# SALARY SURVEY 2022 DIGITAL MARKETING CREATIVE & TECH



# WELCOME TO THE 2022 SALARY SURVEY

# **ABOUT THE SALARY SURVEY**

This survey was compiled by Major Players using data collected from 8,041 respondents via the 2022 Salary Survey, our online Salary Benchmarking Tool and combined with insights gathered from senior talent partners.

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

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





# FOREWORD



The overwhelming feeling in the market across the last 12 months is reset and recovery. As Covid-19 becomes an endemic in much of the world, we are having to tackle an entirely different marketplace, and whilst recovery isn't linear or uniform, there are plenty of positive signs that the creative industries are responding strongly.

In the last 12 months, we have seen the economic recovery shift from an employer-driven market, to one where the candidate is very much in the driving seat. It is expected that the creative industries are going to grow by over 26% by 2025, adding an additional 300,000 new roles<sup>1</sup>, and this presents challenges for a business' ability to compete, grow and innovate.

In the face of huge demand for skilled workers, employers have had to enhance their remuneration and benefits packages to attract and retain talent. Data from our survey suggests that there has been an average increase of 10.2% for permanent salaries and 7.1% for freelancer day rates.

In addition, we are seeing job seekers "shopping around" for roles that align with their values and belief systems, and so businesses are having to look holistically at their attraction and retention strategies. Many have re-aligned their employer branding, flexible working provisions and workplace policies as a result. We can also expect businesses to focus more on employee wellbeing, with greater consideration placed on understanding candidates needs to succeed and feel valued in a hybrid world.

For job seekers, the market means plenty of opportunities for progression and they can expect enhanced remuneration packages, in addition to fast-tracked promotions, tailored L&D and a multitude of enhanced benefits. Many are also factoring the cost-of-living crisis into their decision

making, with job security and employers who look after their staff, at the forefront of their minds.

Many businesses continue to adapt their processes for attracting, engaging and retaining diverse talent. In the last year, there has been minor improvements in DE&I across the industry with incremental increases in Black, Asian and Minority Ethnic representation from 14% to 15.8%. Interestingly, we have also seen the gender pay gap improve slightly, although there is still under representation in senior positions.

As the UK's leading talent agency, we strive to positively impact the DE&I of the industries we service, and we can only do this by bringing these conversations to the forefront. We hope this data will enable you to create more equitable processes that benefits current and future employees.

In this year's survey, we collected demographical data from 3,018 respondents to be able to compare and highlight disparities across gender, age, ethnicity and sexuality. We have also collected and analysed a further 5,023 salaries via our online Salary Benchmarking Tool over the last 10 months.

The year ahead will continue to challenge us but will also afford great opportunity for progression and growth. If you'd like to discuss the current market, talent crunch or your attraction and retention strategies, then please do reach out to us. Equally, if you are open to new career opportunities, then do speak to your talent partner.

# We hope you have a prosperous year ahead.



Joanne Lucy Managing Director

# THE CREATIVE INDUSTRIES

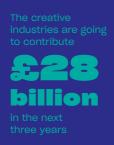
# CREATIVE INDUSTRIES LEADING THE POST-PANDEMIC RECOVERY

According to a report by Creative UK<sup>1</sup>, the pandemic led to the creative industries losing nearly £12 billion in GVA in 2021, with over 110,000 job losses. Freelancers were the hardest hit, with over 95,000 jobs being cut compared to 18,000 payroll employees. However, national, devolved and local government support measures, including the £1.57 billion Culture Recovery Fund, have been instrumental in preventing a "cultural catastrophe", staving off over 400,000 job losses as warned of in June 2020.

The data also suggests that the creative industry is leading the UK post-covid recovery. Prior to the pandemic, the UK's creative sector was growing at five times the rate of the economy, employing over 2.1 million people, and contributing more than £111.7 billion. Post-pandemic, research from Oxford Economics, predicts that the sector will recover faster than the UK economy, growing by over 26% by 2025°, contributing over £28 billion more than 2020; more than the financial services, insurance and pension industries combined.

The sector has been largely resilient, with many adapting their business models and finding new, innovative ways to engage with audiences and consumers. Digital transformation continues to play a key part in the recovery phase with over £1.4 trillion³ projected to be spent globally in 2022, increasing to £2.2 trillion by 2025.

Despite these positive forecasts, there are obstacles ahead which will continue to challenge recovery and growth in the creative industries. None more so than a lack of talent and acute skills shortages.



In February 2022, vacancies hit an all-time high of 1.25 million<sup>4</sup>, with many employers trying to fill similar roles and seeking those with skillsets that can provide a competitive edge.

Businesses also have to contend with other mounting headwinds including the effects of Brexit, increasing inflation, rising energy and fuel prices and the cost of living crisis.

Although the route to recovery and growth will be different for every business and every sector, each will require a combination of strategic foresight, built-in agility and a focus on attraction and retention strategies to thrive in a post-pandemic world.

8041 respondents – this survey was compiled using data collected from the 2022 Salary Survey, Online Benchmarking Tool and insights gathered from senior talent partners.

# KEY INDUSTRY TRENDS

# **CANDIDATE-DRIVEN MARKET**

In the last 12 months, there has been a shift towards a candidate-driven market, with an abundance of vacancies but scarcity of top-tier talent and skills. Over 85% of hiring managers believe there are not enough quality candidates in the market, and those that are open to moving, almost three-quarters are being counter-offered.

As a result, many businesses are adapting their candidate attraction strategies, and enhancing their remuneration and benefits packages. This has been reflected in salary increases over the last year, with an average increase of 10.2% for permanent roles and 7.1% in freelancer day rates.



10.2%

Salary increase for Permanent roles



7.1%

Increase for Freelancer day rates

With a further 80% of businesses in the creative industries expressing their need to hire within the next 6 months, and over half expecting to add over 10+ to their headcount; attracting, engaging and retaining talent will be paramount for growth and innovation.

Just over a third of respondents said they were looking to leave their role within the next 6 months, down 8% YoY, and the lowest our Salary Survey has ever recorded. Businesses that have strong employer branding, and those who are able to sell their culture, brand and reputation will have a competitive advantage when trying to attract passive candidates.

80%

of businesses in the creative industries expressing their need to hire within the next 6 months

reported a skills

shortage in 2021

# **RETENTION & UPSKILLING**

In the current market, retaining staff is equally as important as hiring new employees, and candidates who believe their employers offer flexibility (68%), compensate them fairly (62%), and provide interesting work (55%), are far more likely to stay longer term with their employers.

With an additional 300,000 new roles set to be created by 2025<sup>1</sup>, surpassing prepandemic employment levels, retaining staff is going to be vital in the "war for talent". If left unchecked, the talent and skills shortage could result in billions of unrealised annual revenues.

To retain top talent, it's important that businesses create environments where people want to stay and develop their careers. Implementation of agile retention strategies, having clear succession plans and ensuring a "company culture first" attitude are also critical.

Another challenge that businesses will continue to grapple with is a shortage of discernible skill sets. A study in 2021<sup>5</sup> found 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.

Analysis by the New Economic Foundation (NEF)<sup>6</sup> suggests that the current UK skills policy and the £500m committed to help people back to work after furlough will not be enough to meet the scale of the skills shortage challenge.

The skills gap presents several challenges for businesses including innovation, transformation and competitiveness. The Government and businesses will need to make talent strategy a key priority,

taking steps to educate, train and upskill their existing workforces to bridge the gap. Employers may also be forced to look beyond traditional university degrees to recruit workers.

# DIGITAL TRANSFORMATION & INNOVATION

The Covid-19 crisis brought about years of acceleration in the way companies do business. According to McKinsey Global, organisations have accelerated the digitalisation of their customer and supplychain interactions, and internal operations by three to four years; and the share of digitally enabled products in their portfolios by seven years.

The UK economy continues to turn to technology as a key driver of growth; with the UK attracting over £6bn in venture capital investment last year, outperforming Europe.

Brands are continuing to adapt their digital offerings, capitalising on emerging new consumer behaviours; focusing on data to improve business efficiencies; and building technology-powered supply chains.

Almost half of non-food retail sales in the UK (46.9%) took place online during 2021, with over 70% of Britons now preferring shopping online and on mobile. With these behaviours expected to only increase, businesses are continuing to prioritise investment into e-commerce, which is projected to grow by 26% between 2021 and 2025 to over £260 billion.

Over 60% of consumers have used "Buy Now, Pay Later" services in the last 12 months, and as consumer shopping habits continue to evolve, it will be interesting to see how big of a disruptor these services become versus traditional payment methods.

With an increase in utilising data, automation and personalisation, businesses continue to develop their own in-house teams, prioritising e-commerce, growth and performance, digital marketing, and social and content roles.

of businesses are still hybrid working

### THE FUTURE OF THE WORKPLACE

The role of the workplace and its contributions will continue to change over the next few years, with productivity and employee wellbeing top of the agenda. Those that can foster happier, healthier and more productive environments for their employees will be more successful.

