

2021

SALARY

SURVEY

- 01 **TRADITIONAL/INTEGRATED  
CREATIVE**
- 02 **DIGITAL CREATIVE**
- 03 **TECHNICAL**
- 04 **PROJECT MANAGEMENT/  
PRODUCTION**
- 05 **DIGITAL PROJECT  
MANAGEMENT/PRODUCTION**
- 06 **ACCOUNT HANDLING**
- 07 **STRATEGY/PLANNING**
- 08 **3D DESIGNERS**
- 09 **UX/SERVICE DESIGN/  
DIGITAL PRODUCT**
- 10 **PRODUCT MANAGEMENT**
- 11 **PR**
- 12 **HR & RECRUITMENT**
- 13 **OFFICE MANAGERS**

01

# TRADITIONAL/ INTEGRATED CREATIVE

Title	Full Time Salary	Freelance Day Rate
Executive Creative Director	€150k +	€800+
Creative Director	€75k-€120k	€650+
Associate Creative Director	€65k-€75k	€600+
Head of Art	€80k-€150k	€600+
Design Director	€90k-€120k	€600+
Creative Director Team	€75k-€100k	€600+
Creative Group Head Team	€80k-€120k	€600+
Senior Team	€50k-€80k	€550+
Mid-weight Team	€38k-€50k	€550+
Junior Team	€33k-€38k	n/a
Senior Art Director	€50k-€80k	€550+
Mid-weight Art Director	€40k-€50k	€400+
Junior Art Director	€33k-€38k	n/a
Head of Copy	€72k-€100k	€650+
Senior Copywriter	€54k-€70k	€550+
Mid-weight Copywriter	€40k-€50k	€400+
Junior Copywriter	€33k-€38k	n/a
Senior Designer	€45k-€60k	€500+
Midweight Designer	€33k-€45k	€400+
Junior Designer	€26k-€30k	n/a

02

# DIGITAL CREATIVE

Title	Full Time Salary	Freelance Day Rate
Creative Director Team	€75k-€110k	€650+
Executive Creative Director	€150k+	€800+
Creative Director	€75k-€110k	€650+
Associate Creative Director	€65k-€75k	€600+
Design Director	€90k-€120k	€600+
Senior Team	€50k-€80k	€600+
Mid-weight Team	€38k-€50k	€550+
Junior Team	€33k-€38k	n/a
Senior Art Director	€50k-€80k	€600+
Mid-weight Art Director	€38k-€50k	€550+
Junior Art Director	€33k-€38k	n/a
Head of Copy	€80k-€100k	€650+
Senior Copywriter	€54k-€70k	€550+
Mid-weight Copywriter	€40k-€50k	€400+
Junior Copywriter	€33k-€38k	n/a
Senior Designer	€45k-€60k	€500+
Motion Designer	€35k-€50k	€350+
Mid-weight Designer	€33k-€45k	€400+
Junior Designer	€27k-€30k	n/a
Video Editor	€30k-€45k	€250-€350

03

# TECHNICAL

Title	Full Time Salary	Freelance Day Rate
CTO	€150k-€250k	€600+
VP of Engineering	€100k-€120k	€600+
Engineering Manager	€90k-€150k	€600+
Creative Technologist	€60k-€75k	€350-€450
Technical Lead	€85k-€100k	€500-€600+
Senior Mobile Developer (ios / android)	€65k-€85k	€400-€600
Technical Architect	€75k-€95k	€350-€500+
Senior Java Developer	€70k-€90k	€400-€650+
Senior Fullstack Developer	€65k-€75k	€450-€600
Mid Fullstack Developer	€50k-€60k	€350-€500
Fullstack Developer	€30k-€75k	€350-€500
Mid-weight Java Developer	€50k-€70k	€300-€400
Senior Front End Developer	€60k-€85k	€400-€600
Mid-weight Front End Developer	€40k-€60k	€300-€400
Junior Front End Developer	€38k-€45k	€200-€300
Senior Back End Developer	€70k-€85k	€400-€650+
Mid-weight Back End Developer	€45k-€55k	€350-€450
Junior Back End Developer	€38k-€50k	€200-€350
Lead QA Tester	€55k-€65k	€350-€400
QA Analyst	€40k-€45k	€250-€350
Senior React Developer	€60K-€85k	€450-€650
Senior Software Engineer	€65k-€90k	€450-€650

## 04

# PROJECT MANAGEMENT/ PRODUCTION

Title	Full Time Salary	Freelance Day Rate
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	€30k-€40k	€300+
Creative Resource Manager	€40k-€45k	€300+
Senior Resource/Traffic Manager/Director	€45k-€60k	€400+
Senior Content/Video Producer	€50k-€63k	€500+
Mid-Weight Content/Video Producer	€35k-€45k	€400+
Junior Content/Video Producer	€30k-€35k	€300+
Creative Producer	€40k-€50k	€400+
Senior Creative Producer	€45K-€60k	€500+

05

# DIGITAL PROJECT MANAGEMENT/ PRODUCTION

Title	Full Time Salary	Freelance Day Rate
Operations Director	€90k+	€800+
Head of Project Management / CSD Project Director	€90k-€120k+	€800+
Senior Project Manager	€65k-€80k	€700
Project Manager	€55k-€70k	€500+
Junior Project Manager	€45k-€55k	€400+
Technical Project Manager	€55k-€75k	€500+



# ACCOUNT HANDLING

Title	Full Time Salary	Freelance Day Rate
Managing Director	€120k-€150k	n/a
Client Services Director	€80k-€120k	n/a
Group Account Director	€70k-€90k	€800+
Senior Account Director	€65k-€77k	€600+
Account Director	€60k-€72k	€550+
Senior Account Manager	€53k-€60k	€500+
Account Manager	€37k-€48k	€450+
Junior Account Manager	€30k-€40k	€350+



