

MARKET REVIEW

20
24

profiles
creative

Specialist Design, Marketing, Digital &
Ecommerce recruiters since 2002

A
BOUTIQUE
RECRUITMENT
AGENCY,
WORKING
ON A GRAND
SCALE.

IS YOUR
FINGER
ON THE
CREATIVE
TALENT
PULSE?

ABOUT THE 2024 MARKET

WE COMPILED THIS MARKET REVIEW USING DATA GATHERED FROM ALMOST 2000 LEADERS IN THE CREATIVE INDUSTRY.

WE ALSO INTERVIEWED OVER 3000 CANDIDATES AND CAPTURED INSIGHTS FROM RECRUITMENT AND TALENT ACQUISITION THOUGHT LEADERS IN OUR TALENT COMMUNITY.

LEADERS

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Specialist Design, Marketing, Digital &
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JEN KINNEAR,
 MANAGING DIRECTOR

HELLO, I'M HAPPY YOU'RE HERE!

BEFORE YOU JUMP STRAIGHT INTO THE NUMBERS, HEADS UP.. THIS DECK IS SPECIFICALLY NOT JUST ABOUT SALARIES. AFTER ALL, IT'S A RARE OCCASION WHERE SOMEONE MOVES JOB JUST FOR MONEY OR A HIRING MANAGER IS ONLY INTERESTED IN BUDGET RESOURCE. OF COURSE, YOU'LL FIND ALL THE USUAL SALARY DATA HERE BUT WE'RE HOPING YOU'LL DISCOVER MANY MORE VALUABLE NUGGETS TOO AND WE ENCOURAGE YOU TO HAVE A LOOK AT SOME OF THE INSIGHTS.

IN THE EVER-NIMBLE LANDSCAPE OF ATTRACTING AND RETAINING TOP NOTCH CREATIVE TALENT, HAVING A FINGER ON THE CANDIDATE PULSE IS CRUCIAL FOR BUSINESS LEADERS. WE'VE SEEN FIRST-HAND THE TRANSFORMATIVE POWER OF GETTING THAT EMPLOYER PROPOSITION RIGHT AND THE IMPACT THAT HAS ON HIRING AND (CRUCIALLY) RETAINING, WINNING PEOPLE.

FREELANCERS AND PERMANENT TEAM-MATES TAKE NOTE TOO. THE EQUATION OF JUGGLING NEEDS AND WANTS IS PRETTY TRICKY FOR MANY EMPLOYERS RIGHT NOW AND THERE WILL BE INSIGHTS IN HERE THAT MIGHT HELP YOU NAVIGATE THAT CONVERSATION WITH YOUR CURRENT (AND FUTURE) LEADERS.

THANK YOU SO MUCH TO EVERYONE WHO HAS CONTRIBUTED, YOUR INSIGHT IS INVALUABLE TO US. WE HAVE REALLY LOVED HAVING SUCH DEEP-DELVE CONVERSATIONS WITH SO MANY OF YOU AND LOOK FORWARD TO DOING IT ALL AGAIN NEXT YEAR!

HERE'S TO A POSITIVE AND PRODUCTIVE 2024 FOR US ALL.

Jen.

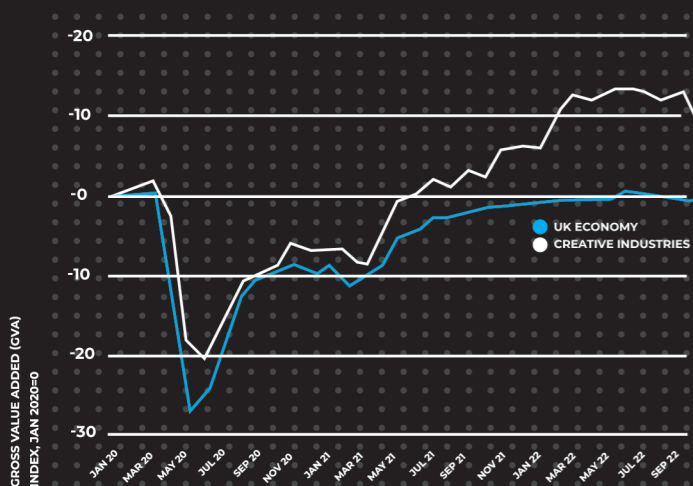
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LEADERS' INSIGHTS

STATE OF PLAY

THERE IS NO DOUBT THAT IT'S BEEN A PRETTY TUMULTUOUS PAST YEAR FOR MANY OF OUR LEADERS BUT FROM NEARLY ALL OF OUR RESPONDENTS THERE WAS A DETERMINED AIR OF POSITIVITY ABOUT THE FUTURE.

THE BIG CREATIVE BOUNCEBACK HAS STARTED TO TAKE SHAPE, PARALLEL TO THE REST OF THE UK ECONOMY. AS INFLATION HAS FINALLY STARTED TO FALL WE ARE SEEING GLIMMERS OF CONSUMER FIREPOWER BEING BOLSTERED AND THERE'S A HOPEFUL EXPECTATION OF A BRIGHTER H2 FOR 2024.



FREELANCE

OVER 80% OF THE LEADERS WE SPOKE TO HAVE USED FREELANCE TALENT ACROSS THEIR BUSINESS IN THE PAST YEAR AND BEING ABLE TO TAP INTO THAT RESOURCE HAS BEEN DESCRIBED AS "PIVOTAL", "IN-VALUABLE" AND "GAME CHANGING" FOR NAVIGATING THE ECONOMIC FLUX OF THE PAST 12 MONTHS.

18% OF THE LEADERS WE SPOKE TO WHO ARE FORECASTING GROWTH IN THEIR ORGANISATION CITED THEIR HIRING INTENTIONS WERE PURELY FREELANCE FOCUSED.