Currently, over 90% of businesses are still hybrid working, with the expectation that employees attend the office 50% of the working week. Almost three-quarters feel like their approach is working, while 83% of employees want to retain a hybrid working model.

Over the last 12 months, businesses have been shaping and adjusting their workplaces and policies to suit a hybrid of needs. Many have been faced with the challenge of creating 'destination workplaces', a space where employees choose to be, rather than need to be. Enabling a space where employees can work comfortably, whilst re-building the work culture, is likely to improve collaboration, innovation, creativity and learning.

More than 3,000 workers at 60 companies across Britain are currently trialling a four-day working week, in what is thought to be the biggest pilot scheme to take place anywhere in the world. Some of those in the industry have already adopted similar initiatives, and it will be interesting to see if others follow suit.

# WORK / LIFE BALANCE

Similar to last years findings, there is still a desire towards employees seeking quality of life and work, with almost three-quarters stating that a good work/life balance is very important to them.

Many consider this as the most important factor for permanent roles (68%), and the second most important for freelance roles (87%). Respondents are continuing to desire ownership of their lives, thinking about the ways that work and personal lives integrate with one another.

Salaries and day rates have become a more important factor in the last 12 months, with interesting work and culture previously considered of greater importance for those in perm roles.

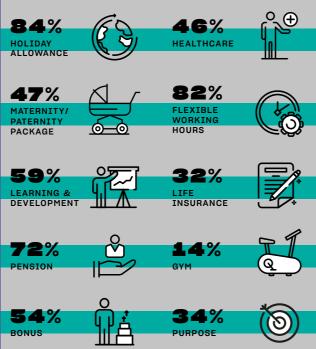
## FACTORS BY IMPORTANCE WHEN LOOKING FOR A PERMANENT CAREER MOVE

Work/Life Balance	68%	N/A
Salary	62%	↑2 places
Interesting Work	55%	↓1 place
Culture	54%	↓1 place
Career Progression	47%	N/A
Security & Stability	36%	N/A
Recognition	32%	N/A
Benefits & Perks	31%	↑1 place
L&D	24%	↓1 place
Purpose	12%	N/A

FACTORS BY IMPORTANCE WHEN LOOKING
FOR A FREELANCE ROLE

Day Rate	94%
Work/Life Balance	87%
Flexibility of Remote Working	80%
Interesting Work	78%
Culture	63%
IR35 Status	51%
Longevity of Contract	45%
Recognition	44%
Purpose	34%

BENEFITS & PERKS



In a similar finding, holiday allowance and flexible working hours remain top of respondent's agenda. Businesses looking to engage talent will need to continue to evolve their policies to stay competitive.

Unlimited holiday allowance has become increasingly popular in the UK, with many reporting an increase in productivity and well-being. It is anticipated that a policy of this kind can result in up to 50% fewer sick days" being taken and can also lead to a 10% decrease in staff turnover.

Those with flexi-benefits, allowing employees the opportunity to tailor make their own packages will continue to be a more attractive proposition. Businesses should also look to introduce policies that continue to challenge the status quo including maternity/paternity and menopause.

50%

fewer sick days anticipated with

unlimited holiday

allowance

PERM VS FREELANCE

This year's survey was split into two sets of questions, one for those in permanent roles and the other for freelancers; this was to ensure we could accurately record salaries and day rates, as well as capturing insights.

According to our data, 63% of those in permanent roles received a salary increase last year, compared to just under half of all freelancers receiving an increase in their day rates.

Those in freelance roles appear to be working longer hours, with 46% working 41+ hours per week, compared to just 28% in permanent roles. This is in stark contrast to last year where 55% of those in permanent roles were working 41+ hours compared to 32% in freelance roles.

When looking for new roles, permanent employees prefer LinkedIn (41%), Recruiter (28%) and Direct (11%), while freelancers prefer Direct (46%), LinkedIn (25%) and Recruiter (17%).

of those in permanent roles received a salary increase last year

2022

# **PERMANENT HOURS**



were working 41+ hours a week

46%

were working 41+ hours

2021

### **PERMANENT HOURS**



of those in permanent employment were working 41+ hours a week

# **FREELANCE HOURS**

**FREELANCE HOURS** 



were working 41+ hours

# DIVERSITY, EQUITY & INCLUSION

This is only the second time that we've collected demographical data within our Salary Survey research, asking for respondents age, ethnicity, gender and sexuality. The purpose of this is 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 interventions that attract and advance diverse talent, eradicate pay gaps and support full representation across all industries.

### **GENDER**

Our data demonstrates that the number of females in the industry has grown by 3%, making up over 63% across creative, digital and marketing. Similar to last year, females are earning more than their counterparts both at entry and mid-level, but this trend starts declining the higher the salary/day rate increases. Only 16% of females earn over £70,000 compared to 29% of men.

This is also mirrored in freelance rates where 15% of females earn £400 or over versus 28% of men, this is despite almost 90% of females having a bachelor's or master's degree versus 82% of males.

Our data suggests that the gender pay gap has closed slightly to 15.5% from 18.1%, but women are still earning, on average, £9,247 less than men in permanent roles. This narrowing of the gender pay gap can partly be attributed to 62% of females receiving a pay increase in the last 12 months compared to 58% of men.

Within freelance roles, the gender pay gap has remained the same at 13.3% with females earning £44 less than their male counterparts. This is the same as last year, despite a higher proportion of women freelancing.

### TOP 5 KEY BENEFITS BY GENDER WHEN LOOKING FOR THEIR NEXT PERMANENT ROLE:

FEMALE	MALE
Holiday Allowance - 88%	Flexible Working – 79%
Flexible Working - 84%	Holiday Allowance - 78%
Pension - 73%	Pension - 69%
Learning & Development - 63%	Bonus - 55%
Maternity / Paternity Package - 54%	Learning & Development - 52%

## TOP 3 KEY BENEFITS BY GENDER WHEN CONSIDERING FREELANCE PROJECTS:

FEMALE	MALE
Day Rate - 94%	Day Rate - 95%
Good Work/Life Balance - 81%	Flexibility - 82%
Flexibility – 78%	Having Interesting Projects - 82%

Women are still earning, on average

less than men in permanent roles and £44 less in freelance day rates

# ETHNICITY

Our data sample indicates that there has been a slight improvement in diversity with Asian, Black, Mixed, Arabic or Other representation now at 15.8%. This is marginally better than last year (14%) but further highlights there is still a lack of representation across the creative industries. In addition, only 9% are in roles above £80,000, this is the same as our 2021 survey.

All but Arab/Other (freelance) have experienced permanent salary and freelance day rate increases in the last 12 months however, there are still disparities and inequalities:

	PERMANENT		FREELANCE		
	Annual Salary	Difference YoY	Day Rate	Difference YoY	
Asian	£53,651	13.3% increase	£310	14.5% increase	
Black	£43,183	3.3% increase	£297	14.1% increase	
Mixed	£54,543	12.5% increase	£322	8.3% increase	
Arab/Other	£56,107	9.9% increase	£309	-1.9% increase	
White	£55,313	6.4% increase	£340	5.8% increase	

Similar trends are seen when reporting how salaries / day rates have changed in the last 12 months. Just over 45% of those who identify as Black saw an increase in their income, this is the lowest of any ethnicity group and this is reflected when it comes to perm salaries. The data also highlights that those who identify as Black were almost twice as likely to have seen their salary / day rate decrease in the last 12 months.

For permanent average salaries, Black females earnt the lowest at £42,719 despite an average salary increase of 11%. White males earnt the highest at £59,647, while Arab/Other males saw the biggest increase in salaries by 18%. For freelance day rates, Black females earnt the least averaging £261 per day vs £320 for White females who earn the most, with the biggest pay gaps in the Asian and Arab/Other groups (please see page 12 for full salary/day rate breakdown).

### TOP 5 KEY BENEFITS BY ETHNICITY WHEN LOOKING FOR THEIR NEXT PERMANENT ROLE:

ASIAN	BLACK	MIXED	ARAB/OTHER	WHITE
<b>37%</b> Flexible Working	85% Holiday Allowance	<b>85%</b> Flexible Working	92% Holiday Allowance	<b>84%</b> Holiday Allowance
87% Holiday Allowance	86% Flexible Working	80% Holiday Allowance	82% Flexible Working	<b>82%</b> Flexible Working
Learning & Development	76% Learning & Development	75% Pension	69% Pension	<b>72%</b> Pension

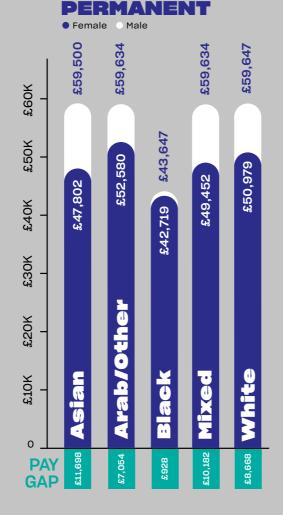
Representation of Black, Asian and Minority Ethnic groups make up

15.8%

of the creative

refer to the index. \*Please note some respondents did not disclose their ethnicity, this may affect final findings)

# Arab/other £271 £348 Flack £261 £360 £360 Mixed £286 £320 £360 E340 £348



# AGE

Our data shows that there has been a slight increase in representation of those aged 45+, up 2.2% YoY, but this age group are still under-represented, raising question marks around the longevity of creative careers, particularly if a career break is exercised.

