



LIVELI
HOOD
LONDON

SALARY SURVEY

2022

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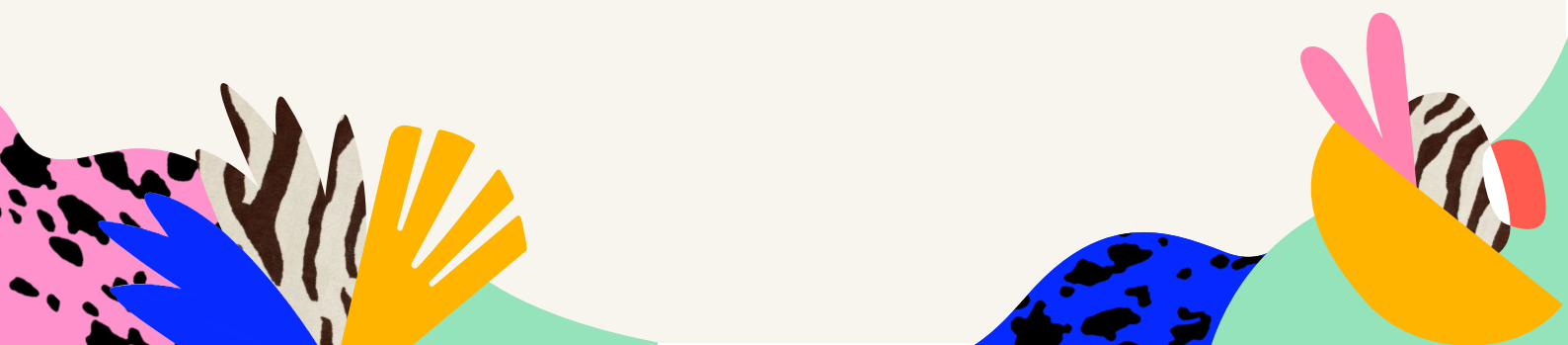
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CREATIVE

ROLE	SALARY	DAY RATE
Executive Creative Director	£150k+	£600+
Creative Director	£85k-£120k	£500-£600
Associate Creative Director	£75k-£100k	£450+
Head of Art	£75k-£90k	£450+
Design Director	£65k-£85k	£500
Creative Director Team	£100k-£150k	£500-£600
Senior Team	£70k-£90k	£400-£500
Midweight Team	£35k-£50k	£300-£350
Junior Team	£25k-£30k	£200-£250
Senior Art Director	£60k-£85k	£400-£450
Midweight Art Director	£35k-£50k	£300-£350
Junior Art Director	£25k-£30k	£200-£250
Head of Copy	£75k-£90k	£500-£600
Senior Copywriter	£60k-£85k	£400-£450
Midweight Copywriter	£35k-£50k	£300-£350
Junior Copywriter	£25k-£30k	£200-£250



DESIGN

ROLE	SALARY	DAY RATE
Executive Creative Director	£120k-£150k+	£550+
Creative Director	£100k-£120k+	£500+
Associate Creative Director	£75k-£100k	£450-£500
Design Director	£60k-£90k	£400-£450
Senior Designer	£50k-£80k	£300-£450
Midweight Designer	£35k-£45k	£250-£300
Junior Designer	£25k-£30k	£150+
Senior Motion Designer	£55k-£65k	£400+
Midweight Motion Designer	£35k-£45k	£250-£300
Junior Motion Designer	£25k-£30k	£150+
UI Designer	£45k-£65k	£300-£450
Product Designer	£45k-£65k	£300-£450
Video Editor	£30k-£55k	£250-£350+
3D Designer	£35k-£50k	£250-£400



CLIENT SERVICES

ROLE	SALARY	DAY RATE
ACCOUNT MANAGEMENT		
Managing Director	£110k+	N/A
Client Services Director	£80k-£100k	N/A
Group Account Director	£70k-£85k	£350-£450
Senior Account Director	£55k-£65k	£300-£350
Account Director	£45k-£60k	£250+
Senior Account Executive	£25k-£35k	£150+
Account Executive	£20K-£25K	N/A
PROJECT MANAGEMENT		
Operations Director	£110K-£125K	£500+
Head of Project Management/CSD	£80K-£100K	£400-£500
Project Director	£60K-£80K	£350-£400
Senior Project Manager	£55K-£60K	£300-£350
Project Manager	£35K-£50K	£250-£300
Junior Project Manager	£25K-£30K	£250+
Senior Resource/Traffic Manager/Director	£45K-£65K	£300-£350
Resource/Traffic Manager	£35K-£45K	£200-£250



STUDIO/PRODUCTION

ROLE	SALARY	DAY RATE
Senior Creative Artworker	£45K-£55K	£300+
Midweight Artworker	£30K-£40K	£250+
Junior Artworker	£20K-£25K	£150+
Senior Retoucher	£50K+	£350+
Midweight Retoucher	£35K-£45K	£250+
Junior Retoucher	£25K-£30K	£150+
Senior Visualiser	£55K+	£350+
Proofreader	£40k-£50k	£300+
Powerpoint Designer	£35k-£55k+	£350+
Studio Manager	£35k-£50k	£300+

