

## **Salary indicators for Client Services, Creative, Consulting and Creative Services.**

Permanent and Freelance

2017

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<b>SENIOR ROLES - PERMANENT</b> (Senior management-level)			
	<b>Low</b>	<b>Average</b>	<b>Higher</b>
Managing Director	£80K	£90-120K	£160K+
Client Services Director	£70K	£75-90K	£90-110K
New Business Director	£60K	£80-90K	£100-120K
Senior Consultant	£65K	£80K	£80-120K+
Head of Digital	£75K	£75-90K	£90-120K
Executive Creative Director	£120K	£130K - 140K	£150K+
Creative Director	£70K	£75-90K	£100K+
Production Director	£60K	£60-80K	£80-100K
Head of Copy	£55K	£60-70K	£100K

For more information please contact Karina Beasley ([karina@gabriele.co.uk](mailto:karina@gabriele.co.uk)) or Fiona Watson ([fiona@gabriele.co.uk](mailto:fiona@gabriele.co.uk))

<b>CLIENT SERVICES - PERMANENT</b>			
	<b>Low</b>	<b>Average</b>	<b>Higher</b>
Project Administrator/ Graduate	£18K	£20-22K	£22K
Junior Account Manager/Account Exec	£22K	£24K	£25K
Midweight Account Manager	£25K	£28-30K	£32K
Senior Account Manager	£35K	£38-42K	£42-45K
Account Director	£45-50K	£50-60K	£65K+
New Business Manager	£25-30K	£35-40K	£40-50K
New Business Director	£65K	£80-90K	£90-120K
Others including Marketeers, Planners, Researchers etc	Dependent on the brief		

For more information please contact Karina Beasley (karina@gabriele.co.uk), Michele Jacquesson (michele@gabriele.co.uk), or Nora Soufi (nora@gabriele.co.uk)

<b>CLIENT SERVICES – FREELANCE DAILY RATES</b>			
	<b>Low</b>	<b>Average</b>	<b>Higher</b>
Junior Account Manager/Account Exec	£120	£120-130	£140
Midweight Account Manager	£150	£175	£180
Senior Account Manager	£200	£200-220	£220+
Account Director	£250	£275	£300
Strategic Consultant – Senior (dependent on the brief)	£350	£400-500	£500-750

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<b>STRATEGY + PLANNING - PERMANENT</b>			
	<b>Low</b>	<b>Average</b>	<b>Higher</b>
Graduate Researcher	£18-20K	£20-22K	£23-25K
Junior Strategist	£24K	£28K	£30-32K
Midweight Strategist	£30-32K	£35-40K	£45-50K
Senior Strategist	£55K	£60K	£60K+
Strategy Director	£80K	£80-100K	£100-120K+
Head of Strategy	£100K	£125K	£150K

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<b>STRATEGY + PLANNING – FREELANCE DAILY RATES</b>			
	<b>Low</b>	<b>Average</b>	<b>Higher</b>
Graduate Researcher	£120	£130	£150
Junior Strategist	£140	£160	£200
Midweight Strategist	£170	£180-200	£220-250
Senior Strategist	£275	£300-335	£350-500
Strategy Director	£450	£450-550	£550-800
Others including Marketeers, Planners, Researchers etc	Dependent on the brief		

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<b>GRAPHIC DESIGNERS - PERMANENT</b>			
	<b>Low</b>	<b>Average</b>	<b>Higher</b>
Graduate	£18K	£19-20K	£21K
Junior (1yr)	£20K	£22-23K	£24K
Midweight (3-4 yrs)	£24K	£26-29K	£30K+
Mid/Senior (4-5 yrs)	£28K	£30-33K	£34K
Senior	£35K	£36-45K	£46-50K
Design Director/Group Head/Team Leader	£47K	£50-65K	£66K+
Creative Director	£75K	£80-100K	£110K+

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<b>GRAPHIC DESIGNERS – FREELANCE DAILY RATES</b>			
	<b>Low</b>	<b>Average</b>	<b>Higher</b>
Junior	£100	£120-150	£160-180
Midweight	£200	£225-240	£240+
Senior	£250	£260-285	£285-300
Design Director/Creative Director	£290	£300-330	£350+

For more information please contact Fiona Watson (fiona@gabriele.co.uk).



