

digitalgurus

Salary Survey 2015

Contents

Ad Tech	03
Big Data	05
Creative	06
Information Security	08
IT	09
Marketing	11
Media, Planning & Buying	13
Mobile	14
Project Management & Client Services	16
Tech	18

Foreword

The London Digital scene has become a dominant global force, and has been key to driving the success of London's economy. According to the Tech City website, a staggering 27% of all job growth in London now comes from the tech/ digital sector - and that trend shows no sign of abating.

Digital Gurus has consolidated its position as a leader and pioneer within the traditional digital markets. In 2014, we opened leading recruitment teams in both Information Security and Big Data & Analytics; alongside our proven background within Creative, Technology UX, Marketing, Client Services and many more. We now cover more areas within the Digital Media space, in freelance and permanent, than ever before.

Trends within the industry are very clear; there is a real shortage of good quality candidates. This is due to the increasing growth in the digital economy, a tightening of visa regulations and a real surge in exceptional candidates thriving in the freelance market. Across all the data coming through to us, it is clear to see that companies cannot find the talent that they wish to employ as quickly as they desire or need. This has been reflected in candidate salaries, with both full time and freelance positions increasing over the last year. There is an intense feeling of competition for the most talented people in the industry. Companies increasingly propose counter offers to try and retain talent. HR and staff retention is an integral part of any companies recruitment strategy with good perks now a must, rather than an incentive.

The Digital landscape is changing year on year; it is one of the fastest growing areas of our economy, with a major shortage of talent. This trend is not going to reverse itself anytime soon.

Right now, Candidate is King.

Ad Tech

The advertising space has and will continue to evolve rapidly, resulting in a demand of experienced candidates, especially within the programmatic, video and data specific roles. With over 350 digital and mobile advertising specific requirements in our sample, representing a 25% year on year increase, we can be sure of the buoyant health of the market in 2015.

Title – Ad Tech	Permanent	Freelance
Ad Ops Director	£60k to £100k	
Ad Ops Manager	£30k to £50k	
Ad Ops Executive	£20k to £30k	
Display Solutions/ Technical Consultant	£40k to £65k	
Senior Technical Account Manager	£35k to £60k	
Technical Account Manager	£30k to £45k	
Department Head [Director of Analytics]	£60k to £110k	£500+
Analytics Manager	£45k to £70k	£400 to £600
Senior Digital Analyst	£35k to £50k	£250 to £400
Digital Analyst	£25k to £35k	£180 to £250
Junior Analyst	£18k to £25k	
Senior Ad Trader	£35k to £40k	
Ad Trader	£25k to £35k	
Senior Sales Engineer	£45k to £65k	
Sales Engineer	£35k to £45k	
Inventory/ Yield Manager	£35k +	
RTB/ Programmatic Exec	£35k to £50k	
RTB/ Programmatic Specialist [Managerial]	£45k to £70k	
Campaign Performance/ Delivery	£30k to £60k	

“More than half of
UK ad spend will be
on Digital Media in
2015.”

Source:
<http://www.theguardian.com/media/2014/dec/01/gadget-obsessed-uk-top-digital-advertising-spend>

Title - Sales & Account Management	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	£40 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

Big Data & Analytics Industry & Consultancy

2014 was the year of 'Big Data'; with the majority of leading consultancies, coupled with smaller boutique companies, all looking to harness its power and exploit its full potential. 2015 will be a colossal year for the industry, as Big Data becomes a pivotal part of every business strategy.

Title – Industry

Big Data Consultant	Up to £100k
Big Data Engineer	Up to £95k
Big Data Architect	Up to £95k
Hadoop Developer	Up to £80k
Data Analyst	Up to £50k
Data Scientist	Up to £65k
Data Architect	Up to £75k

Title – Consultancy

Partner	Up to £600k
Director	Up to £130k
Associate Director	Up to £115k
Senior Manager	Up to £110k
Manager	Up to £85k
Senior Executive	Up to £65k
Executive	Up to £50k

These are base salaries. Typical Bonuses range from 12-30% with many earning beyond this.

Creative & UX

Over the last 12 months, we have seen the decline of design and development skill sets in favour of design and UX specialists along with responsive design experience. We predict 2015 will see a shift from agency to in-house designer teams as many client-side companies look to increase the impact that their brand has in the market.

Title – Creative	Permanent	Freelance
Executive Creative Director	£110k +	£500+
Creative Director	£80k to £100k	£350 to £500
Associate Creative Director	£65k to £80k	£350 to £500
Design Director	£55k to £75k	£300 to £400
Creative Director Team	£75k to £110k	£500 to £700
Creative Group Head Team	£55k to £75k	£400 to £550
Senior Team	£45k to £60k	£300 to £400
Middleweight Team	£30k to £45k	£200 to £300
Junior Team	£18k to £30k	£150 to £200
Senior Art Director	£45k to £65k	£300 to £400
Middleweight Art Director	£30k to £45k	£200 to £250
Junior Art director	£18k to £30k	£150 to £200
Senior Copywriter	£40k to £55k	£250 to £350
Middleweight Copywriter	£25k to £40k	£200 to £250
Junior Copywriter	£18k to £25k	£150 to £200
Senior Designer	£40k to £55k	£250 to £300
Middleweight Designer	£30k to £40k	£175 to £250
Junior Designer	£18k to £30k	£100 to £175
Senior Motion Graphics Designer	£40k to £50k	£275 to £350
Motion Graphics Designer	£25k to £35k	£180 to £280
Junior Motion Graphics Designer	£18k to £25k	£100 to £180

“80% of ‘super-connected’ millennials said their company’s purpose was one of the main reasons they chose to work there.”