07

# STRATEGY/ PLANNING

Title	Full Time Salary	Freelance Day Rate
Chief Strategy Officer	€150k+	€800+
Head of Strategy	€120k+	€800+
Strategy Director	€85k-€120k	€500+
Sr. Strategist	€50k-€75k	€400+
Strategist	€40k-€48k	€300+

08

# 3D DESIGNERS

Title	Full Time Salary	Freelance Day Rate
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	n/a



# UX/SERVICE DESIGN/DIGITAL PRODUCT

Title	Full Time Salary	Freelance Day Rate
UX Director/Head of UX	€95k+	€800+
UX Lead	€70k-€90k	€650+
Senior UX Designer/Architect	€60k-€70k	€550+
Mid-Weight UX Designer/Architect	€37k-€55k	€500+
Junior UX Designer/Architect	€30k-€35k	n/a
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	n/a
Lead Visual Designer	€70k+	€650+
Sr UI Designer	€55k-€70k	€550+
UI Designer	€45k-€50k	€400+
Jr UI Designer	€35k-€40k	n/a
Head Of Product Design	€80k-€120k	n/a
Senior Product Designer	€60k-€80k	n/a
Product Designer	€40k-€55k	n/a
Senior Brand Designer	€55k-€70k	n/a
Brand Designer	€40k-€50k	n/a

10

# PRODUCT MANAGEMENT

Title	Full Time Salary	Freelance Day Rate
CPO	€150k+	€1000+
Product Director / Head of Product	€90k-€120k+	€800+
Program Manager	€80k-€100k	€800+
Senior Product Owner	€70k-€90k	€700+
Product Owner	€55k-€80k	€500+
Senior Product Manager / Scrum Master	€70k-€90k	€700+
Product Manager / Scrum Master	€55k-€65k	€500+
Agile Coach	€70k-€95k	€650+
Venture Developer	€80k-€100k	€700+

11

# PR

Title	Full Time Salary	Freelance Day Rate
Junior	€29k-€35k	n/a
Midlevel	€36k-€46k	n/a
Senior	€47k-€57k	n/a
Director/ Head of	€60k-€80k	n/a

12

# HR & RECRUITMENT

Title	Full Time Salary	Freelance Day Rate
Junior	€29k-€34k	n/a
Midlevel	€36k-€50k	n/a
Senior	€48k-€60k	n/a
Director/ Head of	€66k-€84k	n/a

13

# OFFICE MANAGERS

Title	Full Time Salary	Freelance Day Rate
Junior	€28k-€34k	n/a
Midlevel	€36k-€42k	n/a
Senior	€42k-€48k	n/a

TRADITIONAL/INTEGRATED CREATIVE

**Jemima Jordan**

[jjordan@redsofaberlin.com](mailto:jjordan@redsofaberlin.com)

LINKED-IN

DIGITAL CREATIVE

**Jemima Jordan**

[jjordan@redsofaberlin.com](mailto:jjordan@redsofaberlin.com)

LINKED-IN

TECH

**Alex Foreman**

[aforeman@redsofaberlin.com](mailto:aforeman@redsofaberlin.com)

LINKED-IN

-

**Danny Stewart**

[dstewart@redsofaberlin.com](mailto:dstewart@redsofaberlin.com)

LINKED-IN

PROJECT MANAGEMENT/PRODUCTION

**Martina Winkler**

[mwinkler@redsofaberlin.com](mailto:mwinkler@redsofaberlin.com)

LINKED-IN

DIGITAL PROJECT MANAGEMENT/  
PRODUCTION

**Martina Winkler**

[mwinkler@redsofaberlin.com](mailto:mwinkler@redsofaberlin.com)

LINKED-IN

ACCOUNT HANDLING

**Martina Winkler**

[mwinkler@redsofaberlin.com](mailto:mwinkler@redsofaberlin.com)

LINKED-IN

STRATEGY/PLANNING

**Nish Lad**

[nlad@redsofalondon.com](mailto:nlad@redsofalondon.com)

LINKED-IN

GRAPHIC/3D DESIGNERS

**Andrew Simon** (Agency & Consultancy)

[asimon@redsofaberlin.com](mailto:asimon@redsofaberlin.com)

LINKED-IN

-

**Rory Colgan** (Startup)

[rcolgan@redsofaberlin.com](mailto:rcolgan@redsofaberlin.com)

LINKED-IN

UX/SERVICE DESIGN/ DIGITAL PRODUCT

**Andrew Simon** (Agency & Consultancy)

[asimon@redsofaberlin.com](mailto:asimon@redsofaberlin.com)

LINKED-IN

-

**Rory Colgan** (Startup)

[rcolgan@redsofaberlin.com](mailto:rcolgan@redsofaberlin.com)

LINKED-IN

PRODUCT MANAGEMENT

**Martina Winkler**

[mwinkler@redsofaberlin.com](mailto:mwinkler@redsofaberlin.com)

LINKED-IN

PR

**Martina Winkler**

[mwinkler@redsofaberlin.com](mailto:mwinkler@redsofaberlin.com)

LINKED-IN

HR & RECRUITMENT

**Martina Winkler**

[mwinkler@redsofaberlin.com](mailto:mwinkler@redsofaberlin.com)

LINKED-IN

OFFICE MANAGERS

**Martina Winkler**

[mwinkler@redsofaberlin.com](mailto:mwinkler@redsofaberlin.com)

LINKED-IN