



Salary Indicators 2026

Our annual Salary Indicator Guide offers a realistic snapshot of the salaries currently being paid within London and the wider UK creative, design and brand industry.

Inside this guide, you'll find benchmark figures across a wide range of disciplines — including creative & design, studio and creative services, client services, strategy & planning, marketing, new business and operations — with good, better and best permanent salary and freelance rate indicators for each role level.

This guide is designed to help both clients and candidates benchmark expectations against the market. Whether you are a candidate preparing for your next move, or a client planning to grow, structure or future-proof your team, these figures offer a helpful starting point for informed conversations.

It is important to note that all figures are indicative and based on current industry trends, live roles, market insight and our day-to-day recruitment experience. Salaries and day rates may vary depending on factors such as company size, sector, location, individual experience, portfolio strength, leadership responsibility and negotiation.

While salary remains an important element of any offer, we are increasingly seeing lifestyle and wellbeing benefits play a critical role in decision-making. Flexible and hybrid working models, additional holiday, healthcare benefits, personal development, wellbeing initiatives and overall company culture are now key considerations for many candidates. Compensation is no longer just about salary alone — it is about the complete package and the environment in which people can thrive.

For further insight, bespoke benchmarking or support with hiring or career planning, please contact any of our consultants. We would be happy to assist and answer any questions you may have.

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Salary Indicators 2026



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Graphic Designers

Permanent Roles

For more information please contact creatives@gabriele.co.uk

	LOW	AVERAGE	HIGHER
 GRADUATE DESIGNER	£22-£24 K	£25-£28 K	£29 K+
 JUNIOR DESIGNER	£24-£26 K	£27-£30 K	£31 K+
 MIDWEIGHT DESIGNER	£30-£33 K	£34-£37 K	£38 K+
 SENIOR DESIGNER	£40-£44 K	£45-£52 K	£55 K+
 DESIGN DIRECTOR/GROUP HEAD/TEAM LEADER	£64-£70 K	£75-£85 K	£88 K+
 CREATIVE DIRECTOR	£85-£95 K	£100-£110 K	£120 K+
 EXECUTIVE CREATIVE DIRECTOR	£110-£130 K	£140-£160 K	£180 K+



Graphic Designers

Freelance Roles – daily rates

For more information please contact creatives@gabriele.co.uk







	LOW	AVERAGE	HIGHER
 JUNIOR DESIGNER	£150-£200	£200-£250	£250+
 MIDWEIGHT DESIGNER	£220-£250	£250-£325	£350+
 SENIOR DESIGNER	£300-£350	£350-£450	£450+
 DESIGN DIRECTOR/GROUP HEAD/TEAM LEADER	£350-£450	£450-£550	£550+
 CREATIVE DIRECTOR	£450-£550	£550-£650	£650+



Digital Designers

Permanent Roles

For more information please contact creatives@gabriele.co.uk

	LOW	AVERAGE	HIGHER
 GRADUATE	£22-£25 K	£25-£28 K	£30 K+
 JUNIOR	£25-£28 K	£28-£32 K	£32 K+
 MIDWEIGHT	£32-£38 K	£38-£45 K	£48 K+
 SENIOR	£45-£50 K	£50-£60 K	£65 K+
 ART DIRECTOR/CREATIVE LEAD/ DESIGN DIRECTOR	£60-£70 K	£70-£90 K	£92 K+
 CREATIVE DIRECTOR	£85-£100 K	£100-£130 K	£135 K+



Digital Designers

Freelance Roles – daily rates

For more information please contact creatives@gabriele.co.uk




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



Motion Designers

Freelance Roles – daily rates

For more information please contact creatives@gabriele.co.uk

	LOW	AVERAGE	HIGHER
 JUNIOR MOTION/ANIMATION DESIGNER	£200-£260	£260-£320	£320+
 MIDWEIGHT MOTION/ANIMATION DESIGNER	£280-£330	£350-£400	£400+
 SENIOR MOTION/ANIMATION DESIGNER	£350	£400-£500	£500+



Artworkers

Permanent Roles

For more information please contact creatives@gabriele.co.uk

	LOW	AVERAGE	HIGHER
 JUNIOR	£22-£25 K	£25-£28 K	£28 K+
 MIDWEIGHT	£28-£32 K	£33-£36 K	£38+ K
 SENIOR	£38-£42 K	£45-£48 K	£48 K+
 HEAD OF ARTWORK	£50-£55 K	£55-£65 K	£65 K+



Artworkers

Freelance Roles – daily rates

For more information please contact creatives@gabriele.co.uk




	LOW	AVERAGE	HIGHER
 JUNIOR	£175-£200	£200-£240	£240+
 MIDWEIGHT	£200-£240	£240-£300	£300+
 SENIOR	£250-£290	£290-£340	£340+
 HEAD OF ARTWORK	£280-£320	£320-£380	£400+