39% OF THE BUSINESSES WE CONSULTED ALSO SAID THAT THEIR CURRENT TEAM COULD NOT COPE WITH A SIGNIFICANT SPIKE IN DEMAND AND THAT THEY WOULD NEED THE SUPPORT OF FREELANCERS TO INCREASE THEIR IMMEDIATE CAPACITY.

TIME TO HIRE

WE ARE STILL SEEING INCREASED CAUTION AROUND SOME CLIENTS BEING SLOWER TO "PRESS THE BUTTON" AND EXTEND OFFERS TO PERM CANDIDATES AT SPEED. CLIENTS ARE BUILDING IN ADDITIONAL STAGE INTERVIEWS AND A GREATER NUMBER ARE BUILDING IN TASKS OR BRIEFS FOR CANDIDATES TO COMPLETE IN THE PROCESS.

OUR DATA SHOWS THAT THE AVERAGE TIME TO HIRE A NEW PERMANENT MEMBER OF THE TEAM HAS INCREASED BY 25% FROM 24 DAYS TO 30 DAYS. STILL BELOW THE NATIONAL AVERAGE OF 36 DAYS BUT THAT EXTRA WEEK CAN MAKE ALL THE DIFFERENCE TO SECURING YOUR FAVOURED CANDIDATE.

THIS INCREASED TIMELINE HAS THEREFORE ALSO LEAD TO A DROP OFF RATE WITH 78% OF CANDIDATES WHO DID NOT COMPLETE AN INTERVIEW PROCESS WITH AN INTERESTED CLIENT CITING THE PROCESS TAKING TOO LONG AS BEING THE NUMBER 1 FACTOR.

82%

OF BUSINESS LEADERS ARE USING FREELANCERS

HIRING

BUSINESS CONFIDENCE LOOKS SET TO GROW BUT AT A STEADY RATE, WITH 49% OF LEADERS EXPECTING TO SCALE THEIR TEAMS, 45% EXPECTING TO STABILISE AND / OR STILL HAVE RECRUITMENT FREEZES ON PERM HIRING AND ONLY 6% ARE CONSIDERING THEY MAY NEED TO DOWNSIZE.

THOUGH BUSINESS LEADERS ARE APPROACHING GROWTH CONSERVATIVELY, HIRING CONTINUES TO BE A PRIORITY FOR 2024.

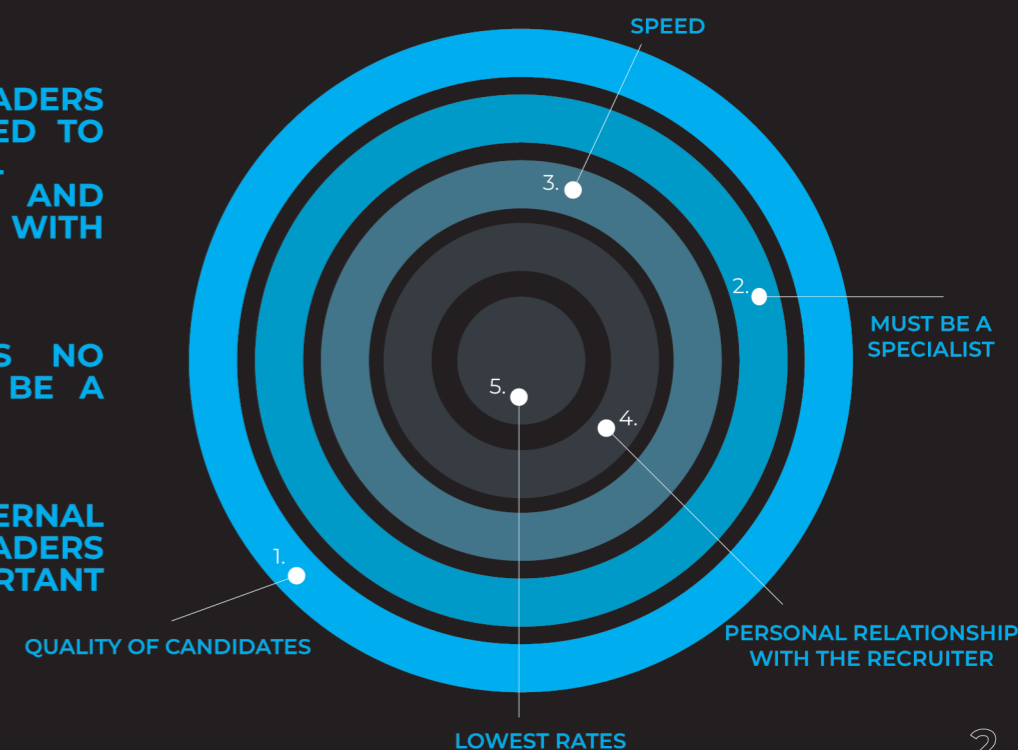
PUSH THE BUTTON



THE TOP 2 SOURCES LEADERS TURN TO WHEN THEY NEED TO HIRE TALENT ARE EXTERNAL RECRUITMENT AGENCIES AND INTERNAL TALENT TEAMS WITH THEIR OWN NETWORK AND REFERRALS IN SUPPORT.

ADVERTISING A ROLE IS NO LONGER CONSIDERED TO BE A GOOD INVESTMENT BY THE MAJORITY OF LEADERS.

WHEN WORKING WITH EXTERNAL RECRUITERS WE ASKED LEADERS TO RANK WHAT WAS IMPORTANT TO THEM:



TALENT PERSPECTIVE

FOR MANY OF OUR INCREDIBLY TALENTED CANDIDATE BASE - THE PAST 12 MONTHS HAVE BEEN A TIME OF RECALIBRATION. THE ECONOMIC DOWNTURN AND THE IMPACT ON THE VOLUME OF JOBS CAME QUITE STARKLY AFTER THE BOOM OF THE POST COVID BUBBLE.

