

Talent Search Careers

This salary survey is a compilation sourced from clients and candidates. The seniority of the candidates ranged from marketing assistants to marketing directors, account executives to account directors and junior to senior designers***.*** Its aim is to help you compare salaries across the marketing and creative sectors

Keeping up to date with the latest salary information is essential for employers in this fast-paced business world, so whether you just want to check what the competition are paying their staff in similar positions or you are looking to recruit new starters this is an essential tool to keep you in touch with the industry

**What we have found**

Our survey data was collated from our knowledge of the market and 945 candidates, all at different levels both agency and client-side who worked for companies of all sizes ranging from start-ups to large global organisations. All participants were asked the following questions:

What their job titles and salaries were

Their gender

Whether they worked for small companies or large businesses

What sectors they worked in

Is marketing an important aspect to the company (Y/N)

Do they feel valued (Y/N)

Our survey showed that there is still a 14% gender pay gap for senior level marketing roles, it also suggests that small businesses are outclassing their larger rivals when it comes to understanding and valuing employees. The best sector to work in for pay is consumer electronics and the worst is

charity / not for profit



**What todays benefits look like**

Flexible working

25 days holiday

Option to purchase more holiday

Pension Scheme

Annual Bonus

Gym membership

Parking

Ride to work schemes

Heath/Dental care

Support with professional qualifications

**Employee attraction**

In our experience, organisations attracting the best talent pool are focusing their recruitment strategies in the following ways:

Culture fit – recruiting candidates who fit the current culture and are also future fit, ensuring you have the right candidate who is robust enough to grow as the company grows. This is often as important if not more so than a complete skill fit. Interview questions can focus quite heavily on this

Re-educating hiring managers – This is to ensure the culture message is passed down and so hiring managers can play their part in recruiting the right talent

Working closely with partners such as Talent Search to ensure we understand the culture and what ‘good’ looks like, so we have a better chance of getting it right first time

Wellbeing & inclusion – a lot of recruitment strategies are being tied in with wellbeing and inclusion, as well as rewards and clear progression paths

Career page – a focus is being put on career pages to make them engaging and give a real flavour of the company

Responding quickly – many organisations are now realising that, in this market, they need to react quickly in terms of organising interviews, making offers and signing new starters off



**Agency salaries Marketing and PR**

Client Service Director £60-80K

Account Director £50-70K

Senior Account Manager £35-45K

Account Manager £28-35K

Account Executive £18-25K

Creative Director £50-80K

Senior Designer £35-45K

Creative Designer £25-35K

Artworker £25-40K

Junior Designer £18-25K

UX/UI Designer £40-80K

Senior digital designer £40-60K

Digital Designer £28-35K

Junior Digital Designer £20-25K

Studio Manager £40-50K

Production Assistant £22-28K

**Client-side salaries**

Marketing Director £60-80K

Senior Mkt Manager £50-60K

Mkt Manager/Digital £45-55K

Communications Mgr £35-55K

Content Manager £35-55k

Mkt Executive /Digital £25-35K

Mkt Assistant/Digital £20-28K

Jnr Mkt Assistant/Digital £18-24K

Social Media Manager £35-45K

Content Writer £20-40K

Graphic Designer £28-35K

Artworker £25-30K

Digital Designer £30-40K

Please note salaries in London are likely to be £3-6K higher for both Agency and Client-side

**Talent Search** work with many great candidates at all level’s both agency and client-side, so if you need help with any roles in our specialist areas of recruitment (PR, Marketing, Digital, Design, Account Management, Copywriting, Studio Management) please do get in touch as we’d love to be of assistance

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[www.talentsearch.careers](http://www.talentsearch.careers) email: [info@talentsearch.careers](mailto:info@talentsearch.careers)