

UK CREATIVE INDUSTRIES CENSUS

2024

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WELCOME TO THE UK CREATIVE INDUSTRIES SALARY CENSUS 2024

► OUR SALARY CENSUS 2024

This salary census was compiled by Major Players using data collected from 3821 professionals across the Creative Industries (digital, marketing, product and creative) via our 2024 Salary Census Survey. This has been combined with ongoing data collected from our online salary benchmarking tool and insights from our senior talent partners.

The salary tables represent an overview of job levels and salary averages in all listed disciplines; and are correct at time of publication (May 2024).

We have continued to collect 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.



3821

respondents completed our 2024 Salary Census survey



146,000+

data points from the 2024 Salary Census findings



8,268

number of entries to our online salary benchmarking tool in 2023

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FOREWORD



► By Rosa Rolo,
Managing Director

I think many of us would agree that the last 12 months has been tumultuous to say the least; a fatigue of pushing on in challenging circumstances has been ever present.

Encouragingly, we are beginning to see the effects of a more positive sentiment, and there is a sense of cautious optimism ahead whilst we've all adjusted to the new conditions we find ourselves in. As economic

pressures begin to ease, our data indicates that both businesses and talent are more receptive to exploring opportunities. Nearly half of businesses (46%) anticipate hiring in the next six months, while a third of the talent pool is open to changing roles, signalling a restored confidence in the market.

Our data indicates that a relatively small proportion of the workforce, 24%, are dissatisfied with their roles, which is notably low considering the challenges faced over the past year. Businesses have been doubling down and focusing on their current workforce, rather than prioritising candidate attraction strategies. Despite this, 34% of respondents said they are actively looking to move roles within the next 6 months, with a further 30% passively looking.

Declining interest rates, inflation and easing on the cost-of-living crisis will hopefully continue to have positive effects on this optimism. However, businesses are going to need to continue to remain agile and adaptable, as further macroeconomic challenges still loom. According to the World Economic Forum, ongoing geopolitical volatility remains the biggest threat, with 2024 marking a record year for elections with over 50 countries and 2 billion voters going to the polls. The landscape we find ourselves in in 2025 could shift dramatically.

Over the last 18 months, we've all had to adapt to live in what is being coined as the 'polycrisis norm',¹ or the 'never normal'² – a new reality where continued geopolitical turmoil, economic turbulence, environmental challenges, and technological advancements, are not merely momentary disruptions, but persistent aspects of our daily lives.

For businesses and talent alike, this adaptation has meant that priorities have shifted and how we work, the importance of work in our lives, and even what we mean by work, continues to transform daily.

One of the major transformations we've seen over the last year is the emergence of accessible generative AI. Currently, only 17% of businesses feel confident in their approach to generative AI, reflecting a widespread uncertainty. While talent sentiment is generally cautiously optimistic, 20% of employees view AI as a potential threat to their jobs. Despite these concerns, many business leaders view AI as a supplemental tool rather than a replacement for human workers. As businesses continue to navigate this transition, strategies such as reskilling employees and creating new AI-focused roles will be vital in leveraging AI's potential while mitigating its challenges.

Financial constraints have led some businesses to reduce their DE&I budgets at a crucial time. While there has been progress, notably in narrowing the gender pay gap, there have been setbacks in representation and pay gaps for other demographics.

As we continue to navigate challenging times, it's imperative for businesses to remain agile, innovative, and adaptable. By embracing change and leveraging emerging opportunities, we can chart a course towards sustainable growth and prosperity. As an industry, I would encourage all of us to try and reframe our mindsets and be less absorbed by what could go wrong and be more empowered to think what could go right.

Now in its 9th year, our Salary Census is more crucial than ever. It equips talent with the necessary information to understand their market value, facilitating informed career decisions. Simultaneously, it acts as an invaluable benchmarking tool for businesses, helping to offer competitive and equitable compensation, which is essential for attracting and retaining top talent.

If you'd like to discuss any of our findings, 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.

Rosa Rolo

THE CREATIVE INDUSTRIES

► CREATIVE INDUSTRIES LEADING UK GROWTH PLANS

In 2022, the UK Creative Industries contributed £124.6bn, accounting for 5.7% of UK Gross Value Added (GVA). Using the government's official economic measure of GVA in chained volume measures, the Creative Industries grew by 6.8% between 2021 and 2022 meaning they grew twice as fast than the UK economy as a whole – and has seen substantial growth by more than 50% in the last 12 years.³

Whilst recent economic volatility and the UK dipping into a technical recession will have slowed the industry's growth, the government has cited the Creative Industries as one of the UK's five 'high growth sectors', alongside digital technology, green industries, life sciences and advanced manufacturing⁴. The long-awaited Creative Industries Sector Vision⁵, released last year, has set out ambitious growth plans, with the addition of an extra £310 million in funding.

In addition, the government has also published a report "Connecting Tech: AI and Creative Technology"⁶, outlining the expansive opportunities to align the creativity and tech industries more closely.

"Creative technology intersects two of the most significant, dynamic, and fastest growing sectors in the UK economy, the Creative Industries and the digital and tech sectors."

Last year the UK Tech Industries reached the \$1 trillion evaluation milestone, making it only the third country to do so after the US and China. The UK is now home to over 144 tech unicorns, 237 soonicorns, and 58,000 start-ups; and with the convergence of creative, marketing and tech – the future of work is undoubtedly digital and will need to be delivered by skilled specialists⁷.

While both reports outline the desire for growth and opportunity, investment into businesses, people and skills will be paramount in the success.

► CREATIVE INDUSTRIES SECTOR VISION GOALS

1

GOAL 1: Grow creative clusters across the UK, adding £50 billion more in GV

2

GOAL 2: Build a highly skilled, productive, and inclusive workforce, supporting an additional 1 million more jobs across the UK

3

GOAL 3: Maximise the positive impact of the Creative Industries on individuals and communities, the environment and the UK's global standing



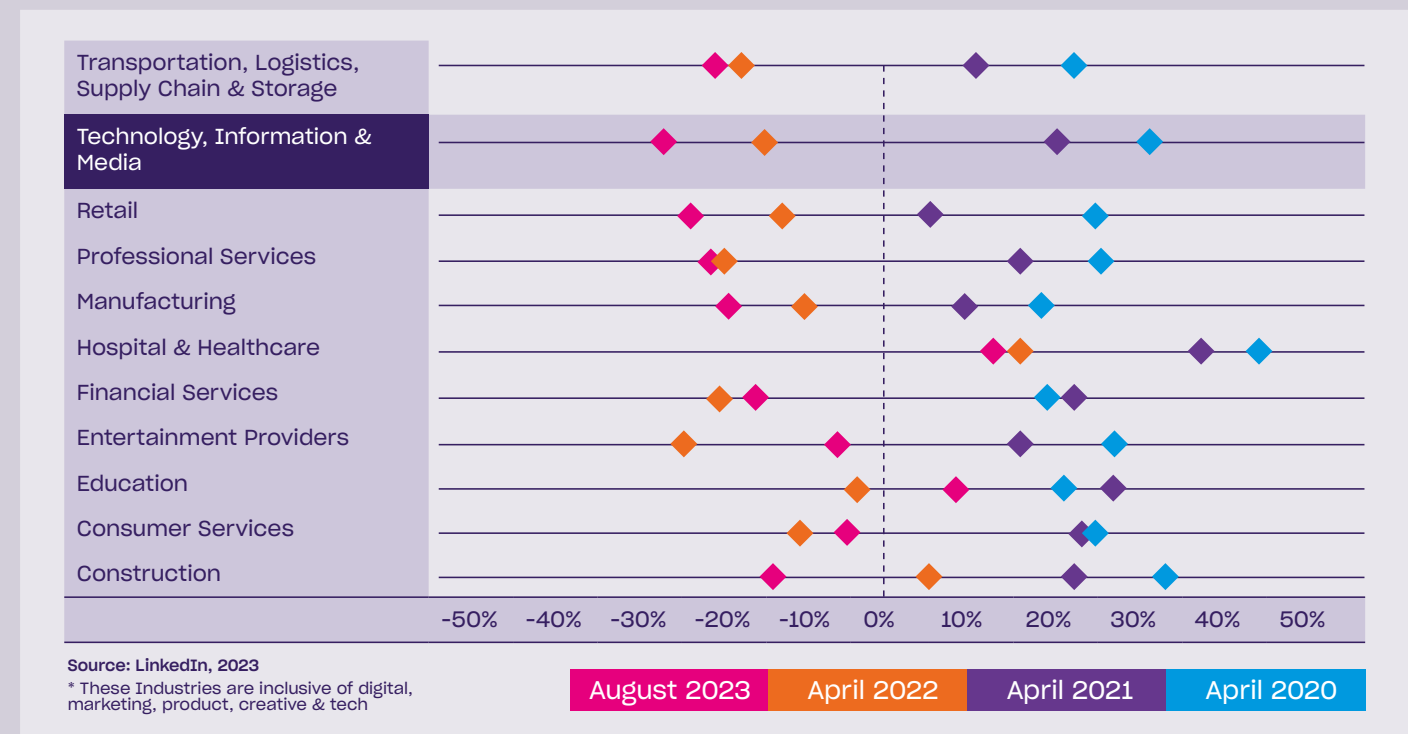
1 IN 14

UK jobs are in the Creative Industries, employing 2.4 million people

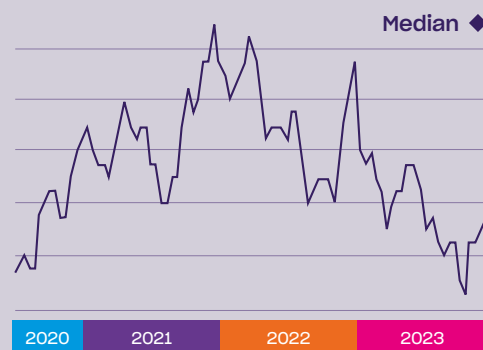
UK TALENT TRENDS

Following the post-pandemic hiring boom, businesses have invested heavily in the digitalisation of their products and services, and subsequent marketing campaigns. The creative, digital and tech industries have since been hit the hardest with layoffs, restructuring and hiring freezes commonplace. According to LinkedIn, these industries have suffered the greatest 'hiring rate' decline when compared to all other industries from April 2020 to April 2023.

► UK Hiring Rates 2020-2023



► Workforce Confidence Index¹



This has made the contrast between post-pandemic recovery and the financial downturn feel extreme, but the latest figures suggest that the job market has started to gradually re-balance to 2019 figures. At the end of Q3 last year, LinkedIn reported that employees' confidence was at an all-time low, however indicators since then, show

that workforce confidence is starting to rise once again. Since Q3 of 2023, we have seen job applications increase by 15% suggesting that employees and job seekers are now more open to moving roles, in addition to 1.44 million people who are currently unemployed, the highest since July 2015⁸.

Data from our Census highlights that 34% of respondents said that they are looking to move roles within the next 6 months, with a further 30% unsure due to financial and job security concerns. Those that are looking to move cite higher salary, career progression and more interesting work as reasons for doing so.

Additionally, since the start of the year, there has been a 29% surge in clients requesting freelance support or interim staff, and a 6% increase in permanent hiring. The uncertainty that characterised much of 2023 has continued with many businesses still cautious in their approach to permanent hires, driving a greater preference for freelance or contract roles. However, with natural attrition rates on the rise, an upturn in permanent roles being available is anticipated for this quarter, and we are already seeing this in terms of the number of vacancies now in the market.

KEY INDUSTRY TRENDS

► BECOMING PAY TRANSPARENT

Globally, there has been a significant shift towards greater pay transparency, largely driven by new legislation including the European Union's recently enacted 'Pay Transparency Directive'⁹. This directive mandates that employers within the bloc must either create a gender pay gap report or expand the scope of existing ones. The UK is now exempt from EU law, and so currently only 16% of UK companies fully disclose their pay packages to employees, according to WTW¹⁰, however, an additional 54% are considering enhancing their transparency around pay¹¹.