THE BALANCE OF INCREASED LIVING COSTS AND THE PRESSURE OF NEEDING A HIGHER SALARY / RATE VS MAINTAINING A SECURE PIPELINE OF WORK HAS BEEN TRICKY TO JUGGLE.

CANDIDATES ARE NOW FINDING THEMSELVES MORE FIRMLY IN AN EMPLOYER-LED MARKET AND THAT PRESSURE COMBINED WITH A SIGNIFICANT PUSH TO ADOPT NEW TECHNICAL AND SOFT SKILLS TO ADAPT TO AN INCREASINGLY COMPETITIVE LANDSCAPE HAS INCREASED FEELINGS OF VULNERABILITY FOR SOME.

VALUE IN FOCUS

WE HAVE ALSO SEEN LEADERS TAKE A FIRM APPROACH TO PRODUCTIVITY AS THE HYBRID MOVEMENT CONTINUES TO CHANGE THE WORKPLACE AS WE KNOW IT. AS BUSINESSES WORK HARDER TO GRAPPLE WITH THE NEW CHALLENGES THE LAST YEAR HAS BROUGHT, VALUE IS UNDER THE SPOTLIGHT. A GREATER FOCUS HAS BEEN PUT ON ACQUIRING SPECIALIST CANDIDATES AND RETAINING TALENT THAT CAN TAKE ON MULTIPLE FUNCTIONS

SALARIES & RATES

THERE IS A REALLY INTERESTING DILEMMA AT PLAY FOR OUR TALENT COMMUNITY AT THE MOMENT. OVER THE PAST 12 MONTHS, 89% OF OUR COMMUNITY HAVE EITHER HAD A RATE / SALARY EXPECTATION INCREASE AND 61% ARE EXPECTING THAT TREND TO CONTINUE AS THEY LOOK TO SECURE AN EVEN HIGHER BASE RATE OF PAY.

THAT, TWINNED WITH A VERY FIRM EXPECTATION FROM MANY CANDIDATES OF A HIGHLY FLEXIBLE WORKING PATTERN IS MORE SYMPTOMATIC OF A TYPICALLY CANDIDATE LEAD MARKET - WHICH IS NOT THE REALITY WE HAVE SEEN IN 2024

THE CHALLENGE APPEARS WHEN WE COMPARE THAT WITH LEVELS OF CONFIDENCE IN THE MARKET AND OVERALL SECURITY LEVELS WITH 71% OF FREELANCERS WERE NOT AT CAPACITY IN Q1.

53%

OF PERMANENT RESPONDENTS FEEL VERY OR EXTREMELY INSECURE IN THEIR CURRENT POSITION



SOMEHOW - OUR COMMUNITY NEEDS TO FIND A WAY TO BALANCE THE EXPECTATIONS OF INCREASING SALARIES / RATES IN THE FACE OF HIGH COST OF LIVING BUT WHILST STIMULATING ENOUGH WORK TO KEEP EVERYONE FEELING BUSY AND SETTLED.

43%

OF PEOPLE EITHER LIKE OR LOVE THEIR JOB

78%

OF PEOPLE WOULD STILL ENTERTAIN A CONVERSATION ABOUT A POTENTIAL NEW ROLE WITH SALARY AND WFH FLEXIBILITY CITED AS THE TOP 2 REASONS.

FOR CLIENTS LOOKING TO ATTRACT NEW OR CRUCIALLY, RETAIN EXISTING TALENT INTO THEIR BUSINESSES:

