



## Salary Indicators 2023

Our annual Salary Indicator Guide gives you a window into the actual salaries paid primarily in London and across the wider UK's creative design and brand industry.

Inside this guide, you'll find the good, better, best salaries for both freelance and perm roles within creative & design, client services, and marketing & strategy.

Use it to benchmark your expectations against the industry average, whether you are a candidate looking for a new role or a client looking to grow your team.

Many economists and studies agree that salary transparency is critical to closing racial and gender pay gaps. According to new research, 84% of job seekers were more likely to apply to a position if it listed a salary range<sup>1</sup>.

*"For the creative industry, salary transparency is vital, and can aid innovation by allowing a more diverse pool of talent to remain in the jobs market - feeling valued and inspired."*

**BEQOM, June 21, 2022**

While salary is an important aspect of any role, we have noticed that lifestyle and wellbeing benefits such as hybrid working, holidays, healthcare and personal development are becoming increasingly important factors that influence our candidate's decision on where they want to work – it's not just about the salary anymore, its about the whole package being offered.

For more information, please contact any of our consultants, we would be happy to assist and answer any questions you may have.

[hello@gabriele.co.uk](mailto:hello@gabriele.co.uk)

[www.gabriele.co.uk](http://www.gabriele.co.uk)



## Salary Indicators 2023



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## Graphic Designers

### Permanent Roles

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

	LOW	AVERAGE	HIGHER
 GRADUATE DESIGNER	£21 K	£23+ K	£25 K
 JUNIOR DESIGNER	£25 K	£25-28 K	£30 K
 MIDWEIGHT DESIGNER	£30 K	£32-£35 K	£38 K
 SENIOR DESIGNER	£40 K	£45+ K	£55 K
 DESIGN DIRECTOR/GROUP HEAD/TEAM LEADER	£60 K	£62-70 K	£70 K+
 CREATIVE DIRECTOR	£85 K	£90-100 K	£110 K+
 EXECUTIVE CREATIVE DIRECTOR	£120 K	£130-145 K	£160 K+



## Graphic Designers

### Freelance Roles – daily rates

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





	LOW	AVERAGE	HIGHER
 JUNIOR DESIGNER	£150	£150-180	£200
 MIDWEIGHT DESIGNER	£220	£250-275	£275-300
 SENIOR DESIGNER	£280	£300-350	£350+
 DESIGN DIRECTOR/GROUP HEAD/TEAM LEADER	£350	£400-420	£450
 CREATIVE DIRECTOR	£400	£450-500	£500+



## Digital Designers

### Permanent Roles

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

	LOW	AVERAGE	HIGHER
 GRADUATE	£25 K	£28 K	£30 K+
 JUNIOR	£28 K	£30 K	£32 K+
 MIDWEIGHT	£35 K	£38-40 K	£40 K+
 SENIOR	£45 K	£45-55 K	£60 K+
 ART DIRECTOR/CREATIVE LEAD/ DESIGN DIRECTOR	£65 K	£70-75 K	£80 K+
 CREATIVE DIRECTOR	£85 K	£95-130 K	£130 K+



## Digital Designers

### Freelance Roles – daily rates

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




	LOW	AVERAGE	HIGHER
 JUNIOR	£180	£240	£250+
 MIDWEIGHT	£240	£280-350	£350+
 SENIOR	£300	£350-380	£400+
 ART DIRECTOR/CREATIVE LEAD	£350	£350-400	£500
 CREATIVE DIRECTOR	£450	£450-600	£650+



## Motion Designers

### Freelance Roles – daily rates

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

	LOW	AVERAGE	HIGHER
 JUNIOR MOTION/ANIMATION DESIGNER	£230	£250	£250+
 MIDWEIGHT MOTION/ANIMATION DESIGNER	£300	£350	£400+
 SENIOR MOTION/ANIMATION DESIGNER	£350	£400-450	£500+



## Artworkers

### Permanent Roles

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

	LOW	AVERAGE	HIGHER
 JUNIOR	£23 K	£25 K	£27 K+
 MIDWEIGHT	£30 K	£33-35 K	£38+ K
 SENIOR	£35 K	£40-45 K	£45 K+
 HEAD OF ARTWORK	£50 K	£55 K	£55-65 K





