

# Guide to Agency Salaries 2018



Experts in  
agency recruitment



# Account handling & client services roles London

<b>POSITION</b>	<b>PERMANENT RATE PER ANNUM</b>	<b>FREELANCE RATE PER DAY</b>
New Graduate	£18 - £21k	£50 - £100
Account Executive	£20 - £23k	£120 - £150
Senior Account Executive	£23 - £25k	£150 - £180
Junior Account Manager	£25 - £27k	£160 - £190
Account Manager	£28 - £35k	£170 - £200
Senior Account Manager	£35 - £40k	£190 - £230
Project Manager	£30 - £45k	£200 - £250
Junior Account Director	£38 - £43k	£220 - £250
Account Director	£48 - £55k	£250 - £300
Senior Account Director	£55 - £65k	£250 - £350
Group Account Director	£70 - £80k	£300 - £400
Client Services Director	£75 - £120k	£350 - £450
Business Director	£75 - £100k	£350+
Board Director	£100k+	£450+
Managing Director	£85 - £140k	N/A
Business Development Manager	£30 - £50k	£200 - £300
Business Development Director	£65 - £120k	£400+

# Creative roles London

## POSITION

Traffic Assistant

Traffic Manager

Senior Traffic Manager

Creative Services Manager

Head of Creative Services

Operations Manager

Head of Operations

Studio Manager

Studio Director

Junior Art Director

Midweight Art Director

Senior Art Director

Junior Designer

Midweight Designer

## PERMANENT RATE PER ANNUM

£22 - £25k

£35 - £50k

£50 - £70k

£35 - £45k

£50k+

£40 - £50k

£60k+

£35 - £40k

£55k+

£25 - £30k

£35 - £40k

£45 - £60k

£20 - £25k

£25 - £35k

## FREELANCE RATE PER DAY

£80 - £100

£200 - £275

£250 - £350

£250 - £300

£320+

£350+

£400+

£250 - £300

£350+

£120 - £180

£200 - £300

£300 - £350+

£120 - £180

£200 - £300

# Creative roles London (continued)

<b>POSITION</b>	<b>PERMANENT RATE PER ANNUM</b>	<b>FREELANCE RATE PER DAY</b>
Senior Designer	£35 - £50k	£250 - £400
Artworker	£23 - £30k	£140 - £200
Senior Artworker	£33 - £40k	£220 - £250
Digital Designer	£32 - £45k	£230 - £280
Senior Digital Designer	£43 - £55k	£300 - £400
Visualiser	£24 - £35k	£200 - £250
Junior Copywriter	£23 - £28k	£150 - £180
Midweight Copywriter	£30 - £40k	£200 - £300
Senior Copywriter	£45 - £55k	£300 - £400
Proofreader	£25 - £35k	£150 - £200
Creative Group Head	£55 - £70k	£400 - £550
Deputy Creative Director	£60 - £85k	£350+
Creative Director	£85 - £110k	£400 - £550

## Tech roles London

### POSITION

Junior Front-End Developer

Midweight Front-End Developer

Senior Front-End Developer

Full Stack Developer

Back-End Developer

### PERMANENT RATE PER ANNUM

£22 - £28k

£35 - £45k

£50 - £75k

£55 - £65k

£40 - £60k

### FREELANCE RATE PER DAY

£150 - £200

£200 - £300

£300 - £400

£450 - £550

£300 - £400

## Social roles London

### POSITION

Content Manager

Community Manager

Senior Community Manager

Social Media Executive

Social Media Manager

Head of Social

### PERMANENT RATE PER ANNUM

£25 - £30k

£25 - £35k

£40 - £45k

£22 - £27k

£25 - £40k

£60 - £100k

### FREELANCE RATE PER DAY

£200 - £300

£150 - £250

£220 - £280

N/A

£150 - £300

N/A

# Planning & Strategy roles London

## POSITION

Insight Executive

Junior Planner

Planner

Midweight Planner

Senior Planner

Associate Planning Director

Planning Director

## PERMANENT RATE PER ANNUM

£18 - £20k

£20 - £26k

£25 - £35k

£30 - £50k

£55 - £75k

£75 - £90k

£80 - £120k

## FREELANCE RATE PER DAY

£75 - £100

£125 - £200

£190 - £220

£220 - £370

£300 - £400

£450+

N/A

# Why choose Fill Recruitment? Clients

Fill isn't a candidate conveyor belt. Long-lasting client relationships are the lifeblood of our business and we take pride in providing a truly consultative service in partnership with you

- Specialists in account handling, creative, planning and strategy at all levels
- Recruiting across London, the Home Counties and beyond, from innovative start-ups to industry leaders
- Permanent, freelance and contract roles
- Responsive, grown-up consultants with unparalleled industry insight
- Loyal, long-standing and truly consultative client relationships
- Advice on recruitment strategy, agency structure, salaries and the state of the market
- All candidates met before submission
- CVs submitted on a quality-not-quantity basis
- Fill is proud to be a member of the Recruitment & Employment Confederation. Our consultants conduct themselves ethically and abide by the REC's Code of Professional Practice

# Why choose Fill Recruitment? Candidates

Ever yearned for a relationship blossoming with honesty, trust and respect? Wistfully imagined a meeting of minds and shared obsessions? Fortunately Fill's consultants are waiting for your call

- The very best opportunities in account handling, creative, planning and strategy
- Agency roles at all levels across London, the Home Counties and beyond
- Permanent, freelance and contract
- Friendly, responsive consultants with unparalleled industry insight
- Exclusive roles you won't see advertised anywhere else
- Assistance with your CV and interview technique plus tips on pushing for promotion
- Honest salary guidance
- Advice on freelancing or finding an umbrella company
- A reputation built on word of mouth and personal recommendation
- Generous referral scheme
- Ethical, respected, reliable - and on your side every step of the way



# Get in touch

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## Creative

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Experts in  
agency recruitment