

**SALARY
SURVEY 2021**
**DIGITAL
MARKETING
CREATIVE
& TECH**

2021

**MAJOR
PLAYERS**

FOREWORD

The year 2020 will forever be etched in our memories as one of the most difficult and challenging years in history, forcing many of us to adapt to new realities and leaving the creative and digital industries in a state of survival. It is anticipated that whilst the full extent of the Covid-19 pandemic is still yet to be felt, there is also plenty of room for optimism.

In the early stages of 2021, we started to see greenshoots of recovery; with many businesses putting hiring at the top of their agenda, focusing on sustainable growth plans that allow them to rebuild and thrive in a post-pandemic future.

Over the last 12 months, the majority of us have had to adapt quickly to remote working. A recent study has found that 72% of employees¹ want to continue with a hybrid working model with many workers not wanting to return to the previous norm. This creates a conundrum for businesses regarding workforce management and investments in physical offices versus a digital infrastructure.

Many businesses have also spent the last year assessing their processes and practices around attracting, engaging and retaining diverse talent. For the first time, we've collected demographical data from 2455 respondents to be able to compare and highlight disparities across gender, age, ethnicity and sexuality.

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. I firmly believe we are now at a cross-roads; and we all have an opportunity to be a conduit for positive change, and rebuild society to be more inclusive for all.

The next year will continue to challenge us, but as the country gets back to relative normality, we are seeing the job market bounce back. So, whether you're looking for your next role, or you're hiring for your team, then we'd be more than happy to chat through your needs.

We hope you continue to stay safe and may this year be more prosperous.

Joanne Lucy
Managing Director



WELCOME TO OUR 2021 SALARY SURVEY

MEASURING THE IMPACT OF COVID-19

The UK's creative sector was previously growing at five times the rate of the wider economy, employing over 2.1 million people and contributing £111.7 billion to the economy²; more than the automotive, aerospace, life sciences and oil and gas industries combined.

A report titled, The Projected Economic Impact of Covid-19 on the UK Creative Industries (Oxford Economics, 2020³), projected a "cultural catastrophe" with the industries losing £1.5 billion per week, affecting 409,000 job losses despite the job retention scheme of which 47% would be based in London or the South-East.

Despite the initial hope that we would see a "V-shaped" recovery, subsequent additional lockdowns have meant the road to recovery has been slow and as a result businesses have continued to be cautious.

Following a contraction of 9.9% in GDP in 2020, progress in administering the vaccine and vastly improved testing capabilities has left room for optimism with the Bank of England, expecting the economy to expand by 7.25% this year⁴. The economy is expected to return to pre-pandemic figures earlier than expected by 2022/23.



of companies in the UK furloughed their employees, with as many as 9.9 million people furloughed at the peak of the pandemic.

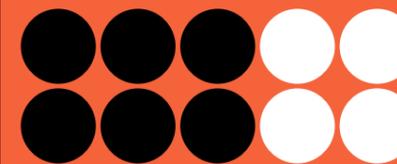


said their employment status had been affected as a result of Covid-19.

Over 70% of companies in the UK have furloughed their employees⁵, with as many as 9.9 million people furloughed at the peak of the pandemic. According to a pulse survey⁶ we undertook in May 2020, 35% within the Creative Industries were on the Job Retention Scheme (JRS).

While the scheme has been extended to September 2021, many candidates are concerned there will be additional redundancies when the scheme ends, unless there is a dramatic upturn in business.

Our survey also showed that 43% of respondents said their employment status had been affected by redundancy, contracts being cancelled, or not renewed or jobs simply being put on hold.



4 in 10 people had revealed they had taken a pay-cut between 5-20%, while over a third had lost their bonus or were unsure if they would receive one they had accrued.

This survey was compiled using data collected from 2,455 respondents and combined with insights gathered from our senior talent partners.

KEY INDUSTRY TRENDS

DIGITAL TRANSFORMATION

Covid-19 has meant companies have accelerated the digitalization of their customer and supply-chain interactions by 3-5 years.

Brands are placing greater emphasis on creating personalised consumer experiences and journeys, and are therefore investing heavily in AI, VR & UI/UX.

There has also been a continued focus on data collection and segmentation, allowing businesses to significantly improve their efficiency, whilst enabling many to understand consumer behaviour better.

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

In the last year, e-commerce has grown by 46%⁷, the largest growth for more than a decade. Consumer buying habits will continue to evolve with a far greater preference towards online and digital interactions and purchases.

46%

is the amount the e-commerce sector grew by the last 12 months - the largest in a decade.

FLEXIBLE & REMOTE WORKING

The pandemic has shown that working remotely at scale is achievable and that initial concerns around productivity were largely unfounded. Our survey results indicate a shift in mind-set.

Prior to the pandemic, UK workers spent an average of 59 minutes commuting each day⁸. The pandemic has alleviated this for most, providing extra time during the day for non-work related activities while also saving on travel costs.

As lockdown and travel restrictions ease, businesses face a big challenge of investing in digital infrastructures that continue to allow for a new hybrid working model, where time can be split between the home and the office.

By doing so, businesses can create a truly global workforce, with location no longer limiting hiring decisions, allowing businesses to hire the best talent.



80%

claimed that flexible working hours were the most important benefit to them.

PERMANENT HOURS



55%

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



66%

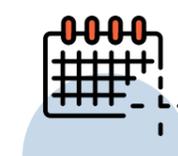
said that they were working more than the previous 12 months.

FREELANCE HOURS



32%

were working 41+ hours



55%

were working less than they had in the previous 12 months.

WORKING HOURS

The majority of people have been working longer hours, taking shorter lunch breaks, working through sickness and being “always on” with the boundaries of work and leisure time being blurred.

A study published by Bloomberg⁹, showed UK workers were logged on for 11 hours a day, up from 9 before lockdown began. Despite these long hours, over 77% reported they were satisfied in their current role.

For freelance, the general trend highlights that opportunities were more scarce throughout the early stages of lockdown and recovery continues to be at a slower rate vs permanent hiring.

Despite the challenges the gig economy continues to face i.e. with the introduction of IR35 in April 2021, there are signs that businesses are seeking to remain flexible with their staffing costs, hiring freelancers with hybrid skill-sets will become much more attractive.

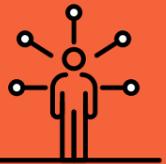
THE FUTURE OF THE OFFICE

What is in-store for the traditional office remains to be seen, but with a sudden shift to remote working, there is a once-in-a-generation opportunity to re-imagine how we work.

Currently 72% of UK workers want to retain a hybrid working model moving forward.

Workplaces are set to become destinations that provide collaboration, innovation, creativity, learning and socialising.

Businesses that do this successfully by investing in digitally led environments will drive engagement, achieve organisational agility and empower teamwork across multiple locations. These organisations will have a competitive advantage in this new era of work.



11

is the average number of hours UK workers were logged on during lockdown.



72%

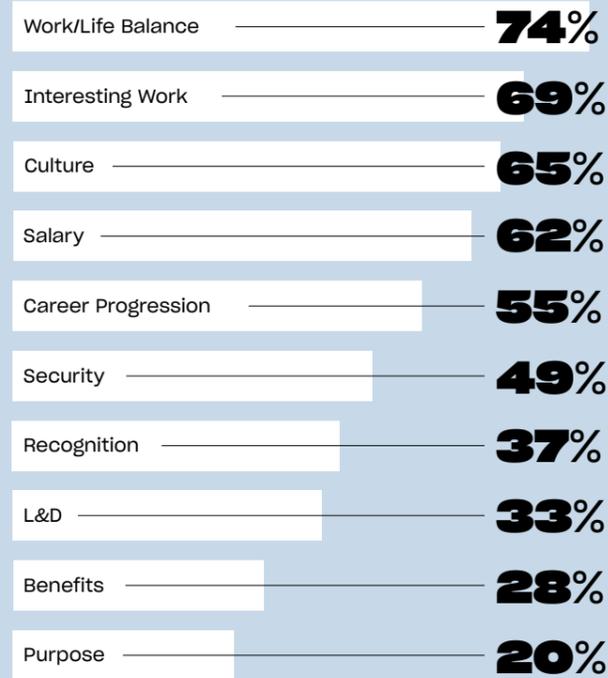
of UK workers want to retain a hybrid working model.