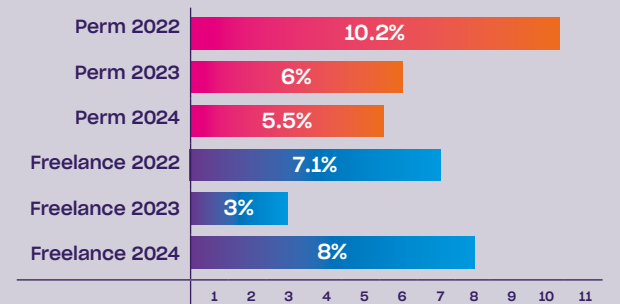
Alongside these legislative changes, a mix of influences such as organisational values and culture, employee expectations, and agendas related to environmental, social, and governance (ESG) and diversity, equity, and inclusion (DEI) are prompting companies to be more open about their salary structures. Those moving towards transparency shows an intent and commitment to being responsible employers.

Over the last year, interest rates and inflation have been squeezing businesses, while the cost-of-living crisis has meant that individuals have continued to experience lower living standards for the second year running. A significant proportion of the permanent workforce currently feel undervalued and underpaid, with 53% stating that believe they're not paid their worth, with a further 19% unsure whether they are or not. This is despite 44% of permanent employees experiencing an increase of more than 5%.

Permanent salaries in the Creative Industries grew by 5.5%, however, this is lower than the UK average of 6.2% as reported by the Office of National Statistics from October to December 2023¹². With over 80% of workers earning less than £80k per year, and only 32% of employers contributing some form of cost-of-living provision, many are still feeling the pinch.

Freelancer and contractor day rates have seen a greater increase, the largest since the post-pandemic recovery, with an average increase of 8%, equating to £377 per day. This is despite 58% reporting that their day rate had not increased in the last 12 months, suggesting a significant increase for some.

► YoY Salary or Day Rate Change:



44%

reported that their salary has increased in the last 12 months, with a further 44% stating that their salary stayed the same



53%

of permanent employees do not believe they're currently paid their worth

► THE RESKILLING REVOLUTION

According to LinkedIn, over 1 billion of the global workforce will need to be reskilled or upskilled by 2030. This presents huge challenges, not just for businesses, but a host of industries that must adapt to rapidly changing technologies and market demands. Currently, a third of businesses are concerned they are not able to recruit the right individuals with the necessary skills, or do not have the right workers in post already⁷.

“Tomorrow’s success requires skills agility – harnessing the right skills, at the right time, for the right work.”

LinkedIn’s 2024 Workplace Learning Report

Technological advancements have meant roles and responsibilities have shifted quickly, with certain skills becoming obsolete faster than ever. While employees continue to value learning and development opportunities, interest has seen a slight decline, with 58% of respondents now identifying it as a key factor in their current or next role. This represents a 14% reduction compared to last year’s statistics, indicating a shift in priorities among the workforce. Despite this decrease, many employees still recognise the importance of acquiring new and adjacent skills, underscoring the ongoing relevance of professional development in career progression and job satisfaction.

By employing strategic L&D initiatives, businesses can increase job satisfaction, and employee engagement, whilst reducing risk of staff churn, and de-stabilisation of the workforce. A commitment to upskilling and internal mobility is not only a key driver of organisational success, but also a sign of commitment towards its employees. It is also worth noting that L&D enhances people’s sense of connection and significance at work, with 8 in 10 stating it adds purpose to their work¹³.

Over the past year, nearly one third of respondents (28%) reported receiving no form of learning and development. The most in demand training talent wants is in areas of leadership and management, which aligns with findings from the Chartered Management Institute (CMI), which revealed that 82% of managers who moved into management roles had not undergone any formal training, categorising them as “accidental managers.”¹⁴

This lack of formal training and support often leads to ineffective management practices that negatively affect employee engagement, productivity, and retention - with the CMI reporting that one in three people, both managers and workers, have left their jobs because of the negative work culture. Clearly, businesses need to develop and promote their workplaces as an avenue for skill development, allowing employees to cultivate new areas of expertise and develop new proficiencies without leaving their roles.



28%

In the last 12 months, 28% of respondents had received no formal training from their employer

► THE TOP SKILLS THAT RESPONDENTS FELT WOULD BE IMPORTANT TO THE FUTURE OF WORK, INCLUDE:

TOP 3 HARD SKILLS



69%

Technical Proficiency
- AI, Machine learning



44%

Digital Literacy – reading
and communicating data



42%

Language &
Communication

TOP 3 SOFT SKILLS



60%

Communication



50%

Creativity & Innovation



41%

Adaptability

In addition to providing the current workforce for future-ready skills, organisations also need to consider how they actively recruit into their business. There is a growing trend for skills-based hiring, focusing upon evaluating candidates’ abilities and skillsets, rather than on their education and past career experience. Evidence from LinkedIn’s Key Advantages to Skills Based Hiring report¹⁵ suggests this approach:

- Identifies better quality candidates with up to an 88% reduction in mis-hires
- Broadens a diverse talent pool by up to 10.2x
- Improves performance and productivity as those hired are 2.8x more likely to be high achievers
- Increases employee retention with those hired likely to stay 36% longer than those traditionally hired

By embedding a skills first approach, businesses can unlock opportunities for millions of candidates, equipping themselves to build agile, innovative, and future-ready workforces.

► NAVIGATING GENERATIVE AI

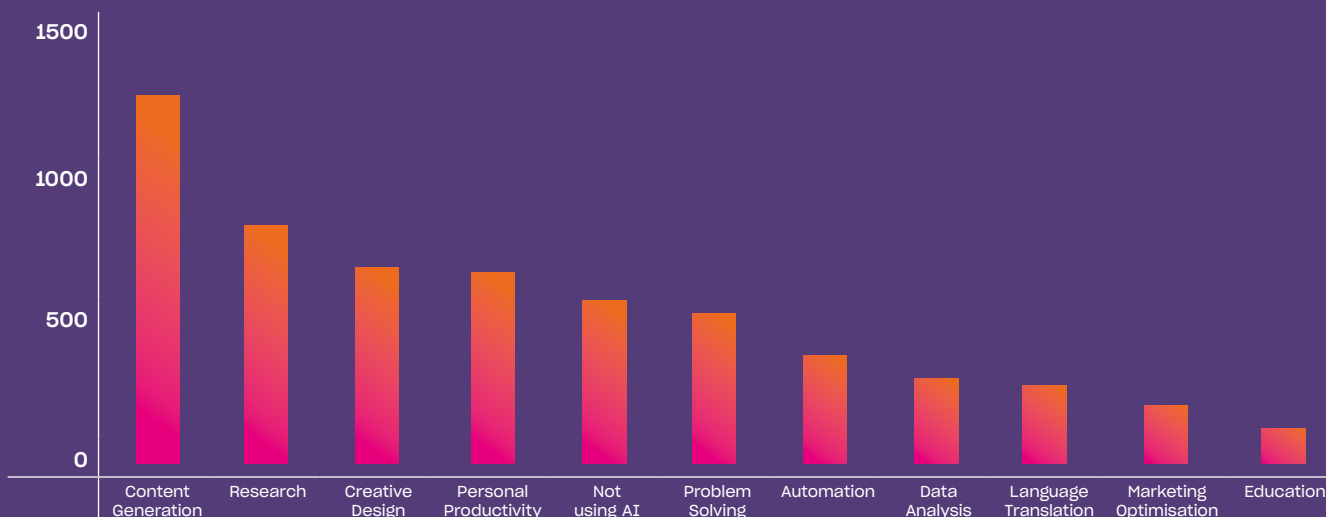
In the last 12 months, the landscape of artificial intelligence (AI) has been revolutionised by the advent of a host of generative AI technologies. These advanced tools have transcended traditional boundaries, making significant inroads into the Creative Industries, once thought to be the exclusive domain of human creativity. From generating images and composing music to writing scripts and design - generative AI is not just augmenting the creative process, but in some cases, leading it.

The adoption and experimentation of these generative AI tools remains relatively low with almost half of respondents (47%) stating they hardly use it. Furthermore, our Future of Work 2024 report², published earlier in the year, found only 17% of businesses felt they were fully prepared and were investing into AI. These stats highlight that businesses and their employees risk falling behind if they don't embrace efficiencies where they can.

The impact of generative AI is profound and multifaceted, reshaping not only processes but also the nature of work itself. According to McKinsey research, generative AI could automate up to 30 percent of business activities across various occupations by 2030¹⁶, while 92% of professionals now view soft skills as increasingly crucial.¹⁷.

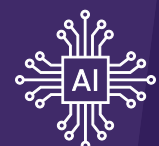
Amidst these changes, there is a clear need for employers to reassure employees about AI's role in the workplace. Many workers recognise the potential of AI to revolutionise job functions and eliminate monotonous tasks. However, organisations must emphasise that AI is intended to complement human capabilities rather than replace them. This is critical as over one fifth of employees (21%) perceive AI as a direct threat to their jobs, with an additional 26% uncertain about its impact.

► IN WHAT CAPACITY ARE YOU USING GENERATIVE AI?



Despite these concerns, the general sentiment towards AI remains relatively positive, with employees expressing curiosity, caution, fascination, optimism, and hope. Employers have a significant opportunity to build on this positivity by providing comprehensive training and clear communication

about how AI tools are to be integrated and utilised. This approach not only demystifies AI but also showcases its value as a tool that enhances human ingenuity, ensuring that employees feel equipped and confident in navigating a rapidly evolving digital landscape.



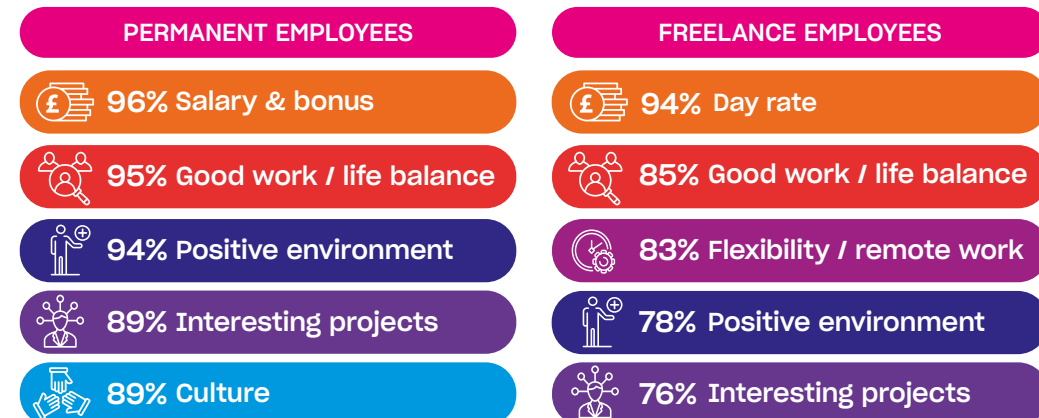
10%

Only 10% of workers are incorporating AI into their everyday work tasks

► EMPLOYEE EXPECTATIONS

Employee expectations of their employers have continued to evolve, and while remuneration during a cost-of-living crisis remains crucial, alternative benefits and perks are also significant. Permanent and freelance employees are increasingly seeking roles that not only offer competitive salaries and bonuses, but also provide flexibility, a good-work life balance, and an inclusive and supportive work environment. Furthermore, employees are wanting stimulating and interesting projects, which are key for professional growth and satisfaction.

► THE TOP 5 REQUIREMENTS WHEN CONSIDERING CURRENT OR NEW OPPORTUNITIES



Holiday allowance is consistently rated as the most crucial benefit by employees and job seekers. With many businesses now favouring more days spent in the office, enhancing holiday entitlements could be a strategic move to offset the reduction in workplace flexibility. Almost two-thirds of employees desire hybrid working with flexible hours, while only 34% of businesses have implanted this working practice. With the Flexible Working Act coming into force in the UK in April 2024, businesses will need to be more mindful of adjustments on working practices.

Pensions and L&D continue to score highly as employees are keen to futureproof their careers and livelihoods.

