£80-120k
Junior UI Designer	£36,000	£35-50k
Senior UI Designer	£64,000	£55-70k
UX Researcher	£62,500	£35-60k
UX Copywriter	£60,000	£50-75k
Product Designer	£55,000	£45-60k

### FREELANCE

PRODUCT	Average Day Rate 2023	Day Rate Range 2023
Job Title		
Product Owner	£450	£400-500
Product Manager	£500	£475-550
Senior Product Manager	£600	£550-650
Head of Product	£750	£700+
Programme Director	£425	£400-450
Product Director	£850	£800+

### FREELANCE

UX & UI DESIGN	Average Day Rate 2023	Day Rate Range 2023
Job Title		
Junior Digital Designer	£240	£225-250
Mid-Weight Digital Designer	£280	£275-325
Senior Digital Designer	£350	£325-400
Mid-Weight UX Designer	£275	£201-350
Senior UX Designer	£475	£450-550
Digital Design Director	£500	£500+
UX Director	£600	£600-800
Junior UI Designer	£300	£250-300
Senior UI Designer	£475	£450-550
UX Researcher	£450	£400-500
UX Copywriter	£350	£350-450
Product Designer	£500	£475-600

# SENIOR APPOINTMENTS & EXECUTIVE SEARCH

## PERMANENT



**Richa Arora**  
Senior Appointments &  
Executive Search

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talk@majorplayers.co.uk

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.

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

## 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. *Businesses regret half of new hires amid skills shortage* (People Management, 2022)
4. *Inflation and price indices* (Office of National Statistics, 2023)
5. *Turns out the Great Resignation may be followed by the Great Regret* (The Guardian, 2022)
6. *2023 Workplace Learning Report: Building the agile future* (LinkedIn, 2023)
7. *Why boomerang employees will become more common* (LinkedIn, 2022)
8. *Four-day week: 'major breakthrough' as most UK firms in trial extend changes* (The Guardian, 2023)
9. *Sustainable real assets in the spotlight* (Aviva, 2023)

## ABOUT MAJOR PLAYERS

We are the UK's leading digital, marketing, and creative 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-up's through to household names; across a variety of disciplines across the creative industries. With a network of over 500,000+ candidates, and over 65+ specialist talent partners, we are well placed to accelerate business 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)  
**020 7836 4041**  
talk@majorplayers.co.uk

## ABOUT THE CENSUS

This Census was compiled by Major Players using data collected from 8,971 respondents via our 2023 Census 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 our commitment to progressing the creative industries, we collect demographical data to provide an up-to-date snapshot of DE&I. We classified gender, ethnicity, sexuality, identity, disability and neurodivergence using government recommended grouping.

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



# **DIGITAL, MARKETING & CREATIVE INDUSTRIES CENSUS**

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