A MIND-SET SHIFT

As a consequence of the last year there has been a huge shift towards people seeking quality of life and work.

People are making new choices about where they want to live and creating new expectations around flexibility, working conditions and work/life balance. This is reiterated in our survey, where almost three-quarters stated a good/work life balance was important to them.

For the first time, workers are prioritising having interesting work and company culture over salary, which is normally the most important factor.

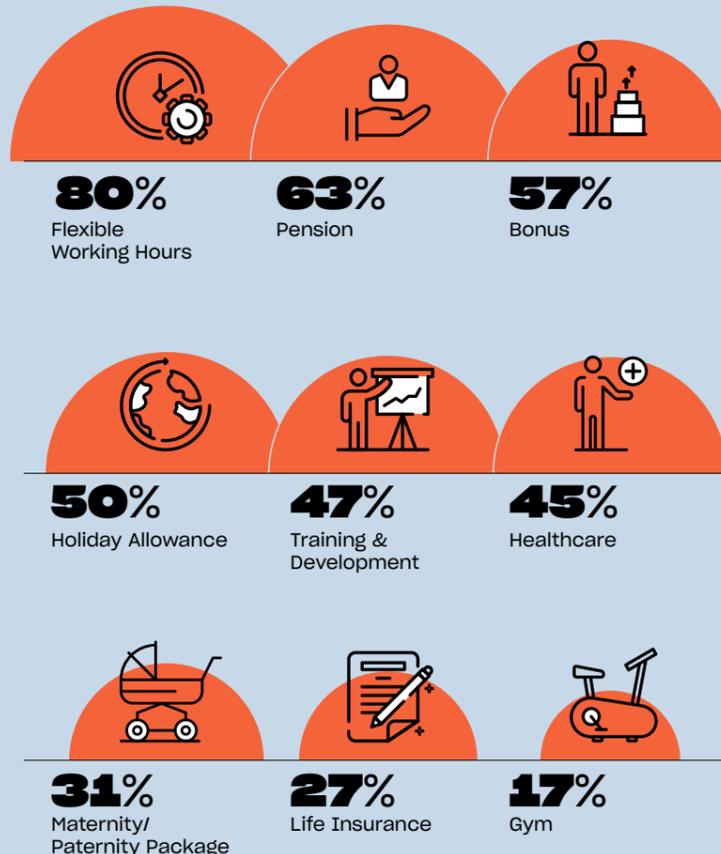


BENEFITS

Unsurprisingly, the desire for flexible working hours remains top of respondents agenda. As businesses move away from the orthodox 9-to-5, office-centric way of working, employees can expect greater level of trust when it comes to working hours.

As we emerge from the pandemic, businesses will need to evaluate whether existing policies are now expectants rather than an added benefit.

Those with flexi-benefits, allowing employees the opportunity to tailor make their own package will continue to be a more attractive proposition. It can also be expected that businesses will continue to introduce policies that challenge the status quo.



DIVERSITY, EQUITY & INCLUSION

The last year has not only highlighted the inequalities we already knew existed in society and the creative industries, but has also provided an opportunity for businesses and individuals alike to reflect on what part they have to play in creating a more equitable and inclusive future.

For the first time in a Major Players salary survey, we collected demographical data based on gender, age, ethnicity and sexuality. Our findings are laid bare to facilitate discussions with the aim of increasing representation and equality across all groups.

Our findings emphasise the need to invest in interventions that attract and advance diverse talent, eradicate the pay gaps and support full representation across all industries.

Gender

Our survey demonstrates more women are entering the industry than men which is highly encouraging. In addition, they are earning more than their male counterparts both at entry and mid-level. This trend declines when the salary band reaches £50,000+, with men 3 times more likely to earn upwards of £100,000.

As a result, on average, women earn £10,405 less than men in permanent roles and £44 less in freelance day rates.

The impact of Covid-19 has had a disproportionate effect on women, with 45% of those in employment experiencing a decrease in income versus 25% of men. Furthermore, The Institute for Fiscal Studies¹⁰ found that mothers who were in paid work prior to the first lockdown were 47% more likely than fathers to have permanently lost their job or to have quit since that point. In addition 14% of mothers were more likely to have been furloughed or had their hours cut by half.

Even before Covid-19, data from the OECD showed that British women did double the amount of unpaid work at home than men¹¹, and this acute inequality has been exacerbated in recent times. Mothers are putting in 4 more hours a day to cover child care and home related issues, whilst still maintaining their career.

Women are likely to leave their current role due to salary and lack of career progression. Poor work/life balance was also almost double that of men.



of women had seen a decrease in their income as a result of the pandemic, versus 25% for men

On average, women earn

£10,405

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

Ethnicity

Our data sample indicates that 14% of respondents identify their ethnicity as Asian, Black, Mixed, Arabic or Other (for the full list of ethnic group samples, please refer to the index). While this figure is marginally better than other studies, it further highlights a lack of representation across the Creative Industries.

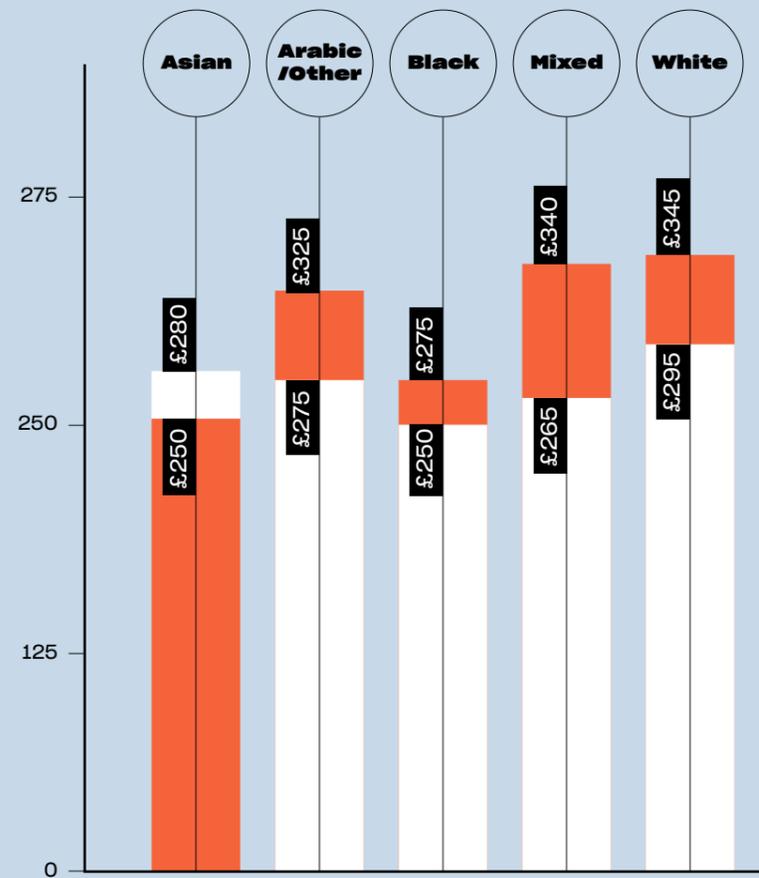
In addition, only 9% were in roles that paid £80,000+, suggesting under-representation in senior positions. This is despite similar education levels across all ethnicities, where over 85% of respondents had either a Bachelors or Masters degree.

For permanent average salaries, Black females earn the lowest at £38k vs white males who earn the highest at £58k (see below for full data set). For freelance day rates, Asian males and Black females earn £250 vs white males who earn £345 (see right for full data set).

Training & development and working for a company with purpose are considered as very important factors for Black candidates.

