

Guide to Agency Salaries (2012)

This is intended as a guide only but should give you an idea of salary expectations. Salaries differ depending on the agency and specific levels of experience. These rates exclude additional benefits e.g. bonus, health insurance, car allowance etc.

POSITION	PERMANENT RATE (per annum)	FREELANCE RATE (per day)
New Graduate	£18 - £21k	n/a
Account Executive	£19 - £22k	£100 - £125
Senior Account Executive	£21 - £24k	£125 - £135
Junior Account Manager	£23 - £25k	£130 - £145
Account Manager	£26 - £30k	£150 - £165
Senior Account Manager	£32 - £38k	£165 - £185
Junior Account Director	£39 - £42k	£170 - £190
Account Director	£40 - £50k	£200 - £220
Senior Account Director	£50 - £60k	£230 - £300
Group Account Director	£60 - 75k	£275+
Client Services Director	£70k+	£300+
Board Director	£70k+	£325+
Managing Director	£75k+	£360+
Business Development Manager	£30 - £45k	£160 - £180
Business Development Director	£60 - £100k	£230 - £380
Research Executive	£22 - £27k	£110 - £160
Research Manager	£32 - £42k+	£170 - £300+
Junior Copywriter	£20 - £30k	£120 - £150
Midweight Copywriter	£28 - £40k	£200 - £250
Junior Art Director	£20 - £30k	£120 - £150
Midweight Art Director	£30 - £40k	£200 - £250
Senior Art Director	£40 - £65k	£300 - £350+
Designer	£25 - £35k	£200 - £250
Senior Designer	£35 - £45k	£300 - £350+
Artworker	£25 - £32k	£150 - £200
Senior Artworker	£33 - £40k	£250+
Visualiser	£24 - £35k	£200 - £250+
Proofreader	£22 - £26k	£150 - £200+
Creative Group Head	£55 - £70k	£300 - £350
Deputy Creative Director	£60 - £90k	£300+
Creative Director	£65 - £120k	£350+
Insight Executive*	£18k	£75 - £100
Junior Planner*	£25 - £35k	£150
Midweight Planner*	£40 - £50k	£200
Senior Planner*	£60k+	£250 - £400
Planning Director*	£80 - £100k	£500

* Planning roles and salary bands vary greatly between agencies.

Contact Jonathan Wilks at jonathan@fillrecruitment.com for more information on current planning roles and salaries.



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