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Digital, Creative
and Marketing Recruitment
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Orchard Salary Survey 2011

Digital, Creative and Marketing Roles

Welcome to the 2011 Salary Survey from Orchard. All the salaries illustrated are based on actual briefs that we have covered over the last year. We have given consideration to seniority to make it easier to digest.

As you can imagine there is variance between client side and agency and also between similar functions in different organisations. We have tried to take what is essentially a hugely complex piece of information and simplify it for you. As such some roles have been omitted and some have been merged for the purpose of the Survey.

All the salaries are based on live briefs collated from our offices in Manchester and Leeds over the last year.

Creative and Production Digital Roles

Unsurprisingly the busiest sector this year, digital, has lead the way with brief volumes. Whilst offline is still a large part of the marketing mix, we have seen the creative agencies improving resources in their digital departments, whilst holding staffing levels in offline creative roles.

We have noticed that the previous candidate supply issues in digital are easing and whilst database developers are still very challenging to resource, other digital roles have seen much improvement, as skills spread from the digital agencies to the general marketplace.

Creative & Production Digital Roles	Jnr	Mid	Snr
Web Designer	15,000	25,000	45,000
Web & Print Designer	15,000	20,000	26,000
Digital Art Director	20,000	30,000	40,000
User Interface Designer	20,000	28,000	35,000
Front End Developer	16,000	24,000	30,000
Mobile Applications Developer	22,000	28,000	38,000
Back End Developer (eg. MySQL, PHP, .Net)	19,000	30,000	40,000
3D Designer / Visualiser	18,000	24,000	32,000
Motion Graphics / 3D Animator	16,000	25,000	35,000
3D Video Artist	16,000	22,000	32,000
Rich Media Designer / Flash Developer	23,000	28,000	35,000
Information Architect / UX Manager	30,000	35,000	60,000
Digital Creative Director		40,000	80,000
Head of Digital		45,000	80,000
Online Creative Director (Client)		60,000	80,000

Creative and Production Print Roles

Whilst employment in this category has been consistent this year, we have seen little growth in this area. Most briefs have been based on replacement, with the exception of packaging which was boosted by a regional increase in the Leeds and Yorkshire areas.

Increased content for digital projects has kept the demand for copywriting high.

Increasingly, print-based artworkers are producing more simple digital assets, such as banners and emails.

Demand in this sector has weakened which has lowered some salaries however excellent candidates have been holding the value. The decreased demand in permanent work means there has been a resurgence in the freelance market.

Creative & Production Print Roles	Jnr	Mid	Snr
3D Designer	18,000	24,000	30,000
Visualiser	18,000	20,000	25,000
Artworker	14,000	20,000	28,000
Creative Artworker	17,000	23,000	28,000
Cartoonist / Illustrator (Mac Based)	16,500	20,000	30,000
Copywriter	20,000	26,000	30,000
Creative Copywriter (Adv)	20,000	32,000	45,000
Proofreader	15,000	19,000	25,000
Graphic Designer	14,000	22,000	35,000
Creative	20,000	30,000	45,000
Art Director	20,000	30,000	45,000
Studio Manager		25,000	38,000
Design Director		40,000	50,000
Design Manager		25,000	40,000
Creative Director		40,000	75,000
Packaging Artworker (Inhouse)	16,000	19,000	24,000
Packaging Designer (Inhouse)	16,000	22,000	28,000
Packaging Artworker	18,000	24,000	30,000
Packaging Designer	15,000	22,000	38,000

Creative & Production Print Roles (Cont)	Jnr	Mid	Snr
POS Designer	20,000	26,000	35,000
Presentation Designer	18,000	24,000	30,000
Retoucher	19,000	25,000	30,000

Digital Agency Client Services Roles

In some ways client service's roles within digital employment have seen the biggest skill shortages. The client team that understands how to monetise the digital space, has demanded the highest premium this year.

These job roles have seen salary increases since last year with some key individuals far exceeding the scales shown below.

This group of professionals is evolving fast. New approaches to team structures within creative companies require digital client services candidates to be widly skilled with gtreat knoweldge of not just campaign delivery but search and social media too.

Digital Agency Client Services Roles	Jnr	Mid	Snr
Digital Strategist	35,000	40,000	50,000
Information Architect	35,000	40,000	55,000
Digital Project Manager	25,000	35,000	45,000
Social Media Manager	25,000	35,000	45,000
Affiliate Account Manager	25,000	28,000	35,000
Head of Search	45,000	50,000	60,000
SEO Executive	18,000	22,000	25,000
SEO Manager	28,000	35,000	45,000
PPC Executive	18,000	22,000	25,000
PPC Manager	25,000	30,000	40,000
Web Analytics Manager	28,000	32,000	40,000
Digital Account Director	40,000	48,000	60,000
Digital Account Executive	18,000	22,000	25,000
Digital Account Manager	25,000	30,000	40,000

Print Agency Client Services Roles

As with other creative print roles, this area has seen little growth within the market over the last year.