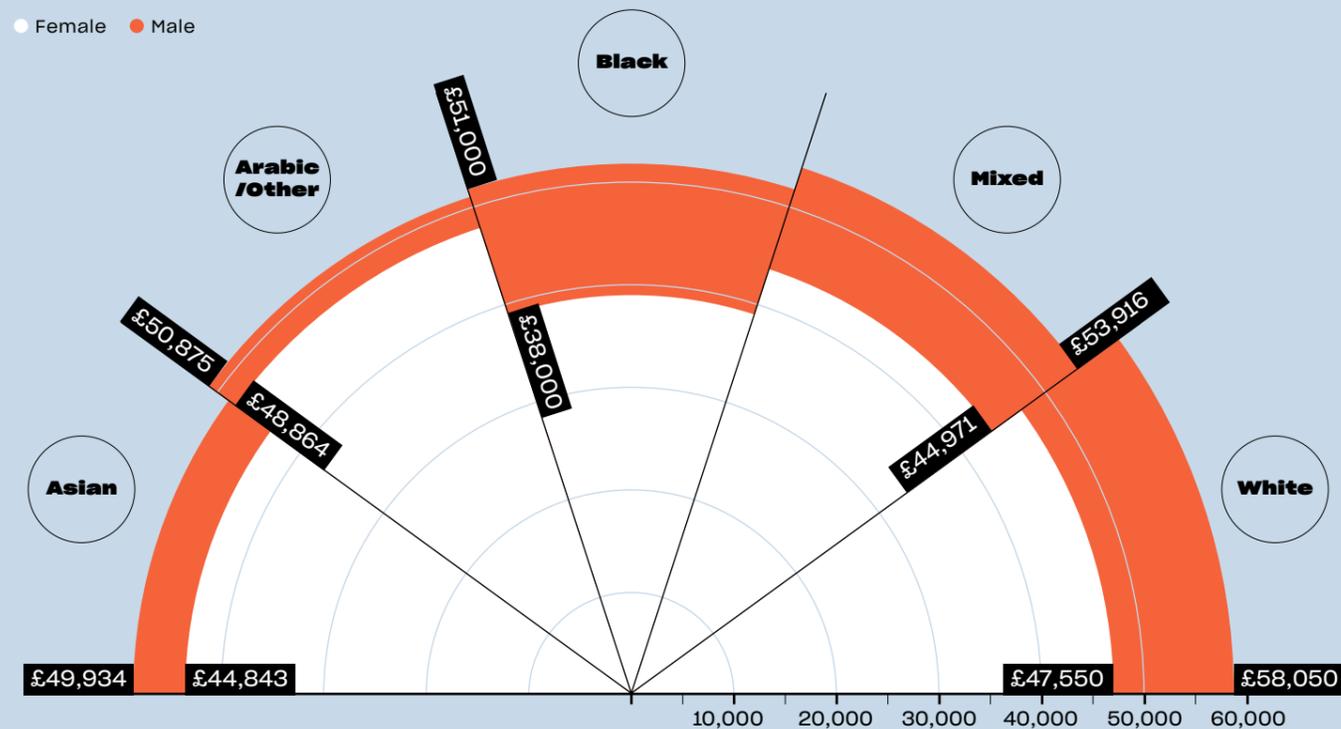
AVERAGE DAY RATE

● Female ● Male



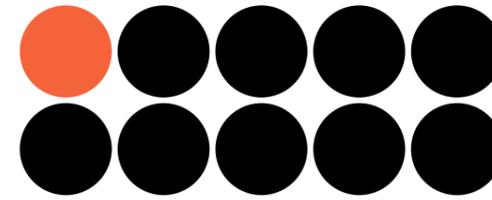
AVERAGE SALARY

● Female ● Male



Age

According to our data, less than 1 in 10 of respondents are aged 45 and over. This under-representation in the senior demographic raises question marks around the longevity of creative careers, particularly if a career break is exercised.



According to our data, less than 1 in 10 are aged 45 and over.

Unsurprisingly, the age group of 25-34 have been the most overworked during the last 12 months, with 51% reporting they worked 41+ hours per week. This is almost two-thirds more than the previous year.

Sexuality & Identity

Over 15% of respondents identified with being asexual, bisexual, demisexual, gay, pansexual, queer or other. Those within the LGBTQIA+ community are likely to be paid up to 7% less than their heterosexual counterparts.

EARNING DIFFERENCE



TACKLING INEQUALITY

The findings of the survey lay bare the current state of the creative industries, highlighting disparities across marginalised groups. It shows the need to put in place working practises that drive real change, including:

- Increased investment in research and education to offer inclusive support to reflect the needs of young adults, women, BAME and LGBTQIA+ communities, who are currently underpaid
- A collaborative approach to finding the right combination of measures to regulate fair pay
- Consideration of greater resources to be given to industry regulation, reflecting the true scale of the sector

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.

The Creative Industries now finds itself at a cross-roads, with many businesses now primed to put DE&I at the heart of their recovery.

To facilitate this, over the last year we have developed our DE&I pledge, which outlines how we are supporting businesses to create impactful change within their organisations. This includes:

- Utilising our support network
- Creating 'long list' quotas
- Embracing Earn Your Worth
- Utilising diverse job boards
- Collecting and analysing data
- Unconscious bias training
- Blind CV's
- Psychometric testing

For further information on how we are tackling DE&I within the Creative Industries, information can be found towards the end of this survey, or [click here for our website](#).

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BUSINESS DEVELOPMENT

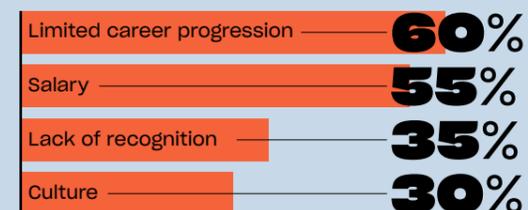
The role of Business Development is going to be integral to the recovery of a post-Covid world with many businesses having pivoted their products and service over the last 12 months. The opportunity to offer clients a wider range of solutions is far greater than it's ever been but the challenge will be centred on how best to approach prospective and current clients in a time where budgets are still heavily scrutinised.

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 as it navigates the new world.

SURVEY SNAPSHOT

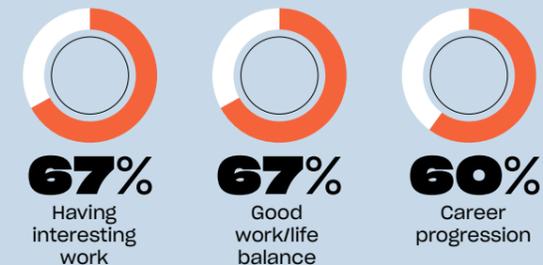
- Data suggests there is a relatively even gender split with **53%** female vs **47%** male
- The majority are aged between **25-44** with **86%** working in a permanent role
- BAME representation makes up **4%**, the lowest in any creative industry sector
- **46%** are currently working agency side with **44%** brand side and **10%** working in start-up's
- **7** out of **10** participants have stated they are working more than they did in the previous 12 months. Despite this **90%** are satisfied in their current role
- Last year **76%** were looking to change roles, this is dramatically decreased with only **30%** looking to leave their current employment

FOR THOSE LOOKING TO LEAVE, KEY REASONS INCLUDE:



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:



42%

have less confidence in the job market



PERMANENT

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PERMANENT

Job title	MP Salary Average	Salary Min-Max
Business Development Executive	£28k	£25-30k
Business Development Manager	£35k	£30-40k
Snr. Business Development Manager	£50k	£40-55k
Business Development Officer	£80k	£70-90k
Head of Department	£90k	£80-120k
Chief Growth Officer	£150k+	£150k+

FREELANCE

Job title	MP Salary Average	Salary Min-Max
Business Development Executive	£175	£120-200
Business Development Manager	£250	£200-300
Snr. Business Development Manager	£325	£300-350
Business Development Officer	£475	£350-500
Head of Department	£600+	£600+

CLIENT SERVICES

The client services industry was greatly impacted by the pandemic but since the start of the year, we have experienced an increasingly high demand for candidates, particularly across Account Manager to Account Director levels. Roles continue to become more hybrid, with many businesses combining account management and project management, with the expectation that candidates are able to undertake elements of each.

Businesses have become increasingly varied in their approach to candidates, seeking account handling professionals from a more diverse background beyond just the traditional FMCG route, with integrated experience. There has also been an surge in demand for those with knowledge of CRM.

