

ROSS CLIFFORD & ASSOCIATES



Salary Survey

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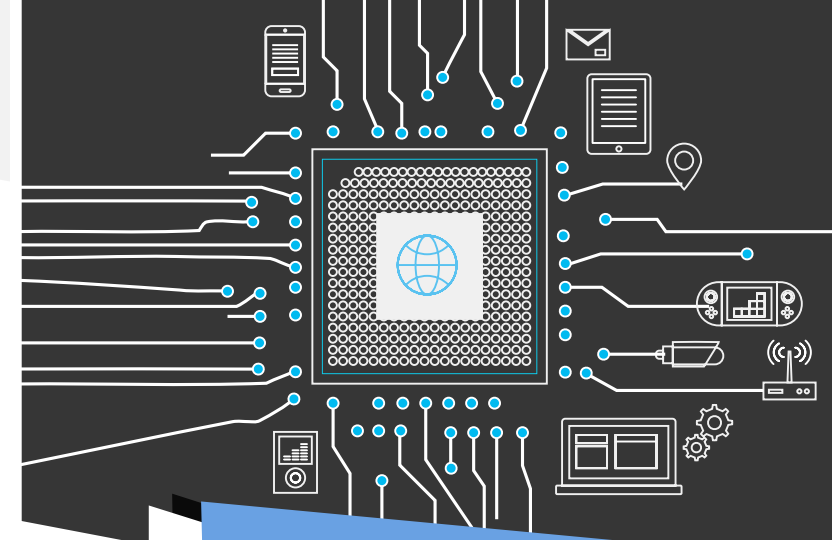
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Foreword.

Welcome to Ross Clifford Associates' latest research report - the London salary guide for 2018. We have spent the past year talking to thousands of contract and permanent workers across the city to find out exactly what London's workers are getting paid in digital, technology and marketing roles. Read on to find out whether your remuneration is in line with your industry peers; whether you as an employer are paying enough to attract the hottest talent; and what the key trends are currently within these fast-growing industries.

About Us

Ross Clifford Associates is a specialist recruitment agency that sources talented professionals across the digital, technology and marketing industries. As a trusted provider of talent, we have been operating successfully in the field since 2009, using innovative talent sourcing methodologies and acquisition technology to expertly fulfil the most challenging recruitment briefs. We adopt industry-specific strategies that engage, develop and deliver the market's top 15 percent of talent for our clients, resulting in better outcomes, measurable ROI and reduced time-to-fill.



The UK is currently enjoying a record high of people in employment at 32.21m

Source: ft.com

Ad Tech.

Title	Permanent	Freelance
Ad Ops Director	£60 to £100k	
Ad Ops Manager	£30k to £50k	
Ad Ops Executive	£20k to £30k	
Campaign Manager	£22k to £35k	
Display Solutions/Technical Consultant	£40k to £65k	
Senior Technical Account Manager	£35k to £60k	
Technical Account Manager	£30k to £45k	
Director of Analytics	£60k to £110k	£500 +
Analytics Manager		£400 to £600
Senior Digital Analyst		£250 to £400
Digital Analyst		£180 to £250
Junior Analyst		£100 to £130

Across Europe, tech investors prefer London and the UK as a whole for tech investment. UK tech firms receive nearly 4 times more funding than Germany alone, and more than Ireland, France and Sweden combined.

Source: itpro.co.uk

Ad Tech Sales.

Title Permanent

MD	£200k +
Commercial Director	£80k to £180k +
Agency Sales Director/BDD	£65k to £85k
Senior Agency Sales Manager/BDM	£50k to £70k
Agency Sales Manager/BDM	£35k to £50k
Sales Account Manager	£30k to £40k
Sales/Business Development Executive	£20k to £30k
Head of Account Management/CSD	£50k to £80k
Senior Account Manager	£40k to £50k
Account Manager	£30k to £40k
Account Executive	£20k to £30k
Partnerships/Trading Manager	£50k to £60k
Trading Desk Manager	£35k to £60k
Media Buyer	£35k to £60k



