

are you sitting down?

Over the last year salaries in the advertising and media world have remained steady. Bucking the trend, freelance workers have enjoyed a modest increase in their day rates.

Unlike the last few years UX salaries have seen little change. Creative is the area where pay is coming under most pressure, as always though serious talent is always in high demand. Have a good look where you stand on this survey. If you're overpaid, delete or destroy this document immediately. If you're underpaid we don't have to tell you where to come.

Under paid or over paid?
Find out this and more with our
new RedSofa Salary Survey

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TRADITIONAL/INTEGRATED CREATIVE

TITLE	PERMANENT	FREELANCE
Executive Creative Director	€150k +	€800+
Creative Director	€75k - €120k	€650+
Associate Creative Director	€65k - €75k	€600+
Head of Art	€80k - €150k	€600+
Design Director	€75k - €100k	€550+
Creative Director Team	€75k - €110k	€600+
Creative Group Head Team	€80k - €120k	€600+
Senior Team	€50k - €80k	€550+
Mid-weight Team	€38k - €50k	€550+
Junior Team	€33k - €38k	-
Senior Art Director	€50k - €80k	€550+
Mid-weight Art Director	€40k - €50k	€400+
Junior Art Director	€33k - €38k	-
Head of Copy	€72k - €100k	€650+
Senior Copywriter	€54k - €70k	€550+
Mid-weight Copywriter	€40k - €50k	€400+
Junior Copywriter	€33k - €38k	-
Senior Designer	€45k - €60k	€500+
Midweight Designer	€33k - €45k	€400+
Junior Designer	€26k - €30k	-

PROJECT MANAGEMENT / PRODUCTION

TITLE	PERMANENT	FREELANCE
Operations Director	€90K+	€800+
Head of Project Management/CSD	€90K-120K+	€800+
Project Director	€70K-80K	€700+
Senior Project Manager	€55K-75K	€500+
Project Manager	€45K-55K	€400+
Junior Project Manager	€25K-35K	€300+
Creative Resource Manager	€40K-45K	€300+
Senior Resource/Traffic Manager	€45K-60K	€400+
Senior Content/Video Producer	€45K-60K	€500+
Mid-Weight Content/Video Producer	€35K-45K	€400+
Junior Content/Video Producer	€30K-35K	€300+
Creative Producer	€35K-45K	€400+
Senior Creative Producer	€45K-60K	€500+

DIGITAL CREATIVE

TITLE	PERMANENT	FREELANCE
Creative Director Team	75k - €110k	€650+
Executive Creative Director	€150k +	€800+
Creative Director	€75k - €110k	€650+
Associate Creative Director	€65k - €75k	€600+
Design Director	€85k - €100k	€550+
Senior Team	€50k - €80k	€600+
Mid-weight Team	€38k - €50k	€550+
Junior Team	€33k - €38k	-
Senior Art Director	€50k - €80k	€600+
Mid-weight Art Director	€38k - €50k	€550+
Junior Art Director	€33k - €38k	-
Head of Copy	€80k - €100k	€650+
Senior Copywriter	€54k - €70k	€550+
Mid-weight Copywriter	€40k - €50k	€400+
Junior Copywriter	€33k - €38k	-
Senior Designer	€45k - €60k	€500+
Motion Designer	€35k - €50k	€350+
Mid-weight Designer	€33k - €45k	€400+
Junior Designer	€27k - €30k	-
Video Editor	€30k - €45k	€250 - €350

DIGITAL PROJECT MANAGEMENT / PRODUCTION

TITLE	PERMANENT	FREELANCE
Operations Director	€90K+	€800+
Head of Project Management/CSD Project Director	€90K-120K+	€800+
Senior Project Manager	€70K-80K	€700+
Project Manager	€55K-75K	€500+
Junior Project Manager	€45K-55K	€400+
Technical Project Manager	€55K-75K	€500+