Creative Services

Permanent Roles

For more information please contact creativeservices@gabriele.co.uk

	LOW	AVERAGE	HIGHER
 STUDIO/PRODUCTION ASSISTANT	£22-£25 K	£25-£28 K	£28 K+
 TRAFFIC/STUDIO MANAGER	£35-£38 K	£38-£45 K	£45 K+
 SENIOR TRAFFIC/STUDIO MANAGER	£42-£45 K	£45-£55 K	£55 K+
 PRODUCER	£35-£38 K	£40-£45 K	£46 K+
 SENIOR PRODUCER	£48-£52 K	£55-£60 K	£60 K+
 EXECUTIVE PRODUCER/PROJECT DIRECTOR	£60-£65 K	£70-£75 K	£80 K+
 PRODUCTION MANAGER	£50 K	£60-£65 K	£70 K+
 PRODUCTION/CREATIVE SERVICES DIRECTOR	£65-£70 K	£70-£85 K	£90 K+



Creative Services

Freelance Roles – daily rates

For more information please contact creativeservices@gabriele.co.uk






		LOW	AVERAGE	HIGHER
	STUDIO/PRODUCTION ASSISTANT	£150-£200	£180-£220	£220+
	TRAFFIC/STUDIO MANAGER	£250	£280-£310	£320+
	SENIOR TRAFFIC/STUDIO MANAGER	£300	£350-£400	£400+
	PRODUCER	£220-£260	£250-£300	£350+
	SENIOR PRODUCER	£320	£350-£400	£425+
	EXECUTIVE PRODUCER/PROJECT DIRECTOR	£350-£380	£375-£425	£450+
	PRODUCTION MANAGER	£250-£300	£300-£350	£380+
	PRODUCTION/CREATIVE SERVICES DIRECTOR	£350	£375-£450	£480+



Client Services

Permanent Roles

For more information please contact clientservices@gabriele.co.uk

	LOW	AVERAGE	HIGHER
 PROJECT ADMINISTRATOR/ GRADUATE	£24 K	£28-£30 K	£32 K+
 JUNIOR ACCOUNT MANAGER/ACCOUNT EXEC	£30 K	£32-£36 K	£36 K+
 MIDWEIGHT ACCOUNT MANAGER	£36 K	£38-£40 K	£45 K+
 SENIOR ACCOUNT MANAGER	£45-£50 K	£50-£60 K	£65 K+
 ACCOUNT DIRECTOR	£50-£60 K	£60-£70 K	£75 K+
 CLIENT SERVICES DIRECTOR	£75-£90 K	£90-£110 K	£120 K+
 MANAGING DIRECTOR	£100-£140 K	£150-£200 K	£220 K+



Client Services

Freelance Roles – daily rates

For more information please contact clientservices@gabriele.co.uk

	LOW	AVERAGE	HIGHER
 PROJECT ADMINISTRATOR/ GRADUATE	£120	£150-£180	£200+
 JUNIOR ACCOUNT MANAGER/ACCOUNT EXEC	£180	£200-£220	£220+
 MIDWEIGHT ACCOUNT MANAGER	£200	£220-£240	£280+
 SENIOR ACCOUNT MANAGER	£250	£275-£325	£350+
 ACCOUNT DIRECTOR	£350	£380-£400	£400-£500



Digital account /project managers

Permanent Roles

For more information please contact clientservices@gabriele.co.uk


	LOW	AVERAGE	HIGHER
 JUNIOR PROJECT MANAGER/ ACCOUNT EXEC	£28 K	£30-£35 K	£36 K+
 MIDWEIGHT PROJECT MANAGER	£35 K	£40-£48 K	£50 K+
 SENIOR PROJECT MANAGER	£50 K	£55-£60 K	£65 K+
 ACCOUNT MANAGER	£35 K	£40-£45 K	£50 K+
 ACCOUNT DIRECTOR	£60 K	£65-£70 K	£75 K+



Digital account /project managers

Freelance Roles – daily rates

For more information please contact clientservices@gabriele.co.uk





	LOW	AVERAGE	HIGHER
 PROJECT ADMINISTRATOR	£180	£180 -£200	£200+
 JUNIOR PROJECT MANAGER	£180-200	£200-£250	£280+
 MIDWEIGHT PROJECT MANAGER	£280	£300	£350+
 SENIOR PROJECT MANAGER	£380	£400-£450	£500+
 ACCOUNT DIRECTOR	£450	£500-£550	£600+



Admin

Permanent roles

For more information please contact hello@gabriele.co.uk






	LOW	AVERAGE	HIGHER
 PA	£30 K	£35 K	£40 K+
 FRONT OF HOUSE	£25K	£28 K	£30 K+
 ADMINISTRATOR	£23 K	£25-£30 K	£35 K+
 OFFICE MANAGER	£30 K	£35-£45 K	£45 K+
 OPERATIONS MANAGER	£40 K	£45-£55 K	£60 K+