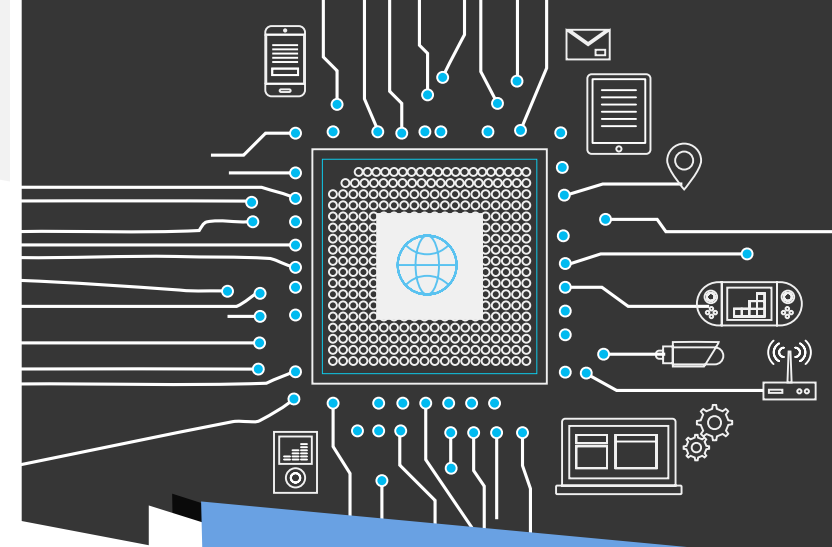
Britain's tech sector is growing twice as fast as the broader economy and already the UK is Europe's digital capital

Source: technation

Big Data & Analytics.

Title	Permanent
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Big Data Consultant	Up to £100k
Big Data Engineer	Up to £95k
Big Data Architect	Up to £95k
Data Analyst	Up to £50k
Data Scientist	Up to £65k
Data Architect	Up to £75k



Tech workers
contribute £103k to
the economy every
year

Source: technation

Client Services.

Title	Permanent	Freelance
Managing Director	£110k +	£500 +
Client Services Director	£80k to £100k	£400 to £500
Head of Digital	£80k to £130k	£400 to £500
Client Partner/Business Director	£65k to £100k	£350 to £500
Group Account Director	£65k to £85k	£300 to £400
Senior Account Director	£55k to £65k	£280 to £350
Account Director	£45k to £55k	£250 to £300
Senior Account Manager	£34k to £45k	£200 to £230
Account Manager	£25k to £34k	£150 to £180
Account Executive	£18k to £25k	£80 to £120
Business Development Director	£60k to £100k	
Business Development Manager	£30k to £60k	
Business Development Executive	£18k to £30k	

Over 1.5 million workers are employed in digital or aligned roles, with digital jobs growing at more than 200pc against non-digital tech sectors. (PM, Theresa May)

Creative.

Title	Permanent	Freelance
Executive Creative Director	£110k +	£550 +
Creative Director	£80k to £100k	£450 to £550
Associate Creative Director	£65k to £80k	£400 to £450
Design Director	£55k to £75k	£350 to £425
Creative Director Team Member	£75k to £110k	£500 to £700
Creative Group Head Team Member	£55k to £75k	£450 to £550
Senior Team Member	£45k to £60k	£400
Middleweight Team Member	£30k to £45k	£300 to £350
Junior Team Member	£18k to £30k	£200 to £250
Senior Art Director	£45k to £65k	£350 to £400
Middleweight Art Director	£30k to £45k	£250 to £300
Junior Art Director	£18k to £30k	£200 to £250
Senior Copywriter	£40k to £55k	£300 to £350
Middleweight Copywriter	£25k to £45k	£250 to £300
Junior Copywriter	£18k to £25k	£200 to £225
Senior Designer	£40k to £55k	£350 to £425
Middleweight Designer	£30k to £40k	£250 to £300
Junior Designer	£18k to £30k	£175 to £250
Senior Motion Graphics Designer	£40k to £55k	£350 to £400
Motion Graphics Designer	£25k to £35k	£250 to £300
Junior Motion Graphics Designer	£18k to £25k	£150 to £200

Britain's creative sector contributes £91.8 bn every year to the national economy

Source:
thecreativeindustries.co.uk

IT Business Intelligence.

Title	Permanent	Freelance
BI Project Manager	£65k to £80k	£550 to £750
BI Architect	£60k to £70k	£500 to £700
BI Analyst	£40k to £60k	£350 to £450
BI Developers	£40k to £60k	£350 to £450

The average digital tech job salary is now £50,663 compared to the average non-digital worker's salary of £35,155.

Source: technation

IT Operations.

Title	Permanent	Freelance
IT Director	£70k to £120k	£500 +
IT Manager	£45k to £80k	£300 to £500
WebOps	£60k to £100k	£450 to £800
DevOps	£60k to £100k	£450 to £800
Systems	£45k to £80k	£350 to £700
Infrastructure	£45k to £80k	£300 to £700
Server/Infrastructure Support	£35k to £50k	£250 to £400
Desktop Support	£25k to £40k	£180 to £250
IT Support	£20k to £35k	£150 to £220

UK tech benefited from £6.8 billion of VC and private equity investment in 2015, and digital tech grew 50pc quicker than the overall economy in the same year, with 85,000 new jobs created.

Source: technation

IT Security Sales & Marketing.

