

The background is black with several large, colorful circles: a large green one in the top left, a large yellow one in the top right, a large orange one in the center, a large blue one in the bottom left, and a smaller purple one in the bottom right. There is also a small pink circle near the top left.

SALARY SURVEY

createselect >○

2022

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Digital Creative

Title	Perm.	Freelance day rate
Executive Creative Director	£100k - £200k+	£500 - £1,000+
Creative Director	£75k - £150k	£350 - £500+
Associate Creative Director	£65k - £85k	£350 - £500
Design Director	£55k - £85k	£300 - £400
Creative Director Team	£75k - £110k	£500 - £700
Creative Group Head Team	£55k - £70k	£400 - £550
Senior Team	£45k - £65k	£400 - £550
Mid-weight Team	£30k - £45k	£250 - £300
Junior Team	£20k - £25k	£150 - £200
Senior Art Director	£45k - £65k	£300 - £400
Mid-weight Art Director	£25k - £35k	£250 - £300
Junior Art Director	£18k - £25k	£150 - £200
Head of Copy	£50k - £85k	£350 - £400
Senior Copywriter	£45k - £65k	£250 - £350
Mid-weight Copywriter	£30k - £40k	£200 - £300
Junior Copywriter	£18k - £25k	£150 - £200
Senior Designer	£45k - £55k	£250 - £300
Motion Designer	£25k - £45k	£200 - £300
Mid-weight Designer	£30k - £40k	£200 - £250
Junior Designer	£18k - £25k	£100 - £200
Game Artist	£30k - £40k	£180 - £200
UI Designer	£35k - £55k	£250 - £350
Mobile Designer	£45k - £55k	£250 - £300
Video Editor	£30k - £45k	£250 - £350

Technical

Title	Perm.	Freelance day rate
CTO	£100k+	£500+
Head of Development	£80k - £100k	£350 - £500
Technical Director	£55k - £95k	£350 - £500
Head of Creative Technology	£65k - £85k	£300 - £500
Senior Creative Technologist	£45k - £55k	£350 - £450
Mid-weight Creative Technologist	£35k - £45k	£250 - £350
Junior Creative Technologist	£25k - £35k	£150 - £250
Technical Lead	£50k - £75k	£350 - £400
Development Consultant	£45k - £60k	£350 - £450
Technical Project Manager	£40k - £65k	£250 - £450
Mobile Developer	£30k - £55k	£300 - £450
Java Technical Architect	£60k - £95k	£350 - £500+
Senior Java Developer	£55k - £80k	£375 - £500
Fullstack Developer	£30k - £75k	£300 - £500
Java Developer	£45k - £55k	£300 - £400
Senior Front End Developer	£45k - £60k	£350 - £400
Mid-weight Front End Developer	£30k - £40k	£250 - £300
Junior Front End Developer	£20k - £30k	£150 - £250
Senior Back End Developer	£45k - £50k	£300 - £400
Mid-weight Back End Developer	£35k - £45k	£250 - £350
Junior Back End Developer	£20k - £30k	£150 - £250
Lead QA Tester	£50k - £55k	£350 - £400
QA Analyst	£30k - £40k	£250 - £350

Project Management/Production

Title	Perm.	Freelance day rate
Operations Director	£85k+	£450+
Head of Project Management / CSD	£70k - £120k+	£400 - £500
Project Director	£60k - £70k	£300 - £400
Senior Project Manager	£45k - £60k	£300 - £350
Project Manager	£38k - £45k	£200 - £250
Junior Project Manager	£21k - £30k	£150 - £180
Creative Resource Manager	£40k - £45k	£200 - £250
Senior Resource Traffic Manager / Director	£45k - £65k	£250 - £350
Resource / Traffic Manager	£30k - £45k	£200 - £250
Senior Content / Video Producer	£45k - £60k	£275 - £350
Mid-weight Content / Video Producer	£30k - £40k	£200 - £250
Junior Content / Video Producer	£22k - £27k	£150 - £200
Creative Producer	£40k - £45k	£200 - £250
Senior Creative Producer	£45k - £65k	£260 - £350