OF CANDIDATES WOULD NOT CONSIDER AN EMPLOYER IF THEY DON'T HAVE A FLEXIBLE / WFH POLICY

98%

TOP BENEFITS & PERKS

- ▶ EXTENDED HOLIDAY PROVISION
- ▶ PRIVATE HEALTHCARE
- ▶ ENHANCED PENSION
- ▶ MENTAL HEALTH SUPPORT & PROVISION

92%

OF CANDIDATES RANK WORKING FOR AN INTERESTING OR HIGH PROFILE BRAND / PROJECT AS ONE OF THEIR TOP 3 CONSIDERATIONS

OF CANDIDATES WANT A BUSINESS TO HAVE CLEAR VALUES AND PURPOSE

73%

ONLY 14% OF CANDIDATES SAID THEIR EMPLOYER HAD A MENTAL HEALTH FIRST AIDER *

WORKING PATTERN METER READ

EMPLOYER PREFERRED

TOTALLY REMOTE 3%

FULLY FLEXIBLE 8%

2-3 DAYS IN OFFICE 71%

4-5 DAYS IN OFFICE 18%

TALENT PREFERRED

TOTALLY REMOTE 9%

FULLY FLEXIBLE 23%

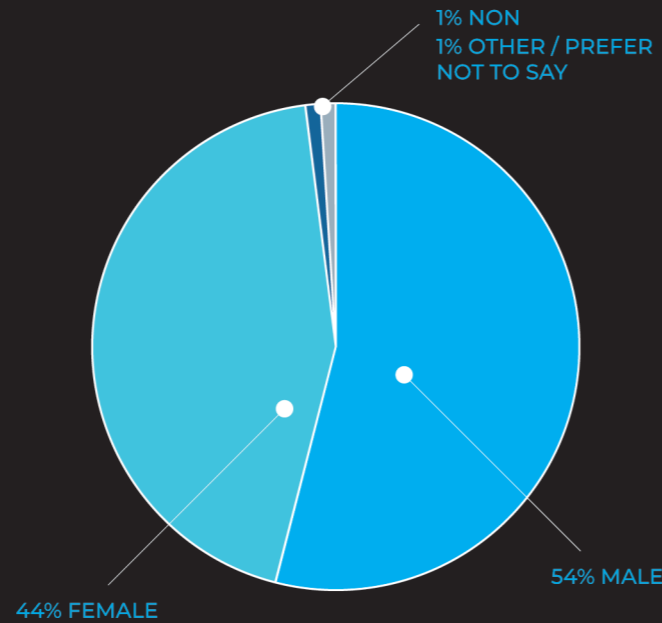
2-3 DAYS IN OFFICE 65%

4-5 DAYS IN OFFICE 3%

REPRESENTATION SNAPSHOT

REPRESENTATION IS REALLY IMPORTANT TO US. WE ARE A SOCIALLY DIVERSE TEAM AND WE CHAMPION REPRESENTATION AT EVERY LEVEL. WE HAVE A FEMALE FOUNDER AND MD AND OUR GROUP LEADERSHIP TEAM HAS 50/50% GENDER REPRESENTATION.

WE HAVE NO GENDER PAY GAP IN OUR BUSINESS AND WE ARE PROUD THAT OUR BUSINESS HAS ALWAYS BEEN AN INCLUSIVE SPACE FOR COMMUNITIES OFTEN UNDER-REPRESENTED IN RECRUITMENT AGENCIES. THE AVERAGE AGE IN OUR BUSINESS IS 36 AND THE AVERAGE TENURE OF ONE OF OUR TEAM IS 6.6 YEARS.



24% Candidates are from a Black, Asian or Minority Ethnic background

17% of our Freelancers are aged 45 or over

8% of our candidates consider themselves to have a form of disability or neurodivergence

LOOKING TO BOLSTER EVP AND OR DEI EFFORTS?

Reach out to our Director, Joe Faulkner for a confidential chat on how we can support your business with bespoke hiring and talent consultancy.

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CREATIVE & DESIGN

IN DEMAND

The demand for specialist creative skill sets has continued to burn brightly - pitch work, pivoting into new industries and of course the development of AI capability have been hot topics from agency clients.

Beyond that Clients have been looking at ways to cap spending by finding Swiss army knife talent who are able to take on more than one role for them. Social, content creation, motion, event and experiential briefs have been buoyant areas for us. There has also been a significant trend of brands building their own inhouse studio capacity and we're interested to see that develop as the line between agency and inhouse creative talent narrows.

3D DESIGNER
SENIOR DESIGNER
PRESENTATION SPECIALIST
DESIGNER - AI
VIDEO EDITOR

PERMANENT



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FREELANCE



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FREELANCE



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PERMANENT



NICK ROBERTS
 MANAGER
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FREELANCE



AMY GREEN
 MANAGER - FREELANCE
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PERMANENT

	AVG	RANGE
EXECUTIVE CREATIVE DIRECTOR	£130,000	£120,000-£200,000
CREATIVE DIRECTOR	£100,000	£80,000-£130,000
DESIGN DIRECTOR	£80,000	£70,000-£100,000
CREATIVE TEAM - ART DIRECTOR + COPYWRITER	£50,000	£35,000-£80,000
ART DIRECTOR	£50,000	£35,000-£80,000
JUNIOR DESIGNER	£26,000	£22,000-£30,000
MID WEIGHT DESIGNER	£38,000	£32,000-£45,000
SENIOR DESIGNER	£50,000	£45,000-£60,000
JUNIOR DIGITAL DESIGNER	£27,000	£25,000-£28,000
MID WEIGHT DIGITAL DESIGNER	£33,000	£30,000-£38,000
SENIOR DIGITAL DESIGNER	£45,000	£40,000-£55,000
MID WEIGHT FRONT END DEVELOPER	£50,000	£30,000-£70,000
COPYWRITER	£45,000	£35,000-£80,000
MOTION GRAPHICS DESIGNER	£50,000	£25,000-£60,000
VIDEOGRAPHER	£35,000	£20,000-£50,000
VIDEO EDITOR	£50,000	£25,000-£50,000
ANIMATOR	£55,000	£25,000-£70,000
3D DESIGNER	£50,000	£25,000-£70,000
PRESENTATION SPECIALIST	£55,000	£30,000-£80,000
CREATIVE ARTWORKER	£35,000	£25,000-£50,000
ARTWORKER	£35,000	£25,000-£45,000
VISUALISER	£35,000	£30,000-£50,000
RETOUCHER	£35,000	£30,000-£50,000
PHOTOGRAPHER	£35,000	£30,000-£50,000
STYLIST	£35,000	£30,000-£50,000
VISUAL MERCHANDISER	£30,000	£25,000-£35,000

FREELANCE

	AVG	DAY RATE RANGE
EXECUTIVE CREATIVE DIRECTOR	£500+	£500-£800
CREATIVE DIRECTOR	£500+	£400-£550
DESIGN DIRECTOR	£450+	£350-£450
CREATIVE TEAM - ART DIRECTOR + COPYWRITER	£450+	£400-£500
ART DIRECTOR	£350	£300-£350
JUNIOR DESIGNER	£180	£150-£180
MID WEIGHT DESIGNER	£250	£250-£280
SENIOR DESIGNER	£350	£300-£400
JUNIOR DIGITAL DESIGNER	£200	£180-£250
MID WEIGHT DIGITAL DESIGNER	£250	£250-£300
SENIOR DIGITAL DESIGNER	£350	£300-£350
FRONT END DEVELOPER	£380	£350-£400
COPYWRITER	£350	£350-£450
MOTION GRAPHICS DESIGNER	£350	£300-£450
VIDEOGRAPHER	£500	£500-£900
VIDEO EDITOR	£300	£300-£400
ANIMATOR	£350	£350-£450
3D DESIGNER	£400	£350-£450
PRESENTATION SPECIALIST	£350	£300-£450
CREATIVE ARTWORKER	£250	£250-£300
ARTWORKER	£250	£250-£300
VISUALISER	£350	£350-£450
RETOUCHER	£300	£250-£450
PHOTOGRAPHER	£600	£400-£700
STYLIST	£350	£300-£400
VISUAL MERCHANDISER	£300	£250-£275

CREATIVE SERVICES

IN DEMAND

The mission and the vision might be clear but without a slick operational team to make it happen – it simply won't. The lean towards utilising Freelance talent to scale in line with client demands has meant many of our agencies have really looked to nailed down their Creative Services team to make sure their resource plans are run with military precision.