Employees are also increasingly wanting greater mental health support in the workplace (70%) highlighting a crucial area for employers to address. Current statistics reveal that 30% of employees receive no or minimal support for mental wellbeing, while only 12% feel they receive substantial support. Alarming, the same proportion of employees (30%) believe that switching jobs would enhance their mental wellbeing, and an additional 34% remain uncertain about the impact of such a change. This underscores the importance for employers to implement and strengthen policies that support mental health, which is essential for modern workplace aiming to attract, engage and retain top talent.

The top 5 most important benefits when considering current or new opportunities:

85%
Holiday allowance

82%
Flexible working hours

74%
Pensions

70%
Mental wellbeing

58%
Learning & development

In analysing the data on workplace preferences, it is evident that while there are many similarities in what is valued across genders, some distinct variances have been identified:

- It has been observed that there is a higher emphasis on reward and recognition among women, with a difference of 11% compared to their male colleagues
- DE&I initiatives seem to hold a 22% higher importance for women
- Women place greater importance on progressive workplace policies (18%)
- Women also have a stronger preference for comprehensive workplace policies (18%), workplace flexibility (12%), and L&D opportunities (10%)
- The only factors men placed a greater emphasis on were pensions, bonuses and life insurance

► MULTIGENERATIONAL WORKFORCES

As of last year, there are now five generations in the workplace for the first time: traditionalists, baby boomers, generation x, millennials, and generation Z; all bringing a unique set of skills, experiences and perspectives into the workplace.

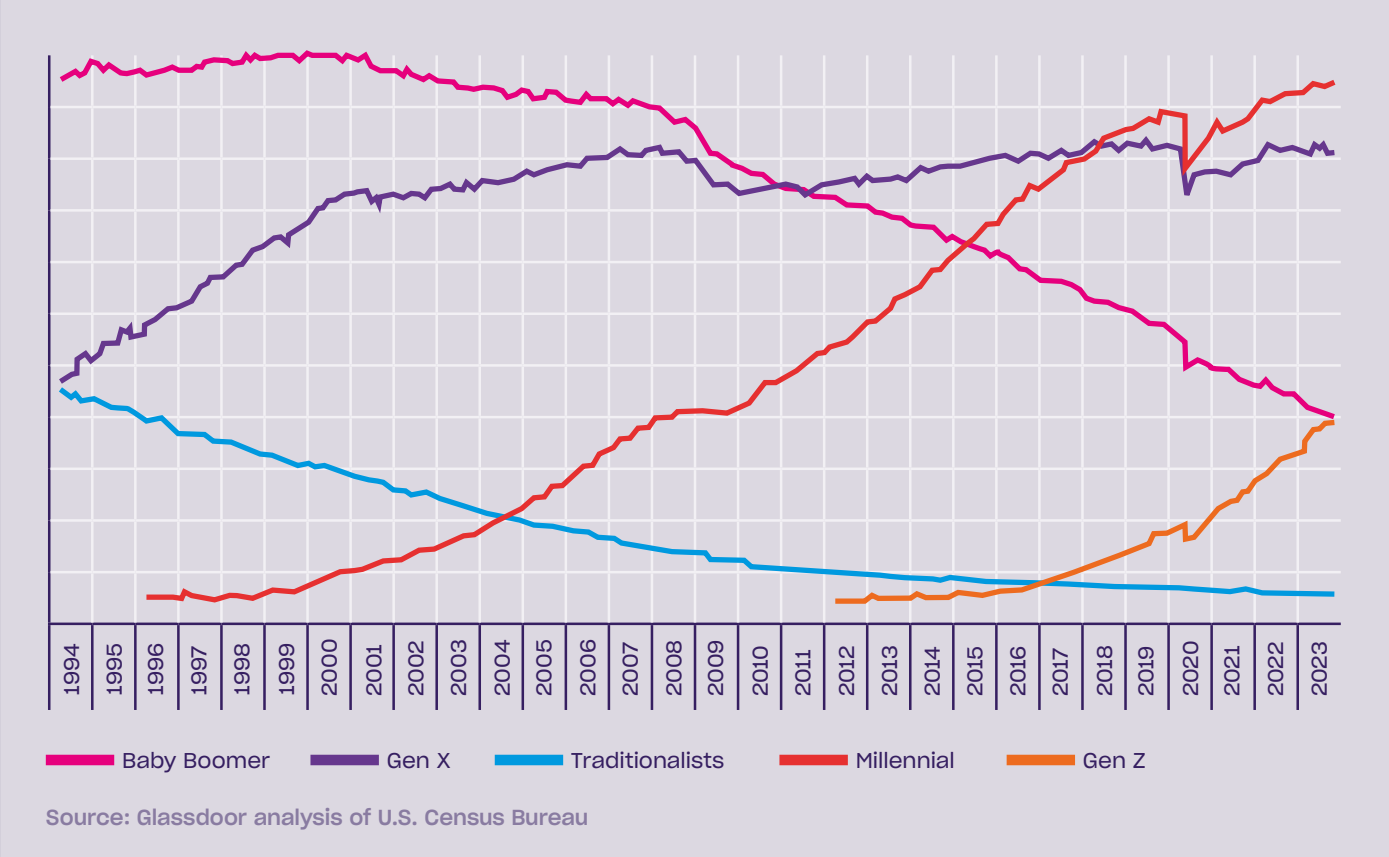
When integrated successfully, these cohorts not only foster a richer, more creative environment, but also drive innovation and remain competitive in a global marketplace. However, creating harmony in a multigenerational workplace is akin to ‘conducting an orchestra where each section plays a different musical ear’ according to Naia Toke¹⁸. The challenges of managing such a workforce are multifaceted, from different communication styles; adaptability around new technological advances; through to expectations on progression and flexibility in the workplace.

A workplace trends report by Glassdoor highlights that 2024¹⁹ is the year that Gen Z will overtake Boomers in the workforce for the first time – and by 2025, will make up 27% of the workforce; and by 2030, will make up 58% of the workforce. However, the UK birthrate is in decline, with “total fertility”, calculated based on the birthrate across different age groups, fell to 1.49 children per woman in 2022.

This is well below the rate of 2.1 needed to maintain a steady population without significant immigration²⁰. This, in addition to 38% of the UK population now aged 50+²¹, and an ever-increasing life expectancy, means that talent pools are set to shrink. Therefore, businesses will need to find ways to re-engage older talent, and create a workforce that doesn’t just adapt to the new, but also to the ‘old’ ways of working too.

► GEN Z IS POISED TO OVERTAKE BABY BOOMERS IN THE WORKFORCE

FULL-TIME (35+ HOURS PER WEEK) EMPLOYMENT



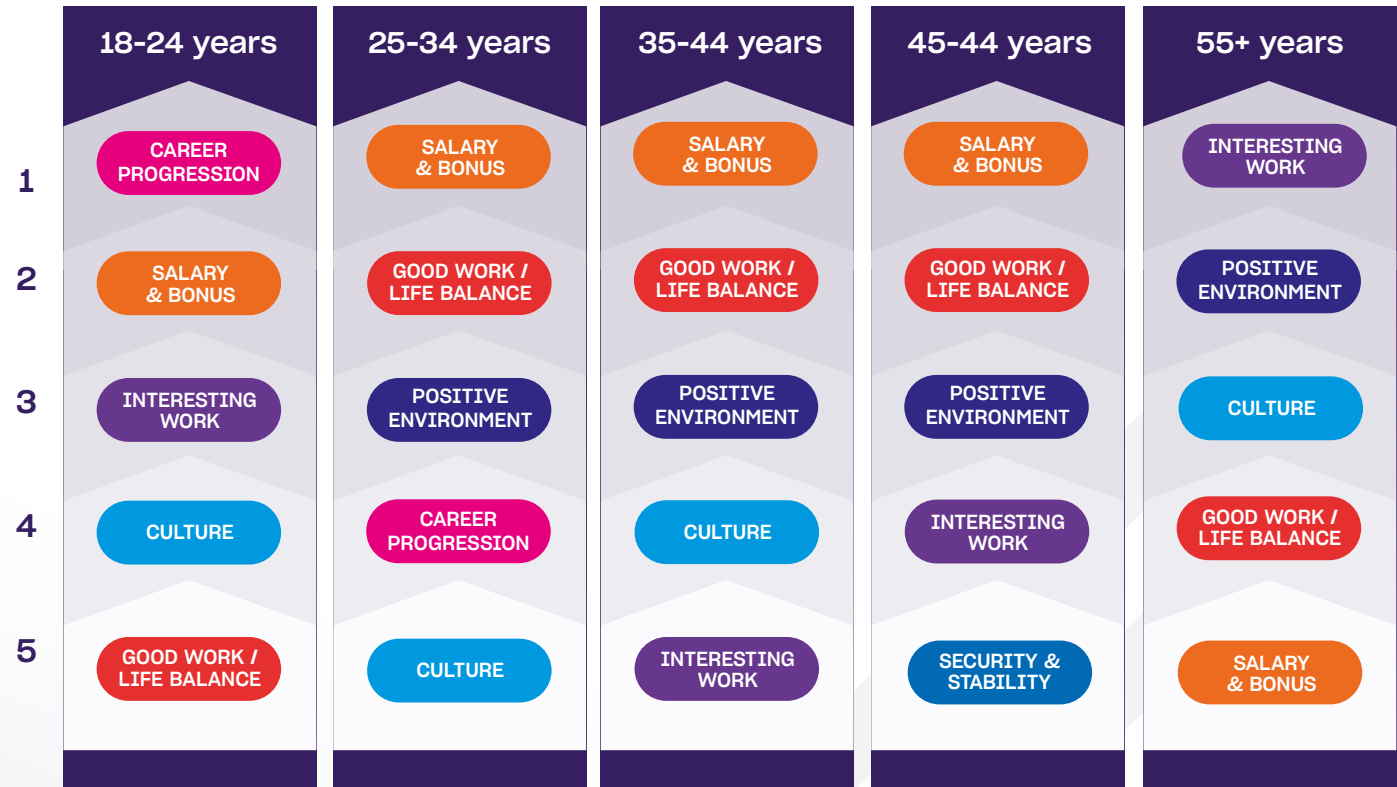
Across the various age groups in the Creative Industries, key priorities vary, highlighting diverse needs and expectations. Younger employees are prioritising career progression, salary and bonuses and interesting work, reflecting early career aspirations and desires for growth – this is evident in further research which highlights that 52% of Gen-Zers expect to be promoted every 12-18 months, and will start looking elsewhere if their needs are not met.

Those aged 25-44 are placing greater emphasis upon salary and bonuses, maintaining a good

work-life balance and having a positive workplace environment. Those that aren't getting this are turning the 'soft life', prioritising emotional and financial fulfilment over hardwork - a trend that is growing amongst millennials²³

Those aged 55+ have very different requirements from the aforementioned, placing greater emphasis on having interesting work, a positive working environment with great culture. Salary and bonus become less of a priority, focussing on job satisfaction instead.

► AGE DEMOGRAPHICS IN ORDER OF IMPORTANT WORK REQUIREMENTS IN ORDER OF IMPORTANCE (TOP 5)



DIVERSITY, EQUITY & INCLUSION

This is the fourth year we have collected demographical data, asking the 3821 respondents to complete information about their age, ethnicity, gender, sexuality, identity, and disability or neurodivergence. This information enables us to provide insights into diversity, equity, and inclusion within the Creative Industries, providing a real-time snapshot of what representation looks like.

Our findings continue to emphasise the need to invest in initiatives that attract, engage, and retain diverse talent; eradicate pay gaps; and encourage greater representation.

► GENDER & IDENTITY

Our data demonstrates that the number of females across creative, digital, and marketing is down by 2%, now making up 61% of the industries.

Positively, the gender pay gap has narrowed from 15.1% to 10.1%, representing a significant shift in pay equity in the last 12 months – although still higher than the UK average of 9.1%²². These gender pay gap percentiles are at the lowest level since mandatory reporting became law in the UK in 2018, where organisations with 250 more employees have had to file data.

While representation at senior levels and C-Suite still remains a challenge, 28% of females are now earning over £70,000, a 9% increase on last year compared to 38% of males; however, there are twice as many men in roles paying £100,000+ than there are females.

