



Gloss Creative Recruitment's Salary Survey 2010
Representing Yorkshire's finest talent

Introduction

For us, January 2010 was a welcome relief after the negative effects of 2008 /2009. It was almost as though everyone took a deep breath over Christmas and we all came back with a much more positive and determined outlook. This has certainly been reflected in the amount of recruitment activity within our sector.

Gloss specialises in the Creative sector and one of the biggest trends we spotted this year was the huge rise in digital requirements – specifically Web design and Search. Where companies had been holding off on expanding and trying to make current staff numbers work, the damns finally burst resulting in a large amount of hiring and a great deal of movement in the area – especially at the Middleweight level.

Towards the middle of the year we have seen more of a move away from the delivery side (designers and developers) to the account handling and marketing aspects. As 2010 moves on, those of us that survived the torrent are now moving forward to look towards bigger market share...

Digital

Key trends:

1. Full service agencies growing their digital presence
2. Digital account handlers in high demand with low availability
3. SEO and PPC vacancies soar as new search agencies open in Leeds

Salaries

Digital Account Handlers

Position	Typical	Max
Account Executive	£17k	£25k
Account Manager	£26k	£35k
Account Director	£37k	£45k
SEO /PPC executive	£19k	£25k
SEO /PPC Manager	£26k	£36k
SEO /PPC Director	£40k+	-

Digital Creatives

Position	Typical	Max
Digital Director	£45k+	-
Junior Web Designer	£17k	£22k
MW Web Designer	£22k	£27k
Senior Web Designer	£28k	£35k
Flash Designer	£25k	£34k
PHP Web Developer	£22k	£36k

Key Contact:

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Graphic and Print Design

Key trends:

1. Due to large redundancies there has been a lot of candidate availability
2. Clients want very specific skills to hit the ground running
3. Salaries frozen or reduced depending on agency
4. Many graphic designers moving into digital training
5. Freelancers struggling and many turning permanent

Salaries

Creative Roles			Account Handlers		
Position	Typical	Max	Position	Typical	Max
Artworker (Junior)	£13k	£16k			
Artworker (M'weight)	£17k	£22k	Account Executive	£15k	£25k
Artworker (Senior)	£22k	£28k	Account Manager	£26k	£35k
Studio Manager	£28k	£33k	Account Director	£38k+	-
Designer (Junior)	£14k	£18k	Client Services Director	£45k+	-
Designer (M'weight)	£19k	£24k	Copywriter (junior)	£14k	£20k
Designer (Senior)	£25k	£32k	Copywriter (M'weight)	£20k	£28k
Art Director (Junior)	£16k	£18k	Copywriter (Senior)	£30k+	-
Art Director (M'weight)	£18k	£28k	Project Manager	£22k	£25k
Art Director (Senior)	£28k	£40k	Design Manager	£25k	£35k
Creative Director	£40k+				

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Sources

The data summarised in this survey has been collated from Candidates and Clients that have registered with our agency and are based on actual paid salaries and client job specs. Please note that Gloss Creative Recruitment operates on Permanent positions both inhouse and agency only within Yorkshire.

For more information please visit www.glossrecruitment.com or call us on 0870 321 9788