

# CHEMISTRY

## SALARY SURVEY 2019

Our 2019 salary guide outlines an average salary range for the London market per our experience. Keep in mind there will always be variations and differences depending on the industry, size and type of business.

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### CREATIVE & DESIGN - PERMANENT

Junior Designer	£20k - £25k
Midweight Designer	£25k - £30k
Senior Designer	£35K - £50K
Junior Creative Team (AD/CW/Team)	£20K - £30K
Midweight Creative Team (AD/CW/Team)	£30K - £45K
Senior Creative Team (AD/CW/Team)	£45K - £80K
Design Director / Head of Design	£55K - £75K
Associate Creative Director	£60K - £85K
Creative Director/ Head of Creative	£85K - £110K
Executive Creative Director	£90K - £150

### CREATIVE & DESIGN - FREELANCE (DAY RATE)

Junior Designer	£120 - £180
Midweight Designer	£200 - £300
Senior Designer	£250 - £400
Junior Creative Team (AD/CW/Team)	£150 - £200
Midweight Creative Team (AD/CW/Team)	£250 - £300
Senior Creative Team (AD/CW/Team)	£300 - £450
Design Director / Head of Design	£300 - £400
Associate Creative Director	£350 - £450
Creative Director/ Head of Creative	£400 - £550
Executive Creative Director	£550 - £750

### GOOD TO KNOW...

It's the best of jobs, and the worst of jobs! When starting their working lives, many creatives choose to start their own venture or work freelance. - (Adobe Blog, 2018)

## STRATEGY & PLANNING (PERMANENT)

Junior Planner	£20K - £26K
Planner	£25K - £35K
Strategist	£28K- £35K
Midweight Planner	£30K - £50K
Senior Planner	£55K - £75K

## STRATEGY & PLANNING - FREELANCE (DAY RATE)

Planner	£190 - £220
Midweight Planner	£220 - £370
Senior Planner	£300 - £450
Planning Director	£450 - £550
Head of Planning	£550+

## GOOD TO KNOW...

We're all equal! One of the most gender balanced sectors out there, strategy and planning has a female male ratio of almost 50/50. - *(Major Players/ The Drum, 2018)*

## DIGITAL DESIGN (PERMANENT)

Junior Digital Designer	£20K - £28K
Midweight Digital Designer	£28K - £35K
Senior Digital Designer	£40K- £60K
Junior UX Designer	£25K - £35K
Midweight UX Designer	£30K - £45K
Senior UX Designer	£50K - £65K
Junior Motion Designer	£25K - £32K
Senior Motion Designer	£35K - £40K
Digital Design Director	£60K - £85K
UX Director	£80K - £150K

## DIGITAL DESIGN – FREELANCE (DAY RATE)

Junior Digital Designer	£180 - £220
Midweight Digital Designer	£230 - £280
Senior Digital Designer	£300- £400
Junior UX Designer	£230 - £280
Midweight UX Designer	£280 - £350
Senior UX Designer	£275 - £320
Junior Motion Designer	£350 - £500
Senior Motion Designer	£180 - £230
Digital Design Director	£250 - £350
UX Director	£325 - £550

## GOOD TO KNOW...

UX designers are in high demand – 87% of hiring managers consider recruiting more UX designers to be their number-one priority: higher than graphic designers (76%) and product managers (74%), and tied with software engineers for top spot. - *(InVision, Inside Design, 2018)*

## TECH – (PERMANENT)

Junior Front-end Developer	£22K - £28K
Midweight Front-end Developer	£35K - £45K
Senior Front-end Developer	£50K- £75K
iOS Developer	£50K - £60K
Android Developer	£48K - £57K
Full Stack Developer	£55K - £65K
Programme Manager	£60K - £75K
Technology Director	£75K - £85K
Product Manager	£58K - £65K
Test Lead	£45K - £58K
Head of Product	£90K - £110K
Technology Director	£90K - £110K
CTO	£90K - £120K
Head of QA	£75K - £90K
Solutions Architect	£65K - £75K

## TECH – FREELANCE (DAY RATE)

Junior Front-end Developer	£200
Midweight Front-end Developer	£250
Senior Front-end Developer	£350
iOS Developer	£450
Android Developer	£400
Full Stack Developer	£500
Programme Manager	£550
Technology Director	£650
Product Manager	£500
Test Lead	£400
Head of Product	£600
Head of QA	£550
Solutions Architect	£600

## GOOD TO KNOW...

The UK tech gender pay gap is real. Men in the tech industry earn up to 30% more than women even in the most common roles like SQL developer or IT architect. - (Computerworld UK, 2019)

## PROJECT MANAGEMENT – (PERMANENT)

Junior PM/Producer	£22K - £30K
Midweight PM/Producer	£30K - £50K
Senior PM/Producer	£40K- £65K
Resource/Traffic Manager	£30K - £45K
Senior Resource/Traffic Manager	£45K - £60K
Studio Manager	£40K - £50K
Creative Services Manager	£45K - £65K
Head of Project Management/CSD	£60K - £80K
Operations Director	£95K - £125K

## PROJECT MANAGEMENT – FREELANCE (DAY RATE)

Junior PM/Producer	£150 - £200
Midweight PM/Producer	£200 - £250
Senior PM/Producer	£250 - £350
Resource/Traffic Manager	£250 - £300
Senior Resource/Traffic Manager	£300 - £350
Studio Manager	£200 - £280
Creative Services Manager	£280 - £350
Head of Project Management/CSD	£350+

## GOOD TO KNOW...

Over half of the UK project managers are looking to leave their job in the next 6 months and one of the main reasons is due to limited career progression. - (Major Players/ The Drum, 2018)

## SOCIAL & CONTENT – (PERMANENT)

Proofreader	£25K - £35K
Sub-Editor	£28K - £35K
Editor	£30K - £35K
Junior Copywriter	£20K - £25K
Mid-Level Copywriter	£25K - £40K
Senior Copywriter	£40K - £55K
Head of Copy	£70K - £90K
Content Manager	£25K - £45K
Content Strategist	£30K - £60K
Community Manager	£25K - £35K
Social Media Manager	£25K - £45K
Social Media Strategist	£50K - £75K
Head of Social	£60K - £100K

## SOCIAL & CONTENT – FREELANCE (DAY RATE)

Proofreader	£150 - £220
Sub-Editor	£150 - £200
Editor	£200 - £280
Junior Copywriter	£150 - £200
Mid-Level Copywriter	£200 - £300
Senior Copywriter	£300 - £400
Head of Copy	£250 - £400
Content Manager	£200 - £300
Content Strategist	£300 - £400
Community Manager	£150 - £250
Social Media Manager	£150 - £300
Social Media Strategist	£300 - £450

## GOOD TO KNOW...

The future in Social and Content is young and female. With ages ranging between 25 and 30 years, and a female-male ratio of 60/40, the sector is undoubtedly the most energetic and creative one. - (Major Players/ The Drum, 2018)