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PURPLE

2008

design and digital
salary survey



creativepool.co.uk

the UK's creative recruitment & directory resource



welcome to our inaugural salary survey

In partnership with our sponsors Purple, a leading specialist recruitment agency for the creative sector, we have put together the Creativepool 2008 Salary Survey to provide insight into benchmark salaries for a host of creative roles, plus a quick review from industry insiders on what's going on in the UK's design, advertising and digital markets this year.

why have we done this?

Well, having worked in the creative sector ourselves, we know that it can be difficult to obtain reliable info on how much you're worth or, if you're an employer, how much money you should be offering new talent. In a recent online poll on CP, around 40% of responders felt that a job's salary was the most important aspect of the role. No surprise there really as, unless your naturally wealthy or a bit odd(!), few people work for the love of it. So whether you're a candidate thinking about moving on or an employer in desperate need of new blood, we hope you'll find the info provided useful.

trends & observations

As this is our first Salary Survey, we don't have any historical data with which we can compare these results. However, here are a few trends and interesting observations that struck us when reviewing the data.

In London versus Outside London:

Salaries in London are well-known for being higher than those in other UK regions. Employers offer "London weighting" to accommodate increased living and travel costs caused by working in the Capital. Our data largely backs up this trend but there are some exceptions, particularly for junior positions. Therefore, perhaps first-jobbers might consider roles outside of London because, if salaries can be found at London rates in the regions, it makes sense to maximise your income in a regional position.

Junior, Middleweight, Senior:

We noticed that for many of the roles, the salary range between junior and senior levels is relatively narrow. This may be down to the fact that our data is based on averages for each experience level, but it may indicate that this narrowness of salary banding is indicative of the market at the moment.

Design/Advertising versus Digital:

We know that there is high demand for digital experience and that this comes at a premium. From the salary stats provided, it seems that employers are willing to put their hands deeper into their pockets to find good digital talent as when you compare similar roles in the design/advertising and digital arenas, the online candidates generally earn more.

a bit about the data

All salaries provided are benchmarked averages taken from roles posted on Creativepool over the last six months of 2007.

What this means is that we haven't asked for any organisations opinion on what they think that X role will be worth in X Region. The data that we display is actual salaries that were offered in job adverts on CP.

In instances where a range for the salary was given then we have taken the midpoint and counted that as 1 salary. In some cases we also topped and tailed the data when the amount of data was small.

The total survey sample size was 4,700 jobs.

You'll also see on each page a small blurb from a mixture of candidates, freelancers, companies and recruitment agents. These have been included to give you an idea of what others think may happen in 2008.

introduction

the purple viewpoint

Purple is a London based recruitment company and been a client with creativepool almost since it's inception. Toby Thwaites is Director of Purple and, with over 8 years experience working in the industry, has seen his fair share of peaks, troughs, bubbles and fads. Here Toby gives his view on the creative marketplace in 2008:



"As we entered 2008 you might have been forgiven for expecting the creative industries to go into meltdown as a consequence of the media's constant talk of the "credit crunch" and the inevitable global recession which seemed certain to follow.

While no one seems able to say with any certainty what lies ahead, it is pleasing to be able to report that so far there has been no decrease in demand for talent with the creative industries. In fact the first three months of the year have seen a marked increase in demand across all disciplines and sectors in both our London and Leeds offices.

Strong demand coupled with a shortage of talented creatives, account handlers and studio staff has seen salary levels maintained and the best candidates being able to choose from a number of different job offers.

As expected, the digital revolution continues unabated with demand for candidates with digital skill sets remaining strong, but not at the expense of print, where there continue to be plenty of exciting new opportunities."

Toby Thwaites, Director, Purple



our take on the creative sector

"There's never been a better time to work in the creative industries" is a bit of a cliché, but in many respects it rings true of 2008 so far. From our standpoint, after a strong end to 2007 we've seen demand for quality creative talent continue to grow with ever increasing numbers of roles posted on Creativepool and salaries rising accordingly. The digital arena in particular is crying out for savvy online candidates and if you're an expert web developer right now, milk it while you can!

Added to the demand for creative people, the government recently put the UK's creative industries into sharp focus via the 'Creative Britain: New Talents for the New Economy' initiative. This is well-deserved recognition that the UK creative industry is a fantastic jewel in the crown of the economy and shows a commitment to foster UK talent and creative businesses over the coming years. With the Olympics likely to galvanise the economy and further demand in the next four years, at the risk of sounding cliché,... there's never been a better time to work in the creative industries.

Michael Tomes, Director, Creativepool Ltd

how to find what your looking for

We've split this Salary Guide into the two main sectors that CP focuses on: Design and Advertising and Digital.

Within each sector, you'll find a page of salaries for Creative jobs and a section for Accounts/Productions jobs.

Each page is further split by region with salaries provided for jobs in London and jobs outside London.

