



2025



# SALARY GUIDE



# Welcome to the DMCG Global 2025 Salary Guide.

There is no doubt these are complex times for the UK job market, but despite all the global instability, political, social and economic upheaval, overall the demand for talent in the Creative Industries remains steady in 2025.

This salary guide aims to provide you with a snapshot of expected remuneration across a wide range of disciplines. It includes data for both permanent positions and day rates where possible.

If you'd like to discuss your recruitment strategy or current business challenges in more detail or you're currently considering new career opportunities, please take the chance to reach out to one of our talent specialists (Details are within the related sections).



## QUICK LINKS



Executive & Client Services



Creative & Design



CX, UX & UI



Digital Products  
& Services



Marketing, Sales  
& New Business



Media Planning & Buying



Operations & Delivery



Planning & Strategy



PR & Communications



Production & Project  
Management



Technology & Digital  
Engineering



Software & Web  
Development



Gaming



Accountancy & Finance

# Executive & Client Services.

JOB TITLE	FULL-TIME
CEO	£180-350K
VP	£165-220K
MANAGING DIRECTOR	£120-180K
DEPUTY MANAGING DIRECTOR	£100-160K
MANAGING PARTNER /BOARD DIRECTOR	£130-160K



JOB TITLE	FULL-TIME	FREELANCE
CHIEF GROWTH OFFICER	£120-150K	
HEAD OF BUSINESS DEVELOPMENT	£90-150K	£600+
BUSINESS DEVELOPMENT DIRECTOR	£70-100K	£475-525
SENIOR BUSINESS DEVELOPMENT MANAGER	£55-70K	£325-375
BUSINESS DEVELOPMENT MANAGER	£45-50K	£275-325
BUSINESS DEVELOPMENT EXECUTIVE	£28-38K	£200-250
HEAD OF CLIENT SERVICES/ACCOUNT MANAGEMENT	£120-180K	£500+
BUSINESS DIRECTOR /CLIENT PARTNER	£75-110K	£450-£500
GROUP ACCOUNT DIRECTOR	£70-90K	£350-450
SENIOR ACCOUNT DIRECTOR	£65-75K	£350-450
ACCOUNT DIRECTOR	£48-60K	£300-£400

JOB TITLE	FULL-TIME	FREELANCE
SENIOR ACCOUNT MANAGER	£38 - 45K	£250 - 300
ACCOUNT MANAGER	£28 - 37K	£200 - 250
ACCOUNT EXECUTIVE	£18 - 28K	£160 - 200

## Who to contact



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# Creative & Design.

## JOB TITLE

## FULL-TIME

## FREELANCE

EXECUTIVE CREATIVE  
DIRECTOR

£160-350K

£500+

DEPUTY ECD

£150-250K

£500+

CREATIVE DIRECTOR  
/HEAD OF DESIGN

£90-150K

£500+

ASSOCIATE CREATIVE  
DIRECTOR

£75-90K

£450+

HEAD OF ART

£65-90K

£400-500

SENIOR CREATIVE

£55-80K

£350-450

CREATIVE

£38-48K

£250-350

JUNIOR CREATIVE

£30-35K

£180-250

HEAD OF COPY

£65-90K

£400-500

SENIOR COPYWRITER

£55-80K

£350-450

COPYWRITER

£38-48K

£250-350

JUNIOR COPYWRITER

£30-35K

£180-250

JOB TITLE	FULL-TIME	FREELANCE
HEAD OF DESIGN	£70-90K	£400+
DESIGN DIRECTOR	£60-80K	£400-500
SENIOR DESIGNER	£50-65K	£320-375
DESIGNER	£35-45K	£220-320
JUNIOR DESIGNER	£26-32K	£180-250
SENIOR 3D/SPATIAL DESIGNER	£50-65K	£350-400
3D/SPATIAL DESIGNER	£35-45K	£300-320
HEAD OF MOTION DESIGN	£60-80K	£400+
SENIOR MOTION DESIGNER	£50-65K	£350-400
MOTION DESIGNER	£38-50K	£300-350
SENIOR ARTWORKER	£45-55K	£250-300
MID-WEIGHT ARTWORKER	£35-45K	£225-250
RETOUCHER	£45-60K	£300-400
3D VISUALISER	£35-65K	£300-400
PRESENTATION DESIGNER	£40-80K	£300-400

JOB TITLE	FULL-TIME	FREELANCE
VIDEO EDITOR	£30-45K	£300-350
ANIMATOR	£40-60K	£300-350
SENIOR VIDEOGRAPHER	£40-60K	£225-275
JUNIOR VIDEOGRAPHER	£28-32K	£300+

## Who to contact



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**CARL ANDERSON**  
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# CX, UX & UI.