Admin

Freelance Roles – daily rates

For more information please contact hello@gabriele.co.uk





	LOW	AVERAGE	HIGHER
 PA	£120-£175	£200	£250
 FRONT OF HOUSE	£150	£180	£200
 ADMINISTRATOR	£150	£180	£200
 OFFICE MANAGER	£200	£250	£300
 OPERATIONS MANAGER	£300	£350-£450	£500



Strategy + Planning

Permanent Roles

For more information please contact clientservices@gabriele.co.uk







	LOW	AVERAGE	HIGHER
 GRADUATE RESEARCHER	£24-£28 K	£28-£32 K	£35 K+
 JUNIOR STRATEGIST	£28-£30 K	£32-£35 K	£38 K+
 MIDWEIGHT STRATEGIST	£38-£40 K	£45-£48 K	£50 K+
 SENIOR STRATEGIST	£55 K	£60-£65 K	£70 K+
 STRATEGY DIRECTOR	£80 K	£90-£100 K	£110 K+
 HEAD OF STRATEGY	£110 K	£130-£150 K	£160 K+



Strategy + Planning

Freelance Roles – daily rates

For more information please contact clientservices@gabriele.co.uk

	LOW	AVERAGE	HIGHER
 GRADUATE RESEARCHER	£180	£200	£220
 JUNIOR STRATEGIST	£200	£250	£300
 MIDWEIGHT STRATEGIST	£300	£350	£400
 SENIOR STRATEGIST	£500	£550	£600+
 STRATEGY DIRECTOR	£600	£650	£700+
 HEAD OF STRATEGY	£750	£780-£800	£800+



Digital Strategy

Permanent Roles

For more information please contact clientservices@gabriele.co.uk







	LOW	AVERAGE	HIGHER
 JUNIOR STRATEGIST	£30 K	£35-£40 K	£42 K+
 MIDWEIGHT STRATEGIST	£40 K	£45-£50 K	£55 K+
 SENIOR STRATEGIST	£55 K	£60-£70 K	£75 K+
 STRATEGY DIRECTOR	£85 K	£95-£110 K	£120 K+
 HEAD OF STRATEGY	£110 K	£130-£160 K	£165 K+



Digital Strategy

Freelance Roles – daily rates

For more information please contact clientservices@gabriele.co.uk




	LOW	AVERAGE	HIGHER
 GRADUATE RESEARCHER	£200	£250	£250+
 JUNIOR STRATEGIST	£300	£350	£400+
 MIDWEIGHT STRATEGIST	£400	£450	£500+
 SENIOR STRATEGIST	£550	£650	£680+
 STRATEGY DIRECTOR	£750	£800	£850+
 HEAD OF STRATEGY	£850	£900	£950+



New Business

Permanent Roles

For more information please contact clientservices@gabriele.co.uk




	LOW	AVERAGE	HIGHER
 NEW BUSINESS ASSISTANT/EXECUTIVE	£27-£35 K	£35-£38 K	£40 K+
 NEW BUSINESS MANAGER	£40-£45 K	£50-£60 K	£65 K+
 NEW BUSINESS DIRECTOR	£75 K	£85-£90 K	£100 K+



New Business

Freelance Roles – daily rates

For more information please contact clientservices@gabriele.co.uk

	LOW	AVERAGE	HIGHER
 NEW BUSINESS ASSISTANT/EXECUTIVE	£200	£260-£300	£320+
 NEW BUSINESS MANAGER	£350	£450-£500	£550+
 NEW BUSINESS DIRECTOR	£550	£650-£800	£850+





Marketing



Permanent Roles

For more information please contact clientservices@gabriele.co.uk

Permanent

	LOW	AVERAGE	HIGHER
 MARKETING ASSISTANT/EXECUTIVE	£26-£30 K	£30-£35 K	£38 K+
 MARKETING MANAGER	£40-£45 K	£50-£55 K	£60 K+
 MARKETING DIRECTOR	£80-£90 K	£100-£120 K	£125 K+

Freelance Roles – daily rates

 MARKETING ASSISTANT/EXECUTIVE	£200	£260	£320+
 MARKETING MANAGER	£300	£400	£500+
 MARKETING DIRECTOR	£550	£650-£800	£850+






Brand Management

Permanent Roles

For more information please contact clientservices@gabriele.co.uk

Permanent

	LOW	AVERAGE	HIGHER
 BRAND EXECUTIVE	£26-£30 K	£30-£35 K	£38 K+
 BRAND MANAGER	£40-£45 K	£48-£60 K	£65 K+
 BRAND DIRECTOR	£75-£85 K	£85-£100 K	£110 K+

Freelance Roles – daily rates

 BRAND EXECUTIVE	£220	£280	£320+
 BRAND MANAGER	£300	£380-£450	£500+
 BRAND DIRECTOR	£550	£650-£850	£900+