Interestingly, our data shows a trend towards turning freelance within the ages

of 35-44, with over a quarter choosing to do so. This increases to 37% for those aged over 45 years, highlighting desires for flexible working and increased work/life balance.

Those aged 45-65+, were the least likely to receive a salary / day rate increase (44.1%) versus those aged 18-44 (58.6%).

### **SEXUALITY & IDENTITY**

Similar to last year, 14% of respondents identified with being asexual, bisexual, demisexual, gay, pansexual, queer or other. Those within the LGBTQIA+ community are paid 5% less, on average, than their heterosexual counterparts for permanent roles, but this is reversed for freelance roles where they earn, on average, 6% more.

## TACKLING INEQUALITY

The findings of our survey highlight disparities across marginalised groups. It shows the need to put in place working practices that drive meaningful, positive change to increase diversity, equity and inclusion:

- The creative industries need to become more accessible to young people from different backgrounds, with grassroots opportunities and paid internships
- increased investment in education and training of young adults, women, BAME and LGBTQIA+ communities
- A collaborative approach to finding the right combination of measures to regulate fair pay including Earn Your Worth
- Greater resources to be given to industry regulation, reflecting the true scale of the sector

14%

of respondents identified with being asexual, bisexual, demisexual, gay, pansexual, queer or other

# OUR DIVERSITY, EQUITY & INCLUSION PLEDGE

As the UK's leading talent agency, we have a responsibility to positively impact the diversity, equity and inclusion of the industries we service. We continue to pledge our support to businesses in creating impactful change within their organisations, including:

→ Investing in and utilising our support network
 → Creating 'long-list' quotas
 → Embracing Earn Your Worth
 → Utilising diverse job boards
 → Collecting and analysing data
 → L&D including unconscious bias training
 → Blind CV's
 → 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 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 Government into making legislative change around salary history.

EARN 養養 YOUR 監算 WORTH

Pledge your support here:



Find out more: www.majorplayers.co.uk/earnyourworth

45 and over

According to our

data, just over

1 in 10 are aged

# CLIENT SOLUTIONS



**JULIAN MURRAY CLIENT SOLUTIONS DIRECTOR** 

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There are now officially more vacancies than applicants according to the Office for National Statistics (ONS) as the number of unfilled vacancies rose to 1.295 million in the quarter to April 2022 with just 1.257 million (3.7%) of people looking for work.

The need to attract and keep highly skilled workers in our industry couldn't be more critical for employers but with a record 994,000 people moving jobs inbetween January and March 2022, the challenge is clear.

With demand so high, candidates are being presented with an almost constant stream of opportunities offering eye watering pay increases and seemingly never-ending benefits and conditions.

Organisations not presenting candidates with a well-crafted Employer Value Proposition (EVP), articulating a compelling narrative as to who they are, why they exist and why they are the right firm for the candidate, risk being put on the scales alongside every other firm, adding to the likelihood of wage inflation and hiring candidates who don't fit your culture.

The highly decerning candidate of today demands to know the values and culture of an organisation and this role is going to change the direction of their career even before submitting a CV. Put simply, throwing a job advert out and sending 3-4 agencies a job description, is no longer enough to attract the best talent. Employers are seeking better ways to cut through the noise and put their employer value proposition in front of the best talent.

Major Players offer free consultations to clients seeking to better define their EVP and develop a diverse range of candidate attraction strategies. Our Partners solution provides the services of Talent Partners, dedicated exclusively to a single client, with the time and focus to embed themselves within the organisation. This enables them to truly understand a client's culture, values, and wider EVP to communicate to a target selection of our 500,000 strong candidate database.

For further information, please contact: julian.murray@majorplayers.co.uk

A record number of

people moving jobs inbetween January and March 2022

Business Development & Partnerships

Client Services

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Marketing, PR & Comms

Product Management

Project Management & Production

Social, Content & Influencer

UX & UI

# BUSINESS DEVELOPMENT & PARTNERSHIPS



Lucy Simpson
BUSINESS DEVELOPMENT
& PARTNERSHIPS

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The role of Business Development continues to be integral to the recovery of most businesses, with many continuing to pivot their products and services.

The opportunity to offer clients a wider range of solutions is far greater than its every been but the challenge is still centred on how best to approach prospective and current clients.

Technology and data will continue to play a big role with businesses seeking out those capable of utilising data and reporting to inform their strategy. There is great demand for candidates with varied skill-sets who are able to be flexible and versatile in their approach, supporting the business in multiple areas.

# **SURVEY SNAPSHOT**

- → Data suggests that there are now more females (66%) vs males (32%) vs non-binary (2%)
- → The majority of those are aged between 25-34 years old with 96% working in a permanent role
- → BAME representation makes up 16.3%, this is 12.3% more than in 2021
- → 65% saw their salaries / day rates increase in the last 12 months, while 29% stayed the same

# **FACTORS & BENEFITS**

THE TOP 3 FACTORS CANDIDATES CONSIDER AS VERY IMPORTANT FOR THEIR NEXT ROLE ARE:



55%



THE TOP 3 BENEFITS THEY CONSIDER AS IMPORTANT ARE:

82%

Holiday Allowance

76%

Flexible Working

69%

Bonus

# **SALARY INFORMATION:**

# PERMANENT

BUSINESS DEVELOPMENT & PARTNERSHIPS	verage y	> o	, (i
Job Title	MP A Salar 2022	Salary Range 2022	YOY %
Business Development Exec	£30,000	£28-£35K	7%
Business Development Manager	£40,000	£35-£45K	149
Snr. Business Development Manager	£52,000	£45-£60K	4%
Business Development Director	£78,000	£65-£90K	-3%
Head of Business Development	£100,000	£80-£120K	11%
Chief Growth Officer	£140,000	£130-£150K	-7%

# **FREELANCE**

PREELANGE			
BUSINESS DEVELOPMENT & PARTNERSHIPS	verage Rate	Rate je	% rence
Job Title	MP A Day I	Day I Rang 2022	YOY % Differ
Business Development Exec	£200	£150-£250	14%
Business Development Manager	£275	£250-£350	10%
Snr. Business Development Manager	£350	£325-£375	NA
Business Development Director	£475	£425-£500	0%
Head of Department	£600+	£600+	0%

# CLIENT SERVICES

# **PERMANENT**



Sereena Shienmar **CLIENT SERVICES** 



Lvdia Wheeldon **CLIENT SERVICES** 

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The client services industry continues to boom and as per previous years, we have seen a particularly high demand for the Account Manager to Senior Account Director level across freelance and permanent.

The past year has also seen an increase in requests for senior level hires, with more agencies utilising Business Directors on a freelance basis than previously. Client Services continues to become more hybrid, with many businesses combining account management and project management, with the expectation that candidates can undertake elements of each. Integrated and through the line experience remains to be the most sought-after skill set.

IR35 has impacted freelance market rates significantly and those roles in high demand have triggered average day rates to jump up by as much as 30% for some levels. The rates outlined in this survey are a guide, and in some cases, for roles that are deemed 'inside IR35', there would be a further inflation to these rates.

# **SURVEY SNAPSHOT**

- → Over two thirds that make up client services are female (70%)
- → Data suggests that 69% of those within the industry are aged 25-34
- → 10% are from Black, Asian or Minority Ethnic backgrounds
- → 92% are currently working in permanent roles while 8% are freelancers
- → 68% have received increases in their salaries or day rates in the last 12 months

# **FACTORS & BENEFITS**

THE TOP 3 FACTORS CANDIDATES CONSIDER AS VERY IMPORTANT FOR THEIR NEXT ROLE ARE:







Progression

THE TOP 3 BENEFITS THEY CONSIDER AS IMPORTANT ARE:

Holiday Allowance

Flexible Working

**73**%

Pension

# **SALARY INFORMATION:**

# PERMANENT

### CLIENT **SERVICES Job Title Account Executive** Senior Account Executive £30,000 £26-£32K £35,000 £32-£38K Account Manager Senior Account Manager £42,000 £38-£45K £50-£60K **Account Director** £55,000 Senior Account Director £70,000 £60-£80K **Group Account Director** £90,000 £80-£110K **Business Director** £100.000 £80-£120K **Head of Client Services** £135,000 £90-£150K

# **EREELANCE**

CLIENT			
SERVICES	MP Average Day Rate 2022	Day Rate Range 2022	/OY % Difference
Job Title	MP / Day 202	Day Rang 202	YOY % Differe
Account Executive	£180	£150-£180	13%
Senior Account Executive	£200	£180-£200	11%
Account Manager	£225	£200-£240	13%
Senior Account Manager	£275	£240-£300	15%
Account Director	£350	£250-£350	30%
Senior Account Director	£400	£300-£400	33%
Group Account Director	£400	£300-£400	23%
Business Director	£450	£350-£450	29%
Head of Client Services	£450	£400-£500	N/A
Board Director	£450+	£450+	N/A
Brand Strategist	£450+	£400-£550	N/A
Strategy Director	£550	£450-£650	N/A

# **CREATIVE SERVICES**

# **PERMANENT**



Sereena Shienmar CREATIVE SERVICES

FREELANCE

Lydia Wheeldon
CREATIVE SERVICES

Creative Services is largely recognised as an umbrella term for resource, traffic and operational management.