SURVEY SNAPSHOT

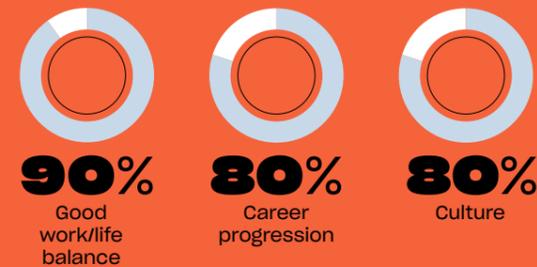
- Almost two thirds that make up client services are female (70%)
- The data suggests that almost all of those working in this sector are aged between 25-44 years old
- BAME representation suggest 20% of those in this sector identify their ethnicity as mixed
- 90% are currently working in perm roles, with the other 10% working hybrid
- 1 in 3 have experienced their salary or day rate decreasing in the last 12 months
- Despite 70% of respondents suggesting they are satisfied in their current role, over half are open to changing roles

FOR THOSE LOOKING TO LEAVE, KEY REASONS INCLUDE:

Salary	60%
Lost interest / uninteresting work	40%
Lack of recognition	20%

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:



60%

stated they have less confidence in the job market



PERMANENT

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FREELANCE

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PERMANENT

Job title	MP Salary Average	Salary Min-Max
Account Executive	£24k	£22-27k
Senior Account Executive	£26k	£24-27k
Account Manager	£32k	£30-40k
Senior Account Manager	£40k	£35-42k
Account Director	£50k	£40-55k
Senior Account Director	£60k	£55-70k
Group Account Director	£75k	£60-80k
Business Director	£90k	£80-100k
Board Director	£120k	£90-150k

FREELANCE

Job title	MP Salary Average	Salary Min-Max
Account Executive	£160	£130-180
Senior Account Executive	£180	£160-200
Account Manager	£200	£180-215
Senior Account Manager	£240	£220-260
Account Director	£270	£250-300
Senior Account Director	£300	£280-350
Group Account Director	£325	£300-350
Business Director	£350	£330-375
Board Director	£450+	£450+

CREATIVE SERVICES



PERMANENT

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FREELANCE

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Digital & Creative Strategy roles are going to be vital in the recovery of many businesses, with many already pivoting and implementing new strategies with a key focus on digital and immersive tech.

Agencies are continuing to look for candidates who know the digital and creative processes, allowing them to turn strategies into workable ideas, quickly and efficiently. As a result of the pandemic, there has been an increased desire for candidates to work on more purpose led brands that have a positive social impact.

SURVEY SNAPSHOT

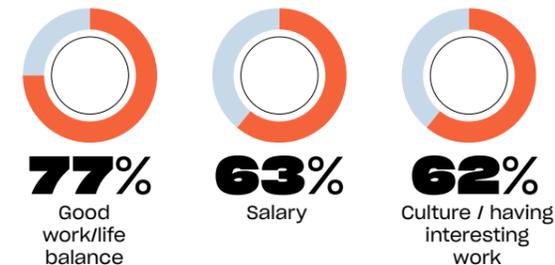
- The Creative Services sector is made up of **57%** female vs **43%** male
- BAME representation within Creative Services makes up **16%**
- **56%** are working in permanent roles vs **34%** in freelance and **10%** in both. Of that, **56%** work in agencies while **36%** are brand and **8%** are in start-ups
- Almost **1 in 3** have moved companies in the last year, either at the same level or higher
- **84%** are satisfied within their current roles although **43%** of respondents cited they are looking to leave their current role within the next 6 months

FOR THOSE LOOKING TO LEAVE, KEY REASONS INCLUDE:



FACTORS & BENEFITS

The top 3 factors candidates consider very important for their next role are:



The top 3 benefits they consider as important are:



47%

stated they have less confidence in the job market

PERMANENT

Job title	MP Salary Average	Salary Min-Max
Resource / Traffic Co-ordinator	£30k	£25-35k
Resource / Traffic Manager	£40k	£35-45k
Creative Services Manager	£45k	£40-50k
Assistant Producer	£27k	£25-35k
Producer	£35k	£30-40k
Senior Producer	£45k	£40-50k
Production Manager	£50k	£40-60k
Head of Production	£75k	£65-80k
Executive Producer	£70k	£60-80k
Operations Director	£70k	£65-90k

FREELANCE

Job title	MP Salary Average	Salary Min-Max
Resource / Traffic Co-ordinator	£275	£250-350
Resource / Traffic Manager	£325	£275-325
Creative Services Manager	£300	£250-350
Assistant Producer	£200	£170-220
Producer	£250	£220-280
Senior Producer	£300	£250-350
Production Manager	£300	£250-350
Head of Production	£350+	£350+
Executive Producer	£400	£350-450
Operations Director	£350+	£350+

CREATIVE, DESIGN & STUDIO

Creative, Design & Studio continues to be of high importance to brands and agencies alike with an increased demand for those with digital and integrated design, with strong digital exposure across motion and video. With content creation at all-time high, demand for versatile candidates with a wide range of skill set, particularly those proficient in After Effects (Adobe Suite), are in high-demand.

Demand is also high for those who can assist content creation including art workers, copywriters and graphic designers. Retouching and 3D freelancers continue to be highly sought after, especially those with experience working across multiple programmes including Cinema 4D, 3ds Max, Maya and Sketch-Up.

SURVEY SNAPSHOT

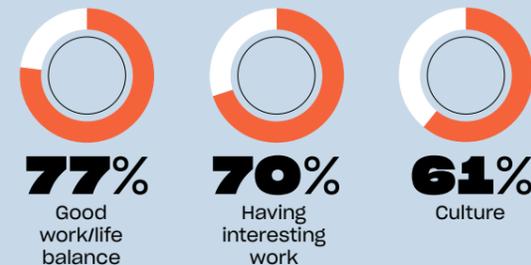
- Data suggests there is an almost even gender split with **52%** female, **47%** male and **1%** non-binary
- BAME representation makes up **15%** of those from the Creative, Design & Studio sector
- Almost **one third** work as freelancers, while **63%** are in permanent roles. Over **61%** work agency, **35%** brand and **4%** start-up
- **59%** said they had worked less than the previous 12 months suggesting the majority of employees in the sector had been furloughed for most of the pandemic
- **22%** had moved roles within the last year, while a further **40%** were looking to leave their current role within the next 6 months

FOR THOSE LOOKING TO LEAVE, KEY REASONS INCLUDE:

Limited career progression	52%
Salary	52%
Uninteresting work	28%

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:



50%

have less confidence in the job market



PERMANENT

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FREELANCE

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PERMANENT - AGENCY

Creative, Branding & Design Job title	MP Salary Average	Salary Min-Max
Junior Designer	£25k	£23-28k
Mid-Weight Designer	£35k	£30-40k
Senior Designer	£55k	£45-55k
Junior Creative Team (AD/CW/Team)	£28k	£25-30k
Mid-Weight Creative Team (AD/CW/Team)	£35k	£35-45k
Senior Creative Team (AD/CW/Team)	£55k	£50-65k
Design Director / Head of Design	£60k	£55-65k
Associate Creative Director	£75k	£60-85k
Creative Director / Head of Creative	£90k	£80-100k
Executive Creative Director	£130k	£110-145k
Junior Copywriter	£26k	£25-30k
Mid-Level Copywriter	£37k	£35-45k
Senior Copywriter	£55k	£50-65k
Head of Copy	£70k	£65-80k

FREELANCE - AGENCY

Creative, Branding & Design Job title	MP Salary Average	Salary Min-Max
Junior Designer	£150	£150-200
Mid-Weight Designer	£250	£200-280
Senior Designer	£300	£300-350
Junior Creative Team (AD/CW/Team)	£275	£240-275
Mid-Weight Creative Team (AD/CW/Team)	£325	£280-340
Senior Creative Team (AD/CW/Team)	£400	£300-450
Design Director / Head of Design	£400	£350-450
Associate Creative Director	£400	£350-450
Creative Director / Head of Creative	£500	£400-600
Executive Creative Director	£650	£550-750
Junior Copywriter	£200	£175-230
Mid-Level Copywriter	£250	£200-300
Senior Copywriter	£350	£300-400
Head of Copy	£350	£300-400

