

CHEMISTRY

SALARY SURVEY 2023

Our 2023 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.

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

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+

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

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

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+

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