<b>ARTWORKERS - PERMANENT</b>			
	<b>Low</b>	<b>Average</b>	<b>Higher</b>
Junior	£18K	£19-22K	£24K+
Midweight	£24K	£25-28K	£30K
Senior	£32K	£35-42K	£45K+
Head of Artwork	£38K	£40-50K	£55K+

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<b>ARTWORKERS - FREELANCE HOURLY RATES</b>			
	<b>Low</b>	<b>Average</b>	<b>Higher</b>
Midweight	£20	£22	£25
Senior	£25	£30	£35

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<b>CREATIVE SERVICES - PERMANENT</b>		
	<b>Low</b>	<b>Higher</b>
Studio/Production Assistant	£20K	£25K
Traffic/Studio Manager	£30K	£45K
Senior Traffic/Studio Manager	£40K	£60K
Producer	£35K	£45K
Senior Producer	£50K	£55K+
Executive Producer/Project Director	£60K	£80K
Production Manager	£40K	£50K
Production/Creative Services Director	£60K	£100K

For more information please contact Jules Wheatley ([jules@gabriele.co.uk](mailto:jules@gabriele.co.uk)).

<b>CREATIVE SERVICES – FREELANCE DAY RATES</b>		
	<b>Low</b>	<b>Higher</b>
Studio/Production Assistant	£100	£150
Traffic/Studio Manager	£200	£275
Senior Traffic/Studio Manager	£250	£300
Producer	£200	£300
Senior Producer	£275	£400
Executive Producer/Project Director	£350	£400
Production Manager	£200	£250
Production/Creative Services Director	£275	£350

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<b>DIGITAL DESIGNERS - PERMANENT</b>			
	<b>Low</b>	<b>Average</b>	<b>High</b>
Graduate	£20K	£20-23K	£24K+
Junior (1-2yrS)	£25K	£27K	£30K
Midweight (3-4 yrs)	£30K	£35-38K	£40K+
Senior (4-5 yrs)	£45K	£50-55K	£65K+
Art Director/Creative Lead	£55K	60-70K	£75-85K
Creative Director	£85K	£95-130K	£130K+

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<b>DIGITAL DESIGNERS – FREELANCE DAILY RATES</b>			
	<b>Low</b>	<b>Average</b>	<b>Higher</b>
Junior (1-2yrs)	£160	£175	£180-200
Midweight (3-4 yrs)	£240	£260-275	£280+
Senior (5+ yrs)	£290	£325-350	£360+
Art Director/Creative Lead	£300	£350-375	£400
Creative Director	£350	£375-450	£500+

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<b>DIGITAL ACCOUNT/PROJECT MANAGERS - PERMANENT</b>			
	<b>Low</b>	<b>Average</b>	<b>Higher</b>
Junior Project Manager/ Account Exec	£20K	£22-25K	£26K
Midweight Project Manager	£30K	£35-40K	45K
Senior Project Manager	£45K	£50K	£55K+
Account Manager	£30-35K	£35-40K	£45K
Account Director	£45-50K	£50-55K	£60-70K+
Others including Marketeers, Planners, Researchers etc	Dependent on the brief		

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<b>DIGITAL ACCOUNT/PROJECT MANAGERS – FREELANCE DAILY RATES</b>			
	<b>Low</b>	<b>Average</b>	<b>Higher</b>
Project Administrator	£90	£100	£120
Junior Project Manager	£150	£175	£200
Midweight Project Manager	£225	£250	£250+
Senior Project Manager	£250	£300-350	£350+
Account Director	£250	£300-350	£350+
Strategic Consultant	£400	£500	£750
Others including Marketeers, Planners, Researchers etc	Dependent on the brief		

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<b>DIGITAL STRATEGY - PERMANENT</b>			
	<b>Low</b>	<b>Average</b>	<b>Higher</b>
Junior Strategist	£22-25K	£25-28K	£28-30K
Midweight Strategist	£30-33K	£33-35K	£35K+
Senior Strategist	£38-45K	£45-55K	£55-65K
Strategy Director	£65K+	£70-75K	£75-120K
Head of Strategy	£75K	£85K	£90K+

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<b>DIGITAL STRATEGY - FREELANCE DAILY RATES</b>			
	<b>Low</b>	<b>Average</b>	<b>Higher</b>
Junior Strategist	£140-150	£150-175	£175+
Midweight Strategist	£180-200	£200-220	£220+
Senior Strategist	£220	£220-275	£275
Strategy Director	£400	£400-450	£450-500
Head of Strategy	£500	£500-600	£600-800

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