TECHNICAL

TITLE	PERMANENT	FREELANCE
CTO	€100k+	€600+
VP of Engineering	€80K - €150K	€600+
Head of Development	€80k - €100k	€600+
Technical Director	€55k - €95k	€600+
Head of Creative Technology	€65k - €85k	€500 - €700
Senior Creative Technologist	€55k - €70k	€350 - €450
Mid-weight Creative Technologist	€35k - €45k	€250 - €350
Technical Lead	€70k - €90k	€500 - €600+
Development Consultant	€45k - €60k	€350 - €450
IOS Developer	€45K - €65K	€350 - €500+
Android Developer	€45K - €65K	€350 - €500+
Senior Mobile Developer	€55k - €65k	€400 - €600
Java Technical Architect	€60k - €95k	€350 - €500+
Senior Java Developer	€55k - €80k	€400 - €650+
Fullstack Developer	€30k - €75k	€350 - €500
Mid-weight Java Developer	€45k - €55k	€300 - €400
Senior Front End Developer	€45k - €65k	€400 - €600
Mid-weight Front End Developer	€35k - €50k	€300 - €400
Junior Front End Developer	€30k - €35k	€200 - €300
Senior Back End Developer	€50k - €70k	€400 - €650+
Mid-weight Back End Developer	€35k - €45k	€350 - €450
Junior Back End Developer	€30k - €35k	€200 - €350
Lead QA Tester	€50k - €55k	€350 - €400
QA Analyst	€30k - €40k	€250 - €350
Senior React Developer	€55K - €70K	€450 - €650
Senior Software Engineer	€60k - €80K	€450 - €650

UX / SERVICE DESIGN / DIGITAL PRODUCT

TITLE	PERMANENT	FREELANCE
UX Director / Head of UX	€100k +	€800+
UX Lead	€70k - €100k	€650+
Senior UX Designer / Architect	€55k - €65k	€550+
Mid-Weight UX Designer / Architect	€37k - €55k	€500+
Junior UX Designer / Architect	€25k - €35k	-
Lead IxD	€70k - €80k	€700+
Senior IxD	€55k - €70k	€500+
Mid-Weight IxD	€45k - €55k	€450+
Junior IxD	€30k - €40k	-
Service Design Director / Head of Service Design	€100k+	€800+
Lead Service Designer	€70k - €100k	€650+
Senior Service Designer	€60k - €70k	€550+
Mid-Weight Service Designer	€50k - €60k	€400+
UX Research Lead / Manager	€75k - €90k	€650+
Senior UX Researcher	€60k - €75k	€500+
Mid-Weight User Researcher	€45k - €55k	€350+
Junior UX Researcher	€30k - €40k	-
Lead Visual Designer	€70k +	€650+
Sr UI Designer	€55k - €60k	€550+
UI Designer	€45k - €50k	€400+
Junior UI Designer	€35k - €40k	-

3D DESIGNERS

TITLE	PERMANENT	FREELANCE
Creative Director	€75k - €120k+	€550+
Design Director	€50k - €70k+	€400+
Senior Designer	€40k - €50k+	€350+
Mid-weight Designer	€30k - €40k	€300+
Junior Designer	€22k - €26k	-

STRATEGY/PLANNING

TITLE	PERMANENT	FREELANCE
Head of Strategy	€90K+	€800+
Strategy Director	€60K - €80K	€600+
Sr. Strategist	€50K - €65K	€400+
Strategist	€40K - €48K	€300+

PRODUCT MANAGEMENT

TITLE	PERMANENT	FREELANCE
Product Director/Head of Product	€90K - €120K+	€800+
Program Manager	€80K - €100K	€800+
Senior Product Owner	€70 - €90K	€700+
Product Owner	€55K - €80K	€500+
Senior Product Manager/ Scrum Master	€70€ - €90K	€700+
Product Manager/Scrum Master	€55K - €65K	€500+
Agile Coach	€70K - €95K	€650+
Venture Developer	€80K - €100K	€700+

ACCOUNT HANDLING

TITLE	PERMANENT	FREELANCE
Managing Director	€120 - €150k	n/a
Client Services Director	€80k - €120k	n/a
Group Account Director	€70k - €85k	€800+
Senior Account Director	€55k - €77k	€600+
Account Director	€60k - €72k	€550+
Senior Account Manager	€54K - €60K	€500+
Account Manager	€30K - €50K	€450+
Senior Account Executive	€23k - €28k	€350+
Account Executive	€20k - €22k	n/a

PR

TITLE	PERMANENT	FREELANCE
Junior	€29K - €35K	-
Midlevel	€36K - €46K	-
Senior	€48K - €57K	-
Director/ Head of	€60K - €80K	-

HR AND RECRUITMENT

TITLE	PERMANENT	FREELANCE
Junior	€29K - €34K	-
Midlevel	€36K - €54K	-
Senior	€54K - €60K	-
Head of	€66K - €84K	-

OFFICE MANAGERS

TITLE	PERMANENT	FREELANCE
Junior	€28K - €34K	-
Midlevel	€36K - €42K	-
Senior	€42K - €48K	-