## Artworkers

### Freelance Roles – daily rates

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	LOW	AVERAGE	HIGHER
 JUNIOR	£175	£180-200	£200+
 MIDWEIGHT	£180	£200-250	£275+
 SENIOR	£230	£250-300	£300+
 HEAD OF ARTWORK	£280	£300-380	£400+



## Creative Services

### Permanent Roles

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









	LOW	AVERAGE	HIGHER
 STUDIO/PRODUCTION ASSISTANT	£22 K	£25 K	£28 K
 TRAFFIC/STUDIO MANAGER	£35 K	£37-40 K	£45 K
 SENIOR TRAFFIC/STUDIO MANAGER	£42 K	£45-50 K	£60 K
 PRODUCER	£35 K	£40-45 K	£47 K
 SENIOR PRODUCER	£48 K	£55 K	£60 K
 EXECUTIVE PRODUCER/PROJECT DIRECTOR	£60 K	£70-75 K	£80 K
 PRODUCTION MANAGER	£40 K	£45-50 K	£55 K
 PRODUCTION/CREATIVE SERVICES DIRECTOR	£65 K	£70-80 K	£100 K



## Creative Services

### Freelance Roles – daily rates

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








	LOW	AVERAGE	HIGHER
 STUDIO/PRODUCTION ASSISTANT	£150	£180	£200
 TRAFFIC/STUDIO MANAGER	£250	£280	£300+
 SENIOR TRAFFIC/STUDIO MANAGER	£300	£350	£400+
 PRODUCER	£220	£250-300	£350+
 SENIOR PRODUCER	£320	£350	£400
 EXECUTIVE PRODUCER/PROJECT DIRECTOR	£350	£375	£400+
 PRODUCTION MANAGER	£250	£300	£350
 PRODUCTION/CREATIVE SERVICES DIRECTOR	£350	£375	£400+



## Client Services

### Permanent Roles

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






	LOW	AVERAGE	HIGHER
 PROJECT ADMINISTRATOR/ GRADUATE	£22 K	£25 K	£25 K+
 JUNIOR ACCOUNT MANAGER/ACCOUNT EXEC	£25 K	£27-30K	£30 K
 MIDWEIGHT ACCOUNT MANAGER	£32 K	£35 K	£38 K+
 SENIOR ACCOUNT MANAGER	£40 K	£45 K	£48-50 K+
 ACCOUNT DIRECTOR	£50 K	£55-60 K	£65 K+
 CLIENT SERVICES DIRECTOR	£75 K	£80 K	£80-110 K
 MANAGING DIRECTOR	£90 K	£100-120 K	£120 K+



## Client Services

### Freelance Roles – daily rates

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

	LOW	AVERAGE	HIGHER
 PROJECT ADMINISTRATOR/ GRADUATE	£150	£175	£190
 JUNIOR ACCOUNT MANAGER/ACCOUNT EXEC	£180	£200	£200+
 MIDWEIGHT ACCOUNT MANAGER	£200	£200-£220	£250+
 SENIOR ACCOUNT MANAGER	£250	£275-300	£325K
 ACCOUNT DIRECTOR	£300	£300-£350	£375+K



## Digital account /project managers

### Permanent Roles

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

	LOW	AVERAGE	HIGHER
 JUNIOR PROJECT MANAGER/ ACCOUNT EXEC	£25 K	£28-30 K	£32 K
 MIDWEIGHT PROJECT MANAGER	£32 K	£35-45 K	£50 K
 SENIOR PROJECT MANAGER	£45 K	£50-55 K	£60+ K
 ACCOUNT MANAGER	£35K	£40 K	£45 K
 ACCOUNT DIRECTOR	£60 K	£65 K	£70+ K



## Digital account /project managers

### Freelance Roles – daily rates

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	LOW	AVERAGE	HIGHER
 PROJECT ADMINISTRATOR	£180	£200	£200+
 JUNIOR PROJECT MANAGER	£180	£200-250	£250+
 MIDWEIGHT PROJECT MANAGER	£250	£300	£350+
 SENIOR PROJECT MANAGER	£320	£350	£400+
 ACCOUNT DIRECTOR	£375	£400-450	£500+



Admin

Permanent roles

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

	LOW	AVERAGE	HIGHER
 PA	£30 K	£35 K	£35-40 K
 FRONT OF HOUSE	£25K	£28 K	£30 K
 ADMINISTRATOR	£23 K	£25 K	£28 K
 OFFICE MANAGER	£30 K	£35 K	£38 K+
 OPERATIONS MANAGER	£35 K	£45 K	£48-60 K