Title	Permanent
Sales Manager/Director	£110k to £130k
Pre-Sales Engineer	£50k to £65k
Senior Pre-Sales Engineer	£70k to £90k
Pre Sales Manager/Director	£110k to £130k
Marketing Manager	£40k to £50k
Senior Marketing Manager	£50k to £60k
Marketing Director	£80k to £90k
Senior Inside Sales Executive	£35k to £45k
Inside Sales Executive	£28k to £35k
Senior Account Executive	£65k to £85k
Account Executive	£40k to £60k
Partner Sales	£50k to £65k



Britain's marketing and advertising industries employ nearly 200,000 professionals; with roles growing by a third between 2011 and 2016.

Source: www.gov.uk

Marketing.

Title	Permanent	Freelance
Head of Acquisition	£60k to £80k	£400 to £600
Digital Marketing Director	£70k to £90k	£300 to £375
Head of Demand Generation	£70k to £90k	
Demand Generation Manager	£50k to £70k	
CRM Manager	£35k to £70k	
Senior Digital Marketing Manager	£40k to £60k	£300 to £400
Digital Marketing Manager	£30k to £50k	£225 to £275
Digital Marketing Executive	£20k to £30k	£150 to £200
Account Manager	£25k to £35k	£225 to £275
Growth Hacker	£50k to £80k	£400 to £700
CMO	£70k to £100k	£400 to £600
Web Analytics Manager	£50k to £65k	£325 to £500
Web Analytics Executive	£30k to £45k	£180 to £300
Senior Data Analyst	£50k to £70k	£400 to £600
Data Analyst	£35k to £45k	£200 to £375

In advertising, the UK is now the 4th biggest market in the globe and the largest in Europe.

Source: statista.com

Media Planning & Buying.

Title	Permanent
Managing Director/Partner	£100k to £250k
Head of Planning/Digital	£65k to £120k
Client/Media/Business Director	£70k to £150k
Group Account Director	£45k to £65k
Digital Account Director	£45k to £65k
Senior Digital Account Manager	£30k to £55k
Digital Account Manager	£30k to £55k
Senior Digital Planner	£25k to £44k
Digital Planner	£21k to £30k
Planning Executive	£20k to £25k
Graduate	£17k to £20k



In 2017, advertising spend hit £22.2bn - a rise of 4.6pc and the eighth year of growth in a row.

Source:
thecreativeindustries.com

Mobile.

Title Permanent

Country Manager	£60k to £120k
CMO	£70k to £120k
COO	£70k to £150k
Head of Mobile	£60k to £150k
Mobile Marketing Director	£55k to £110k
Sales Director	£60k to £80k
Client Partner	£65k to £95k
Sales Manager	£30k to £55k
Sales Executive	£30k to £55k
Mobile Planner	£25k to £50k
Mobile Strategist	£25k to £50k
Account Director	£40k to £65k
Account Manager	£20k to £40k
Account Executive	£18k to £22k
Mobile Marketing/Acquisition Manager	£30k to £55k
Mobile Marketing/Acquisition Executive	£21k to £30k

Other UK cities are becoming key employment hotspots alongside London. Cambridge has 20 jobs per job seeker, Guildford has 11 per applicant and Swindon has 8.

Source: BusinessInsider.com

PPC.

Title	Permanent	Freelance
Head of Paid Search/PPC	£60k to £160k	£450 +
Group Account Director/PPC Director	£50k to £80k	£400 to £700
Senior Account Director	£50k to £75k	£350 to £500
Account Director	£45k to £65k	£300 to £450
Senior Account/Senior PPC Manager	£35k to £55k	£300 to £450
Account/PPC Manager	£25k to £45k	£225 to £275
Account/PPC Executive	£20k to £30k	£150 to £200

The most in-demand jobs this year include project managers, developers, machine learning engineers, user experience researchers and data scientists; reflecting the growth and importance of digital and tech sectors.

Source: BusinessInsider.com

Product Management & Analysis.

Title	Permanent	Freelance
Director of Product	£65k to £130k	
Product Manager	£40k to £55k	£300 to £350
Senior Product Manager	£55k to £80k	£350 to £600
Business Analyst	£35k to £55k	£250 to £400
Senior Business Analyst	£55k to £75k	£400 to £600
Scrum Master	£40k to £70k	£300 to £550
Agile Coach	£60k to £85k	£450 to £650

In 2015, £2.64bn marketing and advertising services were exported, with the figures having grown by 42pc over the past five years

Source: www.gov.uk

Project Management.