STUDIO MANAGER
CREATIVE PROJECT MANAGER

With margin being front of mind for – well everyone – someone to marshal that is invaluable. Our Creative Services team overlaps seamlessly with our Client Services offering so you'll find those teams collaborating to build fully integrated inward and outward facing teams.

FREELANCE



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PARTNER CONSULTANT
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PERMANENT



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FREELANCE



AMY GREEN
MANAGER - FREELANCE
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PERMANENT

	AVG	RANGE
OPERATIONS DIRECTOR	£90,000	£75,000-100,000
OPERATIONS MANAGER	£70,000	£60,000-75,000
HEAD OF CREATIVE SERVICES	£68,000	£55,000-75,000
CREATIVE SERVICES MANAGER	£45,000	£40,000-60,000
STUDIO / TRAFFIC / RESOURCE MANAGER	£42,000	£35,000-60,000
STUDIO / TRAFFIC / RESOURCE COORDINATOR	£32,000	£27,000-37,000

FREELANCE

	AVG	DAY RATE RANGE
OPERATIONS DIRECTOR	£500	£400-£700
OPERATIONS MANAGER	£350	£300-£400
HEAD OF CREATIVE SERVICES	£350	£300-£400
CREATIVE SERVICES MANAGER	£300	£200-£250
STUDIO / TRAFFIC / RESOURCE MANAGER	£300	£200-£350
STUDIO / TRAFFIC / RESOURCE COORDINATOR	£180	£150-£200

ACCOUNT HANDLING

IN DEMAND

To be expected in a more challenging economy - we have seen Agency leaders look to try and bolster their new business roster by hiring at Business Development Director and C Suite Chief Growth / Customer level.

There's a lot at stake for agencies in terms of retaining key accounts so we have also seen an upswing in businesses looking for proven, seen an upswing in businesses looking for proven, nimble Senior Account leaders. The hybrid AM / PM is still a common initiative for many agencies and just like BD - Strategy is another role du jour with many agencies looking at ways to benefit from elite Strategy talent on a freelance basis to keep salary costs in check.

PRODUCER
PROJECT MANAGER
ACCOUNT MANAGER / DIRECTOR
STRATEGIST
BUSINESS DEVELOPMENT

DIRECTOR



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DIRECTOR



JOE FAULKNER
 DIRECTOR
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PERMANENT



SCARLETT CARROLL
 EXECUTIVE CONSULTANT
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PERMANENT

	AVG	RANGE
MANAGING DIRECTOR	£160,000	£120,000-£200,000
CLIENT SERVICES DIRECTOR	£100,000	£90,000-£120,000
BUSINESS DIRECTOR	£90,000	£80,000-£100,000
GROUP ACCOUNT DIRECTOR	£80,000	£75,000-£100,000
SENIOR ACCOUNT DIRECTOR	£70,000	£60,000-£80,000
ACCOUNT DIRECTOR	£60,000	£55,000-£65,000
SENIOR ACCOUNT MANAGER	£45,000	£42,000-£55,000
ACCOUNT MANAGER	£40,000	£32,000-£45,000
SENIOR ACCOUNT EXECUTIVE	£32,000	£28,000-£34,000
ACCOUNT EXECUTIVE	£26,000	£23,000-£28,000
SENIOR STRATEGIST	£72,000	£65,000-£85,000
MID-LEVEL STRATEGIST	£55,000	£42,000-£60,000
JUNIOR STRATEGIST	£40,000	£35,000-£42,000
BUSINESS DEVELOPMENT DIRECTOR	£100,000	£90,000-£120,000
BUSINESS DEVELOPMENT MANAGER	£60,000	£50,000-£70,000
PROJECT MANAGER	£50,000	£40,000-£60,000
DIGITAL PROJECT MANAGER	£55,000	£50,000-£70,000
PRODUCER	£55,000	£40,000-£70,000
EVENT PRODUCER - ALL LEVELS	£60,000	£50,000-£75,000
DIGITAL PRODUCER - ALL LEVELS	£60,000	£50,000-£70,000

FREELANCE

JOB TITLE	AVG	DAY RATE RANGE
MANAGING DIRECTOR	£750+	£500-£1000
CLIENT SERVICES DIRECTOR	£600	£400-£750
BUSINESS DIRECTOR	£500	£400-£700
GROUP ACCOUNT DIRECTOR	£450	£400-£600
SENIOR ACCOUNT DIRECTOR	£350	£300-£400
ACCOUNT DIRECTOR	£280	£250-£300
SENIOR ACCOUNT MANAGER	£250	£200-£250
ACCOUNT MANAGER	£200	£180-£200
SENIOR ACCOUNT EXECUTIVE	£150	£150-£180
ACCOUNT EXECUTIVE	£140	£130-£150
SENIOR STRATEGIST	£500	£500-£700
MID-LEVEL STRATEGIST	£350	£350-£475
JUNIOR STRATEGIST	£250	£200-£300
BUSINESS DEVELOPMENT DIRECTOR	£600	£400-£750
BUSINESS DEVELOPMENT MANAGER	£350	£300-£400
PROJECT MANAGER	£375	£300-£400
DIGITAL PROJECT MANAGER	£450	£350-£500
PRODUCER	£325	£250-£350
EVENT PRODUCER - ALL LEVELS	£325	£250-£400
DIGITAL PRODUCER - ALL LEVELS	£350	£250-£400

MARKETING & COMMS

IN DEMAND

The hunger for skilled Marketing / PR and Comms people remains palpable, as they play pivotal roles in cultivating robust brand recognition and reputation. The ongoing digital evolution towards integrated marketing strategies accentuates the demand for adept social and content skills.