## Admin

### Freelance Roles – daily rates

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







	LOW	AVERAGE	HIGHER
 PA	£175	£200	£250
 FRONT OF HOUSE	£150	£180	£200
 ADMINISTRATOR	£150	£175	£180
 OFFICE MANAGER	£180	£200	£220
 OPERATIONS MANAGER	£250	£250-300	£320



## Strategy + Planning

### Permanent Roles

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







	LOW	AVERAGE	HIGHER
 GRADUATE RESEARCHER	£22 K	£25 K	£26 K+
 JUNIOR STRATEGIST	£25 K	£25-28 K	£30 K+
 MIDWEIGHT STRATEGIST	£30 K	£35 K	£40 K
 SENIOR STRATEGIST	£50 K	£55-65 K	£65 K+
 STRATEGY DIRECTOR	£75 K	£80-85 K	£90 K
 HEAD OF STRATEGY	£100 K	£120 K	£130 K



## Strategy + Planning

### Freelance Roles – daily rates

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

	LOW	AVERAGE	HIGHER
 GRADUATE RESEARCHER	£150	£175	£180
 JUNIOR STRATEGIST	£180	£200	£220
 MIDWEIGHT STRATEGIST	£250	£275	£300+
 SENIOR STRATEGIST	£350	£350-£400	£400+
 STRATEGY DIRECTOR	£500	£550	£600+
 HEAD OF STRATEGY	£550	£600-£700	£800+



## Digital Strategy

### Permanent Roles

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







	LOW	AVERAGE	HIGHER
 JUNIOR STRATEGIST	£25 K	£28-35 K	£35 K+
 MIDWEIGHT STRATEGIST	£35 K	£40-45 K	£50 K
 SENIOR STRATEGIST	£50 K	£55-65 K	£65 K+
 STRATEGY DIRECTOR	£80 K	£80-100 K	£100-120 K
 HEAD OF STRATEGY	£100 K	£130 K	£150 K



## Digital Strategy

### Freelance Roles – daily rates

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	LOW	AVERAGE	HIGHER
 GRADUATE RESEARCHER	£180	£200	£200+
 JUNIOR STRATEGIST	£180	£200	£230
 MIDWEIGHT STRATEGIST	£275	£300	£300+
 SENIOR STRATEGIST	£350	£375	£400
 STRATEGY DIRECTOR	£500	£550	£600+
 HEAD OF STRATEGY	£550	£700	£800+



## New Business

### Permanent Roles

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

	LOW	AVERAGE	HIGHER
 NEW BUSINESS ASSISTANT/EXECUTIVE	£22 K	£28 K	£30 K
 NEW BUSINESS MANAGER	£30 K	£35-40 K	£45 K+
 NEW BUSINESS DIRECTOR	£60 K	£75 K	£80-100 K+



## New Business

### Freelance Roles – daily rates

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	LOW	AVERAGE	HIGHER
 NEW BUSINESS ASSISTANT/EXECUTIVE	£180	£200	£220+
 NEW BUSINESS MANAGER	£250	£280	£300+
 NEW BUSINESS DIRECTOR	£350	£400	£500-600






## Marketing




### Permanent Roles

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

#### Permanent

	LOW	AVERAGE	HIGHER
 MARKETING ASSISTANT/EXECUTIVE	£22 K	£25-30 K	£30 K+
 MARKETING MANAGER	£35K	£40-50 K	£50 K+
 MARKETING DIRECTOR	£80 K	£90-100 K	£100 K+

#### Freelance Roles – daily rates

 MARKETING ASSISTANT/EXECUTIVE	£180	£200	£220
 MARKETING MANAGER	£250	£275	£300+
 MARKETING DIRECTOR	£350	£400	£500+








## Brand Management

### Permanent Roles

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#### Permanent

	LOW	AVERAGE	HIGHER
 BRAND EXECUTIVE	£25 K	£28-35 K	£35 K
 BRAND MANAGER	£40 K	£45-50 K	£50-60 K
 BRAND DIRECTOR	£65 K	£70-80 K	£90 K+

#### Freelance Roles – daily rates

 BRAND EXECUTIVE	£180	£200	£230
 BRAND MANAGER	£250	£300	£320+
 BRAND DIRECTOR	£400	£450	£500+