As the heartbeat of any creative studio, many companies have prioritised rebuilding their internal operations teams in the wake of the pandemic.

Recent hires have come from hybrid skill-sets within project management and production; as there had been a skill shortage in the mid-weight market which had resulted in a hiring freeze for these roles previously.

CONTACT: 020 7836 4041 talk@majorplayers.co.uk

# SURVEY SNAPSHOT

- → The Creative Services sector is made up of 66% females vs 34% males
- → 55% are aged between 25-34 years old
- → Black, Asian and Minority Ethnic representation makes up 14.2%
- → 72% are in permanent roles, which is an increase of 16% from last year
- ightarrow 51% have received salary or day rate increases in the last year, the lowest sector of any of the Creative Industries

# **FACTORS & BENEFITS**

THE TOP 3 FACTORS CANDIDATES CONSIDER AS VERY IMPORTANT FOR THEIR NEXT ROLE ARE:



Balance

B% 59
rk/Life Sala



59%
Interesting

THE TOP 3 BENEFITS THEY CONSIDER AS IMPORTANT ARE:

84%

Flexible Working

81%

Holiday Allowance

69%

Pension

# **SALARY INFORMATION:**

# PERMANENT

CREATIVE SERVICES	ərage		eoue
Job Title	MP Ave Salary 2022	Salary Range 2022	YOY % Differen
Resource / Traffic Co-Ordinator	£30,000	£26-£32K	7%
Resource / Traffic Manager/ Studio Manager	£40,000	£32-£38K	0%
Creative Services Manager	£50,000	£45-£65K	11%
Head of Creative Services	£70,000	£60-£80K	8%
Operations Manager	£85,000	£70-£90K	6%
Operations Director	£95,000	£80-£100K	12%
Head of Operations	£95,000	£80-£100K	N/A

# **FREELANCE**

CREATIVE SERVICES	чР Average Jay Rate 2022	Rate e	% rence
Job Title	MP A Day I	Day R Range 2022	YOY % Differe
Resource / Traffic Co-Ordinator	£250	£200-£250	-9%
Resource / Traffic Manager/ Studio Manager	£325	£275-£350	0%
Creative Services Manager	£350	£300-£400	17%
Head of Creative Services	£400	£350-£450	N/A
Operations Manager	£325	£275-£350	N/A
Operations Director	£350	£300-£400	0%
Head of Operations	£400	£350-£450	N/A

# CREATIVE, DESIGN & STUDIO



**CREATIVE, DESIGN** & STUDIO

**FREELANCE** 

Carrie Powell-Symon CREATIVE, DESIGN & STUDIO

As digital and integrated design continues to dominate brand and agency spaces, candidates with strong digital exposure and a wide range of skills are in high demand.

Amongst other notable areas, 3D rendering, video and motion proficiency is top of mind as this year's standout skills. Given the emergence from the pandemic and an increase in experiential campaigns, 3D designers are in high demand, especially those using Vectorworks. Demand is also high within production, including artworkers, graphic designers and presentation designers.

CONTACT: 020 7836 4041 talk@majorplayers.co.uk

# SURVEY SNAPSHOT

- → Data suggests there is an almost even gender split with 52% female, 47% male and 1% non-binary
- → Black, Asian, and Minority Ethnic representation makes up 14.7%
- → Over one third are freelancers (35%), while the rest are in permanent positions (65%)
- → 42% of respondents have said they have worked more hours in the last 12 months, the highest of any sectors in the Creative Industries
- → Over half (54%) had received an increase in salary or day rate in the last year, while almost 40% stated theirs had stayed the same

# **FACTORS & BENEFITS**

THE TOP 3 FACTORS CANDIDATES CONSIDER AS VERY IMPORTANT FOR THEIR NEXT ROLE ARE:



Balance

Work/Life





THE TOP 3 BENEFITS THEY CONSIDER AS IMPORTANT ARE:



Holiday Allowance



Flexible Working



## Pension

# **SALARY INFORMATION:**

# **PERMANENT - AGENCY**

CREATIVE, BRANDING & DESIGN	erage ,		
Job Title	MP Average Salary 2022	Salary Range 2022	
Junior Designer	£28,000	£25-£32K	12%
Mid-Weight Designer	£40,000	£32-£45K	14%
Senior Designer	£50,000	£45-£65K	-9%
Junior Creative Team (AD/CW/Team)	£30,000	£28-£35K	7%
Mid-Weight Creative Team (AD/CW/Team)	£45,000	£35-£45K	29%
Senior Creative Team (AD/CW/Team)	£55,000	£50-£75K	0%
Design Director / Head of Design	£65,000	£50-£75K	8%
Associate Creative Director	£75,000	£55-£75K	0%
Creative Director / Head of Creative	£100,000	£80-£135K	11%
Executive Creative Director	£140,000	£120-£150K	8%
Junior Copywriter	£28,000	£25-£32K	8%
Mid-level Copywriter	£40,000	£32-£45K	8%
Senior Copywriter	£58,000	£45-£65K	5%
Head of Copy	£70,000	£65-£80K	0%

# **PERMANENT - IN-HOUSE**

CREATIVE, BRANDING & DESIGN	4verage iry 2	ry ee ry	YOY % Difference
Job Title	MP A Sala 202	Salary Range 2022	YOY Diffe
Junior Designer	£32,000	£30-£40K	28%
Mid-Weight Designer	£45,000	£30-£45K	41%
Senior Designer	£57,000	£50-£65K	27%
Design Director	£70,000	£55-£80K	27%
Creative Director	£90,000	£80-£105K	13%

# **PERMANENT - STUDIO**

CREATIVE, DESIGN & STUDIO	verage 'y	<u>ک</u> و	YOY % Difference
Job Title	MP A Salar 2022	Salary Range 2022	YOY 3 Diffe
Mid-Weight Artworker	£40,000	£35-£45K	14%
Senior Artworker	£47,000	£45-£55K	4%
Presentation Designer	£50,000	£45-£80K	NA

# FREELANCE - AGENCY

CREATIVE, BRANDING & DESIGN  Job Title	чР Average Day Rate 2022	Day Rate Range 2022	YOY % Difference
Junior Designer	£175	£175-£200	17%
Mid-Weight Designer	£275	£250-£300	10%
Senior Designer	£350	£325-£375	17%
Mid-Weight Creative Team (AD/CW/Team)	£350	£325-£375	8%
Senior Creative Team (AD/CW/Team)	£425	£375-£500	6%
Design Director / Head of Design	£400	£375-£425	0%
Creative Director / Head of Creative	£450	£450-£500	-10%
Executive Creative Director	£500	£500+	N/A
Junior Copywriter	£200	£200-£225	0%
Mid-Weight Copywriter	£275	£250-£300	10%

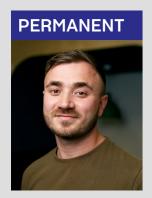
£350 £325-£350

# FREELANCE - STUDIO

CREATIVE, DESIGN & STUDIO	MP Average Day Rate 2022	y Rate nge 22	YOY % Difference
Job Title	Σ Q 8	Day Ran 202	Ş <u>₽</u>
Mid-Weight Artworker	£225	£200-£250	13%
Senior Artworker	£280	£250-£300	12%
E-Commerce Re-toucher	£250	£250-£300	0%
High-end Re-toucher	£300	£300-£375	0%
3D Visualiser	£350	£300-£400	8%
Presentation Designer	£350	£330-£375	N/A

Senior Copywriter

# CRM, DATA & ANALYTICS



**Ed Davidson** CRM, DATA & ANALYTICS

**FREELANCE** 

**Kennedy Rees** 

CRM, DATA & ANALYTICS As businesses continue to invest record amounts in their customers, CRM remains one of the most in demand skillsets for most.

Over the last 6 months, there has been a trend in the types of CRM roles being hired for, including, specialist positions in marketing automation, retention & loyalty, and CRM analytics.

As subscription-model businesses boomed in the pandemic, CRM continues to be a key function as they navigate evolving consumer behaviours and habits. E-mail marketing continues to be a strong revenue generator, and there has and continues to be increased demand for email marketing specialists.