PERMANENT - IN-HOUSE

Creative, Branding & Design Job title	MP Salary Average	Salary Min-Max
Junior Designer	£25k	£23-25k
Mid-Weight Designer	£32k	£28-35k
Senior Designer	£45k	£40-50k
Design Director	£55k	£50-60k
Creative Director	£80k	£70-85k

PERMANENT

Studio Job title	MP Salary Average	Salary Min-Max
Mid-Weight Artworker	£35k	£30-40k
Senior Artworker	£45k	£40-50k
E-Commerce Retoucher	£30k	£25-35k
High-End Retoucher	£55k	£45-60k
3D Visualiser	£55k	£45-60k

FREELANCE

Studio Job title	MP Salary Average	Salary Min-Max
Mid-Weight Artworker	£180-240	£180-240
Senior Artworker	£200-300	£200-300
E-Commerce Retoucher	£250-350	£250-350
High-End Retoucher	£300-375	£300-375
3D Visualiser	£300-375	£300-375
Presentation Designer	£280-380	£280-380

CRM, DATA & ANALYTICS

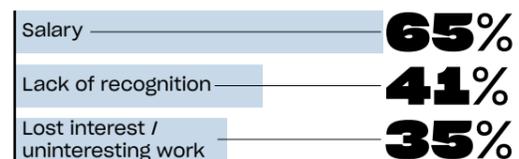
Throughout the pandemic and the earlier part of this year there has been significant increase in the number of CRM hires made compared to the last 5 years; with a particular demand for CRM specialists with a solid understanding of analytics. Many businesses undertaking digital transformations are investing heavily in this area including D2C brands and retailers.

Businesses continue to use machine learning and AI technology to predict the market and respond to changes in consumer behaviour. In particular, customer profiling and targeted marketing practises is allowing brands to personalise ads and their communication channels, which further drive sales and loyalty.

SURVEY SNAPSHOT

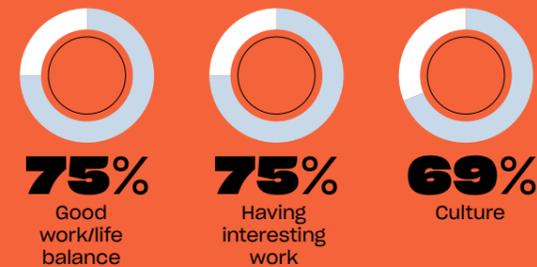
- There is an even gender split of female (51%) to male (49%), which is encouraging as more women are entering the sector compared to the previous year (40%)
- BAME representation accounts for 20% of this sector with Asian's making up 14% of that figure
- 90% are currently working in perm roles across brand (55%), agency (37%) and start-up's (8%)
- 63% have stated they have worked more hours in the last 12 months
- 26% have moved companies, either at the same level or for a promotion, while 22% were promoted internally

FOR THOSE LOOKING TO LEAVE, KEY REASONS INCLUDE:



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:



44%

have less confidence in the job market



PERMANENT

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FREELANCE

Contact:
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CRM, Data & Analytics

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PERMANENT

Job title	MP Salary Average	Salary Min-Max
CRM Executive	£30k	£25-35k
CRM Manager	£45k	£35-50k
CRM Account Director	£50k	£45-55k
Head of CRM	£80k	£60-100k
Retention Specialist	£40k	£35-50k
Web/Digital Analyst	£40k	£35-45k
Insight Analyst	£35k	£30-40k
Senior Web Analyst	£55k	£50-70k
Social Analyst	£40k	£35-50k
Research Analyst	£30k	£25-35k
Data Analyst	£40k	£30-50k
Data Scientist	£60k	£50-70k

FREELANCE

Job title	MP Salary Average	Salary Min-Max
CRM Executive	£200	£200-250
CRM Manager	£300	£250-300
CRM Account Director	£300	£250-300
Head of CRM	£400	£300-500
Retention Specialist	N/A	N/A
Web/Digital Analyst	£250	£200-350
Insight Analyst	£275	£200-325
Senior Web Analyst	N/A	N/A
Social Analyst	£275	£175-350
Research Analyst	£250	£200-300
Data Analyst	£275	£250-350
Data Scientist	£450	£300-600

DIGITAL & CREATIVE STRATEGY

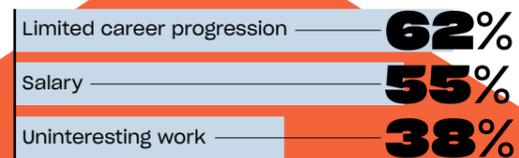
Digital & Creative Strategy roles are going to be vital in the recovery of many businesses, with many already pivoting and implementing new strategies with a key focus on digital and immersive tech.

Agencies are continuing to look for candidates who know the digital and creative processes, allowing them to turn strategies into workable ideas, quickly and efficiently. As a result of the pandemic, there has been an increased desire for candidates to work on more purpose led brands that have a positive social impact.

SURVEY SNAPSHOT

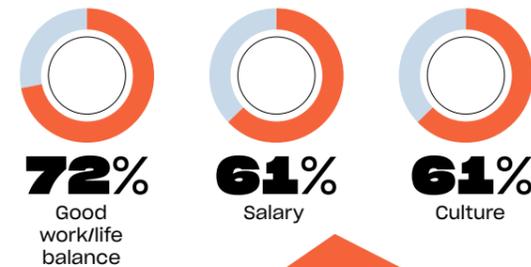
- Digital & Creative Strategy is split **53%** female and **47%** male
- BAME representation equates to **14%**
- **66%** of those in this field are aged between 25-34 years old with **78%** taking up permanent roles
- Almost **two-thirds** have reported working more hours than the previous year
- Despite **78%** of respondents claiming they are satisfied with their current role, over half of the sample are looking to change jobs in the next 6 months (**52%**)

FOR THOSE LOOKING TO LEAVE, KEY REASONS INCLUDE:

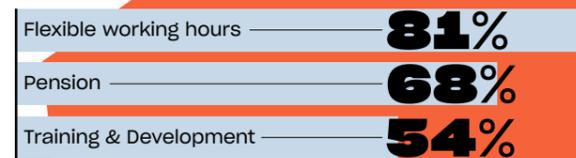


FACTORS & BENEFITS

The top 3 factors candidates consider very important for their next role are:



The top 3 benefits they consider as important are:



45%

stated they have less confidence in the job market



PERM & FREELANCE

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Tiku Van Houtem
Creative Strategy

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PERM & FREELANCE

Contact:
Ed Davidson
Digital Strategy

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PERMANENT

Job title	MP Salary Average	Salary Min-Max
Junior Planner / Strategist	£22k	£19-24k
Mid Planner / Strategist	£40k	£30-50k
Senior Planner / Strategist	£65k	£50-75k
Planning / Strategy Director	£90k	£70-110k
Head of Planning / Strategy	£130k	£90-150k
Chief Strategy Officer	£150k+	£150k+

FREELANCE

Job title	MP Salary Average	Salary Min-Max
Junior Planner / Strategist	£125	£100-150
Mid Planner / Strategist	£725	£225-300
Senior Planner / Strategist	£400	£350-450
Planning / Strategy Director	£600	£500-750
Head of Planning / Strategy	£750	£500-800
Chief Strategy Officer	£800+	£800+

E-COMMERCE & DIGITAL MARKETING

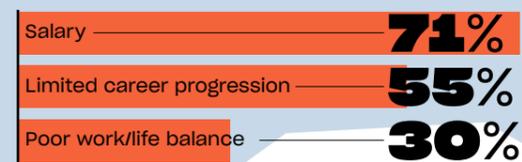
The last year we have seen E-Commerce & Digital Marketing become one of the biggest benefactors of the global pandemic, accelerating digital transformation by 3-5 years. In 2020, e-commerce sales have increased by 46%, its strongest in more than a decade and subsequently brands have increased their spending across digital channels by 25%.

Direct to consumer (D2C) has been growing rapidly with double digit rates for several years and is projected to maintain a further 19% growth in 2021. A multitude of brands with strong traditional bricks and mortar and supply chain models, in many instances have grown their sales by over 1000% by launching D2C. There has been increase in businesses looking to hire commercially astute candidates who understand the mechanics behind driving online sales and the ability to convert them.