Source:
<http://www.businessnewsdaily.com/7673-attract-millennial-employees.html>

Title – UX	Permanent	Freelance
Head of User Experience	£70k+	£550+
Lead/ Principle UX Architect	£60k to £70k	£350 to £450
Senior User Experience Architect	£45k to £60k	£350 to £450
User Experience Architect	£30k to £45k	£250 to £350
Junior User Experience Architect	£18k to £30k	£150 to £250
Usability Consultant	£30k to £45k	£250 to £350
Senior Interaction Designer	£50k to £65k	£375 to £450
Interaction Designer	£35k to £50k	£250 to £250
Head of User Research	£25k to £45k	£150 to £200
Senior User Researcher	£45k to £60k	
User Researcher	£25k to £45k	
Junior User Researcher	£25k to £35k	

Information Security

2015 is set to see an increase of in-house cyber specialists hired specifically to proactively identify potential cyber threats alongside the recruitment of 'ethical hackers' (Penetration Testers) to help them run tests on internal systems. This is following a number of high profile reported attacks in the media and a heightened awareness of the real costs to businesses, who fail to defend themselves against such threats.

Title	Permanent Public	Permanent Financial	Permanent Other
Chief Information Security Officer	Up to £130k	Up to £300k	Up to £180k
Head of Security Governance, Risk & Compliance	Up to £90k	Up to £160k	Up to £130k
Security Governance, Risk & Compliance Officer/ Analyst	Up to £50k	Up to £85k	Up to £60k
Third Party Security Officer/ Analyst	Up to £60k	Up to £80k	Up to £75k
Head of Security Architecture & Operations	Up to £60k	Up to £180k	Up to £120k
Security Architect	Up to £95k	Up to £130k	Up to £110k
Security Operations Officer/ Analyst	Up to £45k	Up to £70k	Up to £70k

IT Business Intelligence

Business Intelligence implementations are driven by an immediate business need and long-range strategic goals. Specifically, organisations are looking for operational excellence and use data to drive their decision making. BI will continue to grow into 2015 as companies look to fill in the 'gaps' of current analytic capabilities, where data that should be easy to obtain is actually near on impossible.

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

IT Development Operations

IT Infrastructure is at the hub of all organisations, and we have seen the demand for DevOps accelerate over the last 18 months; with key growth areas in 'The Cloud' and the shift from bring-your-own-devices (BYOD) to bring-your-own-tech (BYOT).

Title	Permanent	Freelance
IT Director	£70k to £120k	£500 +
IT Manager	£35k to £80k	£300 to £500
WebOps	£50k to £90k	£400 to £700
DevOps	£50k to £90k	£400 to £700
Systems	£45k to £80k	£350 to £700
Infrastructure	£45k to £80k	£300 to £500
Server/ Infrastructure Support	£35k to £45k	£250 to £300
Desktop Support	£27k to £33k	£180 to £230
IT Support	£20k to £26k	£150 to £180

Marketing Digital, Search, PR & Social

According to the Drum, 2015 will see 50% of marketing budgets spent solely on digital campaigns; continuing to blur the lines between traditional and digital marketing and increasing the demand for coherent, integrated campaigns. The need for specialist skills sets across all digital channels are set to continue into 2015, along with the growing requirements for Marketing Technologists, Content Strategists and Growth Marketers.

Title – Marketing	Permanent	Freelance
Head of Acquisition	£60k to £80k	£400 to £600
Digital Marketing Director	£70k to £90k	£300 to £375
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

Title – PPC

Head of Paid Search/ Performance Marketing	£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

“Digital marketing spend is forecasted to increase to 35% of total budgets by 2016.”

Source:
<http://www.business2community.com/digital-marketing/10-statistics-top-digital-marketing-strategies-2015-01112002#c8KUZqKEY8iUXREM.99>

Title – Social Media	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

Title – PR

Associate Director	£55k to £70k	£300+
Senior Account Director	£50k to £55k	£280 to £320
Account Director	£38k to £50k	£240 to £280
Senior Account Manager	£35k to £40k	£180 to £220
Account Manager	£26k to £35k	£150 to £180
Senior Account Executive	£25k to £30k	£120 to £160
Account Executive	£18k to £25k	£90 to £130

Title – SEO

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

Media Planning & Buying

The demand for RTB Planning and Mobile Media Planning & Programmatic has increased tenfold in the last 12 months. Clients are seeking targeted campaigns, without the unnecessary and often wasted costs of purchasing media on a CPM basis. Not only are we seeing Top Media agencies excel in the market, but smaller Boutique agencies are making their mark by offering a 360 degree advertising experience.