CONTACT: 020 7836 4041 talk@majorplayers.co.uk

# **SURVEY SNAPSHOT**

- $\rightarrow$  There are marginally more males in the industry (54%), vs females (45%) vs non-binary (1%)
- → Black, Asian and Minority Ethnic representation is 21%, with Asians making up half of that figure at 11%
- → 93% are currently working in permanent roles
- → Almost two-thirds (65%) have received an increase in the salary or day rate in the last 12 months

# **FACTORS & BENEFITS**

THE TOP 3 FACTORS CANDIDATES CONSIDER AS **VERY IMPORTANT FOR THEIR NEXT ROLE ARE:** 



Balance



THE TOP 3 BENEFITS THEY CONSIDER AS IMPORTANT ARE:

Flexible Working

79%

Holiday Allowance

Pension

# **SALARY INFORMATION:**

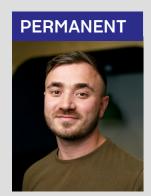
# PERMANENT

CRM, DATA & ANALYTICS  Job Title	MP Average Salary 2022	Salary Range 2022	YOY % Difference
CRM Executive	£35,000	£30-£40K	17%
CRM Manager	£50,000	£45-£55K	11%
CRM Account Director	£60,000	£50-£70K	20%
Head of CRM	£90,000	£70K-£110K	13%
Retention Specialist	£55,000	£50-£60K	38%
Web/Digital Analyst	£40,000	£35-£45K	0%
Insight Analyst	£35,000	£30-£40K	0%
Senior Web Analyst	£60,000	£50-£70K	9%
Social Analyst	£45,000	£40-£50K	13%
Research Analyst	£35,000	£30-£40K	17%
Data Analyst	£40,000	£35-£45K	0%

# **FREELANCE**

CRM, DATA & ANALYTICS  Job Title	MP Average Day Rate 2022	Day Rate Range 2022	YOY % Difference
CRM Executive	£180	£150-£200	-10%
CRM Manager	£300	£250-£350	0%
CRM Account Director	£400	£350-£450	33%
Head of CRM	£450	£400-£500	13%
Retention Specialist	£350	£300-£400	N/A
Web/Digital Analyst	£300	£250-£350	20%
Insight Analyst	£280	£250-£300	2%
Senior Web Analyst	£400	£350-£450	N/A
Social Analyst	£400	£350-£450	45%
Research Analyst	£375	£350-£400	50%
Data Analyst	£300	£250-£350	9%
Data Scientist	£500	£400-£600	11%

# DIGITAL & CREATIVE STRATEGY



Ed Davidson
DIGITAL & CREATIVE
STRATEGY

# FREELANCE

Kennedy Rees
DIGITAL & CREATIVE
STRATEGY

Across digital and creative strategy, agencies are continuing to look for candidates who are comfortable working with the evolving range of digital and creative processes, allowing them to build and execute purposeful ideas.

The surge in jobs for creative strategists in both traditional and digitally focussed roles has meant businesses risk exhausting the same talent.

With the continued development of MarTech / AdTech products, digital strategists are increasingly in demand to determine the best tech stack for businesses.

CONTACT: 020 7836 4041 talk@majorplayers.co.uk

# SURVEY SNAPSHOT

- → There are 8% more females in the industry than last year, with 61% overall versus 39% male
- → Black, Asian and Minority Ethnic representation equates to 20.6%, this is up from 14% reported in 2021
- → 88% of those working in Digital & Creative Strategy are in permanent roles vs 12% working in a freelance capacity
- → Almost two thirds (65%) have reported an increase in their salaries in the last 12 months

# **FACTORS & BENEFITS**

THE TOP 3 FACTORS CANDIDATES CONSIDER AS VERY IMPORTANT FOR THEIR NEXT ROLE ARE:



55% 64%
Work/Life Interesting Work





THE TOP 3 BENEFITS THEY CONSIDER AS IMPORTANT ARE:

89%

Flexible Working

81%

Holiday Allowance

75%

Pension

# **SALARY INFORMATION:**

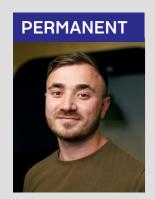
# PERMANENT

DIGITAL & CREATIVE STRATEGY	Average ary	> <b>.</b>	/OY % Difference
Job Title	MP A Salar 2022	Salary Range 2022	YOY 3
Junior Planner / Strategist	£24,000	£20-£25k	9%
Mid Planner / Strategist	£42,000	£38-£44K	5%
Senior Planner / Strategist	£58,000	£52-£60K	5%
Planning / Strategy Director	£90,000	£85-£90K	0%
Head of Planning / Strategy	£130,000	£90-£150K	0%
Chief Strategy Officer	£150,000	£150K+	0%

# **FREELANCE**

DIGITAL & CREATIVE STRATEGY	4verage Rate 2	Rate ge	% erence
Job Title	MP / Day 202	Day Rang 202	YOY % Differe
Junior Planner / Strategist	£150	£125-£175	17%
Mid Planner / Strategist	£240	£200-£250	6%
Senior Planner / Strategist	£400	£350-£450	0%
Planning / Strategy Director	£600	£500-£750	0%
Head of Planning / Strategy	£750	£500-£800	0%
Chief Strategy Officer	£800	£800+	0%

# E-COMMERCE & DIGITAL MARKETING



**Ed Davidson** E-COMMERCE & DIGITAL MARKETING



DIGITAL MARKETING

**Kennedy Rees** E-COMMERCE & As the world returns to normal, the demand for ecommerce specialists has eased slightly but as businesses increase their reach via using multiple marketplaces (predominantly Amazon) the demand is still high.

In the digital marketing sphere, amongst immersive tech and the metaverse, platform advertising has pushed brands, businesses, and agencies to rethink how they market to their audiences completely. Within startup's there has been an increase in demand for growth specialists and community engagement professionals. Digital marketing teams over the past 12 months have typically been made up of a team leader with an eye across the whole mix as well as specialist roles in digital engagement and performance marketing.

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# **SURVEY SNAPSHOT**

- The industry has seen a 6% swing to increase in the number of females in the industry, bringing the overall total to 64% versus 35% males and 1% non-binary
- → One fifth are from Black, Asian and Minority Ethnic backgrounds (21.5%), above the industry average of 15.8%
- → 92% are in permanent roles vs 8% in freelance roles
- → Almost three quarters (73%) have reported receiving an increase in salary / day rate in the last 12 months - the second highest of any sector with 37% of those receiving an increase of 10%+

# **FACTORS & BENEFITS**

THE TOP 3 FACTORS CANDIDATES CONSIDER AS **VERY IMPORTANT FOR THEIR NEXT ROLE ARE:** 



Work/Life





Progression

THE TOP 3 BENEFITS THEY CONSIDER AS IMPORTANT ARE:

Holiday Allowance

**89**%

Flexible Working

68%

Pension

# **SALARY INFORMATION:**

# PERMANENT

E-COMMERCE & DIGITAL MARKETING	MP Average Salary 2022	> o	<b>%</b>
Job Title	MP Av Salary 2022	Salary Range 2022	YOY %
Digital Marketing Executive	£30,000	£20-£35K	0%
E-Commerce Manager	£50,000	£35-£55K	-14
Senior Digital Marketing Manager	£65,000	£60-£80K	8%
Performance Marketing Manager	£47,500	£45-£60K	6%
Head of Online / Digital	£75,000	£70-£90K	-6%
Head of E-Commerce	£80,000	£70-£100K	-20
Director of Online / E-Commerce	£100,000	£90-£110K	-23
Ecommerce Category Manager	£48,000	£40-£60K	N/A
Online Trading Manager	£45,000	£40-£60K	N/A
Ecommerce Marketplace Manager	£45,000	£40-£50K	N/A

# FREELANCE

E-COMMERCE & DIGITAL MARKETING	Average Rate 2	ate e	% rence
Job Title	MP A Day F	Day Rate Range 2022	YOY % Differer
Digital Marketing Executive	£175	£150-£200	17%
E-Commerce Manager	£350	£300-£350	0%
Senior Digital Marketing Manager	£350	£300-£400	17%
Performance Marketing Manager	£300	£250-£350	20%
Head of Online / Digital	£450	£400-£500	13%
Head of E-Commerce	£450	£400-£500	13%
Director of Online / E-Commerce	£600	£500-£700	33%

# EXPERIENTIAL & EVENTS



Lvdia Wheeldon **EXPERIENTIAL** & EVENTS

CONTACT: 020 7836 4041 talk@majorplayers.co.uk

The experiential and events industry continues to experience a powerful transformation from the heavy-hitting effects of COVID-19 and is back to being a buoyant market across the consumer, corporate and tech industries.

We are seeing an explosive growth of parties, events and in-person conventional and conference experiences. Budgets against virtual and hybrid event experiences are also soaring to support a more permanent presence overall in the experiential and events industry.

With a positive uptick in event management and experiences as we push into the year, businesses seek well-rounded event planners who can plan digital experiences as well as in-person event experiences.

In addition to the increased demand for digital experience, we are also seeing more companies requesting candidates across all levels and expertise, with a particular spotlight on Account Manager to Account Director level, and Producers/ Senior Producers.