JOB TITLE	FULL-TIME	FREELANCE
HEAD OF UX/IA	£100-180K	£600-800
UX DIRECTOR	£80-120K	£600-800
SENIOR UX ARCHITECT /DEVELOPER	£50-80K	£500-600
SENIOR UX DESIGNER	£55-75K	£450-550
MID-WEIGHT UX DESIGNER	£45-60K	£300-400
JUNIOR UX DESIGNER	£30-45K	£200-320
UX RESEARCHER	£35-60K	£400-500
UX COPYWRITER	£50-75K	£350-450
SENIOR UI DESIGNER	£55-70K	£450-550
JUNIOR UI DESIGNER	£30-45K	£200-320
STAFF/ PRINCIPAL DESIGNER	£100-115K	£600-750
LEAD PRODUCT DESIGNER	£80-90K	£550-650
SENIOR PRODUCT DESIGNER	£65-75K	£450-550
PRODUCT DESIGNER	£50-60K	£350+

JOB TITLE	FULL-TIME	FREELANCE
CX DESIGNER	£65-85K	£400-500
DIGITAL DESIGN DIRECTOR	£80-100K	£500+
SENIOR DIGITAL DESIGNER	£45-65K	£325-400
MID-WEIGHT DIGITAL DESIGNER	£35-50K	£275-325
JUNIOR DIGITAL DESIGNER	£28-35K	£225-250

## Who to contact



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# Digital, Products & Services.

## JOB TITLE

## FULL-TIME

## FREELANCE

PRODUCT OWNER

£50-80K

£400-500

PRODUCT MANAGER

£50-70K

£475-550

SENIOR PRODUCT  
MANAGER

£70-90K

£550-650

HEAD OF PRODUCT

£90-120K

£700+

PROGRAMME DIRECTOR

£75-100K

£400-450

PRODUCT DIRECTOR

£120-150K

£800+

CHIEF PRODUCT  
OFFICER

£125-180K

£800+

HEAD OF TALENT

£75-100K

£450-600

TALENT DIRECTOR

£55-70K

£350-500

TALENT MANAGER

£35-45K

£200-300

TALENT EXECUTIVE

£25-28K

£200-300

TALENT ASSISTANT

£20-23K

£125-200

JOB TITLE	FULL-TIME	FREELANCE
CONTENT EDITOR / PRODUCER	£30-40K	£250-350
COMMUNITY MANAGER	£30-50K	£160-300
CONTENT MANAGER	£35-45K	£250-350
CONTENT STRATEGIST	£45-60K	£400-500
SOCIAL MEDIA EXECUTIVE	£25-35K	£225-275
SOCIAL MEDIA MANAGER	£25-55K	£225-325
SOCIAL MEDIA STRATEGIST	£35-50K	£350-450
PAID SOCIAL MANAGER	£35-50K	£198-250
PAID SOCIAL STRATEGIST	£50-60K	£250-350
CONTENT WRITER	£40-50K	£130-150
HEAD OF SOCIAL	£65-90K	£350-450
INFLUENCER MANAGER	£40-50K	£350-450
INFLUENCER DIRECTOR	£60-80K	£350-450

JOB TITLE	FULL-TIME	FREELANCE
SEO EXECUTIVE	£50-55K	£300-400
SEO MANAGER	£40-50K	£300-350
HEAD OF SEO	£60-90K	£400-450
PPC/PAID SOCIAL EXECUTIVE	£30-35K	£225-275
PPC/PAID SOCIAL MANAGER	£40-50K	£300-350
PAID MEDIA/BIDDABLE ACCOUNT DIRECTOR	£55-65K	£325-400
HEAD OF PPC SEARCH /BIDDABLE	£75-85K	£380-450
PROGRAMMATIC MANAGER	£45-50K	£300-400
PERFORMANCE MARKETING MANAGER	£60-80K	£300-400
GROWTH MARKETING MANAGER	£40-55K	£300-400
HEAD OF PERFORMANCE	£70-105K	£400-500
HEAD OF GROWTH MARKETING	£70-105K	£400-500
USER ACQUISITION SPECIALIST	£50-60K	£300-400