Within freelance and contracting roles, the gender pay gap has closed marginally from 6.8% to 5.3% in the last 12 months, with females earning on average £20 less than their male counterparts.

► SEXUALITY

There has been a 4% drop in the number of individuals identifying as LGBTQIA+ within the Creative Industries, which now sits at 14%. For the second year running, those within the

LGBTQIA+ community have seen pay disparity increase – and are now earning £6,987 less than their heterosexual counterparts, with the pay gap doubling in the last two years, now sitting at 12%.

While LGBTQIA+ freelancers and contractors are now earning more than last year, averaging a day rate of £374, they are now earning 1% less than heterosexual colleagues, representing a swing of 2% in the last 12 months.

Almost one fifth of senior leaders or c-suites are from the LGBTQIA+ community (18%), earning £70,000 or above.

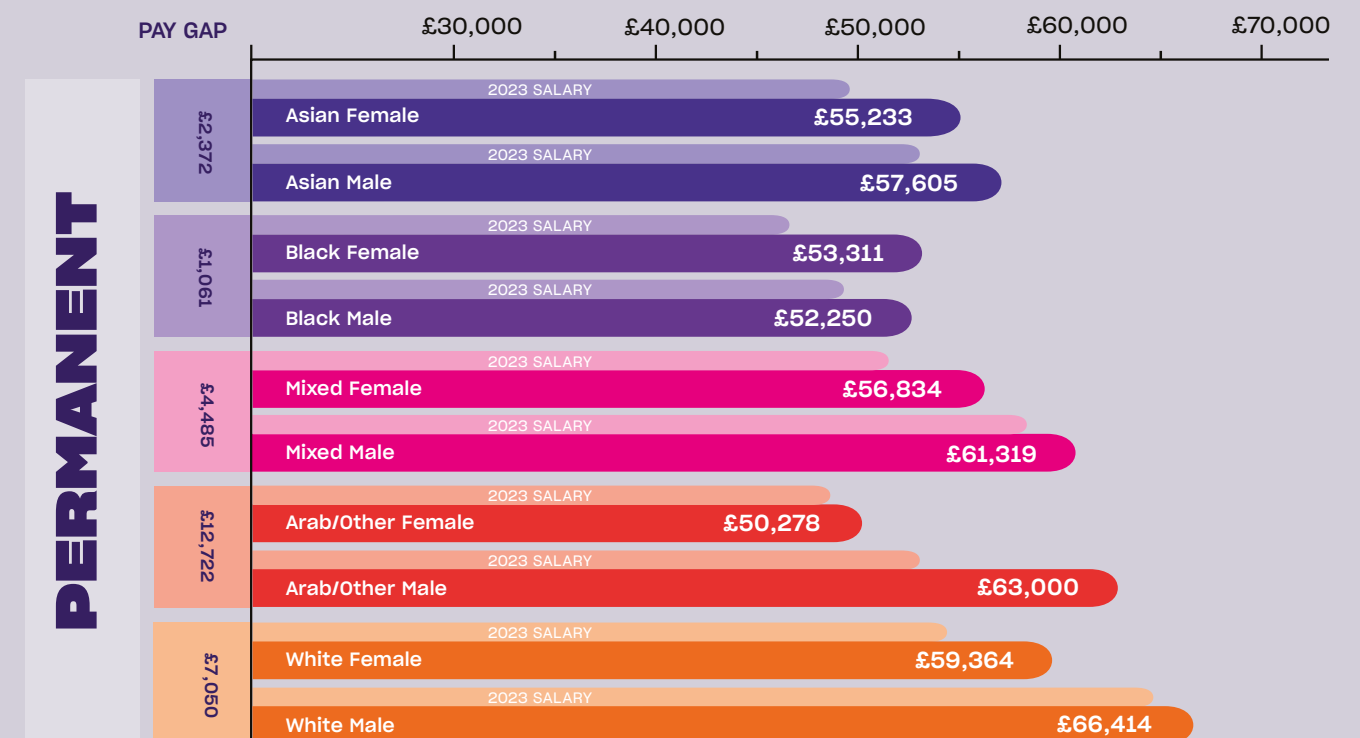
► AGE

Despite a 5% increase in those aged 45+ in the Creative Industries within the last 12 months, representation remains low at 15%, raising question marks around the longevity of career opportunities.

Gender representation falls considerably with age, with females aged 18-44 accounting for 65% of the workforce, compared to 45% for those aged 45+. This shows that almost one fifth of females leave the industry at midlife, and do not return. This trend continues, with only 38% of female representation aged 55+. There is now an expectation from employers to provide support around maternity and paternity, childcare and the menopause, ensuring the workplace is accessible and inclusive.



the gender pay gap has narrowed from 15.1% to 10.1%, representing a significant shift in pay equity in the last 12 month



► ETHNICITY

Black, Asian, and Minority Ethnic representation has decreased marginally across the Creative Industries in the last 12 months, down from 15.6% to 14.8%. This is even further away from the UK national average of 18.3%, and considerably short of London's 39.9% ethnic makeup.

Intersectional data from this year's Salary Census across gender and ethnicity, shows that Black males now earn the least at £52,250, despite an average

salary increase of the industries average of 5.5%. Black females who were previously the lowest paid, received a 15.72% increase in the last 12 months. There have also been considerable increases for Asian females (10.6%), Mixed females (9.8%) and White females (8.1%).

In addition, representation at senior or c-suite level has declined by more than half in the last 12 months, with 4% of Black, Asian, and Minority Ethnic employees in roles paid above £70,000, versus 11% in 2023.



Nearly 3 out of 10 who are disabled work within the Creative, Design and Studio sector in some capacity, suggesting this sector makes reasonable adjustments for an accessible workplace.

► DISABILITY & NEURODIVERSITY

Collectively, 29% of the Creative Industries stated that they have a form of disability, classified as:

- **3% - disability**
sensory impairment, muscular skeletal, chronic health condition
- **11% - mental health condition**
anxiety disorder, depression, bipolar disorder
- **15% - neurodivergent**
ADHD, autism, dyslexia, dyspraxia, dyscalculia, dysgraphia

Data shows that those who have a disability are, on average, paid 10% less, than those who do not – equating to £6,103 less per annum. They are also likely to be paid 5.4% less for freelance and contract roles too.

	SALARY (2023)	SALARY (2024)	DAY RATE (2023)	DAY RATE (2024)
Disability	£55,625	£61,790	£300	£357
Mental Health Condition	£50,761	£50,791	£318	£355
Neurodivergence	£53,125	£58,350	£339	£364
No Disability or Neurodivergence	£58,310	£63,080	£343	£379






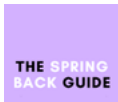

► TACKLING INEQUALITY

The findings from our 2024 Salary Census highlights that while progress has been made in some areas, there has been a regression in others. In the last 12 months, the economic uncertainty has meant that many businesses have scrutinised their DE&I budgets to alleviate some financial pressures. Seen in some cases as more of a 'nice to have' than a 'must have', organisations signalled a de-prioritisation of DE&I at a time, when arguably, it has been needed most.

Our 2024 Future of Work report⁶ highlighted that 51% of businesses stated they no longer had a specific DE&I budget, a huge shift from 2021 when 75% reported they did have. Without allocated funding, it becomes far more challenging for organisations to implement and support DE&I programmes effectively.

► OUR DIVERSITY, EQUITY & INCLUSION PLEDGE

As the UK's most trusted talent agency, we have a responsibility to positively impact diversity, equity, and inclusion within the industries we service, making a more equitable society for all. We continue to invest into our networks and partners, creating an eco-system of like-minded organisations to enable greater representation, and to challenge the status quo:

	CREATIVE EQUALS – An award-winning global non-for-profit consultancy, challenging the status-quo, to push for a world of fairness, difference and belonging.		OUTVERTISING – A non-for-profit LGBTQIA+ advertising and marketing, advocacy group – promoting more, positive representation within the world of advertising.
	BLOOM UK – A professional network for women in communications with a mission to ensure equal opportunities.		WITH NOT FOR – A disability-led and founded talent and content agency that exclusively represents Disabled creatives.
	SHE SAYS – A global creative network for woman to help advancement within the creative and tech industries; through events, meet-ups, campaigns & mentorships		SPRING BACK GUIDE – A digital-based coaching solution that supports women returning back into the workplace after a career break
	20/20 LEVELS – is a multi-award-winning social enterprise leading the way to a more diverse and inclusive workforce in the UK.	For more information about our networks and partners, please visit: www.majorplayers.co.uk/networks-partnerships	

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 ecosystem of networks and partners	► Building diverse talent pools through our eco-system
► Creating 'long-list' quotas	► Collecting and analysing data
► Anonymous CV's	► L&D training
► Embracing Earn Your Worth	► 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

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



Pledge your support here:



USING BUSINESS FOR GOOD

Businesses are placing far greater emphasis on purpose and ESG, with nine in ten decision-makers classifying these aspects of governance as a priority in their strategic plans. This reflects a paradigm shift in how companies view themselves and the responsibilities they have to society. It also aligns them with the majority of employees (70%) who consider purpose as an important quality – particularly Gen Z. Increasingly, the workforce expects organisations to align with their values and belief systems with greater expectations around sustainable business practices.

C-suites have begun to find themselves caught between shareholders wanting business to adapt quickly to protect profits; employees who no longer see themselves in a job for life; and customers whose expectations have shifted.

Businesses that harness change and establish purpose at the core of their business can engage and retain employees more successfully, and be more innovative and transformative. As purpose and ESG move closer to being established business strategies, scrutiny from all stakeholders will increase, and the pressure for transparency will not only come from external groups, but increasingly from within, too.

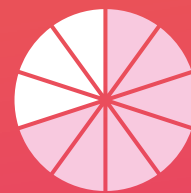
As part of this process, businesses will need to embrace ambiguity: knowing where they want to go, but acknowledging

they may not be there yet. They will no longer ask audiences for their approval, but instead for permission to make mistakes. By being transparent and ethical, businesses are far more likely to be able to attract, engage and retain staff more successfully.

In 2022, Major Players was awarded B Corp accreditation, joining 2000 other UK businesses, and more than 7000 globally, in redefining business success.

The rigorous and holistic certification framework looks at five core areas: governance, workers, community, environment and customers. It ensures that businesses are used as a force for good, putting people, purpose and planet alongside profit in their decision-making. Using the B Corp framework (or similar accreditations) allows businesses to benchmark the aforementioned areas and highlight opportunities that either cement purpose or derive from it.

Simply having a purpose is not enough, though. Businesses need to live it and authentically display it in all aspects of their operations, internally and externally. This also helps form part of an EVP, which has become increasingly important; defining the essence of your company through values, culture, uniqueness and purpose. It is an expectation of what employees, prospective candidates and customers can expect, and vice versa.



70%

of employees state purpose is important in their current or next role



2000

There are 2000 B Corps operating in the UK now



78%

of people who live their purpose at work feel more committed to their employers²¹

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CLIENT SERVICES

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talk@majorplayers.co.uk

PERMANENT



Sereena Shienmar
Client Services

FREELANCE



Karina Warburton
Client Services

Whilst Client services roles remain in high demand, the evolution of roles such as Project Management and Product, are now being seen as an investment into Client Services. However, as agencies are pitching for more work than ever, the demand for strategic and confident client services talent is strong.

Mid-level candidates - Account Managers, Senior Account Managers, and Account Directors—are currently the most in demand in this sector. With tighter budgets across the board, these roles offer a more affordable solution for businesses. Moreover, these candidates are generally content with delivery-focused roles, as opposed to the strategic development or managerial positions that more senior client services personnel often pursue.

Our client base tends to feature a 'top-heavy' senior client services structure, which further amplifies the demand for mid-level talent. This makes recruitment challenging, as these sought-after professionals are being offered a broad range of competitive rates and salaries to attract them to various roles.