HEAD OF BRAND MARKETING
MARKETING CAMPAIGN MANAGER
PR & COMMS EXECUTIVE
BRAND MANAGER

PERMANENT



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PERMANENT



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FREELANCE



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COMMERCIAL MANAGER
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PERMANENT

JOB TITLE	AVG	RANGE
MARKETING DIRECTOR	£120,000	£100,000-£150,000
HEAD OF MARKETING & COMMUNICATIONS	£80,000	£70,000-£90,000
HEAD OF BRAND MARKETING	£80,000	£70,000-£90,000
SENIOR MARKETING MANAGER	£60,000	£50,000-£70,000
MARKETING MANAGER	£50,000	£45,000-£60,000
MARKETING EXECUTIVE	£35,000	£32,000-£40,000
SENIOR BRAND / CAMPAIGN MANAGER	£60,000	£50,000-£70,000
CAMPAIGN / BRAND MANAGER	£50,000	£45,000-£60,000
INTERNAL COMMS MANAGER	£60,000	£50,000-£65,000
PR MANAGER	£55,000	£45,000-£60,000
PR EXECUTIVE	£34,000	£28,000-£40,000

FREELANCE

JOB TITLE	AVG	DAY RATE RANGE
MARKETING DIRECTOR	£800	£700-£850
HEAD OF MARKETING & COMMUNICATIONS	£430	£370-£500
HEAD OF BRAND MARKETING	£430	£370-£500
SENIOR MARKETING MANAGER	£330	£265-£370
MARKETING MANAGER	£275	£240-£300
MARKETING EXECUTIVE	£195	£170-£215
SENIOR BRAND / CAMPAIGN MANAGER	£330	£265-£370
CAMPAIGN / BRAND MANAGER	£275	£240-£300
INTERNAL COMMS MANAGER	£325	£265-£350
PR MANAGER	£275	£240-£300
PR EXECUTIVE	£185	£150-£220

SOCIAL & CONTENT

IN DEMAND

DIGITAL CONTENT MANAGER
 SOCIAL MEDIA MANAGER
 SOCIAL MEDIA & CONTENT EXEC
 SOCIAL MEDIA DESIGNER

The dynamic landscape of social commerce is a rapidly growing, ever-changing space.

Content creation, livestream shopping, user-generated and short-form content have paved a new way for consumers to explore products and engage with businesses.

Social & content continues to change the way we interact with brands and as such, diversifies the types of candidates businesses are looking for. Brands are focusing on reactivity, adaptable talent, content planning and there's a significant emphasis on video. TikTok continues to dominate!

PERMANENT



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PERMANENT



LIAM RUSHEN
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PERMANENT

JOB TITLE	AVG	RANGE
HEAD OF SOCIAL	£80,000	£70,000-£100,000
SOCIAL MEDIA MANAGER	£55,000	£45,000-£70,000
SOCIAL MEDIA EXECUTIVE	£40,000	£35,000-£45,000
PAID SOCIAL MANAGER	£45,000	£40,000-£50,000
HEAD OF CONTENT	£80,000	£70,000-£100,000
DIGITAL CONTENT MANAGER	£55,000	£50,000-£60,000
CONTENT MANAGER	£52,000	£45,000-£60,000
INFLUENCER EXECUTIVE	£35,000	£33,000-£38,000
INFLUENCER MANAGER	£52,000	£45,000-£60,000

FREELANCE

JOB TITLE	AVG	DAY RATE RANGE
HEAD OF SOCIAL	£425	£370-£520
SOCIAL MEDIA MANAGER	£290	£240-£370
SOCIAL MEDIA EXECUTIVE	£215	£190-£240
PAID SOCIAL MANAGER	£235	£215-£265
HEAD OF CONTENT	£425	£370-£520
DIGITAL CONTENT MANAGER	£300	£265-£330
CONTENT MANAGER	£275	£240-£300
INFLUENCER EXECUTIVE	£195	£175-£210
INFLUENCER MANAGER	£275	£240-£300

DIGITAL & ECOMMERCE

IN DEMAND

Ecommerce continues to be robust and high growth but brands have still had to iterate and the prominence of social selling is greater than ever.

Customer loyalty and retention are still a key focus and with brands looking to leverage technological development and the use of AI, it's a space that isn't slowing down.