Most of the job titles should have a range of salaries associated with them from Junior to Senior. However in some cases this has been omitted due to not enough data and is marked as "no data" or not applicable and is marked "n/a"

Other Perks: Just a quick note to say that the salary data does not include other perks that may be included within each advertised role. Pension, healthcare, company car, etc all add to the financial package available to candidates, but this cannot be recorded in black and white salary data.

IN LONDON

JOB TITLE	JUNIOR	MIDDLEWEIGHT	SENIOR
Creative Director	n/a	n/a	£95,145
Design Director	n/a	n/a	£53,750
Art Director	£28,750	£38,667	£60,075
Copywriter	£33,125	£37,827	£60,045
Graphic Designer	£20,015	£29,486	£40,320
Artworker	£19,100	£25,534	£32,769
Retoucher	n/a	£35,750	£41,500
Visualiser	no data	£30,000	£45,000
Packaging Designer	£22,200	£27,085	£43,440
Product Designer	n/a	£30,300	£45,015
Interior Designer	no data	£35,124	£44,460

OUTSIDE LONDON

JOB TITLE	JUNIOR	MIDDLEWEIGHT	SENIOR
Creative Director	n/a	n/a	£61,320
Design Director	n/a	n/a	£43,714
Art Director	£24,750	£30,063	£38,438
Copywriter	£23,000	£31,500	£38,000
Graphic Designer	£18,413	£26,778	£31,250
Artworker	£18,190	£23,111	£30,450
Retoucher	n/a	£28,200	£30,600
Visualiser	n/a	£24,729	£29,571
Packaging Designer	£20,579	£27,358	£29,132
Product Designer	n/a	£26,564	£35,050
Interior Designer	£20,082	£28,925	£32,522

THE EMPLOYEE VIEW



For the design sector to flourish there needs to be stronger links between industry and educational institutions. This way relevant skills can be acquired which in turn will allow the flow of new talent by making the transition from student to employee more successful. This requires all parties – industry, companies, institutions, and students – to be more proactive and joined-up to make the ties stronger.

Charles Mountford

THE RECRUITERS VIEW



We are in a time of global financial uncertainty but we're finding that there's never been a better time to look for a new job in design. Our clients are still hiring great quality creatives at a rate that supersedes previous years. Great talent is hard to find and as a top quality designer, you are in a good position to move job.

Matt Nudds, Purple

IN LONDON

JOB TITLE	JUNIOR	MIDDLEWEIGHT	SENIOR
Client Services Director	n/a	n/a	£90,000
Account Director	£44,780	£55,013	£69,881
Account Manager	£23,420	£35,002	£40,077
Account Executive	£19,714	£21,143	£22,571
Business Development Director	n/a	£55,000	£60,000
Production Manager	n/a	£34,104	£40,500
Project Manager	n/a	£35,867	£42,735
Traffic Manager	n/a	£34,432	£37,167
Studio Manager	n/a	£34,438	£41,375

OUTSIDE LONDON

JOB TITLE	JUNIOR	MIDDLEWEIGHT	SENIOR
Client Services Director	n/a	n/a	£75,000
Account Director	n/a	£35,250	£42,500
Account Manager	£21,179	£28,232	£29,286
Account Executive	£17,833	£23,042	£25,250
Business Development Director	n/a	£42,000	£51,750
Production Manager	n/a	£26,250	£38,500
Project Manager	n/a	£32,333	£39,500
Traffic Manager	n/a	£26,667	£31,350
Studio Manager	n/a	£31,944	£39,167

THE FREELANCE VIEW



I've been freelancing for about two and a half years now. In 2008, advertising agencies will still need confident account handlers that can pick up and run with a job straight away. The core skills required haven't changed, but these days a project may involve a variety of media and executions, so it's important to be flexible and ready to turn your hand to anything.

Wendy Smith, Freelance Senior Account Manager

THE RECRUITERS VIEW



As the gaps between different media sectors blur the race for the top talent across account management has increased. Design agencies are finding that the core skills of project management; ability to grow existing business; to take a proper brief and present well are as transferable as ever. So my top tip would be to not pigeon hole your experience – always look for opportunities to cross-sell!

