



become

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# salary survey 2020

## manchester creative & digital market update

**UK creative industries generate more than £100bn a year to the UK economy and employ more than 3m people. The UK creative industries are seen as vitally important to future economic growth, creation of new jobs and the positive perceptions of Brand Britain & The UK internationally. With the digital sector growing at an incredibly fast pace, there is an overlap of creative skills and technology, resulting in the evolution of one of the most exciting parts of the economy.**

2019 in the North of England's Creative market has proved to be a very competitive one. Sectors which have thrived include pharmaceutical, medcomms, sports and retail markets. Client side in the private sector has outshone agency and public sectors.

We have seen an increase within the client services, marketing and PR job roles and also a resurgence of more traditional roles such as Traffic Management, Motion Designers and PowerPoint Specialists.

Freelance has been consistently high and busy all year and we've seen an increase in 3-9 month contract roles. We have also seen an increase in the number of Temp2Perm conversions across the board in all creative job roles.

Brexit has caused some nerves, with cautious job seekers putting off their searches each time the Brexit deadline

came near. However, this hasn't stopped many candidates moving swiftly through the recruitment process and having multiple job offers to consider once they were complete. Other clients have been extremely careful when recruiting, making the process longer and more thorough – people definitely want to get it right first time!

Overall, it has been a very exciting year, which has kept everyone on their toes as we head into the political unknown for 2020. New IR35 regulations come into play next year, with many candidates and clients already preparing for the changes to come. We've already had clients laying down the foundations of their New Year recruitment plans – so we expect a strong start to 2020, until the next Brexit deadline!

# creative, digital, marketing & pr – manchester

## permanent basic salary (£ per annum)

Role	Junior	Midweight	Senior
Designer	18,000 - 22,000	24,000 - 28,000	30,000 - 45,000
Copywriter	17,000 - 20,000	24,000 - 35,000	32,000 - 45,000
Design Director	45,000 - 60,000	55,000 - 80,000	75,000 - 120,000
UI	20,000 - 30,000	30,000 - 40,000	40,000 - 65,000
UX	20,000 - 30,000	30,000 - 40,000	40,000 - 65,000
Front end	20,000 - 25,000	26,000 - 35,000	36,000 - 50,000
Artworker	17,000 - 21,000	22,000 - 27,000	28,000 - 34,000
2D/3D Animator	20,000 - 23,000	24,000 - 28,000	30,000 - 40,000
Videographer	-	25,000 - 35,000	-
Project Manager	20,000 - 25,000	25,000 - 35,000	30,000 - 40,000
SEO Executive	-	18,000 - 24,000	-
Paid Social Manager	-	25,000 - 32,000	-
Account Executive	17,000 - 18,000	18,000 - 21,000	20,000 - 23,000
Account Manager	24,000 - 28,000	29,000 - 37,000	38,000 - 45,000
Planner	24,000 - 28,000	30,000 - 40,000	40,000 - 60,000
Community Manager	18,000 - 22,000	24,000 - 28,000	39,000 - 35,000

freelance basic rate (£ per day)

Freelance Role	Junior	Middleweight	Senior +
Designer	150 - 200	200 - 280	280 - 350
Art Director	-	250 - 300	280 - 370
Copywriter	200 - 250	250 - 300	280 - 370
CD/Creative Lead	-	-	350 - 400
UI Designer	-	260 - 280	280 - 370
UX Designer	-	280 - 340	340 - 400
Animator / Video Editor	-	280 - 340	340 - 400
3D Animator	-	280 - 340	340 - 450
Artworker	-	180 - 200	200 - 250
Retoucher	-	200 - 230	230 - 280
Front-End Dev	-	280 - 340	340 - 400
Presentation Specialist	-	260 - 290	290 - 330