SURVEY SNAPSHOT

- Females are more prevalent in this sector at **58%** vs **42%** for males
- BAME representation makes up **21%**
- **71%** are aged between **25-34** with the majority working in permanent roles (**83%**)
- Two-thirds work for brands (**63%**), with **30%** in agencies and **7%** currently in start-up's
- **68%** reported to working more hours in the last year than previously
- **17%** moved companies in the last year at the same level or higher, while **14%** received an internal promotion

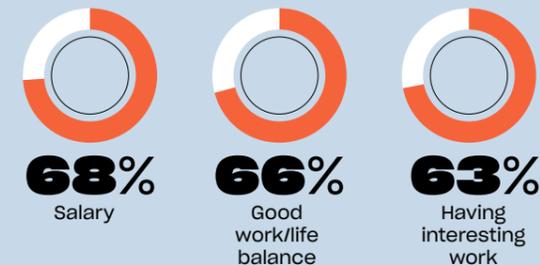
FOR THOSE LOOKING TO LEAVE, KEY REASONS INCLUDE:



It's also worth noting that 16% regarded treatment of employees during Covid-19 as a reason for wanting to leave

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:



44%

have less confidence in the job market



PERMANENT

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Ecommerce & Digital Marketing

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FREELANCE

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Ecommerce & Digital Marketing

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PERMANENT

Job title	MP Salary Average	Salary Min-Max
E-commerce Manager	£50k	£40-60k
Digital Marketing Executive	£35k	£25-40k
Senior Digital Marketing Manager	£60k	£45-65k
Performance Marketing Manager	£45k	£40-50k
Head of Online/Digital	£80k	£60-90k
Head of E-Commerce	£100k	£80-120k
Director of Online/E-Commerce	£130k	£100-160k

FREELANCE

Job title	MP Salary Average	Salary Min-Max
E-commerce Manager	£300	£250-350
Digital Marketing Executive	£175	£150-200
Senior Digital Marketing Manager	£300	£250-350
Performance Marketing Manager	£250	£200-300
Head of Online/Digital	£400	£350-450
Head of E-Commerce	£400	£350-450
Director of Online/E-Commerce	£450	£400-500

EXPERIENTIAL & EVENTS

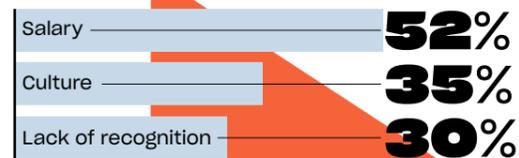
Over the past 12 months, the Experiential & Events industry has been one of the hardest hit by the impacts of COVID-19 with many businesses unable to operate as they usually would. Up to 40% have turned to digital activations, while others have furloughed the majority of their staff in the hope of hosting face-to-face experiences in the near future.

Brands have continued to re-shape their events offerings by pursuing online events, specifically experimenting with AI/VR, creating personalised consumer experiences. The demand for those who can plan digital experiences will remain key, even with traditional events starting to take place once more.

SURVEY SNAPSHOT

- A high proportion of women working in Experiential and Events at **71%** vs **29%** male
- BAME representation makes up **11%**
- **72%** work in permanent roles while **28%** freelance.
- Two-thirds of respondents work agency-side at **61%**, with **39%** brand-side
- **67%** reported working less hours in the last year suggesting a deep impact upon the industry due to Covid-19. This also resulted in **43%** of respondents salary or day rate decreasing in the last 12 months

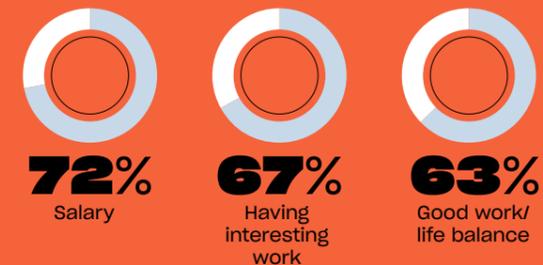
FOR THOSE LOOKING TO LEAVE, KEY REASONS INCLUDE:



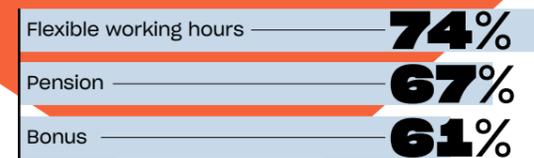
It's also worth noting that 1 in 5 regarded treatment of employees during Covid-19 as a reason for wanting to leave - the highest in any of the creative industry sectors

FACTORS & BENEFITS

The top 3 factors candidates consider as very important for their next role are:

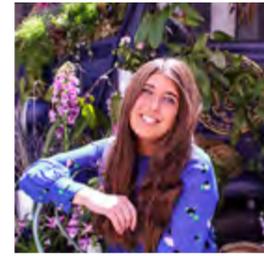


The top 3 benefits they consider as important are:



44%

have less confidence in the job market



PERMANENT & FREELANCE

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Experiential & Events

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PERMANENT

Job title	MP Salary Average	Salary Min-Max
Account Executive	£22k	£20-25k
Senior Account Executive	£25k	£22-30k
Events Co-ordinator	£27k	£22-32k
Account Manager	£35k	£30-45k
Events Manager	£36.5k	£30-40k
Senior Account Manager	£45k	£35-45k
Senior Event Manager	£48k	£40-55k
Production Manager	£42k	£35-47k
Producer	£37k	£30-45k
Account Director	£50k	£40-60k
Head of Production	£75k	£60-90k
Senior Account Director	£65k	£60-70k
Client Services Director	£82k	£70-90k
Head of Department	£85k	£75-90k
Managing Director	£100k	£90-120k

FREELANCE

Job title	MP Salary Average	Salary Min-Max
Account Executive	£110	£90-120
Senior Account Executive	£150	£125-175
Events Co-ordinator	£160	£150-180
Account Manager	£200	£150-250
Events Manager	£225	£200-250
Senior Account Manager	£250	£200-300
Senior Event Manager	£300	£250-300
Production Manager	£325	£250-350
Producer	£280	£250-320
Account Director	£300	£250-350
Head of Production	£450	£400-500
Senior Account Director	£300	£280-320
Client Services Director	N/A	N/A
Head of Department	N/A	N/A
Managing Director	N/A	N/A

GROWTH & PERFORMANCE MARKETING

As a result of the pandemic, more businesses have seen the value in growth and performance marketing practises. For example, traditional FMCG brands have started to invest in performance marketing specialists within their teams as they launch D2C channels.

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

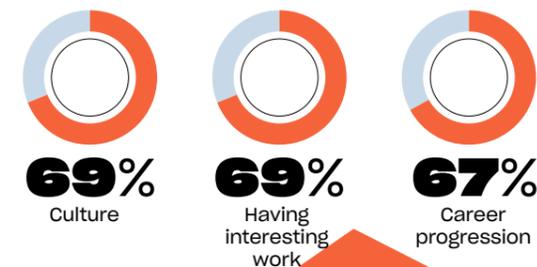
- Males are more prevalent in this sector at **56%** vs **44%** female
- BAME representation is at **12%**, predominantly those with Asian or Arab ethnicities
- The majority work in permanent roles (**92%**)
- Over **two-thirds** have reported working more hours than the previous year
- **91%** of respondents are satisfied in their current role and only **33%** are looking to change companies within the next 6 months

FOR THOSE LOOKING TO LEAVE, KEY REASONS INCLUDE:

Salary	58%
Limited career progression	33%
Lost interest in the work	33%

FACTORS & BENEFITS

The top 3 factors candidates consider very important for their next role are:



The top 3 benefits they consider as important are:



39%

stated they have less confidence in the job market



PERMANENT

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FREELANCE

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PERMANENT

Job title	MP Salary Average	Salary Min-Max
SEO Executive	£28k	£20-30k
SEO Manager	£37k	£30-40k
Head of SEO	£75k	£60-90k
Digital Outreach Specialists	£35k	£30-40k
PPC / Paid Social Executive	£28k	£20-30k
PPC / Paid Social Manager	£45k	£35-55k
Paid Media / Biddable Account Director	£55k	£54-65k
Head of PPC Search / Biddable	£80k	£70-90k
Programmatic Manager	£35k	£30-40k
Performance Marketing Manager	£50k	£40-60k
Growth Marketing Manager	£52k	£45-55k
Head of Performance	£75k	£65-80k
Head of Growth Marketing	£62k	£55-65k
User Acquisition Specialist	£55k	£50-65k

FREELANCE

Job title	MP Salary Average	Salary Min-Max
SEO Executive	£175	£150-190
SEO Manager	£350	£200-275
Head of SEO	£350	£350-450
Digital Outreach Specialists	N/A	N/A
PPC / Paid Social Executive	£175	£150-190
PPC / Paid Social Manager	£250	£200-275
Paid Media / Biddable Account Director	£300	£280-350
Head of PPC Search / Biddable	£400	£350-450
Programmatic Manager	£275	£250-300
Performance Marketing Manager	£275	£250-300
Growth Marketing Manager		
Head of Performance	£350	£350-500
Head of Growth Marketing		
User Acquisition Specialist		

MARKETING, PR & COMMS

As with most recessions or financial downturns, roles within Marketing, PR and Comms are often sacrificed in an attempt to salvage costs. Whilst this has been the case during the pandemic, we have seen many of these budgets re-purposed and reinvested into other marketing practises including growth & performance marketing and e-commerce.