Adam Toctan, Purple



*A BETTER WORK LIFE BALANCE

06:00 23:00

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IN LONDON

JOB TITLE	JUNIOR	MIDDLEWEIGHT	SENIOR
Digital Director	n/a	n/a	£90,000
Art Director	£28,750	£38,000	£60,303
Copywriter	£28,500	£37,328	£60,100
Digital Designer	£20,320	£29,542	£40,200
Web Designer	£20,177	£29,005	£39,990
Flash Designer	£26,625	£35,554	£41,800
3D Designer	£23,500	£29,063	£40,026
Multimedia Designer	£24,750	£34,222	£45,000
Web Developer	£23,318	£33,130	£43,333
Visualiser	n/a	n/a	£36,240
Content Editor	£21,500	£29,000	£35,000

OUTSIDE LONDON

JOB TITLE	JUNIOR	MIDDLEWEIGHT	SENIOR
Digital Director	n/a	n/a	£61,000
Art Director	£25,500	£29,500	£37,100
Copywriter	£23,005	£26,667	£35,500
Digital Designer	£23,100	£29,341	£35,333
Web Designer	£25,375	£28,474	£37,400
Flash Designer	£25,100	£29,663	£40,120
3D Designer	£20,450	£28,596	£35,500
Multimedia Designer	£22,625	£26,750	£29,625
Web Developer	£24,500	£27,885	£34,700
Visualiser	n/a	n/a	£32,000
Content Editor	no data	£25,000	no data

THE COMPANY VIEW



"The Digital advertising world will evolve in leaps and bounds. Above the line and below the line agencies will become fully integrated to the point that the terminology will become redundant. Traditional CRM will be replaced by iCRM. Interactive advertising will require creative to be more challenging and engaging but at the same time offering a greater ROI for clients. "Skill sets will become more diverse with designers needing to have a better understanding of the technical capabilities of code in its many guises."

Jamie Readon, Interactive Creative, Underwired.com

THE RECRUITERS VIEW



In the digital marketplace, there is work aplenty and client expansion is the order of the day, but a limited supply of great creatives. Designers at all levels with cutting edge Flash skills are gold dust currently, and are in huge demand from agencies. There has never been a better time for talented digital creatives to find themselves, more money, better prospects and new employers.

Andrew Dobbs, Purple



IN LONDON

JOB TITLE	JUNIOR	MIDDLEWEIGHT	SENIOR
Client Services Director	n/a	n/a	£85,000
Account Director	£40,100	£45,250	£55,000
Account Manager	£28,425	£32,412	£34,824
Account Executive	£20,055	£23,076	£26,120
Business Development Director	n/a	£46,167	£55,000
Producer	£25,125	£35,050	£45,200
Project Manager	£25,074	£35,857	£45,000
Creative Services Manager	n/a	£36,667	£45,000
Affiliates Manager	n/a	£36,250	£43,125
Studio Manager	n/a	£35,000	£42,100

OUTSIDE LONDON

JOB TITLE	JUNIOR	MIDDLEWEIGHT	SENIOR
Client Services Director	n/a	n/a	£80,000
Account Director	£37,750	£42,300	£50,150
Account Manager	£25,833	£28,940	£31,200
Account Executive	£18,600	£21,100	£23,400
Business Development Director	n/a	n/a	£51,250
Producer	no data	£30,000	no data
Project Manager	£23,405	£32,350	£42,000
Creative Services Manager	n/a	£32,100	£41,950
Affiliates Manager	n/a	£31,000	no data
Studio Manager	n/a	£31,400	£38,900

THE EMPLOYEE VIEW



Helping clients to utilise the full capabilities of digital media is challenging but very rewarding. In the last couple of years, we have seen online media technologies grow enormously and I'm sure it will continue to evolve this year, allowing us to produce even more opportunities for pioneering creative work. As a digital account handler, you've got to keep up to date with what's possible and by when. Only then can you help push the limits and get the best possible creative output, without promising too much.

Bobby Brockbank, Account Director

THE RECRUITERS VIEW



Digital accounts personnel are in demand across the board, but a warning for senior candidates – experience counts, so salary expectations should match actual levels rather than following 'industry standards'. Agencies must be able to 'trust' these hires to run and deliver huge pieces of business. Now a warning for agencies – if you find a good senior candidate, snap them up – or one of your competitors will!!!!

Richard Bloom, Purple



creativepool.co.uk

Hopefully most of you should know a little about creativepool. If not take a look at our website www.creativepool.co.uk

In a **nutshell** - We get creative candidates to join our site and apply for jobs that are posted by recruitment agencies and direct companies alike.

For **Candidates** - You can create an online profile for yourself completely free, and include your CV, portfolio and showreel.

For **Recruiters** - You can access this database of creative individuals and attract them to your positions - either by using the CV Search, the Jobs Board or by the many branding and advertising options throughout the site.

The main areas that we cover are Advertising, Design, Digital, Media, New Media and Web Sectors and we can boast the largest database of Creative Individuals in the UK.

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PURPLE

Purple is an independent recruitment consultancy that specialises in finding the best talent for creative agencies. We've been finding people for a wide range of clients since 2000, have a team of 30 and are still growing.

We place the following type of people:

- Account Handlers (AM to CSD)
- Creatives
- Studio
- Production
- Technology
- Support Staff

In the following types of companies:

- Design Agencies
- Digital Agencies
- Integrated Agencies
- Advertising Agencies
- Publishing Companies

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