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

Title - Strategy

Head of Strategy	£150k+
Strategy Director	£65k to £100k
Lead Strategist	£60k to £70k
Strategist	£45k to £65k
Junior Strategist	£30k to £45k
Research & Insight Executive/ Media Planner	£20k to £25k

Mobile

In the last 12 months the average mobile salary has risen by 10%, with Mobile Acquisition and Development ahead of this trend. 2015 is set to mirror the challenges of 2014, with businesses focusing on employee 'fringe' benefits to secure the best market talent, while base salaries continue to rise.

Title	Permanent	Freelance
Country Manager	£60k to £120k	
CMO	£70k to £120k	
COO	£70k to £150k	
Sales Director	£60k to £150k	
Sales Manager	£30k to £55k	
Sales Executive	£30k to £55k	
Head of Ad Ops Agency/ Client	£60k to £80k	
Ad Ops Manager	£24k to £45k	
Campaign Manager	£22k to £35k	
Head of Mobile	£50k to £95k	
Account Director	£40k to £65k	
Account Manager	£25k to £40k	
Account Executive	£18k to £25k	
Title - Tech		
Senior Mobile Developer	£45k to £110k	£300 to £450
Mobile Developer	£35k to £70k	£220 to £350
Junior Mobile Developer	£22k to £30k	£150 to £200

“73% of the UK population will own a smartphone by 2018.”

Source:
<http://www.pwc.co.uk/entertainment-media/entertainment-media-outlook/consumer-trends-in-the-entertainment-and-media-sector.jhtml>

Title – Creative Apps	Permanent	Freelance
Head of Delivery	£50k to £95k	
Mobile Project Manager	£30k to £55k	£225 to £550
Mobile Planner	£25k to £50k	
Mobile Strategist	£25k to £50k	
Client Partner	£65k to £95k	
Head of Mobile	£50k to £100k	
Account Director	£40k to £65k	
Account Manager	£20k to £40k	
Account Executive	£18k to £22k	

Title – Client Side

Director of Product	£60k to £110k	
Mobile Product Manager	£35k to £75k	
Head of Mobile	£55k to £110k	
Mobile Marketing Director	£60k to £80k	
Mobile Marketing/ Acquisition Manager	£30k to £55k	
Mobile Marketing/ Acquisition Executive	£21k to £30k	
Business Analyst	£30k to £70k	£250 to £550

Project Management & Client Services

Last year saw a 15% rise in base salaries for mid-weight PM's & AM's as the demand for specialist candidates increased and clients looked to match the attractive day rates and benefits of the freelance market. 2015 will continue to see the merge of Account and Project Management, with clients looking to fill 'hybrid' positions to accommodate the ever changing needs of their brands.

Title – Project Management	Permanent	Freelance
Head of Project Management	£80k to £120k	£400 to £700
Project Director	£60k to £80k	£400 to £500
Senior Project Manager	£45k to £65k	£300 to £400
Technical Project Manager	£45k to £65k	£300 to £400
Project Manager	£30k to £45k	£250 to £350
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	£35 to £350
Senior Business analyst	£60k to £70k	£400 to £500
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

“1,000,000 new
tech jobs will be
created by 2020.”

Source:
<http://www.techuk.org/insights/reports/item/2099-techuk-manifesto>

Title – Client Services	Permanent	Freelance
Managing Director	£110k to £140k	£500+
Client Services Director/ Head of Digital	£80k to £100k	£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	£200 to £300
Account Director	£45k to £55k	£200 to £300
Senior Account Manager	£34k to £45k	£150 to £200
Account Manager	£25k to £34k	£100 to £150
Account Executive	£18k to £25k	£80 to £100
Business Development Director	£60k to £100k	
Business Development Manager	£30k to £60k	
Business Development Executive	£18k to £30k	

Tech

The Tech Industry has expanded exponentially over the last 12 months, being supported by greater budgets with companies seeing a better ROI than in previous years. This has increased the demand for permanent staff and salaries inflated by at least 10% across most specialisms. We will continue to see the demand for Front End / Java Script & Full Stack Developers throughout 2015.

Title	Permanent	Freelance
Tech Director	£55k to £90k+	£400 to £550
Tech Team Leader	£45k to £60k	£350 to £450
Senior Front End Developer	£40k to £55k	£300 to £400
Mid Front End Developer	£28k to £40k	£250 to £300
Junior Front End Developer	£18k to £27k	£250 to £300
Automation QA	£35k to £45k	£300 to £400
QA	£25k to £35k	£200 to £300
Junior QA	£18k to £25k	£100 to £200
Senior Mobile Developer	£45k to £110k	£300 to £450
Mobile Developer	£35k to £70k	£220 to £350
Junior Mobile Developer	£18k to £27k	£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

We're deeply passionate about our sector and do everything within our power to connect brilliant people together. With one of the largest networks in the UK, coupled with our international expansion into both Dubai and Sydney, we feel we are in the best position to advise and connect talented digital folk in 2015.

We hope our 2015 Salary Survey made for an interesting read.

digitalgurus

We Breathe Digital_

Please feel free to contact us with any thoughts or suggestions:

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