PERFORMANCE MARKETING LEAD
WEB TRADING MANAGER
DIGITAL MARKETING EXECUTIVE
ONLINE ACQUISITION EXECUTIVE

PERMANENT



LUCY STEEL
DIRECTOR
+44 7485 981 203

PERMANENT



OLIVIA PAVIOUR
PRINCIPAL CONSULTANT
+44 7485 981 218

PERMANENT



JOE FAULKNER
DIRECTOR
+44 7485 981 205

FREELANCE



CLARE TRITSCHLER
PRINCIPAL CONSULTANT
+44 7485 981 206

FREELANCE



SUNNI RAY
PARTNER CONSULTANT
+44 7786 863 341

PERMANENT



NICK ROBERTS
MANAGER
+44 7485 981 220

PERMANENT

JOB TITLE	AVG	RANGE
DIRECTOR OF DIGITAL	£125,000	£100,000-£150,000
DIRECTOR OF ECOMMERCE	£125,000	£100,000-£150,000
HEAD OF DIGITAL MARKETING	£80,000	£70,000-£90,000
HEAD OF ECOMMERCE	£80,000	£70,000-£90,000
HEAD OF PERFORMANCE	£80,000	£70,000-£90,000
ECOMMERCE MANAGER	£52,000	£45,000-£60,000
SENIOR ECOMMERCE MANAGER	£65,000	£60,000-£75,000
DIGITAL MARKETING MANAGER	£52,000	£45,000-£60,000
SENIOR DIGITAL MARKETING MANAGER	£65,000	£60,000-£75,000
PERFORMANCE MARKETING MANAGER	£65,000	£50,000-£75,000
ONLINE TRADING MANAGER	£52,000	£45,000-£60,000
ECOMMERCE MARKETPLACE MANAGER	£45,000	£38,000-£55,000
CRO MANAGER	£60,000	£50,000-£70,000
SEO EXECUTIVE	£35,000	£30,000-£40,000
SEO MANAGER	£45,000	£40,000-£50,000
PPC / PAID SOCIAL MANAGER	£50,000	£40,000-£60,000
PPC / PAID SOCIAL EXECUTIVE	£35,000	£30,000-£40,000
SENIOR DIGITAL DESIGNER	£50,000	£45,000-£60,000
MID WEIGHT DIGITAL DESIGNER	£38,000	£30,000-£45,000
JUNIOR DIGITAL DESIGNER	£28,000	£25,000-£32,000

FREELANCE

JOB TITLE	AVG	DAY RATE RANGE
DIRECTOR OF DIGITAL	£650	£520-£780
DIRECTOR OF ECOMMERCE	£650	£520-£780
HEAD OF DIGITAL MARKETING	£430	£370-£500
HEAD OF ECOMMERCE	£430	£370-£500
HEAD OF PERFORMANCE	£430	£370-£500
ECOMMERCE MANAGER	£280	£240-£320
SENIOR ECOMMERCE MANAGER	£350	£320-£400
DIGITAL MARKETING MANAGER	£275	£235-£330
SENIOR DIGITAL MARKETING MANAGER	£350	£320-£400
PERFORMANCE MARKETING MANAGER	£350	£265-£400
ONLINE TRADING MANAGER	£275	£235-£320
ECOMMERCE MARKETPLACE MANAGER	£240	£200-£300
CRO MANAGER	£330	£265-£370
SEO EXECUTIVE	£195	£170-£215
SEO MANAGER	£235	£215-£265
PPC / PAID SOCIAL MANAGER	£265	£215-£320
PPC / PAID SOCIAL EXECUTIVE	£195	£170-£215
SENIOR DIGITAL DESIGNER	£350	£250-£400
MID WEIGHT DIGITAL DESIGNER	£300	£200-£350
JUNIOR DIGITAL DESIGNER	£180	£150-£200

CRM, DATA & ANALYTICS

Showing a profound and necessary commitment to understanding and responding to customer insights, clients are channelling substantial resource into this space. Consequently, candidates skilled in data interpretation and digital analysis are witnessing an escalating demand, promising lucrative opportunities in the foreseeable future.

IN DEMAND

CRM MANAGER / SPECIALIST
CRM EXECUTIVE
LOYALTY MANAGER
LEAD DATA ANALYST
ECOMMERCE ANALYST

PERMANENT



LUCY STEEL
DIRECTOR
+44 7485 981 203

PERMANENT



OLIVIA PAVIOUR
PRINCIPAL CONSULTANT
+44 7485 981 218

PERMANENT



JOE FAULKNER
DIRECTOR
+44 7485 981 205

PERMANENT

JOB TITLE	AVG	RANGE
HEAD OF CRM	£80,000	£70,000-£90,000
CRM MANAGER	£60,000	£50,000-£70,000
CRM EXECUTIVE	£35,000	£33,000-£38,000
SENIOR ECOMMERCE ANALYST	£55,000	£45,000-£65,000
ECOMMERCE ANALYST	£45,000	£40,000-£50,000
JUNIOR ECOMMERCE ANALYST	£36,000	£32,000-£40,000
CRO MANAGER	£75,000	£60,000-£90,000
LOYALTY / RETENTION SPECIALIST	£60,000	£50,000-£80,000
RESEARCH ANALYST	£55,000	£40,000-£65,000
DATA ANALYST	£55,000	£40,000-£65,000

FREELANCE

JOB TITLE	AVG	DAY RATE RANGE
HEAD OF CRM	£430	£370-£500
CRM MANAGER	£330	£265-£370
CRM EXECUTIVE	£200	£175-£210
SENIOR ECOMMERCE ANALYST	£300	£235-£345
ECOMMERCE ANALYST	£235	£215-£265
JUNIOR ECOMMERCE ANALYST	£195	£170-£215
CRO MANAGER	£400	£320-£500
LOYALTY / RETENTION SPECIALIST	£330	£260-£420
RESEARCH ANALYST	£290	£215-£340
DATA ANALYST	£290	£215-£340

PRODUCT & UX

UX & Product has swiftly ascended as one of the most rapidly expanding areas in our industry, with clients increasingly recognising the pivotal role played by those specialist teams.

The insatiable demand for a stellar online experience from consumers continues to fuel the demand for specialised product folk, both in permanent and FL roles.