Digital Project Management/Production

Title	Perm.	Freelance day rate
Operations Director	£80k+	£450+
Head of Project Management / CSD	£70k - £120k+	£400 - £500
Project Director	£60k - £80k	£350 - £400
Senior Project Manager	£50k - £60k	£300 - £400
Project Manager	£35k - £45k	£250 - £300
Junior Project Manager	£23k - £30k	£120 - £180
Senior Resource / Traffic Manager / Director	£45k - £65k	£250 - £350
Resource / Traffic Manager	£24k - £45k	£200 - £250

ATL/Integrated Creative

Title	Perm.	Freelance day rate
Executive Creative Director	£100k - £200k+	£500 - £1,000+
Creative Director	£75k - £150k	£350 - £500+
Associate Creative Director	£65k - £85k	£350 - £500
Head of Art	£60k - £150k	£350 - £500+
Design Director	£55k - £85k	£300 - £400
Creative Director Team	£75k - £110k	£500 - £700
Creative Group Head Team	£55k - £70k	£400 - £550
Senior Team	£60k - £100k	£350 - £550
Mid-weight Team	£30k - £45k	£250 - £300
Junior Team	£18k - £25k	£150 - £200
Senior Art Director	£45k - £65k	£300 - £400
Mid-weight Art Director	£30k - £45k	£200 - £300
Junior Art Director	£18k - £25k	£150 - £200
Head of Copy	£50k - £85k	£350 - £400
Senior Copywriter	£45k - £75k	£300 - £450
Mid-weight Copywriter	£30k - £45k	£200 - £300
Junior Copywriter	£18k - £25k	£150 - £200
Placement Team	£110-200 per week	
Senior Designer	£40k - £60k	£250 - £300
Mid-weight Designer	£30k - £45k	£200 - £250
Junior Designer	£20k - £28k	£100 - £150

06

Business Development

Title	Perm.	Freelance day rate
Director	£60k - £90k	n/a
Manager	£35k - £55k	n/a

07

Account Handling

Title	Perm.	Freelance day rate
Managing Director	£100k +	n/a
Client Services Director	£80k - £120k	n/a
Group Account Director	£70k - £85k	£300+
Senior Account Director	£55k - £65k	£270+
Account Director	£45k - £55k	£230+
Senior Account Manager	£35k - £40k	£200+
Account Manager	£28k - £35k	£170+
Senior Account Executive	£23k - £26k	£130+
Account Executive	£20k - £22k	n/a

08

Print/Branding Designers

Title	Perm.	Freelance day rate
Creative Director	£75k - £120k+	£350+
Design Director	£50k - £70k	£300 - £350
Senior Designer	£40k - £50k+	£250 - £300
Mid-weight Designer	£30k - £38k	£200 - £250
Junior Designer	£22k - £26k	£100 - £150

09

3D Designers

Title	Perm.	Freelance day rate
Creative Director	£75k - £120k+	£350+
Design Director	£50k - £70k	£300 - £350
Senior Designer	£40k - £50k+	£250 - £300
Mid-weight Designer	£30k - £38k	£200 - £250
Junior Designer	£22k - £26k	£100 - £150

Strategy

Title	Perm.	Freelance day rate
Chief Strategy Director	£130k+	£800+
Head of Planning / Strategy	£90k - £150k+	£500 - £1,000+
Planning / Strategy Director	£70k - £110k	£400 - £750
Senior Planner / Strategist	£50k - £75k	£350 - £450
Planner / Strategist	£30k - £50k	£225 - £300
Research Analyst / Junior Planner	£25k - £35k	£150 - £200
Data Planning Director	£60k - £80k	£300 - £450
Senior Data Planner	£30k - £50k	£225 - £300
Data Planner	£25k - £35k	£150 - £200