# **SURVEY SNAPSHOT**

- → A high proportion of females working in experiential and events at 76% vs 24% males the highest gender split of any sector in the Creative Industries
- → Black, Asian and Minority Ethnic representation is 17.6%, up from 11% last year
- ightarrow 81% work in permanent roles while 19% in freelance roles this shows more than 9% have moved into permanent jobs since 2021
- → Almost half (46%) have reported working more hours in the last 12 months
- → 72% have reported receiving an increase in their salary in the last year with 47% having increased by more than 10%

# **FACTORS & BENEFITS**

THE TOP 3 FACTORS CANDIDATES CONSIDER AS VERY IMPORTANT FOR THEIR NEXT ROLE ARE:







THE TOP 3 BENEFITS THEY CONSIDER AS IMPORTANT ARE:

Holiday Allowance

Flexible Working

**SALARY INFORMATION:** 

# PERMANENT

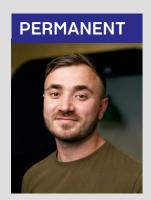
EXPERIENTIAL			
& EVENTS	erage		ance
Job Title	MP Average Salary 2022	Salary Range 2022	YOY % Difference
Account Executive	£25,000	£24-£26K	14%
Senior Account Executive	£28,000	£26-£30K	12%
Account Manager	£35,000	£30-£38K	0%
Senior Account Manager	£45,000	£40-£50K	0%
Account Director	£55,000	£50-£60K	10%
Senior Account Director	£70,000	£65-£80K	8%
Events Co-Ordinator	£30,000	£25-£32K	11%
Events Manager	£40,000	£35-£45K	10%
Senior Events Manager	£45,000	£40-£50K	-6%
Production Manager	£45,000	£38-£50K	7%
Project Manager	£35,000	£30-£40K	N/A
Mid-Weight Project Manager / Producer	£40,000	£35-£45K	8%
Senior Project Manager / Producer	£50,000	£45-£55K	N/A
Project Director	£65,000	£60-£70K	N/A
Executive Producer	£70,000	£65-£75K	N/A
Head of Project Manageement / Production	£80,000	£70-£90K	7%
Client Services Director	£75,000	£80-£100K+	-9%
Head of Department	£75,000	£100-£120K	-12%
Managing Director	£100,000	£120K+	0%

# **FREELANCE**

EXPERIENTIAL & EVENTS	чР Average Day Rate 2022	r Rate Ige 22	/OY % Difference
Job Title	MP A Day	Day Ra Range 2022	YOY % Differe
Account Executive	£165	£150-£180	50%
Senior Account Executive	£190	£180-£200	27%
Account Manager	£225	£200-£250	13%
Senior Account Manager	£275	£250-£300	10%
Account Director	£325	£300-£350	8%
Senior Account Director	£350	£300-£400	17%
Business Director	£400	£350-£500	N/A
Events Co-Ordinator	£175	£150-£200	9%
Events Manager	£225	£200-£250	0%
Senior Events Manager	£300	£250-£300	0%
Production Manager	£325	£280-£350	0%
Mid-weight Project Manager/ Producer	£280	£250-£320	0%
Senior Project Manager/Producer	£325	£300-£375	N/A
Project Director	£350	£300-£400	N/A
Executive Producer	£450	£450+	N/A
Head of Project Management/ Production	£450	£400-£500	0%
Partnerships Manager	£250	£220-£280	N/A
Partnerships Account Director / Senior Partnership Manager	£325	£300-£350	N/A

Pension

# GROWTH & PERFORMANCE MARKETING



Ed Davidson GROWTH & PERFORMANCE MARKETING

FREELANCE

Kennedy Rees GROWTH & PERFORMANCE MARKETING

CONTACT: 020 7836 4041 talk@majorplayers.co.uk

Performance marketing is one of the creative industries most in demand sectors, and over the last 6 months, there has been a tangible shift towards paid media roles.

Most commonly, paid media roles now spanning search, social and display, rather than just channel specialist positions. Start-up's have been prioritising growth roles, combining performance marketing, product, and sales to accelerate their growth.

There has also been a shift from businesses spending their budgets on paid searches to a more sophisticated attribution modelling. While there is a severe shortage of talent in this area, growth marketers with a hybrid skill-set across PPC, SEO and display are in high demand for start-ups to help them compete with established competitors.

# **SURVEY SNAPSHOT**

- → An equal gender split with 51% females versus 49% males
- $\rightarrow$  18% make up those aged 45+, the highest representation of all sectors within the Creative Industries
- → Almost a quarter (24%) are from Black, Asian and Minority Ethnic backgrounds which is double that of last year
- → Almost all respondents work in permanent roles (97%)
- ightarrow 74% reported receiving an increase in salaries / day rates in the last 12 months, the highest out all of the sectors

# **FACTORS & BENEFITS**

THE TOP 3 FACTORS CANDIDATES CONSIDER AS VERY IMPORTANT FOR THEIR NEXT ROLE ARE:



9% 67



58 Cultur

THE TOP 3 BENEFITS THEY CONSIDER AS IMPORTANT ARE:

85%

Holiday Allowance

85%

Flexible Working

67%

Pension

# **SALARY INFORMATION:**

# **PERMANENT**

### **GROWTH** & PERFORMANCE **MARKETING Job Title SEO Executive** £25-£30K SEO Manager £40-£50K Head of SEO £75,000 £60-£90K £45,000 Digital Outreach Specialist £40-£50K 29% PPC / Paid Social Executive £25-£30K PPC / Paid Social Manager £40,000 £35-£45K Paid Media / Biddable Account £55-£60K £58,000 Director -6% £75-£90K Head of PPC Search / Biddable £75,000 £35-£45K 14% Programmatic Manager £40.000 0% Performance Marketing Manager £50,000 £45-£55K Growth Marketing Manager £40-£50K -13% £45,000 7% £80,000 £75-£90K **Head of Performance** Head of Growth Marketing £80.000 £70-£90K 29% £50-£65K **User Acquisition Specialist** £55,000

# FREELANCE

GROWTH & PERFORMANCE MARKETING	MP Average Day Rate 2022	Day Rate Range 2022	YOY % Difference
Job Title	E C S	Day Ran 202	오늄
SEO Executive	£200	£180-£200	14%
SEO Manager	£300	£300-£400	-14%
Head of SEO	£375	£350-£400	7%
Digital Outreach Specialist	£250	£200-£300	N/A
PPC / Paid Social Executive	£180	£150-£250	3%
PPC / Paid Social Manager	£300	£300-£350	20%
Paid Media / Biddable Account Director	£375	£325-£400	25%
Head of PPC Search / Biddable	£400	£380-£450	0%
Programmatic Manager	£350	£300-£400	27%
Performance Marketing Manager	£400	£300-£450	45%
Growth Marketing Manager	£400	£300-£400	N/A
Head of Performance	£450	£400-£500	29%
Head of Growth Marketing	£450	£400-£500	N/A
User Acquisition Specialist	£400	£300-£400	N/A

# MARKETING, PR & COMMS



MARKETING. PR & COMMS

**FREELANCE** 

MARKETING. PR & COMMS

# **SALARY INFORMATION:**

# **PERMANENT - MARKETING**

MARKETING,			
PR & COMMS	rage		JCe
	ĕ Z K	N 06 √2	% er
Job Title	MP Average Salary 2022	Salar) Range 2022	YOY % Difference
Marketing Assistant	£27,000	£25-£28K	13%
Marketing Executive / Co-ordinator	£35,000	£30-£38K	9%
Senior Marketing Executive	£38,000	£38-£42K	9%
Marketing Manager	£50,000	£45-£55K	0%
Campaign Manager	£55,000	£50-£60K	22%
Senior Marketing Manager	£60,000	£55-£65K	0%
Head of Marketing	£75,000	£65-£80K	4%
Marketing Director	£95,000	£80-£120K	6%
Chief Marketing Officer / VP	£120,000	£100-£140K	-4%
Brand Executive	£30,000	£30-£38K	0%
Brand Manager	£50,000	£45-£55K	11%
Head of Brand Marketing	£70,000	£70-£90K	-13%

# FREELANCE - MARKETING

MARKETING, PR & COMMS	чР Average Day Rate 2022	, Rate ge i2	YOY % Difference
Job Title	MP / Day 202	Day Ra Range 2022	YOY
Marketing Assistant	£175	£160-£200	46%
Marketing Executive / Co-ordinator	£200	£180-£220	11%
Senior Marketing Executive	£220	£190-£230	N/A
Marketing Manager	£250	£230-£260	0%
Campaign Manager	£250	£230-£260	0%
Senior Marketing Manager	£300	£250-£325	9%
Head of Marketing	£325	£300-£350	0%
Marketing Director	£400	£350-£500	0%
Chief Marketing Officer / VP	£450	£400-£500	N/A
Brand Executive	£250	£230-£260	N/A
Brand Manager	£300	£250-£350	20%
Head of Brand Marketing	£400	£350-£500	0%

### PERM - PR & COMMS - AGENCY

MARKETING, PR & COMMS	MP Average Salary 2022	> 0	YOY % Difference
Job Title	MP Av Salary 2022	Salar Range 2022	YOY % Differ
Account Executive	£25,000	£24-£28K	0%
Senior Account Executive	£32,000	£28-£34K	7%
Account Manager	£36,000	£35-£38K	3%
Senior Account Manager	£42,000	£38-£43K	5%
Account Director	£48,000	£45-£55K	-4%
Senior Account Director	£60,000	£55-£65K	3%
Associate Director	£75,000	£65-£85K	0%
Director	£95,000	£85-£125K	6%