JOB TITLE	FULL-TIME	FREELANCE
DIGITAL MARKETING EXECUTIVE	£25-30K	£150-200
SENIOR DIGITAL MARKETING MANAGER	£55-70K	£300-350
HEAD OF ONLINE /DIGITAL	£65-80K	£450-550



JOB TITLE	FULL-TIME	FREELANCE
DIRECTOR OF ONLINE /E-COMMERCE	£90-110K	£600-900
HEAD OF E-COMMERCE	£70-90K	£450-550
E-COMMERCE CATEGORY MANAGER	£55-60K	£550-650
E-COMMERCE MANAGER	£50-55K	£300-400
ONLINE TRADING MANAGER	£45-55K	£550-650
E-COMMERCE MARKETPLACE MANAGER	£45-60K	£550-800

## Who to contact



### For Strategy

**JACK PULLEY**

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### For Production

**MARCUS ROCHLIN**

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### For Social Media

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### For Technology

**STEPHEN PHILLIPS**

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# Marketing, Sales & New Business.

JOB TITLE	FULL-TIME	FREELANCE
CMO / VP	£100-200K+	£400-800
HEAD OF SALES / HEAD OF MARKETING	£150-250K	£350-500+
MARKETING ASSISTANT	£24-30K	£125-200
MARKETING EXECUTIVE /CO-ORDINATOR	£30-40K	£180-200
SENIOR MARKETING EXECUTIVE	£35-45K	£201-250
MARKETING MANAGER	£45-60K	£251-300
CAMPAIGN MANAGER	£45-60K	£401-450
SENIOR MARKETING MANAGER	£55-70K	£351-400
MARKETING DIRECTOR	£80-120K	£201-450
HEAD OF BRAND MARKETING	£70-90K	£401-500
BRAND MANAGER	£45-55K	£300-350
BRAND EXECUTIVE	£30-40K	£230-270

JOB TITLE	FULL-TIME	FREELANCE
CRM MANAGER	£38 - 45K	£250 - 300
FIELD MARKETING MANAGER	£40 - 55K	£200 - 350
PARTNER MARKETING MANAGER	£55 - 60K	£300 - 400
LEAD GENERATION SPECIALIST	£30 - 45K	£200 - 350
CRM EXECUTIVE	£30 - 40K	£200 - 300



## Who to contact



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# Media Planning & Buying.

## JOB TITLE

## FULL-TIME

## FREELANCE

MEDIA PLANNER BUYER

£30-45K

£120-170

DIGITAL PLANNER BUYER

30-40K

£120-140

INTERNATIONAL  
MEDIA MANAGER

£35-55K

£150-200

PERFORMANCE  
DIRECTOR

£55-80K

£230-350

PERFORMANCE  
MANAGER

£30-45K

£150-200

PLANNING DIRECTOR

£50-60K

£200-280

PLANNING MANAGER

£36-45K

£150-200

PRESS PLANNER BUYER

£25-45K

£100-200

MEDIA STRATEGY  
DIRECTOR

£60-85K

£250-350

## Who to contact



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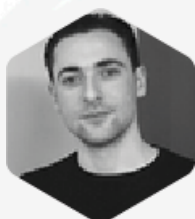


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# Operations & Delivery.

JOB TITLE	FULL-TIME	FREELANCE
HEAD OF OPERATIONS	£80-150K	£450-500
OPERATIONS DIRECTOR	£90-120K	£400-500
OPERATIONS MANAGER	£70-90K	£350-400
CREATIVE SERVICES DIRECTOR	£80-120K	£350-450
HEAD OF CREATIVE SERVICES	£60-70K	£350-450
SENIOR CREATIVE SERVICES MANAGER	£50-65K	£350
CREATIVE SERVICES MANAGER	£40-50K	£300-400
RESOURCE/TRAFFIC MANAGER/STUDIO MANAGER	£80-120K	£300-350
CREATIVE SERVICES DIRECTOR	£80-120K	£350-450

## Who to contact



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# Planning & Strategy.