ROLES IN DEMAND

- Account Managers
- Senior Account Managers
- Account Directors

TALENT SNAPSHOT

- 54% received a salary increase in the last 12 months
- 61% believe they are not being paid their worth based on their skills and experience
- 19% have changed roles within the last 12 months
- 28% are looking to change roles in the next 6 months

DEMOGRAPHICAL SNAPSHOT

- 63% female, 37% male
- 21% are from Black, Asian or Minority Ethnic backgrounds
- 21% are from the LGBTQIA+ community
- 31% have either a disability, mental health condition or neurodivergence
- 19% are aged 45+

SALARY INFORMATION:

PERMANENT


CLIENT SERVICES		
Job Title	Average Salary 2024	Salary Range 2024
Account Executive	£30,000	£28-32k
Senior Account Executive	£32,000	£30-34k
Account Manager	£38,000	£35-45k
Senior Account Manager	£50,000	£45-55k
Account Director	£60,000	£55-65k
Senior Account Director	£70,000	£65-75k
Group Account Director	£100,000	£95-120k
Business Director	£100,000	£95-120k
Head of Client Services	£100,000	£95-120k

FREELANCE


CLIENT SERVICES		
Job Title	Average Day Rate 2024	Day Rate Range 2024
Account Executive	£180	£150-200
Senior Account Executive	£200	£150-220
Account Manager	£250	£200-300
Senior Account Manager	£300	£300-350
Account Director	£350	£300-400
Senior Account Director	£375	£350-450
Group Account Director	£400	£350-450
Business Director	£400	£350-450
Head of Client Services	£400	£400-500
Board Director	£450	£450+
Brand Strategist	£500	£400-800
Strategy Director	£500+	£500-1000

FACTORS & BENEFITS


THE TOP 3 FACTORS CANDIDATES CONSIDER IN THEIR NEXT ROLE



88% Holiday Allowance



81% Flexible Working Hours



76% Pension

CREATIVE SERVICES

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PERMANENT



Sereena Shienmar
Creative Services

FREELANCE



Karina Warburton
Creative Services

Creative services, encompassing Resource, Traffic, and Operational Management, form the backbone of the creative studio, ensuring a timely and efficient process throughout. In the post-pandemic era, businesses have been keen to rebuild their internal operations teams to comfortably handle greater demand. There has been a particular emphasis on recruiting individuals with hybrid skill sets, experienced in both Project Management and Production.

Most agencies require stability within this function, and therefore tend to hire talent either on fixed-term contracts or on a permanent basis. Creative Services roles tend to be most in demand in the lead up to seasonal holidays.

ROLES IN DEMAND

- Studio / Traffic Managers
- Mid-Weight Project Managers
- Creative Services Manager

TALENT SNAPSHOT

- ▶ 50% received a salary increase in the last 12 months
- ▶ 58% believe they are not being paid their worth based on their skills and experience
- ▶ 20% have changed roles within the last 12 months
- ▶ 39% are looking to change roles in the next 6 months

DEMOGRAPHICAL SNAPSHOT

- ▶ 63% female, 37% male
- ▶ 21% are from Black, Asian or Minority Ethnic backgrounds
- ▶ 21% are from the LGBTQIA+ community
- ▶ 31% have either a disability, mental health condition or neurodivergence
- ▶ 19% are aged 45+

SALARY INFORMATION:

PERMANENT


CREATIVE SERVICES		
Job Title	Average Salary 2024	Salary Range 2024
Resource / Traffic Co-Ordinator	£33,000	£28-35k
Resource / Traffic Manager/ Studio Manager	£45,000	£40-50k
Creative Services Manager	£45,000	£40-50k
Head of Creative Services	£75,000	£65-75k
Operations Manager	£85,000	£80-90k
Operations Director	£100,000	£80-110k
Head of Operations	£100,000	£80-110k

FREELANCE


CREATIVE SERVICES		
Job Title	Average Day Rate 2024	Day Rate Range 2024
Resource / Traffic Co-Ordinator	£200	£150-220
Resource / Traffic Manager/ Studio Manager	£350	£300-400
Creative Services Manager	£350	£300-400
Head of Creative Services	£400	£350-450
Operations Manager	£350	£350-450
Operations Director	£375	£350-450
Head of Operations	£400	£375-450

FACTORS & BENEFITS


THE TOP 3 FACTORS CANDIDATES CONSIDER IN THEIR NEXT ROLE



89% Holiday Allowance



85% Flexible Working Hours



77% Pension

PROJECT MANAGEMENT & PRODUCTION

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PERMANENT



Sereena Shienmar
Project Management & Production

FREELANCE



Karina Warburton
Project Management & Production

The tech market continues to evolve rapidly, driven by digital transformation, increased competition, higher customer expectations, and a data-centric approach. As such, Project Managers with digital expertise remain in high demand.

Project Management roles have shown consistent demand, though there is now considerable overlap with Client Services roles. Businesses are increasingly seeking candidates with a varied and integrated skill set, leading to variability in job titles from one company to another.

The production space has seen a decline following the post-pandemic surge, primarily due to businesses not winning as much work as before. Many firms find that their permanent teams have sufficient capacity to manage current workloads internally. Additionally, the rise of technology and AI is enabling some businesses to handle more work in-house. Candidates in the production area may need to consider upskilling to ensure their skills remain relevant in this evolving market.

ROLES IN DEMAND

- Senior Project Manager
- Mid-Level Producer
- Senior Producer

TALENT SNAPSHOT

- ▶ 39% received a salary increase in the last 12 months
- ▶ 55% believe they are not being paid their worth based on their skills and experience
- ▶ 30% have changed roles within the last 12 months
- ▶ 33% are looking to change roles in the next 6 months

DEMOGRAPHICAL SNAPSHOT

- ▶ 71% female, 29% male
- ▶ 19% are from Black, Asian or Minority Ethnic backgrounds
- ▶ 14% are from the LGBTQIA+ community
- ▶ 34% have either a disability, mental health condition or neurodivergence
- ▶ 10% are aged 45+

SALARY INFORMATION:

PERMANENT

PROJECT MANAGEMENT & PRODUCTION		
Job Title	Average Salary 2024	Salary Range 2024
Project Coordinator	£30,000	£27-33k
Mid-Weight PM	£47,500	£40-50k
Senior PM	£65,000	£58-70k
Mid-weight Digital Project Manager	£60,000	£55-70k
Senior Digital Project Manager	£75,000	£65-80k
Project Director	£85,000	£80-100k
Head of Project Management	£90,000	£90-110k
Junior Producer	£34,000	£30-37k
Mid-weight Producer	£47,000	£45-55k
Senior Producer	£65,000	£60-70k
Executive Producer	£75,000	£70-80k
Digital producer	£60,000	£55-65k
Production Assistant / Coordinator	£28,000	£26-32k
Production Manager	£45,000	£40-50k
Production Director	£78,000	£75-100k
Head of Production	£90,000	£90-110k

FREELANCE

PROJECT MANAGEMENT & PRODUCTION		
Job Title	Day Rate Range 2024	Day Rate Range 2024
Project Coordinator	£220	£180-250
Mid-Weight PM	£325	£300-350
Senior PM	£350	£350-400
Mid-weight Digital Project Manager	£350	£300-400
Digital Project Manager	£400	£350-500
Project Director	£400	£350-450
Head of Project Management	£400	£350-450
Junior Producer	£250	£225-275
Mid-weight Producer	£300	£250-350
Senior Producer	£375	£350-450
Executive Producer	£400	£350-450
Digital Producer	£375	£350-450
Production Assistant / Coordinator	£200	£180-220
Production Manager	£300	£250-350
Production Director	£400	£350-450
Head of Production	£400	£350-450

FACTORS & BENEFITS

THE TOP 3 FACTORS CANDIDATES CONSIDER IN THEIR NEXT ROLE

85% Flexible Working Hours

84% Holiday Allowance

74% Pension

CREATIVE, DESIGN & STUDIO

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Laura Renaud
Creative, Design
& Studio



Georgina Bailey
Creative, Design
& Studio

Demand remains strong for talent that is not only highly creative but also capable of execution. Agencies are more reliant than ever on their designers to innovate and push the boundaries of briefs beyond mere execution. In culturally driven spaces, there is a particular need for senior hybrid creatives who are in tune with current trends to stand out in the highly competitive agency landscape.

Additionally, there's an increasing need for creatives and designers skilled in AI tools, with businesses favouring freelance or contract professionals who can adapt flexibly to the evolving landscape. The roles in highest demand include Senior Conceptual Designers, who are being leaned on more to lead creatively rather than just execute; 3D Designers, especially in events and experiential markets; and Senior Creatives in experiential or activation, where there is a notable shortage of experienced professionals.

ROLES IN DEMAND

- Senior Conceptual Designers
- 3D Designers
- Senior Creatives

TALENT SNAPSHOT


- ▶ **50%** received a salary increase in the last 12 months
- ▶ **57%** believe they are not being paid their worth based on their skills and experience
- ▶ **11%** have changed roles within the last 12 months
- ▶ **37%** are looking to change roles in the next 6 months

DEMOGRAPHICAL SNAPSHOT


- ▶ 54% female, 44% male, 2% non-binary
- ▶ 14% are from Black, Asian or Minority Ethnic backgrounds
- ▶ 15% are from the LGBTQIA+ community
- ▶ 32% have either a disability, mental health condition or neurodivergence
- ▶ 11% are aged 45+

FACTORS & BENEFITS


THE TOP 3 FACTORS CANDIDATES CONSIDER IN THEIR NEXT ROLE



84% Holiday Allowance



75% Flexible Working Hours



71% Mental Wellbeing

SALARY INFORMATION:

PERMANENT

CREATIVE BRANDING & DESIGN - AGENCY		
Job Title	Average Salary 2024	Salary Range 2024
Junior Designer	£30,000	£28-35k
Mid-Weight Designer	£45,000	£38-45k
Senior Designer	£53,000	£50-65k
Junior Creative Team (AD/CW/Team)	£33,000	£32-37k
Mid-Weight Creative Team (AD/CW/Team)	£45,000	£40-55k
Senior Creative Team (AD/CW/Team)	£60,000	£60-85k
Design Director / Head of Design	£70,000	£68-80k
Associate Creative Director	£75,000	£70-90k
Creative Director / Head of Creative	£100,000	£80-130k
Executive Creative Director	£140+	£140+k
Mid-level Copywriter	£42,000	£35-45k
Senior Copywriter	£63,000	£60-70k
Head of Copy	£75,000	£75-85k
Video Editor	£43,000	£34-40k
Animator	£52,500	£50-60k
Senior Videographer	£45,000	£45-60k
Midweight Creative	£45,000	£43-48k
Senior Creative	£55,000	£55-60k

CREATIVE BRANDING & DESIGN - IN HOUSE		
Job Title	Average Salary 2024	Salary Range 2024
Junior Designer	£35,000	£30-35k
Mid-Weight Designer	£40,000	£35-45k
Senior Designer	£50,000	£45-55k
Design Director	£70,000	£65-80k
Creative Director / Head of Creative	£85,000	£75-95k

CREATIVE BRANDING & DESIGN - STUDIO		
Job Title	Average Salary 2024	Salary Range 2024
Mid-Weight Artworker	£35,000	£30-38k
Senior Artworker	£40,000	£38-45k
Presentation Designer	£45,000	£40-65k

FREELANCE

CREATIVE BRANDING & DESIGN - AGENCY		
Job Title	Average Day Rate 2024	Day Rate Range 2024
Junior Designer	£250	£220-275
Mid-Weight Designer	£300	£250-320
Senior Designer	£350	£350+
Mid-Weight Creative Team (AD/CW/Team)	£350	£350-375
Senior Creative Team (AD/CW/Team)	£450	£375-500
Design Director / Head of Design	£425	£400-450
Creative Director / Head of Creative	£500	£600+
Executive Creative Director	£500	£600+
Junior Copywriter	£275	£220-275
Mid-Weight Copywriter	£325	£300-350
Senior Copywriter	£400	£350-450
Video Editor	£350	£325-375
Animator	£325	£300-350
Senior Videographer	£400	£350-450
3D Designer	£380	£375-425
Midweight Creative	£325	£300-350
Senior Creative	£400	£400-450

CREATIVE BRANDING & DESIGN - IN HOUSE		
Job Title	Average Salary 2024	Salary Range 2024
Junior Designer	£200	£180-220
Mid-Weight Designer	£250	£220-275
Senior Designer	£300	£280-330
Design Director	£425	£400-450
Creative Director / Head of Creative	£500	£500-600+

CREATIVE BRANDING & DESIGN - STUDIO		
Job Title	Average Day Rate 2024	Day Rate Range 2024
Mid-Weight Artworker	£260	£240-275
Senior Artworker	£315	£275-350
E-Commerce Retoucher	£275	£250-330
High-end Retoucher	£300	£250-350
3D Visualiser	£365	£350-400
Presentation Designer	£365	£350-425

BUSINESS DEVELOPMENT

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talk@majorplayers.co.uk

PERMANENT / FREELANCE



Lucy Simpson
Business Development

ROLES IN DEMAND

- Business Development Director
- Commercial Director
- Head of Growth

The primary role of an agency business developer is finding new opportunities and setting the agency up to win through networking, producing content, and building brand awareness. Investing in a BD hire is integral to any agencies next phase of growth and the execution of the hire is vital. Agencies need to have a credible value proposition, marketing needs to be invested in (especially content), the BD framework and processes need to be formed (including a robust CRM) and they need the backing of the whole agency – it’s a team effort.