# PERM - PR & COMMS - IN-HOUSE

MARKETING, PR & COMMS	MP Average Salary 2022	> e	YOY % Difference
Job Title	MP A Salaı 2022	Salar) Range 2022	YOY 3
Press Officer / Comms Executive	£35,000	£32-£40K	0%
PR Manager / Comms Manager	£48,000	£45-£55K	7%
Internal Comms Manager	£48,000	£45-£50K	7%
Senior PR / Comms Manager	£60,000	£55-£65K	5%
Head of PR / Head of Media Relations	£75,000	£65-£80K	4%
Head of Internal Comms	£75,000	£70-£80K	0%
Group Head of Comms	£80,000	£75-£90K	-2%
PR Director	£85,000	£90-£100K	-6%
Director of Communications	£90,000	£90-£120K	-10%

### FREELANCE - PR & COMMS - IN-HOUSE

MARKETING, PR & COMMS	Average Rate	Rate ge 2	YOY % Difference
Job Title	MP Ave Day Ra 2022	Day R Range 2022	YO Fig
Press Officer / Comms Executive	£140	£130-£150	22%
PR Manager / Comms Manager	£225	£200-£250	13%
Internal Comms Manager	£300	£250-£350	0%
Senior PR / Comms Manager	£275	£250-£300	10%
Head of PR / Head of Media Relations	£300	£250-£350	0%
Head of Internal Comms	£325	£300-£350	N/A
Group Head of Comms	£400	£350-£400	0%
PR Director	£400+	£400+	N/A
Director of Communications	£400+	£400+	#VALUE!

### FREELANCE - PR & COMMS - AGENCY

MARKETING, PR & COMMS  Job Title	MP Average Day Rate 2022	Day Rate Range 2022	roy % Difference
Job Title	ΣΔΝ	0 0	≻ □
Account Executive	£150	£120-£170	20%
Senior Account Executive	£165	£150-£180	10%
Account Manager	£225	£200-£250	N/A
Senior Account Manager	£240	£220-£260	9%
Account Director	£275	£250-£300	10%
Senior Account Director	£325	£300-£350	0%
Associate Director	£370	£325-£400	6%
Director	£400+	£400+	N/A
Publicist	£250	£200-£300	N/A
Senior Publicist	£275	£250-£300	N/A

# talent management.

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# **SURVEY SNAPSHOT**

- → A predominantly female heavy industry at 75%, 24% male and 1% non-binary
- → The majority (62%) are aged between 25-34, this is down greatly from 86% recorded last year
- ightarrow 17% are from Black, Asian and Minority Ethnic backgrounds
- → Almost 9 out of 10 work in permanent roles (89%)
- → 59% reported having received an increase in their salaries / day rate in the last year

# **FACTORS & BENEFITS**

THE TOP 3 FACTORS CANDIDATES CONSIDER AS **VERY IMPORTANT FOR THEIR NEXT ROLE ARE:** 







THE TOP 3 BENEFITS THEY CONSIDER AS IMPORTANT ARE:

Businesses are continuing to priorities building in-house

garner a competitive advantage.

functions across marketing, PR and comms, as they aim to

There has been an ongoing trend with businesses favouring to build in-house teams, which allows them to align closer with the overarching business strategy. In sharp contrast to last year, the marketing generalist is in high demand as SMEs and

start-ups rebuild their marcoms function. Those with skillsets that extend to design and digital continue to be favoured.

In PR, roles have expanded to cover much more than

media relations, reflecting the rapidly evolving media

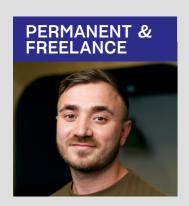
landscape for the likes of influencer brands and

Holiday Allowance

Flexible Working

Pension

# **PRODUCT** MANAGEMENT



Ed Davidson **PRODUCT MANAGEMENT** 

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Product is one of the fastest growing areas in the creative industries as clients grow out their product teams.

Both agencies and brands have been investing heavily in talent in this area, particular digital businesses and start-ups.

As consumer behaviour evolves, product managers are responsible for keeping their businesses at the forefront. Whether it is a new service, feature, or app, consumers are driven by speed and agility, which continues to drive demand for product specialists, both in permanent and contract hires.

# **SURVEY SNAPSHOT**

- → Over 59% identify as female while 38% male and 2% non-binary
- → A quarter of respondents are from Black, Asian and Minority Ethnic backgrounds the second highest sector within the Creative Industries
- ightarrow 95% work within permanent roles while only 5% are in freelance roles

# **FACTORS & BENEFITS**

THE TOP 3 FACTORS CANDIDATES CONSIDER AS **VERY IMPORTANT FOR THEIR NEXT ROLE ARE:** 



Work/Life





THE TOP 3 BENEFITS THEY CONSIDER AS IMPORTANT ARE:

Holiday Allowance

Flexible Working

Pension

# **SALARY INFORMATION:**

# **PERMANENT**

PRODUCT MANAGEMENT	Average ary 22	> o	YOY % Difference
Job Title	MP Av Salar) 2022	Salary Range 2022	YOY 3
Product Owner	£48,000	£40-£60K	7%
Product Manager	£60,000	£40-£100K	31%
Senior Product Manager	£80,000	£65-£95K	14%
Head of Product	£100,000	£65-£150K	11%
Product Director	£110,000	£100-£120K	-8%
Chief Product Officer	£135,000	£120-£180K	-10%

# **FREELANCE**

PRODUCT MANAGEMENT	werage Rate	Rate ge 2	% irence
Job Title	MP A Day 2022	Day Rang 202	YOY % Differer
Product Owner	£400	£400-£500	129%
Product Manager	£500	£475-£525	179%
Senior Product Manager	£600	£550-£650	118%
Head of Product	£750	£600-£800	67%
Product Director	£900	£750-£1000	50%

# PROJECT MANAGEMENT & PRODUCTION





**PROJECT** MANAGEMENT

& PRODUCTION

Lvdia Wheeldon **PROJECT** 

**MANAGEMENT** 

& PRODUCTION

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# **FREELANCE**

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

Account management and Project management is becoming increasingly hybrid, requiring enterprising professionals to quickly adapt to ever changing environments. Candidates are now expected to carry multiple skill sets that allow them to be versatile for business needs across project, account, and production.

# SURVEY SNAPSHOT

- → A predominantly female sector at 75% vs 25% male
- → Black, Asian and Minority Ethnic representation makes up 18.7%, up marginally from 17% in 2021
- → Just under three-quarters work in permanent roles 72% vs 28% in freelance roles the highest proportion of freelancers in the Creative Industries.
- → Over half (55%) have reported receiving an increase in salary or day rate in the last 12 month

# **FACTORS & BENEFITS**

THE TOP 3 FACTORS CANDIDATES CONSIDER AS VERY IMPORTANT FOR THEIR NEXT ROLE ARE:









THE TOP 3 BENEFITS THEY CONSIDER AS IMPORTANT ARE:

Holiday Allowance

Flexible Working

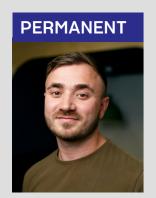
# **SALARY INFORMATION:**

# **PERMANENT - INTEGRATED**

PROJECT MANAGEMENT & PRODUCTION	мР Average Salary 2022	7 % o	YOY % Difference
Job Title	MP Ave Salary 2022	Salary Range 2022	YOY Diffe
Project Coordinator	£28,000	£25-£30K	N/A
Mid-Weight PM	£40,000	£30-£45K	-11%
Senior PM	£50,000	£45-£55K	-9%
Mid-weight Digital Project Manager	£50,000	£35-£45K	0%
Senior Digital Project Manager	£60,000	£50-£65K	0%
Project Director	£60,000	£55-£65K	-20%
Programme Director	£60,000	£55-£70K	N/A
Head of Project Management	£90,000	£80-£100K	N/A
Junior Producer	£32,000	£30-£38K	N/A
Mid-weight Producer	£42,000	£38-£45K	-7%
Senior Producer	£50,000	£45-£55K	0%
Executive Producer	£70,000	£55-£80K	0%
Digital producer	£45,000	£35-£55K	N/A
Production Assistant	£28,000	£24-£30K	12%
Production Coordinator	£32,000	£30-£35K	28%
Production Manager	£42,000	£35-£45K	N/A
Production Director	£70,000	£60-£80K	N/A
Head of Production	£90,000	£80-£100K	N/A

DDO IECT			
PROJECT MANAGEMENT & PRODUCTION	MP Average Day Rate 2022	Jay Rate Range 2022	YOY % Difference
Job Title	MP A Day I	Day Ra Range 2022	YOY 3
Project Coordinator	£220	£200-£240	N/A
Mid-Weight PM	£300	£250-£325	20%
Senior PM	£350	£300-£400	17%
Mid-weight Digital Project Manager	£325	£250-£350	N/A
Digital Project Manager	£400	£350-£450	14%
Project Director	£400	£350-£450	7%
Programme Director	£450+	£400-£500	N/A
Head of Project Management	£450+	£350+	N/A
Junior Producer	£225	£200-£250	13%
Mid-weight Producer	£300	£250-£325	20%
Senior Producer	£350	£300-£400	17%
Executive Producer	£400	£350-£450	0%
Digital Producer	£375	£300-£425	7%
Production Assistant	£200	£180-£225	N/A
Production Coordinator	£225	£200-£250	N/A
Production Manager	£300	£250-£350	0%
Production Director	£350	£300-£400	N/A
Head of Production	£350	£350+	0%

# SOCIAL, CONTENT & INFLUENCER



Ed Davidson SOCIAL, CONTENT & INFLUENCER

FREELANCE

Kennedy Rees SOCIAL, CONTENT & INFLUENCER

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Social media marketing is ever evolving and in constant demand. As social remains the channel of choice for advertisers, platforms are rapidly progressing and creating further opportunities for brands to expand into.

