



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

Are you sitting down?

Overview

Despite political uncertainty, the economy enjoyed healthy, solid growth last year. Salaries in the advertising industry reflected this growth, rising by as much as 8% in certain sectors. Tech continues to power ahead, people with high skill sets are in tremendous demand. Creative salaries are not far behind, with middleweights benefiting most. Freelancers have also seen their day rates rise.

Anyway have a good look where you stand. If you're overpaid delete or destroy this survey. If you're underpaid you know which recruitment agency to contact.

Digital Project Management / Production

TITLE	PERMANENT	FREELANCE
Operations Director	€80k +	€450+
Head of Project Management / CSD	€70k - €120k+	€400 - €500
Project Director	€60k - €80k	€350 - €400
Senior Project Manager	€45k - €60k	€300 - €400
Project Manager	€35k - €45k	€250 - €300
Junior Project Manager	€23k - €35k	€120 - €180
Senior Resource/Traffic Manager / Director	€45k - €65k	€250 - €350
Resource / Traffic Manager	€24k - €45k	€200 - €250
Technical Project Manager	€45k - €70k	€250 - €500

Brands / Clientside

TITLE	PERMANENT	FREELANCE
Head of Sales and Marketing	€80k - €120k+	€500+
Head of Ecommerce	€75k - €100k+	€500+
Digital / Online Marketing Manager	€35k - €60k	€200+
Digital / Online Marketing Executive	€25k - €35k	€150+
Web Content Strategist	€65k - €75k	€350+
Senior Product Manager / Scrum Master	€65k - €80k	€500+
Product Manager / Scrum Master	€45k - €65k	€400+
Junior Product Manager	€25k - €45k	€200+
Online Games Producer	€45k - €55k	€250+
Web Content Manager	€35k - €45k	€200+
Web Content Editor / Producer	€30k - €38k	€150+
Mobile Producer	€35k - €45k	€200+
Social Media / Community Manager	€30k - €40k	EU180+

Digital Creative

TITLE	PERMANENT	FREELANCE
Executive Creative Director	£100k - £200k+	£500 - £1,000+
Executive Creative Director	€150k+	€700+
Creative Director	€75k - €150k	€600+
Associate Creative Director	€65k - €85k	€500+
Design Director	€90k - €100k	€550+
Creative Director Team	€75k - €150k	€600+
Senior Team	€50k - €70k	€500+
Mid-weight Team	€35k - €50k	€400+
Junior Team	€25k - €35k	-
Senior Art Director	€50k - €60k	€500+
Mid-weight Art Director	€40k - €50k	€500+
Junior Art Director	€25k - €35k	€350+
Head of Copy	€80k - €130k	€600+
Senior Copywriter	€50k - €70k	€500+
Mid-weight Copywriter	€35k - €50k	€400+
Junior Copywriter	€25k - €35k	-
Senior Designer	€45k - €55k	€400+
Motion Designer	€35k - €50k	€350+
Mid-weight Designer	€30k - €40k	€300+
Junior Designer	€18k - €25k	-
Video Editor	€30k - €45k	€250 - €350

Traditional / Integrated Creative

TITLE	PERMANENT	FREELANCE
Executive Creative Director	€150k +	€700+
Creative Director	€75k - €150k	€600+
Associate Creative Director	€65k - €85k	€500+
Head of Art	€80k - €150k	€500+
Design Director	€75k - €100k	€550+
Creative Director Team	€75k - €110k	€600+
Creative Group Head Team	€80k - €120k	€600+
Senior Team	€50k - €90k	€500+
Mid-weight Team	€35k - €50k	€400+
Junior Team	€25k - €35k	-
Senior Art Director	€50k - €65k	€500+
Mid-weight Art Director	€40k - €50k	€400+
Junior Art Director	€25k - €35k	-
Head of Copy	€85k - €100k	€600+
Senior Copywriter	€50k - €70k	€500+
Mid-weight Copywriter	€35k - €50k	€400+
Junior Copywriter	€18k - €30k	-
Senior Designer	€45k - €60k	€400+
Midweight Designer	€30k - €45k	€350+
Junior Designer	€18k - €30k	-