The pandemic has elevated the importance of ethics and transparency, with businesses placing great emphasis on their brand marketing. There has been a slight shift away from marketing generalist in favour of brand or product marketers with a focus upon storytelling and brand narrative.

SURVEY SNAPSHOT

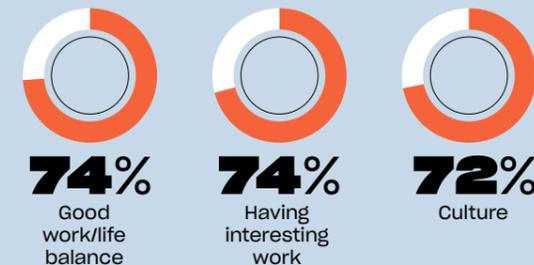
- A predominantly female heavy industry with 71%, 28% male and 1% non-binary
- BAME representation makes up 19% within this sector
- 86% are aged between 25-44 with the majority working in permanent roles (86%)
- 66% are agency based, 24% work for brands and 10% in start-up's
- 65% reported to working more hours in the last year than previously
- 24% received a promotion in the last 12 months, either internally or at another company

FOR THOSE LOOKING TO LEAVE, KEY REASONS INCLUDE:

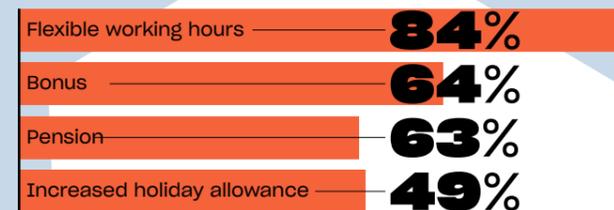


FACTORS & BENEFITS

The top 3 factors candidates consider as very important for their next role are:



The top 3 benefits they consider as important are:



50%

have less confidence in the job market



PERMANENT

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FREELANCE

Contact:
Lydia Wheeldon
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PERMANENT

Marketing Job title

MP Salary Average	Salary Min-Max
£24k	£20-26k
£32k	£25-35k
£35k	£30-40k
£50k	£40-55k
£45k	£40-50k
£60k	£55-65k
£72k	£65-75k
£90k	£80-120k
£125k	£100-140k
£30k	£25-35k
£45k	£40-50k
£80k	£70-90k

PR & Comms - In House Job title

MP Salary Average	Salary Min-Max
£35k	£30-40k
£45k	£40-50k
£45k	£40-50k
£57k	£50-65k
£72k	£65-75k
£75k	£70-80k
£70k	£65-75k
£82k	£75-90k
£90k	£90-100k
£100k	£90-120k

Agency Job title

MP Salary Average	Salary Min-Max
£25k	£20-28k
£30k	£25-35k
£35k	£30-40k
£40k	£35-45k
£50k	£40-55k
£58k	£50-65k
£75k	£60-80k
£90k	£80-100k

FREELANCE

Marketing Job title

MP Salary Average	Salary Min-Max
£120	£100-150
£180	£150-200
£250	£220-250
£250	£220-250
£275	£250-300
£325	£300-350
£400	£350-500
£250	£220-250
£400	£350-500

PR & Comms - In House Job title

MP Salary Average	Salary Min-Max
£115	£100-130
£200	£150-250
£300	£250-350
£250	£200-300
£300	£250-350
N/A	N/A
£325	£300-350
£400+	£400+
£400+	£400+
£400+	£400+

PR & Comms - In House Job title

MP Salary Average	Salary Min-Max
£125	£100-150
£150	£125-175
£200	£180-220
£220	£200-240
£250	£225-275
£325	£300-350
£350	£325-375
£400+	£400+

PRODUCT & PROJECT MANAGEMENT

As a consequence of the pandemic, distributed teams will continue to become the new normal across project management and product roles.

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.

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

SURVEY SNAPSHOT

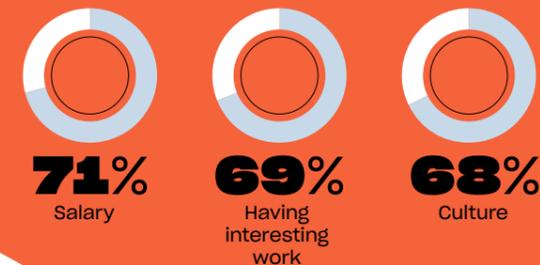
- A predominantly female heavy sector at **69%** vs **31%** male
- BAME representation makes up **17%** across these two sectors
- Three quarters work within permanent roles (**76%**), over which **55%** are agency, **38%** brand and **7%** in start-ups
- **61%** reported to working more hours in the last year than previously
- **36%** moved companies in the last year, either at the same level or for a promotion
- Almost **one in 5** regarded treatment of employees during Covid-19 as a reason for wanting to leave

FOR THOSE LOOKING TO LEAVE, KEY REASONS INCLUDE:

Salary	57%
Limited career progression	41%
Uninteresting work	31%

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:



45%

have less confidence in the job market



PERMANENT

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FREELANCE

Contact:
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Project Management

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PERMANENT

Project Management Integrated / Print Job title

MP Salary Average	Salary Min-Max
£25k	£20-30k
£40k	£35-50k
N/A	N/A
£65k	£50-70k
£40k	£30-45k
£55k	£54-60k
£40k	£35-45k
£80k	£65-100k

Project Management Digital Job title

MP Salary Average	Salary Min-Max
£30k	£25-35k
£40k	£30-50k
£55k	£50-70k
£35k	£30-40k
£55k	£45-60k
£30k	£30-50k
£55k	£45-60k
£75k	£65-80k
£70k	£65-90k

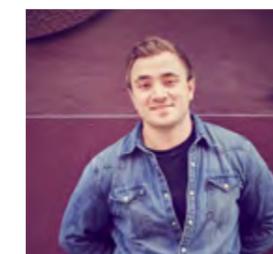
Product Job title

MP Salary Average	Salary Min-Max
£45k	£40-50k
£45k	£40-50k
£70k	£65-75k
£90k	£75-100k
£120k	£110-140k
£150k	£130-180k

FREELANCE

Project Management Integrated / Print Job title

MP Salary Average	Salary Min-Max
£200	£170-220
£250	£220-280
£350	£300-400
£300	£250-350
£275	£250-300
£325	£275-375
£250	£200-300
£375	£350-450
£300	£250-350
£350	£350+



PERMANENT

Contact:
ED DAVIDSON
Product

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Product Job title

MP Salary Average	Salary Min-Max
£175	£150-200
£175	£150-200
£275	£250-350
£450	£350-500
£600+	£500-700
N/A	N/A

SOCIAL, CONTENT & INFLUENCER

The pandemic has seen our daily routines dramatically shift, resulting in an increase of channels used for communications. This new normal has not only altered how and when we use technology, but the kind of content we gravitate toward, with social media usage increasing by 72% during the pandemic. As a result brands are investing heavily into paid social and personalised ads.