The best performing platforms continue to use video as a key component, none more so than TikTok which has quickly proven itself a powerful player in the social sphere. Social media creative skills are also hugely popular, as the opportunity to create "on the go" content returns post pandemic.

Influencer marketing is experiencing increased demand, however content continues to remain a staple of many businesses, with performance content key to growth. Digital content specialists with a good knowledge of SEO best practice are in high demand, especially within tech driven businesses.

# **SURVEY SNAPSHOT**

- → Over two thirds that make up client services are female (70%) this is down 11% on last year showcasing more males are entering the industry (30%)
- → The majority of respondents were aged between 18-34 (74%), with only 4% aged over 45 years+
- → Black, Asian and Minority Ethnic representation is currently 22%, similar to that of last year
- → Most work in permanent roles (82%)
- → Over two-thirds reported receiving a salary or day rate increase in the last year (67%)

# **FACTORS & BENEFITS**

THE TOP 3 FACTORS CANDIDATES CONSIDER AS VERY IMPORTANT FOR THEIR NEXT ROLE ARE:



**67%**Work/Life



Progression



THE TOP 3 BENEFITS THEY CONSIDER AS IMPORTANT ARE:

84%

Holiday Allowance

81%

Flexible Working

71%

Pension

# **SALARY INFORMATION:**

# **PERMANENT**

SOCIAL, CONTENT & INFLUENCER	MP Average Salary 2022	> @	× :
Job Title	MP A Salar 2022	Salary Range 2022	YOY %
Editor	£35,000	£30-£40K	259
Content Manager	£35,000	£30-£40K	0%
Content Strategist	£45,000	£40-£50K	13%
Social Media Executive	£28,000	£28-£32K	12%
Social Media Manager	£35,000	£25-£45K	-17
Social Media Strategist	£50,000	£40-£60K	0%
Paid Social Manager	£45,000	£35-£50K	N/A
Paid Social Strategist	£55,000	£45-£55K	N/A
Content Writer	£37,000	£30-£40K	N/A
Head of Social	£45,000	£45-£50K	-31
Influencer Manager	£45,000	£40-£50K	299
Influencer Director	£70,000	£60-£80K	279

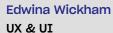
# **FREELANCE**

SOCIAL, CONTENT & INFLUENCER  Job Title	MP Average Day Rate 2022	Day Rate Range <b>2022</b>	YOY % Difference
Editor	£225	£200-£250	-10%
Content Manager	£350	£250-£350	40%
Content Strategist	£425	£400-£450	21%
Social Media Executive	£180	£150-£200	-10%
Social Media Manager	£275	£225-£325	0%
Social Media Strategist	£350	£300-£400	0%
Head of Social	£375	£350-£400	7%
Influencer Manager	£375	£350-£400	25%

4:

# UX & UI







Carrie Powell-Symon UX & UI

UX continues to be one of the biggest growth areas, with many people transferring into this field from other specialisms or industries to create products and experiences that provide meaningful experiences to users.

Animated illustrations, VR and 3D motion graphics for web and mobile continue to be high on the agenda, adding to the ever-developing UI designer toolkit. Candidates with experience in Figma, Sketch, Adobe XD, Principle and After Effects remain highly desirable.

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# **SURVEY SNAPSHOT**

- → Gender representation makes up 52% female, 44% male and 4% non-binary
- → The majority of those in this industry are aged 25-34 years old (63%), with 14% aged 45+
- $\rightarrow$  Black, Asian and Minority Ethnic representation makes up 27%, which is the highest of any sector within the Creative Industries
- → A quarter work in freelance roles (25%), while the rest are in permanent employment (75%)
- ightarrow 70% reported receiving a salary increase in the last 12 months, with 45% of those reporting over 10%+ increase

# **FACTORS & BENEFITS**

THE TOP 3 FACTORS CANDIDATES CONSIDER AS VERY IMPORTANT FOR THEIR NEXT ROLE ARE:



70% Work/Life



work



THE TOP 3 BENEFITS THEY CONSIDER AS IMPORTANT ARE:

83%

Flexible Working

78%

Holiday Allowance

73%

# Pension

# **SALARY INFORMATION:**

£40-£60K

£60,000 £45-£70K

£55,000

# PERMANENT

Video Editor

Animator

UX & UI	90 90		O
Job Title	MP Average Salary 2022	Salary Range 2022	YOY % Difference
Job Title		σα	
Junior Digital Designer	£28,000	£28-£32K	0%
Mid-Weight Digital Designer	£35,000	£32-£45K	0%
Senior Digital Designer	£50,000	£45-£60K	0%
Junior UX Designer	£40,000	£35-£50K	33%
Mid-Weight UX Designer	£58,000	£50-£65K	45%
Senior UX Designer	£70,000	£65-£75K	8%
Digital Design Director	£85,000	£80-£95K	13%
UX Director	£100,000	£90-£120K	-23%
Junior Videographer	£28,000	£28-£32K	0%
Senior Videographer	£45,000	£40-£50K	0%
Junior UI Designer	£35,000	£30-£50K	-22%
Senior UI Designer	£60,000	£55-£70K	0%
UX Researcher	£50,000	£35-£70K	-23%
UX Copywriter	£65,000	£65-£75K	8%
Product Designer	£70,000	£60-£80K	35%

# **FREELANCE**

UX & UI			
Job Title	MP Average Day Rate 2022	Day Rate Range 2022	YOY % Difference
Junior Digital Designer	£250	£250-£275	4%
Mid-Weight Digital Designer	£300	£275-£325	11%
Senior Digital Designer	£350	£350-£450	17%
Mid-Weight UX Designer	£375	£325-£400	7%
Senior UX Designer	£500	£450-£550	-5%
Digital Design Director	£400	£375-£450	14%
UX Director	£550	£500-£600	10%
Junior UI Designer	£275	£250-£300	10%
Senior UI Designer	£375	£350-£450	7%
UX Researcher	£425	£425-£475	0%
UX Copywriter	£350	£300-£400	0%
Product Designer	£475	£450-£500	6%
Video Editor	£325	£275-£375	8%
Animator	£350	£325-£375	17%



# **APPENDIX**

- 1 Report says creative industries can lead post-Covid recovery (Televisual, 2021)
- 2 Creative Industries (Gov.uk, 2021)
- 3 Spending on digital transformation technologies and services worldwide from 2017 to 2025 (Statista 2022)
- 4 Vacancies and jobs in the UK: February 2022 (Office for National Statistics, 2022)
- 5 Report Outlines Creative Industries Skills Issues (Creative Industries Council, 2021)
- 6 UK faces a skills shortage with only 6% of workers upskilling for new job pre-pandemic (NEF, 2021)

- Government Technology Innovation Strategy (Gov.uk, 2019)
- 8 Online sales grew in 2021 but fell back in December as shoppers headed in-store for certainty (Internet Retailing, 2022)
- 9 More Brits prefer online shopping since pandemic (Reuters, 2021)
- 10 Buy Now, Pay Later Statistics and User Habits (CR Research, 2021)
- 11 Unlimited holiday benefits reduce sick days and attract talent (Recruiter, 2017)

# **ABOUT MAJOR PLAYERS**

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

Over the last 29 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 within 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

### **ABOUT THE SALARY SURVEY**

This survey was compiled by Major Players using data collected from 8,041 respondents via the 2022 Salary Survey, our online Salary Benchmarking Tool and combined with insights gathered from senior talent partners.

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

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

For further information on these, please visit www.gov.uk.

# MAJOR PLAYERS

# Major Players doesn't ask for salary history, and nor should you.

We believe that talent should be paid fairly based on their skills, experience, and ability to do the job; not on an individuals perceived worth or ability to negotiate.

Champion equality and end all pay gaps by pledging to Earn Your Worth.



For full information on specific job roles or to speak to a talent partner: www.majorplayers.co.uk/jobs 020 7836 4041 talk@majorplayers.co.uk



SALARY SURVEY 2022 DIGITAL MARKETING CREATIVE & TECH