UX/Service Design/Digital Product

Title	Perm.	Freelance day rate
UX Director / Head of UX	£80k +	£600+
UX Lead	£70k - £80k	£550+
Senior UX Designer / Architect	£55k - £65k	£400+
Mid-weight UX Designer / Architect	£37k - £50k	£300+
Junior UX Designer / Architect	£25k - £35k	£250+
Lead Interactive Designer	£70k - £80k	£500+
Senior Interactive Designer	£55k - £70k	£400+
Mid-Weight Interactive Designer	£45k - £55k	£300+
Junior Interactive Designer	£30k - £40k	£200+
Service Design Director / Head of Service Design	£80k - £100k	£550+
Lead Service Designer	£65k - £75k	£500+
Senior Service Designer	£60k - £70k	£450+
Mid-weight Service Designer	£50k - £60k	£350+
UX Research Lead / Manager	£75k - £90k	£550+
Senior UX Researcher	£60k - £75k	£500+
Mid-weight User Researcher	£45k - £55k	£350+
Junior UX Researcher	£30k - £40k	£250+
Product Director / Head of Product	£100k - £120k	£550+
Product Owner	£80k - £100k	£550+
Senior Product Manager	£65k - £80k	£400+
Product Manager	£50k - £65k	£350+

Project Management/Production

Title	Perm.	Freelance day rate
Operations Director	£85k+	£450+
Head of Project Management / CSD	£70k - £120k+	£400 - £500
Project Director	£60k - £70k	£300 - £400
Senior Project Manager	£45k - £60k	£300 - £350
Project Manager	£38k - £45k	£200 - £250
Junior Project Manager	£21k - £30k	£150 - £180
Creative Resource Manager	£40k - £45k	£200 - £250
Senior Resource / Traffic Manager / Director	£45k - £65k	£250 - £350
Resource / Traffic Manager	£30k - £45k	£200 - £250
Senior Content / Video Producer	£45k - £60k	£275 - £350
Mid-weight Content / Video Producer	£30k - £40k	£200 - £250
Junior Content / Video Producer	£22k - £27k	£150 - £200
Creative Producer	£40k - £45k	£200 - £250
Senior Creative Producer	£45k - £65k	£260 - £350

Digital Project Management

Title	Perm.	Freelance day rate
Operations Director	£80k+	£450+
Head of Project Management / CSD	£70k - £120k+	£400 - £500
Project Director	£60k - £80k	£350 - £400
Senior Project Manager	£50k - £60k	£300 - £400
Project Manager	£35k - £45k	£250 - £300
Junior Project Manager	£23k - £30k	£120 - £180
Senior Resource / Traffic Manager / Director	£45k - £65k	£250 - £350
Resource / Traffic Manager	£24k - £45k	£200 - £250

Creative Artworkers/Retouchers

Title	Perm.	Freelance day rate
Senior Creative Artworker	£35k - £45k	£25 - £30 p/hr
Mid-weight Creative Artworker	£30k - £35k	£22 - £25 p/hr
Junior Creative Artworker	£18k - £25k	£20 p/hr
Senior Retoucher	£55k+	£35 - £45 p/hr
Mid-weight Retoucher	£35k - £45k	£30 p/hr
Junior Retoucher	£25k - £30k	£25 p/hr
Senior Visualiser	£35k - £50k	£35 p/hr
Proofreaders	n/a	£20 - £30 p/hr

createselect is a digital talent business with a footprint in London and New York. We believe service matters.

Communication is key to finding out what candidates and clients are looking for and ultimately making the perfect match.

We work with talented candidates across commercial, eComm/Digital Marketing, creative and technology to help businesses thrive in the digital world.

Our 2022 Salary Survey is a reflection on careers, salaries and workplace trends.

The survey considers the impact of the Covid-19 pandemic, industry trends we can expect for the year ahead and the current state of diversity, equality, and inclusion across the Digital Economy.

For any additional information, please get in touch.

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