JOB TITLE	FULL-TIME	FREELANCE
CHIEF STRATEGY OFFICER (CSO)	£150-250K	£800+
HEAD OF PLANNING /STRATEGY	£130-180K	£700-800
STRATEGY/PLANNING PARTNER	£110-130K	£600-700
PLANNING/STRATEGY DIRECTOR	£75-110K	£500-600
SENIOR PLANNER /STRATEGIST	£55-75K	£400-500
MID-WEIGHT PLANNER /STRATEGIST	£40-55K	£300-400
JUNIOR PLANNER /STRATEGIST	£25-40K	£250-300
WEB/DIGITAL ANALYST	£30-65K	£300-350
INSIGHT ANALYST	£40-50K	£280-320
SENIOR WEB ANALYST	£55-65K	£375-425
SOCIAL ANALYST	£45-55K	£375-425
RESEARCH ANALYST	£30-45K	£350-400

JOB TITLE	FULL-TIME	FREELANCE
HEAD OF DATA PLANNING	£90-140K	£700+
DATA PLANNING DIRECTOR	£70-90K	£400-500
SENIOR DATA PLANNER	£50-70K	£300-400
DATA PLANNER	£35-50K	£200-300
ANALYTICS DIRECTOR	£60-80K	£400-500
SENIOR DATA ANALYST	£35-55K	£300-400
DATA ANALYST	£25-35K	£150-250

## Who to contact



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# PR & Communications.

## JOB TITLE

## FULL-TIME

## FREELANCE

PRESS OFFICER  
/COMMS EXECUTIVE

£30-40K

£150-200

PR MANAGER  
/COMMS MANAGER

£45-55K

£220-270

INTERNAL COMMS  
MANAGER

£45-55K

£250-350

SENIOR PR/COMMS  
MANAGER

£55-75K

£250-300

HEAD OF PR/HEAD OF  
MEDIA RELATIONS

£75-120K

£250-350

HEAD OF INTERNAL  
COMMS

£70-80K

£300-400

GROUP HEAD OF  
COMMS

£75-100K

£350-400

PR DIRECTOR

£80-140K

£400+

GROUP HEAD OF  
COMMS

£75-100K

£350-400

## Who to contact



**SALLY O'SULLIVAN**  
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# Production & Project Management.

JOB TITLE	FULL-TIME	FREELANCE
HEAD OF PRODUCTION	£90-150K	£450-600
PRODUCTION DIRECTOR /PROJECT DIRECTOR	£70-100K	£400-450
SENIOR PRODUCER	£45-65K	£350-450
PRODUCER	£30-45K	£300-350
PRODUCTION ASSISTANT /COORDINATOR	£22-24K	£200-250
RUNNER	£18-20K	£150-200



JOB TITLE	FULL-TIME	FREELANCE
CHIEF OPERATIONS OFFICER (COO)	£120-200K	£600-800
EXECUTIVE PRODUCER	£90-120K	£400-500
HEAD OF PROJECT MANAGEMENT	£85-120K	£400-500
PROJECT DIRECTOR	£65-100K	£350-450
SENIOR PROJECT MANAGER	£45-65K	£350-400
MID-WEIGHT PROJECT MANAGER	£30-45K	£250-350
JUNIOR PROJECT MANAGER	£24-30K	£200-250
PROJECT COORDINATOR	£26-32K	£200-250

## Who to contact



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# Technology & Digital Engineering.

JOB TITLE	FULL-TIME	FREELANCE
CHIEF TECHNICAL OFFICER (CTO)	£120-180K	£500+
TECHNICAL DIRECTOR	£80-120K	£350-500
HEAD OF CREATIVE TECHNOLOGY	£85-100K	£300-500
SENIOR CREATIVE TECHNOLOGIST	£65-75K	£350-450
MID-WEIGHT CREATIVE TECHNOLOGIST	£45-55K	£250-350
JUNIOR CREATIVE TECHNOLOGIST	£25-40K	£150-250
TECHNICAL LEAD /ARCHITECT	£60-80K	£350-400
DEVELOPMENT CONSULTANT	£50-70K	£350-450
TECHNICAL PROJECT MANAGER	£50-65K	£250-450



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# Software & Web Development.