From the ongoing economic uncertainty, to shifting consumer behaviour, to rapid technological change, the agency landscape is more complex and competitive than ever. Consumers are demanding more impactful moments, and agencies are turning to immersive technology such as virtual and augmented reality to engage better with their audiences. It’s estimated that the UK agency market sector could be worth c. £22 bn in 3 years’ time (Datacity) so getting the business development function solidified has never been more important.

There’s been a noticeable shift towards taking Business Development more seriously, with considerable investment in these roles within the last 6 months. Many commercial and growth roles have been established where they didn’t exist previously. In the past, revenue generation was often added to the responsibilities of the MD or founder, but now there’s recognition of the importance of dedicated resources and structured approaches in this fiercely competitive and somewhat stagnant market.

TALENT SNAPSHOT

- ▶ 63% received a salary increase in the last 12 months
- ▶ 58% believe they are not being paid their worth based on their skills and experience
- ▶ 33% have changed roles within the last 12 months
- ▶ 43% are looking to change roles in the next 6 months

DEMOGRAPHICAL SNAPSHOT

- ▶ 65% female, 34% male, 1% non-binary
- ▶ 18% are from Black, Asian or Minority Ethnic backgrounds
- ▶ 13% are from the LGBTQIA+ community
- ▶ 28% have either a disability, mental health condition or neurodivergence
- ▶ 20% are aged 45+

FACTORS & BENEFITS

THE TOP 3 FACTORS CANDIDATES CONSIDER IN THEIR NEXT ROLE



90% Flexible Working Hours



86% Pension



85% Holiday Allowance

SALARY INFORMATION:

PERMANENT

BUSINESS DEVELOPMENT		
Job Title	Average Salary 2024	Salary Range 2024
Business Development Exec	£37,000	£35-45k
Business Development Manager	£55,000	£50-60k
Snr. Business Development Manager	£70,000	£60-75k
Business Development Director	£90,000	£80-100k
Head of Business Development	£120,000	£110-150k
Chief Growth Officer	£160,000	£140-180k

FREELANCE

BUSINESS DEVELOPMENT		
Job Title	Average Day Rate 2024	Day Rate Range 2024
Business Development Exec	£225	£200-250
Business Development Manager	£300	£275-325
Snr. Business Development Manager	£350	£325-375
Business Development Director	£500	£480-520

CRM, DATA & ANALYTICS

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PERMANENT



Jodie Clayton
CRM, Data & Analytics

FREELANCE



Emma Stephenson
CRM, Data & Analytics

Businesses are demonstrating a significant commitment to understanding and adapting to consumer insights, driving substantial investment in CRM, data, and analytics. As consumer habits evolve rapidly, the demand for skilled professionals in these fields has grown. The rise of big data has transformed how companies operate, underscoring the necessity to enhance customer relationship management and data analysis capabilities. This shift is prompting companies to seek out specialists who can predict and react to changes in consumer behaviour effectively, executing more targeted campaigns.

Businesses are increasingly focusing on customer retention and loyalty to enhance customer lifetime value (LTV), largely due to tighter budgets. This investment in customer marketing underscores the need for expertise in customer data and insights, which is critical for making informed commercial decisions based on consumer behaviours and purchases. This emphasis aligns with the growing importance of AI and data analytics, as companies harness technologies like Generative AI and Large Language Models to better understand customer needs and improve communications. Consequently, there is a rising demand for data professionals skilled in deploying and managing these technologies effectively across various business sectors.

ROLES IN DEMAND

- Head of CRM / Loyalty
- CRM Executives
- Data & Insights Managers

TALENT SNAPSHOT

- ▶ 53% received a salary increase in the last 12 months
- ▶ 40% believe they are not being paid their worth based on their skills and experience
- ▶ 35% have changed roles within the last 12 months
- ▶ 33% are looking to change roles in the next 6 months

DEMOGRAPHICAL SNAPSHOT

- ▶ 64% female, 36% male
- ▶ 20% are from Black, Asian or Minority Ethnic backgrounds
- ▶ 18% are from the LGBTQIA+ community
- ▶ 20% have either a disability, mental health condition or neurodivergence
- ▶ 16% are aged 45+

SALARY INFORMATION:

PERMANENT

CRM, DATA & ANALYTICS		
Job Title	Average Salary 2024	Salary Range 2024
CRM Executive	£40,000	£35-45k
CRM Manager	£52,500	£50-60k
CRM Account Director	£67,500	£60-80k
Head of CRM	£95,000	£90-110k
Retention Specialist	£58,000	£55-65k
Web/Digital Analyst	£46,000	£50-60k
Insight Analyst	£47,500	£50-60k
Senior Web Analyst	£67,500	£60-80k
Social Analyst	£55,000	£50-60k
Research Analyst	£45,000	£40-50k
Data Analyst	£48,000	£40-60k

FREELANCE

CRM, DATA & ANALYTICS		
Job Title	Average Day Rate 2024	Day Rate Range 2024
CRM Executive	£200	£180-220
CRM Manager	£325	£300-350
CRM Account Director	£400	£350-450
Head of CRM	£450	£400-500
Retention Specialist	£400	£375-425
Web/Digital Analyst	£350	£300-400
Insight Analyst	£350	£300-400
Senior Web Analyst	£425	£400-425
Social Analyst	£400	£375-425
Research Analyst	£375	£350-400
Data Analyst	£400	£300-500
Data Scientist	£500+	£500+

FACTORS & BENEFITS

THE TOP 3 FACTORS CANDIDATES CONSIDER IN THEIR NEXT ROLE

91% Holiday Allowance

91% Flexible Working Hours

75% Pension

E-COMMERCE & DIGITAL MARKETING

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PERMANENT



Jodie Clayton
E-commerce & Digital Marketing

FREELANCE



Emma Stephenson
E-commerce & Digital Marketing

E-commerce continues to be a vibrant growth area, driven by innovations that offer new ways to engage online consumers and optimise business operations. The role of the E-commerce Managers has become increasingly vital, focusing on the trading and optimisation of websites and apps to maximise online presence and sales. Brands are constantly evolving their marketing strategies using cutting-edge platforms like TikTok and technologies such as VR and AI to ensure effective market penetration.

Moreover, following the popularity of subscription models, retailers are bolstering their CRM and customer service teams, particularly seeking professionals with extensive E-commerce and Paid Media experience. Investment in CRO (Conversion Rate Optimisation) specialists is also growing, ensuring that businesses maximise the profitability of existing traffic and visits to their sites. This strategic focus on both consumer interface and backend optimisation is crucial for sustaining engagement and sales growth in the competitive online marketplace.

ROLES IN DEMAND

- E-commerce / Online Trading Managers
- CRO (Conversion Rate Optimisation) Specialists
- Director of Online / E-Commerce

TALENT SNAPSHOT

- ▶ 46% received a salary increase in the last 12 months
- ▶ 55% believe they are not being paid their worth based on their skills and experience
- ▶ 35% have changed roles within the last 12 months
- ▶ 33% are looking to change roles in the next 6 months

DEMOGRAPHICAL SNAPSHOT

- ▶ 63% female, 37% male
- ▶ 25% are from Black, Asian or Minority Ethnic backgrounds
- ▶ 11% are from the LGBTQIA+ community
- ▶ 30% have either a disability, mental health condition or neurodivergence
- ▶ 9% are aged 45+

SALARY INFORMATION:

PERMANENT

E-COMMERCE & DIGITAL MARKETING		
Job Title	Average Salary 2024	Salary Range 2024
E-Commerce Manager	£57,500	£55-70k
Digital Marketing Executive	£35,000	£30-40k
Senior Digital Marketing Manager	£75,000	£65-80k
Head of Online / Digital	£85,000	£80-100k
Head of E-Commerce	£86,000	£80-100k
Director of Online / E-Commerce	£110,000	£100-130k
Ecommerce Category Manager	£57,500	£55-70k
Online Trading Manager	£57,500	£55-70k
Ecommerce Marketplace Manager	£50,000	£45-60k

FREELANCE

E-COMMERCE & DIGITAL MARKETING		
Job Title	Average Day Rate 2024	Day Rate Range 2024
E-Commerce Manager	£350	£300-400
Digital Marketing Executive	£200	£175-225
Senior Digital Marketing Manager	£335	£300-350
Head of Online / Digital	£500	£450-550
Head of E-Commerce	£525	£500+
Director of Online / E-Commerce	£770	£750+

FACTORS & BENEFITS

THE TOP 3 FACTORS CANDIDATES CONSIDER IN THEIR NEXT ROLE

91% Holiday Allowance

88% Flexible Working Hours

83% Pension

EXPERIENTIAL & EVENTS

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PERMANENT / FREELANCE



Emma Stephenson
Experiential & Events

- ROLES IN DEMAND
- Account Managers / Account Directors
 - Senior Producers
 - Event Managers

TALENT SNAPSHOT

▶ 50% received a salary increase in the last 12 months

▶ 45% believe they are not being paid their worth based on their skills and experience

▶ 24% have changed roles within the last 12 months

▶ 25% are looking to change roles in the next 6 months

DEMOGRAPHICAL SNAPSHOT

▶ 70% female, 30% male

▶ 13% are from Black, Asian or Minority Ethnic backgrounds


▶ 11% are from the LGBTQIA+ community

▶ 36% have either a disability, mental health condition or neurodivergence


▶ 13% are aged 45+

FACTORS & BENEFITS


THE TOP 3 FACTORS CANDIDATES CONSIDER IN THEIR NEXT ROLE



94% Holiday Allowance



94% Flexible Working Hours



75% Mental Wellbeing

SALARY INFORMATION:

PERMANENT

EXPERIENTIAL & EVENTS	Average Salary 2024	Salary Range 2024
Job Title		
Account Executive	£30,000	£28-32k
Senior Account Executive	£32,000	£30-34k
Account Manager	£38,000	£35-45k
Senior Account Manager	£50,000	£45-55k
Account Director	£60,000	£55-65k
Senior Account Director	£70,000	£65-75k
Events Co-Ordinator	£30,000	£28-32k
Events Manager	£35,000	£32-40k
Senior Events Manager	£55,000	£50-60k
Production Manager	£50,000	£45-55k
Project Manager	£40,000	£35-45k
Mid-Weight Project Manager / Producer	£50,000	£45-55k
Senior Project Manager / Producer	£60,000	£55-65k
Project Director	£75,000	£65-75k
Executive Producer	£80,000	£75-85k
Head of Project Management / Production	£80,000	£75-85k
Client Services Director	£100,000	£90-110k
Head of Department	£100,000	£90-110k
Managing Director	£130,000	£110-130k

FREELANCE

EXPERIENTIAL & EVENTS	Average Day Rate 2024	Day Rate Range 2024
Job Title		
Account Executive	£180	£150-200
Senior Account Executive	£200	£150-220
Account Manager	£250	£225-275
Senior Account Manager	£275	£250-300
Account Director	£350	£300-400
Senior Account Director	£400	£350-450
Business Director	£450	£400-500
Events Co-Ordinator	£180	£160-220
Events Manager	£250	£225-275
Senior Events Manager	£300	£275-325
Production Manager	£325	£300-350
Mid-weight Project Manager/Producer	£325	£300-350
Senior Project Manager/Producer	£375	£350-400
Project Director	£400	£375-425
Executive Producer	£500	£500+
Head of Project Management/ Production	£475	£450-500
Partnerships Manager	£300	£275-325
Partnerships Account Director / Senior Partnership Manager	£350	£325-375

GROWTH & PERFORMANCE MARKETING

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PERMANENT



Jodie Clayton
Growth & Performance Marketing

FREELANCE



Emma Stephenson
Growth & Performance Marketing

In today's competitive landscape, driving revenue and increasing customer acquisition remain top priorities for businesses. Performance marketing is critical for those aiming to differentiate themselves from the competition. Recognised increasingly as a key function, companies are allocating more budget towards performance marketing and are investing heavily in both strategies and personnel to drive growth.