Technical

TITLE	PERMANENT	FREELANCE
CTO	€100k+	€500+
VP of Engineering	€80k - €150k	€500+
Head of Development	€80k - €100k	€500 - €700
Technical Director	€55k - €95k	€500 - €700
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	€55k - €75k	€450 - €600
Development Consultant	€45k - €60k	€350 - €450
IOS Developer	€45k - €65k	€350 - €500
Android Developer	€45k - €65k	€350 - €500+
Senior Mobile Developer	€55k - €65k	€300 - €600
Java Technical Architect	€60k - €95k	€350 - €500+
Senior Java Developer	€55k - €80k	€375 - €500
Fullstack Developer	€30k - €75k	€300 - €500
Mid-weight Java Developer	€45k - €55k	€300 - €400
Senior Front End Developer	€45k - €65k	€350 - €400
Mid-weight Front End Developer	€35k - €50k	€250 - €350
Junior Front End Developer	€30k - €35k	€150 - €250
Senior Back End Developer	€50k - €70k	€400 - €550
Mid-weight Back End Developer	€35k - €45k	€400 - €400
Junior Back End Developer	€30k - €35k	€150 - €250
Lead QA Tester	€50k - €55k	€350 - €400
QA Analyst	€30k - €40k	€250 - €350
Senior React Developer	€55k - €70k	€450 - 550
Senior Software Engineer	€60k - €80k	€450 - €550

Account Handling

TITLE	PERMANENT	FREELANCE
Managing Director	€100 +	n/a
Client Services Director	€80k - €120k	n/a
Group Account Director	€70k - €85k	€300+
Senior Account Director	€55k - €65k	€270+
Account Director	€45k - €55k	€230+
Senior Account Manager	€35k - €45k	€200+
Account Manager	€28k - €35k	€170+
Senior Account Executive	€23k - €28k	€130+
Account Executive	€20k - €22k	n/a

Strategy

TITLE	PERMANENT	FREELANCE
Head of Strategy	€100k +	€1000+
Strategy Director	€80k - €100+	€700+
Senior Strategist	€65k - €80k	€550+
Strategist	€45k - €65k	€400+

3D Designers

TITLE	PERMANENT	FREELANCE
Creative Director	€75k-€120k+	€350+
Design Director	€50k-€70k+	€300+
Senior Designer	€40k-€50k+	€250+
Mid-weight Designer	€30k-€40k	€200+
Junior Designer	€22k-€26k	€100+

Project Management / Production

TITLE	PERMANENT	FREELANCE
Operations Director	€85+	€450+
Head of Project Management/CSD	€70k - €120k+	€400 - €500
Project Director	€60k - €70k	€300 - €400
Senior Project Manager	€45k - €60k	€300 - €350
Project Manager	€38k - €45k	€200 - €250
Junior Project Manager	€21k - €30k	€150 - €180
Creative Resource Manager	€40k - €45k	€200 - €250
Senior Resource/Traffic Manager / Director	€45k - €65k	€250 - €350
Resource / Traffic Manager	€30k - €45k	€200 - €250
Senior Content/Video Producer	€45k - €60k	€275 - €350
Mid-Weight Content / Video Producer	€30k - €40k	€200 - €250
Junior Content/Video Producer	€22k - €27k	€150 - €200
Creative producer	€40k - €45k	€200 - €250
Senior Creative producer	€45k - €65k	€260-€350

UX / Service Design / Digital Product

TITLE	PERMANENT	FREELANCE
UX Director / Head of UX	€100k +	€600+
UX Lead	€70k - €100k	€550+
Senior UX Designer / Architect	€55k - €65k	€400+
Mid-Weight UX Designer / Architect	€37k - €55k	€300+
Junior UX Designer / Architect	€25k - €35k	€250+
Lead IxD	€70k - €80k	€500+
Senior IxD	€55k - €70k	€400+
Mid-Weight IxD	€45k - €55k	€300+
Junior IxD	€30k - €40k	€200+
Service Design Director / Head of Service Design	€100k+	€550+
Lead Service Designer	€70k - €100k	€500+
Senior Service Designer	€60k - €70k	€450+
Mid-Weight Service Designer	€50k - €60k	€350+
UX Research Lead / Manager	€75k - €90k	€550+
Senior UX Researcher	€60k - €75k	€500+
Mid-Weight User Researcher	€45k - €55k	€350+
Junior UX Researcher	€30k - €40k	€250+
Product Director / Head of Product	€100k - €120k	€550+
Program Manager	€80k - €100k	€550+
Product Owner	€75k - €90k	€500+
Senior Product Manager / Scrum Master	€65k - €80k	€500+
Product Manager / Scrum Master	€50k - €65k	€400+
Agile Coach	€75k - €90k	€700+
Venture Developer	€80k - €100k	€700+