There are two notable changes in this area. Firstly a decline in production management as more projects went to other mediums other then Print. Finaly an increase in demand for candidates with experience of delivering digital projects as agencies are up-skilling up their digital teams.

Print Agency Client Services Roles	Jnr	Mid	Snr
Client Services Director	42,000	50,000	60,000
Account Director	37,000	45,000	60,000
Account Manager	22,000	28,000	35,000
Account Executive	15,000	18,000	22,000
Planner	25,000	40,000	60,000
Production Manager	22,000	25,000	35,000
Project Manager	22,000	32,000	40,000
Traffic Manager	20,000	25,000	30,000
Business Development Manager	30,000	40,000	50,000

Clientside Digital Marketing Roles

The number and variety of clientside Digital marketing roles has exploded over the last year. Nearly all clients are focusing on employing specialist digital skills within their own inhouse teams. As their marketing budgets have been squeezed clients have favoured more easily quantifiable digital work to deliver the ROI they need.

All of these digital roles are experiencing skill shortages as the candidate pool develops further and catches up to demand.

Clientside Digital Marketing Roles	Jnr	Mid	Snr
Head of Search	45,000	50,000	60,000
Search Manager	30,000	35,000	45,000
SEO Executive	18,000	22,000	25,000
SEO Manager	28,000	35,000	45,000
PPC Executive	18,000	22,000	25,000
PPC Manager	25,000	30,000	40,000
Social Media Manager	25,000	30,000	35,000
Web Marketing Analyst	22,000	32,000	40,000
Head of eCommerce / Digital Marketing	45,000	60,000	80,000
Online / eCommerce Marketing Manager	28,000	35,000	45,000
Online / eCommerce Marketing Executive	22,000	25,000	28,000
Online / eCommerce Marketing Assistant	17,000	18,000	20,000
Online Merchandising / Product Manager	20,000	25,000	30,000
Online Product Co-ordinator	17,000	18,000	20,000
Online / Web Content Manager	25,000	28,000	30,000
Online / Web Content Executive	18,000	23,000	25,000
Information Architect / UX Manager	30,000	45,000	60,000
Email / eCRM Marketing Manager	28,000	35,000	40,000
Email Marketing Executive	20,000	25,000	28,000
Affiliate Manager	25,000	30,000	35,000

Clientside Marketing Roles

Traditional Clientside marketing positions have been heavily squeezed over the last year, with little expansion in these traditional non-digital roles. Indeed many teams have been re-skilled or restructured unfortunately leading to some redundancies.

Analytical and Segmentation candidates have remained in high demmand as these skills are heavily utilised within the digital area.

Clientside Marketing Roles	Jnr	Mid	Snr
Brand Manager	25,000	32,000	50,000
Category Manager	28,000	35,000	50,000
Trade Marketing Manager	28,000	32,000	40,000
Promotions Manager	25,000	28,000	35,000
Channel Manager	28,000	35,000	40,000
Product Development Manager	30,000	40,000	60,000
Product Manager	25,000	35,000	60,000
Product Marketing Executive	22,000	27,000	30,000
Director / Head of Marketing	50,000	60,000	100,000+
Marketing Manager	28,000	35,000	45,000
Marketing Executive / Co-ordinator	20,000	25,000	28,000
Marketing Assistant	15,000	17,000	20,000
Customer Insight Manager	28,000	35,000	50,000
Marketing Database Manager	28,000	35,000	40,000
Marketing Analyst	18,000	30,000	40,000
Campaign Manager	28,000	32,000	40,000
Direct Marketing Assistant	16,000	18,000	20,000
Direct Marketing Executive	22,000	25,000	26,000
Direct Marketing Manager	28,000	32,000	35,000

Client Side Marketing Roles (Cont)	Jnr	Mid	Snr
Head of PR & Communications	50,000	60,000	80,000
Communications Manager	28,000	32,000	45,000
PR Manager	25,000	28,000	35,000
PR Executive	20,000	23,000	28,000
Sponsorship Manager	30,000	35,000	40,000
Events Manager	25,000	27,000	35,000
Events Co-ordinator	18,000	22,000	25,000
Business Development Manager (Prof Serv)	30,000	40,000	55,000