This year, industry-wide changes, particularly tighter restrictions on data collection, are set to significantly impact performance marketing. These new limitations are transforming how marketing teams operate, leading to shifts in job descriptions and skill requirements. There is now a heightened demand for data and analytical expertise to navigate these changes and maintain competitive advantage.

JOBS IN DEMAND

- Head of Growth / Growth Director
- Performance Marketing / Paid Media
- SEO Leads

TALENT SNAPSHOT

- ▶ 28% received a salary increase in the last 12 months
- ▶ 44% believe they are not being paid their worth based on their skills and experience
- ▶ 42% have changed roles within the last 12 months
- ▶ 33% are looking to change roles in the next 6 months

DEMOGRAPHICAL SNAPSHOT

- ▶ 50% female, 49% male, 1% non-binary
- ▶ 28% are from Black, Asian or Minority Ethnic backgrounds
- ▶ 11% are from the LGBTQIA+ community
- ▶ 30% have either a disability, mental health condition or neurodivergence
- ▶ 14% are aged 45+

SALARY INFORMATION:

PERMANENT

GROWTH & PERFORMANCE MARKETING		
Job Title	Average Salary 2024	Salary Range 2024
SEO Executive	£37,500	£35-45k
SEO Manager	£57,500	£50-70k
Head of SEO	£82,500	£70-90k
Digital Outreach Specialist	£34,000	£30-40k
PPC / Paid Social Executive	£45,000	£40-50k
PPC / Paid Social Manager	£65,000	£60-70k
Paid Media / Biddable Account Director	£80,000	£75-85k
Head of PPC Search / Biddable	£65,000	£60-70k
Programmatic Manager	£68,000	£60-80k
Performance Marketing Manager	£60,000	£55-65k
Growth Marketing Manager	£60,000	£55-65k
Head of Performance	£90,000	£80-110k
Head of Growth Marketing	£90,000	£80-110k
Acquisition Specialist	£65,000	£60-75k

FREELANCE

GROWTH & PERFORMANCE MARKETING		
Job Title	Average Day Rate 2024	Day Rate Range 2024
SEO Executive	£250	£225-275
SEO Manager	£325	£300-350
SEO Consultatnt	£375	£350-400
Head of SEO	£450	£425-475
PPC / Paid Social Executive	£250	£225-275
PPC / Paid Social Manager	£325	£275-350
Paid Media / Biddable Account Director	£400	£375-425
Head of PPC Search / Biddable	£400	£380-450
Programmatic Manager	£375	£325-425
Performance Marketing Manager	£375	£350-425
Growth Marketing Manager	£375	£350-425
Head of Performance	£450	£400-500
Head of Growth Marketing	£450	£400-500
User Acquisition Specialist	£350	£300-400

FACTORS & BENEFITS

THE TOP 3 FACTORS CANDIDATES CONSIDER IN THEIR NEXT ROLE

97% Flexible Working Hours


89% Holiday Allowance

83% Pension

MARKETING, PR & COMMS


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PERMANENT



Jodie Clayton
Marketing,
PR & Comms

FREELANCE



Emma Stephenson
Marketing,
PR & Comms

Marketing budgets are on the rise, with forecasts like the Bellwether report²⁴ indicating an upward trend into 2024. As a result, marketing teams are poised for rapid expansion and development throughout the year. This growth is fuelled by the marketing function's constant evolution to meet customer needs effectively. The pace of change, coupled with the adoption of the latest technological solutions, poses significant challenges for businesses striving to stay competitive. Emerging technologies that drive innovation and efficiency are in high demand, pushing salaries upward to match the increasing need for these skills.

Marketing teams will be required to learn and integrate the latest technologies while managing new projects and campaigns, which is a considerable challenge.

As digital platforms continue to dominate, there is a growing demand for professionals skilled in data analytics, AI strategy development, and digital marketing management. These specialists will be central to crafting effective digital campaigns and optimising customer engagement across various platforms.

- ROLES IN DEMAND
- Brand Marketing Managers
 - Account Directors
 - Marketing Leads / Consultants

TALENT SNAPSHOT

- ▶ **50%** received a salary increase in the last 12 months
- ▶ **49%** believe they are not being paid their worth based on their skills and experience
- ▶ **28%** have changed roles within the last 12 months
- ▶ **36%** are looking to change roles in the next 6 months

DEMOGRAPHICAL SNAPSHOT

▶ 72% female, 27% male, 1% non-binary

▶ 10% are from Black, Asian or Minority Ethnic backgrounds


▶ 13% are from the LGBTQIA+ community

▶ 30% have either a disability, mental health condition or neurodivergence


▶ 12% are aged 45+

FACTORS & BENEFITS


THE TOP 3 FACTORS CANDIDATES CONSIDER IN THEIR NEXT ROLE



87% Holiday Allowance



86% Flexible Working Hours



78% Pension

SALARY INFORMATION:

PERMANENT

MARKETING		
Job Title	Average Salary 2024	Salary Range 2024
Marketing Assistant	£32,000	£30-35k
Marketing Executive / Co-ordinator	£38,000	£35-45k
Senior Marketing Executive	£42,500	£35-45k
Marketing Manager	£55,000	£50-60k
Campaign Manager	£58,000	£50-60k
Senior Marketing Manager	£67,000	£60-80k
Head of Marketing	£90,000	£80-130k
Marketing Director	£100,000	£90-140k
Chief Marketing Officer / VP	£130,000	£120-180k
Brand Executive	£37,000	£30-40k
Brand Manager	£55,000	£50-70k
Head of Brand Marketing	£90,000	£80-120k

PR COMMS - IN HOUSE		
Job Title	Average Salary 2024	Salary Range 2024
Press Officer / Comms Executive	£35,000	£30-40k
PR Manager / Comms Manager	£55,000	£50-60k
Internal Comms Manager	£55,000	£50-60k
Senior PR / Comms Manager	£70,000	£60-80k
Head of PR / Head of Media Relations	£85,000	£80-120k
Head of Internal Comms	£80,000	£80-90k
Group Head of Comms	£93,000	£75-100k
PR Director	£100,000	£90-120k
Director of Communications	£115,000	£100-150k

PR COMMS - AGENCY		
Job Title	Average Salary 2024	Salary Range 2024
Account Executive	£28,000	£26-30k
Senior Account Executive	£32,000	£28-34k
Account Manager	£40,000	£38-42k
Senior Account Manager	£45,000	£42-50k
Account Director	£54,000	£50-60k
Senior Account Director	£65,000	£60-70k
Associate Director	£78,000	£75k-85k
Director	£115,000	£90-130k

FREELANCE

MARKETING		
Job Title	Average Day Rate 2024	Day Rate Range 2024
Marketing Assistant	£170	£150-190
Marketing Executive / Co-ordinator	£200	£190-210
Senior Marketing Executive	£225	£200-250
Marketing Manager	£275	£250-300
Campaign Manager	£300	£275-325
Senior Marketing Manager	£375	£350-400
Head of Marketing	£450	£400-500
Marketing Director	£550	£500-600
Chief Marketing Officer / VP	£650	£650+
Brand Executive	£250	£230-270
Brand Manager	£325	£300-350
Head of Brand Marketing	£450	£400-500

PR COMMS - IN HOUSE		
Job Title	Average Day Rate 2024	Day Rate Range 2024
Press Officer / Comms Executive	£180	£160-200
PR Manager / Comms Manager	£250	£225-275
Internal Comms Manager	£300	£250-350
Senior PR / Comms Manager	£300	£275-325
Head of PR / Head of Media Relations	£300	£300-400
Head of Internal Comms	£400	£375-425
Group Head of Comms	£400	£375-425
PR Director	£400	£400+
Director of Communications	£425	£400+

PR COMMS - AGENCY		
Job Title	Average Day Rate 2024	Day Rate Range 2024
Account Executive	£160	£150-170
Senior Account Executive	£190	£170-210
Account Manager	£250	£225-275
Senior Account Manager	£275	£250-300
Account Director	£325	£300-350
Senior Account Director	£375	£350-400
Associate Director	£400	£375-425
Director	£425	£400-450
Publicist	£250	£225-275
Senior Publicist	£300	£280-320

SOCIAL, CONTENT & INFLUENCER

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PERMANENT



Jodie Clayton
Social, Content & Influencer

FREELANCE



Kennedy Rees
Social, Content & Influencer

With an estimated 5.17 billion social media users worldwide²⁵, and the average person spending 2 hours 23 minutes a day²⁶ – social, content and influencer marketing continues to be critical for most businesses. This is apparent in the projected advertising spend increasing from \$219bn in 2024 to \$255.8bn in 2028.

Brands are continuing to expand their content strategies to be multi-dimensional, with a strong emphasis on video content which is popular with audiences. TikTok remains a key player in the social media landscape, with many businesses focusing on leveraging this platform to connect with both existing and new customer bases – with 87% of marketers reporting increased sales from video marketing; and therefore so talent with experience in this are highly desirable.

Social commerce and livestream shopping continue to be rapidly emerging trends, complementing the rise in short-form, user-generated, and audio content. In this dynamic environment, businesses are keen to find candidates adept at managing the fast-paced nature of social content and strategy roles.

ROLES IN DEMAND

- Content Creators
- Social Media Marketing Managers
- Social / Creative Strategists

TALENT SNAPSHOT

- ▶ 51% received a salary increase in the last 12 months
- ▶ 64% believe they are not being paid their worth based on their skills and experience
- ▶ 29% have changed roles within the last 12 months
- ▶ 42% are looking to change roles in the next 6 months

DEMOGRAPHICAL SNAPSHOT

- ▶ 76% female, 24% male
- ▶ 17% are from Black, Asian or Minority Ethnic backgrounds
- ▶ 24% are from the LGBTQIA+ community
- ▶ 33% have either a disability, mental health condition or neurodivergence
- ▶ 7% are aged 45+

FACTORS & BENEFITS

THE TOP 3 FACTORS CANDIDATES CONSIDER IN THEIR NEXT ROLE

85% Flexible Working Hours

81% Holiday Allowance

75% Mental Wellbeing

SALARY INFORMATION:

PERMANENT

SOCIAL, CONTENT & INFLUENCER		
Job Title	Average Salary 2024	Salary Range 2024
Editor	£40,000	£35-45k
Content Manager	£42,000	£40-50k
Content Strategist	£50,000	£50-65k
Social Media Executive	£35,000	£28-38k
Social Media Manager	£50,000	£45-65k
Social Media Strategist	£60,000	£55-75k
Paid Social Manager	£50,000	£40-55k
Paid Social Strategist	£60,000	£55-65k
Content Writer	£65,000	£55-75k
Head of Social	£85,000	£80-120k
Influencer Manager	£50,000	£45-65k
Influencer Director	£75,000	£70-80k

FREELANCE

SOCIAL, CONTENT & INFLUENCER		
Job Title	Average Day Rate 2024	Day Rate Range 2024
Editor	£310	£250-350
Content Manager	£300	£250-350
Content Strategist	£450	£400-500
Social Media Executive	£250	£225-275
Social Media Manager	£325	£300-350
Social Media Strategist	£425	£375-475
Head of Social	£425	£375-450
Influencer Manager	£350	£350-450
Influencer Director	£400	£450-450

STRATEGY

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Edwina Wickham
Strategy

ROLES IN DEMAND

- Strategy Director
- Head of Strategy
- Senior Strategists

As businesses continue to meticulously think about how their budgets are spent to create the best ROI, strategy remains critical for organisations, particularly in crafting personalised interactions with customers but moreover ensuring that the campaigns and strategies are effective in creating impact as well as revenue. Strategists bring expertise that varies according to agency output or business unit, but their core skills involve running research and diagnostics, and developing methodical plans to deepen B2C and B2B connections.