Title	Permanent	Freelance
Head of Project Management	£80k to £120k	£450 to £700
Project Director	£60k to £80k	£350 to £450
Senior Project Manager	£45k to £65k	£280 to £350
Technical Project Manager	£45k to £65k	£300 to £400
Mid Weight Project Manager	£30k to £45k	£230 to £280
Junior Project Manager	£22k to £30k	£150 to £200
Programme Director	£70k to £90k	£400 to £500
Programme Manager	£55k to £70k	£350 to £450
Senior Product Manager	£50k to £70k	£350 to £500
Product Manager	£40k to £50k	£300 to £350
Senior Business Analyst	£60k to £70k	£400 to £550
Business Analyst	£50k to £60k	£300 to £400
Senior Technical Project Manager	£50k to £70k	£400 to £500
Resource Director	£45k to £60k	£300 to £350
Resource Manager	£35k to £45k	£200 to £300
Traffic/Studio Manager	£30k to £40k	£200 to £300
Senior Traffic/Studio Manager	£40k to £50k	£300 to £350

In the UK, over 1 in 8 of all businesses are in the creative industries, with 18pc of the 284,400 creative firms trading internationally compared to an 'all business sector' figure of 12.9pc.

Source:
thecreativeindustries.co.uk

SEO.

Title	Permanent	Freelance
Head of SEO	£60k to £170k	£450 +
Group Account Director	£50k to £80k	£400 to £700
SEO Director	£45k to £65k	£300 to £375
SEO Senior Account Manager	£35k to £55k	£300 to £450
SEO Manager	£25k to £45k	£225 to £275
SEO Executive	£20k to £30k	£150 to £200

Employment
in these creative
fields is increasing
by 4 times the rate
of Britain's overall
workforce.

Source:
thecreativeindustries.co.uk

Strategy.

Title	Permanent	Freelance
Head of Strategy & Planning	£140k +	£600 +
Strategy Director	£100k to £140k	£500 to £600
Senior Strategist	£65k to £95k	£400 to £550
Strategist	£40k to £65k	£300 to £350
Junior Strategist	£30k to £40k	



The UK is currently enjoying a record high of people in employment at 32.21m

Source: ft.com

Social Media & Content.

Title	Permanent	Freelance
Head of Social Media	£60k to £90k	£350 +
Senior Account Director	£55k to £65k	£280 to £320
Account Director	£45k to £55k	£250 to £280
Senior Account Manager	£35k to £40k	£220 to £250
Account Manager	£27k to £35k	£180 to £220
Account Executive	£19k to £25k	£90 to £130
Senior Community Manager	£30k to £45k	£200 to £280
Community Manager	£20k to £30k	£120 to £200
Content Executive	£25k to £30k	£150 to £200
Content Manager	£30k to £40k	£250 to £350
Content Producer	£35k to £45k	£250 to £350
Content Strategist	£40k to £50k	£250 to £400
Senior Content Strategist	£50k +	£300 to £500
Head of Content	£50k +	£350 +

Similarly, the fastest-growing industries include digital, tech, fintech, GDPR, technology and IT and creative and media.

Tech.

Title	Permanent	Freelance
Tech Director	£55k to £90k +	£400 to £550
Tech Team Leader	£45k to £60k	£450 to £550
Senior Front End Developer	£40k to £55k	£350 to £500
Mid Front End Developer	£28k to £40k	£250 to £350
Junior Front End Developer	£18k to £27k	£150 to £250
Automation QA	£35k to £45k	£300 to £400
QA	£25k to £35k	£200 to £300
Junior QA	£18k to £25k	£100 to £200
Lead Mobile Developer	£70k to £100k	£450 to £600
Senior Mobile Developer	£60k to £70k	£400 to £500
Mobile Developer	£35k to £55k	£220 to £350
Junior Mobile Developer	£22k to £35k	£150 to £200
Senior Ruby Developer	£50k to £70k	£400 to £500
Mid Backend Developer	£35k to £50k	£350 to £400
Junior Backend Developer	£25k to £35k	£300 to £350

Despite Brexit uncertainty, the UK tech industry enjoyed a record level of investment in 2017

Source: itpro.co.uk

UX.

Title	Permanent	Freelance
Head of User Experience	£70k +	£600 +
Lead/Principle UX Architect	£60k to £70k	£550 to £600
Senior User Experience Architect	£45k to £60k	£450 to £550
Midweight User Experience Architect	£30k to £45k	£350 to £450
Junior User Experience Architect	£18k to £30k	£300 +
Usability Consultant	£30k to £45k	£250 to £350
Senior Interaction Designer	£50k to £65k	£550 to £600
Midweight Interaction Designer	£35k to £50k	£350 to £450
Head of User Research	£25k to £45k	£550 to £650
Senior User Researcher	£45k to £60k	£450 to £550
User Researcher	£25k to £45k	£350 to £450
Junior User Researcher	£25k to £35k	£300 +

Employment
in these creative
fields is increasing
by 4 times the rate
of Britain's overall
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Source:
thecreativeindustries.co.uk

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