

CREATIVE CROWD

SALARY SURVEY → 2023

DESIGN

Level	PERMANENT	FREELANCE/DAY RATE
Junior	£24k – 30k	£140 – 230
Midweight	£30k – 45k	£250 – 300
Senior	£45k – 65k	£320 – 375
Design Director	£65k – 85k	£400 – 450
Creative Director	£90k – 150k	£475 – 600

ART DIRECTION

Level	PERMANENT	FREELANCE/DAY RATE
Junior	£24k – 32k	£140 – 240
Art Director	£32k – 45k	£240 – 300
Senior Art Director	£50k – 85k	£350 – 400
Creative Director	£100k – 120k	£450 – 600

DIGITAL DESIGN

Level	PERMANENT	FREELANCE/DAY RATE
Junior	£25k – 35k	£180 – 250
Midweight	£35k – 48k	£250 – 320
Senior	£52k – 75k	£350 – 450
Design Director	£75k – 95k	£450 – 550
Creative Director	£95k – 150k	£550 – 700

MOTION DESIGN

Level	PERMANENT	FREELANCE/DAY RATE
Junior	£25k – 35k	£180 – 240
Midweight	£35k – 45k	£250 – 320
Senior	£45k – 75k	£320 – 450
Design Director	£75k – 85k	£450 – 550
Creative Director	£85k – 120k	£550 – 650

ARTWORKING

Level	PERMANENT	FREELANCE/DAY RATE
Junior	£24k – 30k	£180 – 220
Midweight	£30k – 40k	£220 – 250
Senior	£40k – 60k	£250 – 350

PRODUCTION

Level	PERMANENT	FREELANCE/DAY RATE
Junior	£26k – 35k	£180 – 250
Midweight	£35k – 55k	£250 – 350
Senior	£55k – 75k	£350 – 500
Director	£75k – 90k	£500+

PROJECT/ ACCOUNT MANAGEMENT

Level	PERMANENT	FREELANCE/DAY RATE
Junior	£26k – 35k	£150 – 250
Midweight	£35k – 50k	£250 – 350
Senior	£50k – 65k	£350 – 400
Director	£65k – 80k	£400+

STUDIO MANAGEMENT / CREATIVE SERVICES

Level	PERMANENT	FREELANCE/DAY RATE
Junior	£25k – 30k	£150 – 200
Midweight	£30k – 45k	£200 – 250
Senior	£45k – 60k	£250 – 350
Director	£60k – 80k	£350+

COPYWRITING

Level	PERMANENT	FREELANCE/DAY RATE
Junior	£25k – 30k	£180 – 250
Midweight	£30k – 50k	£250 – 350
Senior	£50k – 70k	£400 – 600
Head of Copy	£80k+	£600+

STRATEGY

Level	PERMANENT	FREELANCE/DAY RATE
Junior	£27k – 35k	£180 – 250
Midweight	£35k – 55k	£250 – 350
Senior	£55k – 80k	£400 – 600
Director	£80k+	£600+

Creative Crowd is an independent talent partner for the creative industry.

We work with some of the best agencies, brands, and people around the globe with an ambition to connect them as efficiently and effectively as possible.

This is a guide only. Please get in touch if you require further assistance.

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Permanent →

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