IN DEMAND

PRODUCT DESIGNER
HEAD OF PRODUCT
UX DESIGNER

FREELANCE



NICOLA SHEPHERD
DIRECTOR
+44 7971 287 749

PERMANENT



LUCY STEEL
DIRECTOR
+44 7485 981 203

PERMANENT



JAMES SPICE
DIRECTOR
+44 7485 981 208

PERMANENT



JOE FAULKNER
DIRECTOR
+44 7485 981 205

FREELANCE



LAMAR DIX
PRINCIPAL CONSULTANT
+44 7485 981 213

UNITED STATES



NAO MADISON
UX DIRECTOR
PRODUCT & UX

PERMANENT

JOB TITLE	AVG	RANGE
CPO	£130,000	£110,000-£150,000
PRODUCT DIRECTOR	£115,000	£100,000-£150,000
HEAD OF PRODUCT	£105,000	£90,000-£120,000
PRODUCT MANAGER	£70,000	£60,000-£80,000
PRODUCT OWNER	£60,000	£50,000-£70,000
PRODUCT DESIGN DIRECTOR	£110,000	£100,000-£130,000
PRODUCT DESIGN MANAGER	£90,000	£80,000-£100,000
LEAD PRODUCT DESIGNER	£80,000	£70,000-£90,000
SENIOR PRODUCT DESIGNER	£70,000	£60,000-£80,000
PRODUCT DESIGNER	£60,000	£50,000-£70,000
UX DIRECTOR	£85,000	£70,000-£100,000
HEAD OF UX	£80,000	£70,000-£90,000
UX MANAGER	£70,000	£60,000-£80,000
UX DESIGNER	£60,000	£50,000-£70,000
UI DESIGNER	£52,000	£45,000-£60,000
UX RESEARCHER	£52,000	£45,000-£60,000
UX COPYWRITER	£50,000	£40,000-£60,000

FREELANCE

JOB TITLE	AVG	DAY RATE RANGE
CPO	£1,000	£800-£1,000
PRODUCT DIRECTOR	£800	£700-£850
HEAD OF PRODUCT	£700	£600-£800
PRODUCT MANAGER	£450	£400-£500
PRODUCT OWNER	£400	£350-£450
PRODUCT DESIGN DIRECTOR	£700	£600-£800
PRODUCT DESIGN MANAGER	£600	£550-£650
LEAD PRODUCT DESIGNER	£600	£550-£650
SENIOR PRODUCT DESIGNER	£550	£500-£600
PRODUCT DESIGNER	£450	£400-£500
UX DIRECTOR	£700	£600-£800
HEAD OF UX	£575	£500-£650
UX MANAGER	£450	£400-£500
UX DESIGNER	£400	£350-£450
UI DESIGNER	£350	£300-£400
UX RESEARCHER	£450	£400-£500
UX COPYWRITER	£400	£350-£450

SENIOR APPOINTMENTS

IN DEMAND

Some roles are utterly business critical and require strategic input from our Executive team. Two key trends that are apparent at the moment:

Founders of agencies looking at how to remove themselves from being a single point of failure in their business.

How and when to succession plan and replace yourself requires a lot of thought and we can help with that having been through it ourselves as an Agency. The need to pivot / grow and in some cases defend market share is crucial right now so we are also seeing brands increasingly looking for ambitious CMO / Acquisition talent and Agencies bringing in C Suite Growth partners.

BUSINESS DEV. DIRECTOR
STRATEGY DIRECTOR
CLIENT SERVICES DIRECTOR
MANAGING DIRECTOR



JEN KINNEAR
MANAGING DIRECTOR



JOE FAULKNER
DIRECTOR



LUCY STEEL
DIRECTOR



JAMES SPICE
DIRECTOR



NICOLA SHEPHERD
DIRECTOR



NAO MADISON
DIRECTOR
TRIBE TALENT - MIAMI, FL

PERMANENT

JOB TITLE	AVG	RANGE
CHIEF EXECUTIVE OFFICER	£220,000	£150,000-£300,000
CHIEF REVENUE / GROWTH OFFICER	£140,000	£120,000-£200,000
CHIEF OPERATIONS OFFICER	£130,000	£120,000-£160,000
CHIEF FINANCIAL OFFICER	£150,000	£130,000-£200,000
CHIEF CREATIVE OFFICER	£145,000	£130,000-£180,000
MANAGING DIRECTOR	£175,000	£120,000-£200,000
MANAGING PARTNER	£160,000	£120,000-£200,000
CHIEF MARKETING OFFICER	£150,000	£125,000-£175,000

FREELANCE

JOB TITLE	AVG	DAY RATE RANGE
CHIEF EXECUTIVE OFFICER	£2,200	£2,000-£2,500
CHIEF REVENUE / GROWTH OFFICER	£1,000	£1,000-£1,500
CHIEF OPERATIONS OFFICER	£1,000	£1,000-£1,500
CHIEF FINANCIAL OFFICER	£1,000	£750-£1,500
CHIEF CREATIVE OFFICER	£1,000	£750-£1,500
MANAGING DIRECTOR	£2,000	£1,800-£2,200
MANAGING PARTNER	£2,000	£1,800-£2,201
CHIEF MARKETING OFFICER	£1,000	£900-£1,300

ABOUT PROFILES CREATIVE

We are the UK's leading digital and creative recruitment specialist and have been at the cutting edge of talent solutions within agencies and brands since 2002.

Headquartered in London since 2002, we've partnered with our clients - helping to enhance their business and supporting them to deliver incredible results.

Established with both creative and marketing divisions, we have constantly grown alongside our clients. We honed in on digital and ecommerce early in the game and combined our established expertise with the tools to stay current. This dynamism remains at the centre of what we do, and every single member of our team contributes to this.

We've been at the forefront of creative, digital and marketing recruitment in a constantly changing market, and 21 years on, we're still evolving.

APPENDIX

- Parliament. "Arts and creative industries: The case for a strategy"
- Startups.co.uk, "Remote Work Trends: Insights from UK Businesses"
- The Office of National Statistics, "Gender Pay Gap in the UK: 2023 Report"
- Chartered Institute of Personnel and Development (CIPD). "Diversity, Equity, and Inclusion Initiatives: Current Landscape"
- The Government, "Ethnic Diversity in the UK Workforce: 2023 Update"