## JOB TITLE

## FULL-TIME

## FREELANCE

HEAD OF DEVELOPMENT

£80-100K

£350-500

MOBILE DEVELOPER

£45-70K

£300-550

MOBILE PRODUCER

£45-55K

£275-325

JAVA TECHNICAL  
ARCHITECT

£60-95K

£350-500+

SENIOR JAVA  
DEVELOPER

£60-90K

£375-500

FULLSTACK  
DEVELOPER

£30-75K

£300-500

JAVA DEVELOPER

£45-55K

£300-400

ONLINE GAMES  
PRODUCER

£45-55K

£250-330

HEAD OF QA/LEAD  
QA TESTER

£50-60K

£350-400

QA MANAGER/ANALYST

£30-40K

£250-350

JOB TITLE	FULL-TIME	FREELANCE
HEAD OF FRONT END	£70-90K	£500-600
SENIOR FRONT END DEVELOPER	£55-70K	£350-400
MID-WEIGHT FRONT END DEVELOPER	£30-50K	£250-300
JUNIOR FRONT END DEVELOPER	£20-30K	£150-250
HEAD OF BACK END	£60-100K	£500-600
SENIOR BACK END DEVELOPER	£50-75K	£300-550
MID-WEIGHT BACK END DEVELOPER	£30-50K	£250-300
JUNIOR BACK END DEVELOPER	£20-30K	£150-250
SCRUM MASTER	£60-65K	£300-375

## Who to contact



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# Gaming.

JOB TITLE	FULL-TIME	FREELANCE
GAME DESIGNER	£35-70K	£300-450
GAME PROGRAMMER	£35-70K	£300-500
3D/2D GAME ARTIST	£30-55K	£200-350
GAME ANIMATOR	£30-55K	£200-350
TECHNICAL ARTIST	£35-60K	£350-550
TECHNICAL DIRECTOR	£48-98K	£600-900
LEVEL DESIGNER	£28-60K	£250-400
ART DIRECTOR	£52-63K	£500-800

## Who to contact



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# Accountancy & Finance.

JOB TITLE

FULL-TIME

CFO £120K+

GROUP FINANCE DIRECTOR £75-140K

FINANCE DIRECTOR £67-162K

DIRECTOR (SHARED SERVICES) £77-201K

GROUP FINANCE CONTROLLER £55-128K

FINANCE CONTROLLER £40-84K

FINANCE MANAGER £42-88K

GROUP ACCOUNTANT £32-82K

FINANCIAL ACCOUNTANT £32-67K

MANAGEMENT ACCOUNTANT £32-67K

DIRECTOR AUDIT/RISK £84-183K

INTERNAL AUDIT MANAGER £48-88K

INTERNAL AUDITOR £26-71K

## JOB TITLE

## FULL-TIME

TREASURY MANAGER

£47-100K

TREASURY ACCOUNTANT

£45-54K

TAX MANAGER

£47-83K

TAX ACCOUNTANT

£26-67K

FP&amp;A MANAGER

£45-92K

FINANCIAL ANALYST

£26-69K

FINANCIAL MODELER

£29-105K

SNR FINANCE BUSINESS PARTNER

£53-93K

FINANCE BUSINESS PARTNER

£41-81K

PROJECT ACCOUNTANT

£27-51K

P/Q ACCOUNTANT

£17-40K

ASSISTANT ACCOUNTANT

£21-33K

SENIOR FINANCIAL ANALYST

£39-84K

JUNIOR FINANCIAL ANALYST

£21-33K

ACCOUNTS ASSISTANT

£21-27K

JOB TITLE	FULL-TIME
PURCHASE LEDGER MANAGER	£28-59K
PURCHASE LEDGER CLERK	£17-30K
SALES LEDGER BILLING MANAGER	£30-63K
BILLINGS CLERK	£18-32K
CREDIT MANAGER	£27-60K
CREDIT CONTROLLER	£19-34K
PAYROLL MANAGER	£30-63K
PAYROLL CLERK	£17-33K

## Who to contact



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