Covid-19 saw influencers having to search for alternate revenue streams as a result of travelling bans and social distancing. Brands and influencers quickly shifted to 'at home' photo shoots, pivoting to more relevant content related to the home, such as comfortable fashion, home improvement, cooking and self-care. Influencers were also able to utilise a much more captive audience across video and story which can greatly accelerated large video sharing platforms such as TikTok.

SURVEY SNAPSHOT

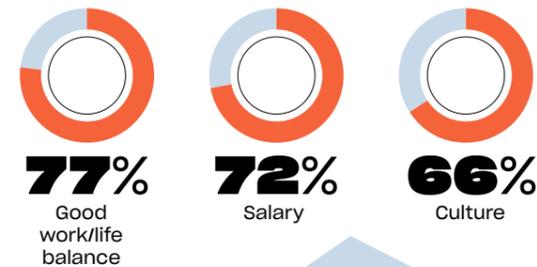
- The largest female representation in any of the creative industries at **81%** vs **19%** male
- The majority of respondents were aged between **25-34 (81%)**
- BAME representation is currently **21%**
- Most people work in permanent roles (**81%**)
- Half of the respondents work agency side (**51%**), versus **41%** brand-side and **8%** in start-ups
- Despite **73%** recording they are satisfied in their current role, almost **half** of respondents stated their desire to leave their current role within the next 6 months

FOR THOSE LOOKING TO LEAVE, KEY REASONS INCLUDE:

Salary	62%
Limited career progression	46%
Culture	41%

FACTORS & BENEFITS

The top 3 factors candidates consider very important for their next role are:



The top 3 benefits they consider as important are:



42%

stated they have less confidence in the job market



PERMANENT

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FREELANCE

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Kennedy Rees
Social, Content & Influencer

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PERMANENT

Job title	MP Salary Average	Salary Min-Max
Editor	£28k	£25-35k
Content Manager	£35k	£25-40k
Content Strategist	£40k	£30-50k
Social Media Executive	£25k	£23-27k
Social Media Manager	£42k	£30-45k
Social Media Strategist	£50k	£40-60k
Head of Social	£65k	£55-75k
Influencer Manager	£35k	£30-40k
Influencer Director	£55k	£50-65k

FREELANCE

Job title	MP Salary Average	Salary Min-Max
Editor	£250	£200-300
Content Manager	£250	£250-350
Content Strategist	£350	£300-450
Social Media Executive	£200	£180-250
Social Media Manager	£275	£200-300
Social Media Strategist	£350	£300-450
Head of Social	£350	£300-450
Influencer Manager	£300	£250-350
Influencer Director	£350	£350-450

UX & UI

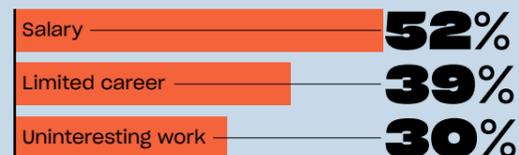
One of the biggest growth areas experienced during the pandemic has been in UX/UI; whether this is creating engaging visual languages for ecommerce sites or brands investing in talented product designers to ensure their customers have meaningful and personalised digital experiences.

Animated illustrations, VR and 3D graphics in web and mobile continue to be high on the agenda, adding to the ever developing designer toolkit. Candidates with experience in Figma, Sketch, Principle and After Effect (Adobe Suite) are highly desirable.

SURVEY SNAPSHOT

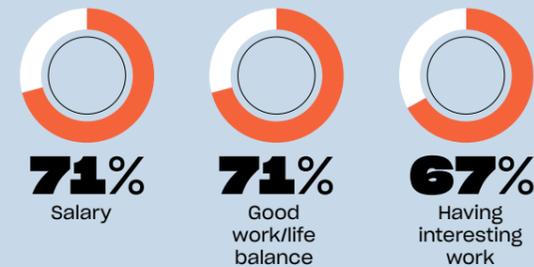
- A slightly more male dominated sector with **57%** vs **42%** female and **1%** non-binary
- BAME representation makes up **28%**, which the highest of any sector in the Creative Industries
- A quarter work for start-up's which is the most of any Creative Industry, with **40%** agency-side and **34%** brand-side
- Two-thirds have reported working longer hours than previously at **63%**
- **42%** have moved companies in the last year, either at the same level or higher
- **17%** reported a drop in their salary in the last 12 months
- **87%** are currently satisfied in their role

FOR THOSE LOOKING TO LEAVE, KEY REASONS INCLUDE:

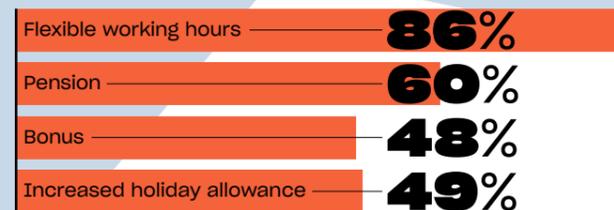


FACTORS & BENEFITS

The top 3 factors candidates consider as very important for their next role are:



The top 3 benefits they consider as important are:



44%

have less confidence in the job market



PERMANENT

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FREELANCE

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PERMANENT

Job title	MP Salary Average	Salary Min-Max
Junior Digital Designer	£28k	£25-30k
Mid-Weight Digital Designer	£35k	£28-35k
Senior Digital Designer	£50k	£45-55k
Junior UX Designer	£30k	£25-35k
Mid-Weight UX Designer	£40k	£30-45k
Senior UX Designer	£65k	£50-70k
Junior Motion Designer	£28k	£25-30k
Senior Motion Designer	£50k	£40-60k
Digital Design Director	£75k	£70-80k
UX Director	£130k	£90-150k
Junior Videographer	£28k	£25-30k
Senior Videographer	£45k	£40-50k
Junior UI Designer	£45k	£40-50k
Senior UI Designer	£60k	£55-75k
UX Researcher	£65k	£40-85k
UX Copywriter	£60k	£40-70k
Product Designer	£52k	£45-55k
Video Editor	£50k	£40-60k
Animator	£50k	£40-60k

FREELANCE

Job title	MP Salary Average	Salary Min-Max
Junior Digital Designer	£240	£200-250
Mid-Weight Digital Designer	£270	£250-280
Senior Digital Designer	£300	£300-350
Junior UX Designer	£320	£300-350
Mid-Weight UX Designer	£350	£315-375
Senior UX Designer	£525	£500-550
Junior Motion Designer	£240	£200-260
Senior Motion Designer	£320	£300-350
Digital Design Director	£350	£325-375
UX Director	£500	£500-550
Junior Videographer	£250	£220-250
Senior Videographer	£300	£300-350
Junior UI Designer	£250	£220-250
Senior UI Designer	£350	£300-400
UX Researcher	£425	£400-450
UX Copywriter	£350	£300-400
Product Designer	£450	£425-475
Video Editor	£300	£280-350
Animator	£300	£280-350

SALARY SURVEY 2021

DIGITAL MARKETING CREATIVE & TECH

ABOUT THE SALARY SURVEY

This survey was compiled by Major Players using data collected from **2455 respondents** 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.

DEMOGRAPHICAL DATA CAPTURE

As part of this years survey we collected demographic 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

APPENDIX

1. [Moving beyond remote: Workplace transformation in the wake of Covid-19](#) by Slack (2020)
2. [Report: The Projected Economic Impact of Covid-19 on the UK Creative Industries](#) (Creative Industries Federation, 2020)
3. [The Projected Economic Impact of Covid-19 on the U.K. Creative Industries](#) (Oxford Economic, 2020)
4. [UK economy set to grow at fastest rate in more than 70 years](#) (BBC, 2021)
5. [70% of firms have furloughed staff](#) (Personell Today, 2020)
6. [Candidate Market Survey](#) (Major Players, 2020)
7. [Ecommerce grew by 46% in 2020](#) (Internet Retailing, 2021)
8. [Annual commuting time is up 21 hours compared to a decade ago](#) (TUC, 2019)
9. [Working From Home Means Working Longer Hours for Many](#) (Bloomberg, 2020)
10. [Parents, especially mothers, paying heavy price for lockdown](#) (FIC, 2020)
11. [Employment: Time spent in paid and unpaid work, by sex](#) (OECD, 2021)

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

MAJOR PLAYERS