Consumers increasingly favour personalised experiences that are both timely and emotionally engaging. With the growing reliance on digital media, innovative digital strategies that create meaningful connections are more important than ever. As brands (big and small) boost their investment in digital media, the competition for top multi-channel strategy talent has become intense. Where on one hand, the brands seek multi-channel expertise over the past year, we have noticed an increase in subject matter experts within the agencies with the rise in demand for Social Media Strategists at all levels. These candidates rely on key data points to either a) devise a single-minded brand proposition; or b) lay out a step-by-step plan for achieving the proposition. With the rise in AI, the Strategists are now tasked with sophisticating the ongoing efforts of creating impactful connections.

TALENT SNAPSHOT

► 48%

received a salary increase in the last 12 months

► 53%

believe they are not being paid their worth based on their skills and experience

► 20%

have changed roles within the last 12 months

► 32%

are looking to change roles in the next 6 months

DEMOGRAPHICAL SNAPSHOT

► 60% female, 38% male, 2% non-binary

► 17% are from Black, Asian or Minority Ethnic backgrounds

► 17% are from the LGBTQIA+ community

► 33% have either a disability, mental health condition or neurodivergence

► 12% are aged 45+

FACTORS & BENEFITS

THE TOP 3 FACTORS CANDIDATES CONSIDER IN THEIR NEXT ROLE

81% Holiday Allowance

76% Flexible Working Hours

71% Pension

SALARY INFORMATION:

PERMANENT

STRATEGY		
Job Title	Average Salary 2024	Salary Range 2024
Junior Planner / Strategist	£40,000	£35-45k
Mid Planner / Strategist	£48,000	£40-60k
Senior Planner / Strategist	£75,000	£65-85k
Planning / Strategy Director	£95,000	£90-110k
Head of Planning / Strategy	£145,000	£130-170k
Chief Strategy Officer	£180,000	£160-220k
PLANNING		
Job Title	Average Salary 2024	Salary Range 2024
Planning Director	£100,000	£100-120k
Head of Planning	£155,000	£140-180k

FREELANCE

STRATEGY		
Job Title	Average Day Rate 2024	Day Rate Range 2024
Junior Planner / Strategist	£280	£250-330
Mid Planner / Strategist	£360	£350-400
Senior Planner / Strategist	£430	£425-550
Planning / Strategy Director	£500	£500-650
Head of Planning / Strategy	£600	£600-800
Chief Strategy Officer	£850+	£900+
PLANNING		
Job Title	Average Day Rate 2024	Day Rate Range 2024
Planning Director	£550	£550-700
Head of Planning	£650	£650-850

UX & UI DESIGN AND PRODUCT MANAGEMENT

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PERMANENT
/ FREELANCE



Claire McAllister
UX, UI & Product Design

PERMANENT
/ FREELANCE



Nick Sebastian
Product Management

ROLES IN DEMAND

- UI Designer
- UX Copywriter
- UX Researcher

UX/UI/ Product Design continues to be at the forefront of hiring needs for any business pushing through digital transformation. Whilst we know funding has slowed over the past year and that has impacted businesses pace for development, we've continued to see demand for this skillset plus commitment from creative candidates to upskill in this area.

We are also seeing businesses put their focus back into the user experience and how they can improve their product to keep users engaged and returning. With this, roles within the UX Spere are becoming more prominent requests from businesses as they look to build out their UX Research and UX Design Functions.

We've also seen an influx of 'new' roles that couple UX/UI with AI technology with businesses now using Virtual Assistants or Chatbots, meaning roles like 'Conversational Designers' and 'UX Copywriters' are high in demand. Some of the key trends we can expect for 2024 include greater AI integration within UX/UI design practices; accessibility becoming a more prominent feature within UX design, research and interfaces; and AR & VR boosting interactive experiences across more industry sectors.

TALENT SNAPSHOT

- ▶ **46%** received a salary increase in the last 12 months
- ▶ **45%** believe they are not being paid their worth based on their skills and experience
- ▶ **21%** have changed roles within the last 12 months
- ▶ **36%** are looking to change roles in the next 6 months

DEMOGRAPHICAL SNAPSHOT

- ▶ 54% female, 46% male
- ▶ 22% are from Black, Asian or Minority Ethnic backgrounds
- ▶ 19% are from the LGBTQIA+ community
- ▶ 25% have either a disability, mental health condition or neurodivergence
- ▶ 15% are aged 45+

FACTORS & BENEFITS

THE TOP 3 FACTORS CANDIDATES CONSIDER
IN THEIR NEXT ROLE

87% Flexible Working Hours

80% Holiday Allowance

79% Pension

SALARY INFORMATION:

PERMANENT

UX, UI & PRODUCT DESIGN		
Job Title	Average Salary 2024	Salary Range 2024
Junior Digital Designer	£28,000	£25-35k
Mid-Weight Digital Designer	£35,000	£35-50k
Senior Digital Designer	£45,000	£45-65k
Junior UX Designer	£40,000	£30-40k
Mid-Weight UX Designer	£48,000	£40-55k
Senior UX Designer	£58,000	£55-80k
Digital Design Director	£90,000	£70-100k
UX Director	£105,000	£80-120k
Junior UI Designer	£38,000	£35-50k
Senior UI Designer	£67,000	£50-70k
UX Researcher	£65,000	£40-70k
UX Copywriter	£62,500	£45-75k
Product Designer	£56,000	£45-65k

PRODUCT MANAGEMENT		
Job Title	Average Salary 2024	Salary Range 2024
Product Owner	£60,000	£50-70k
Product Manager	£70,000	£55-75k
Senior Product Manager	£90,000	£70-95k
Head of Product	£110,000	£100-140k
Product Director	£125,000	£100-150k
Chief Product Officer	£180,000	£175-250k

FREELANCE

UX, UI & PRODUCT DESIGN		
Job Title	Average Day Rate 2024	Day Rate Range 2024
Junior Digital Designer	£250	£225-275
Mid-Weight Digital Designer	£300	£300-350
Senior Digital Designer	£375	£350-400
Mid-Weight UX Designer	£325	£300-350
Senior UX Designer	£500	£450-600
Digital Design Director	£525	£500+
UX Director	£650	£600+
Junior UI Designer	£300	£275-325
Senior UI Designer	£500	£450-550
UX Researcher	£500	£450-600
UX Copywriter	£400	£350-450
Product Designer	£450	£400-600

PRODUCT MANAGEMENT		
Job Title	Average Day Rate 2024	Day Rate Range 2024
Product Owner	£450	£400-500
Product Manager	£500	£450-600
Senior Product Manager	£600	£500-650
Head of Product	£800	£700-900
Product Director	£700	£600-700

SENIOR APPOINTMENTS & EXECUTIVE SEARCH



Rosie MacPhail
Senior Appointments
& Executive Search

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PERMANENT

SENIOR APPOINTMENTS & EXECUTIVE SEARCH		
Job Title	Average Salary 2024	Salary Range 2024
CEO	£240,000	£190-275k
COO	£180,000	£150-210k
VP	£200,000	£165-220k
Managing Director	£175,000	£140-190k
Practice Director/Managing Partner	£150,000	£140-180k
Business Director	£105,000	£105k

Organisations are placing greater emphasis on leaders who are adaptable to change, can help build compelling employer brands, and navigate the ongoing challenges around technological advancements. Over the last 12 months we have seen an increase in demand for both businesses hiring at a senior level but also a renewed enthusiasm from candidates to find their next challenge.

In 2023, we saw an increased demand of C-suite and MD-level hiring which accelerated the need for “fresh blood” after a tumultuous few years meant businesses were seeking new perspectives and were much more open to exploring talent from different industries.

- ▶ **60%** of the roles required digital marketing expertise
- ▶ **50%** of the roles required growth and revenue expertise
- ▶ **30%** of the roles required investor relations and crisis communication expertise
- ▶ **45%** of the roles required business and operational expertise

In comparison to the year before, a noteworthy percentage of senior candidates fell into the job-seeking category. Multiple factors contributed to that, the biggest being “burn-out” and misalignment of personal and professional values. A staggering 70% of successful placements in 2023 was with active talent, as opposed to 35% in 2022.

We have experienced a shift in requirements from senior talent to some of the ‘softer’ cultural aspects of roles – a focus on developing the company vision, values, and an authentic story they could get behind; clear and realistic growth strategies; a robust L&D offering; and flexible working.

We have seen far greater emphasis being placed on enabling diverse lived experiences in the boardroom. Consequently, 35% of our searches had an agreed focus on following an enhanced DE&I process – however, there is more work to be done in this area, given that representation and pay gaps have regressed in many areas.

Major Players has over 30+ years within the Creative Industries, and an extensive network of senior level talent. As businesses strive to identify their next visionary leaders, our team has observed a significant rise in demand for dedicated search partners who exemplify trust and transparency. These values are now paramount in choosing a search partner, underscoring the critical role of candidate experience from commencement to conclusion. Addressing these issues, we prioritise effective communication and feedback, ensuring a positive and seamless experience for all candidates.

If you are looking to advance your career or organisation, please contact Rosie to explore how we can accelerate your success.

APPENDIX

1

Socially led growth in 2024 (The Tree, 2024)

2

A Holistic Approach for the Never Normal (Peter Hinssen, 2023)

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DCMS Sectors Economic Estimates Gross Value Added 2022 (ONS, 2024)

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Spring Budget 2024: UK's Creative Industries are one of the 'growth sectors of the future' (Hugh James, 2024)

5

Creative Industries Sector Vision (Gov.UK, 2023)

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Connected Tech: AI & Creative Technology (House of Commons, 2023)

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Future of Work Report (Major Players 2024)

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UK Unemployment Figures (Statista, 2024)

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Pay Transparency in the EU (Council of the European Union, 2023)

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UK Companies Ramp Up Communication on Pay Transparency (WTW, 2023)

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Majority of UK Companies Plan Increased Pay Transparency (HR Magazine, 2023)

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Average Weekly Earnings in Great Britain: February 2024 (ONS, 2024)

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Workplace Learning Report 2024 (LinkedIn, 2024)

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Bad Managers & Toxic Work Culture Causing 1 in 3 Staff to Walk (CMI, 2023)

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Key Advantages to Skilled Based Hiring (LinkedIn, 2023)

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The Human Side of Generative AI: Creating a Path to Productivity (McKinsey & Company, 2023)

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Future of Work AI Report 2023 (LinkedIn, 2023)

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How to Build An Inclusive Culture with a Multigenerational Workforce (Diversity for Social Impact, 2024)

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Glassdoor's 2024 Workplace Trends (Glassdoor, 2024)

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Births in England & Wales (ONS, 2024)

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Our Ageing Population: The State of Ageing 2023-2024 (Centre for Better Ageing, 2024)

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Gender Pay Gap in Great Britain Smallest Since Reporting First Enforced (The Guardian, 2024)

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The Soft Life: Why Millennials are Quitting the Rat Race (Guardian, 2024)

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UK marketing budgets revised to strongest levels in almost a decade (IPA, 2023)

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Social Media Marketing Statistics for 2024 (Sprout Social, 2024)

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Global Social Media Statistics Research Summary (SmartInsights, 2024)

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
020 7836 4041
talk@majorplayers.co.uk

ABOUT THE SALARY CENSUS

This Census was compiled by Major Players using data collected from 12,089 respondents from our 2024 Salary 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.

**DIGITAL,
MARKETING,
PRODUCT &
CREATIVE
INDUSTRIES
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