

Digital Salary Survey H2 2010

Hello, and welcome.

Back in the late summer of 2010 we produced our first ever salary survey.

That inaugural effort was well-received by our clients and candidates alike. The digital space has grown so quickly, new disciplines emerged and evolved at such a rate, that it often feels like there's scarcely time to take stock of the salary landscape. We like to think that our little document helped.

Why is it useful to look at comparative salary information?

The benefit to employers is clear - the opportunity to attract the best talent is significantly improved if your salaries are competitive. Employees ought to pay attention too - knowing how much you could, or should be earning is undoubtedly an advantage whether you're job-hunting or not.

We hope that you find the second generation of our salary survey useful. We've tried to cram in even more information than before. Once again we invite you, nay, beg of you, that you give us your feedback once you've read it. All our contact details are on the front page.

A note on our data:

As a recruitment company we're in a fortunate position - our clients hand over raw data about their pay scales to us on a daily basis.

It's this data, from our clients, which has been used to provide the insights in this salary survey.

During 2010 Propel London was instructed to recruit for over 1,500 vacancies by 462 businesses in the digital space. In each instance the prospective employer gave to us a minimum and maximum salary for the role they wished to fill.

For the purposes of our salary survey this data has been collated, categorised according to the digital specialism it is part of, and then grouped with similar roles in terms of seniority.

For each specialism we have provided the range of salaries found, as well as an average, and an indication of growth in this average since H1 2010 - the date of our last salary survey.

This is a survey, then, of job vacancies in the digital space, briefed to Propel London, and their value according to the prospective employer.

Some of the roles were filled by Propel London, some by other means, and some remain vacant or fell dormant.

The information provided is intended to illustrate the recruitment demand in the digital sector - final salaries in the sector can and will vary from the results within.

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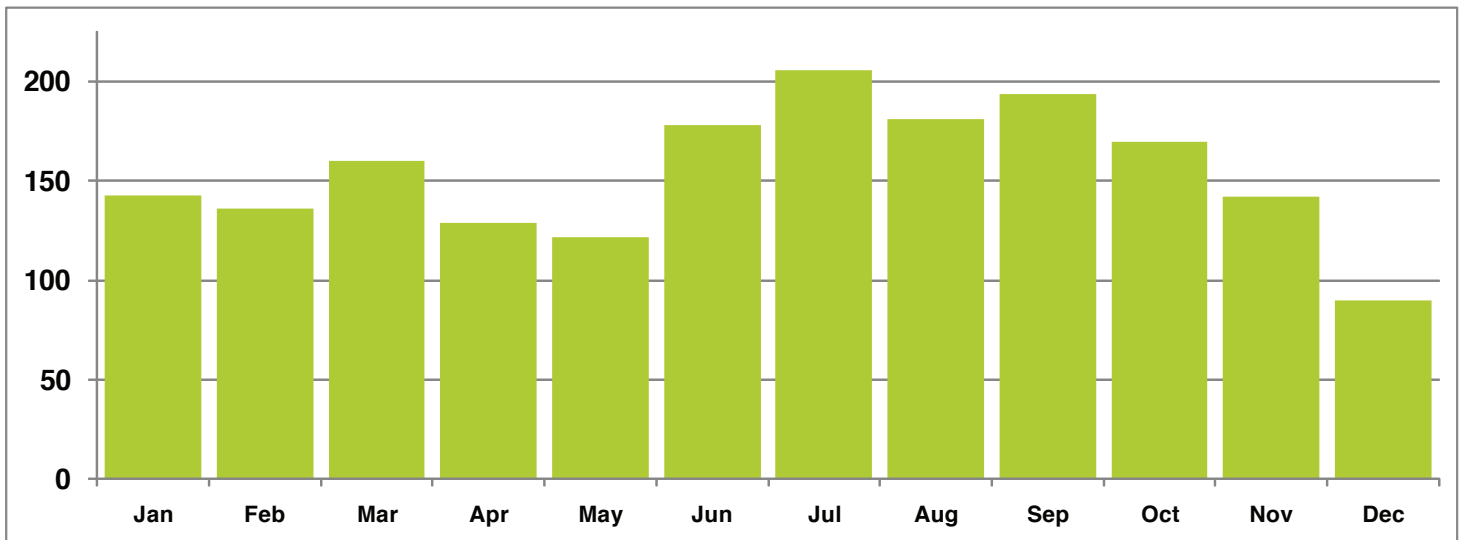
Story of 2010.

In 2010 Propel London was briefed on over 1,500 new job vacancies in the digital market. That's 4 new vacancies every single day of the year. To say that digital was growing in 2010 is an understatement.

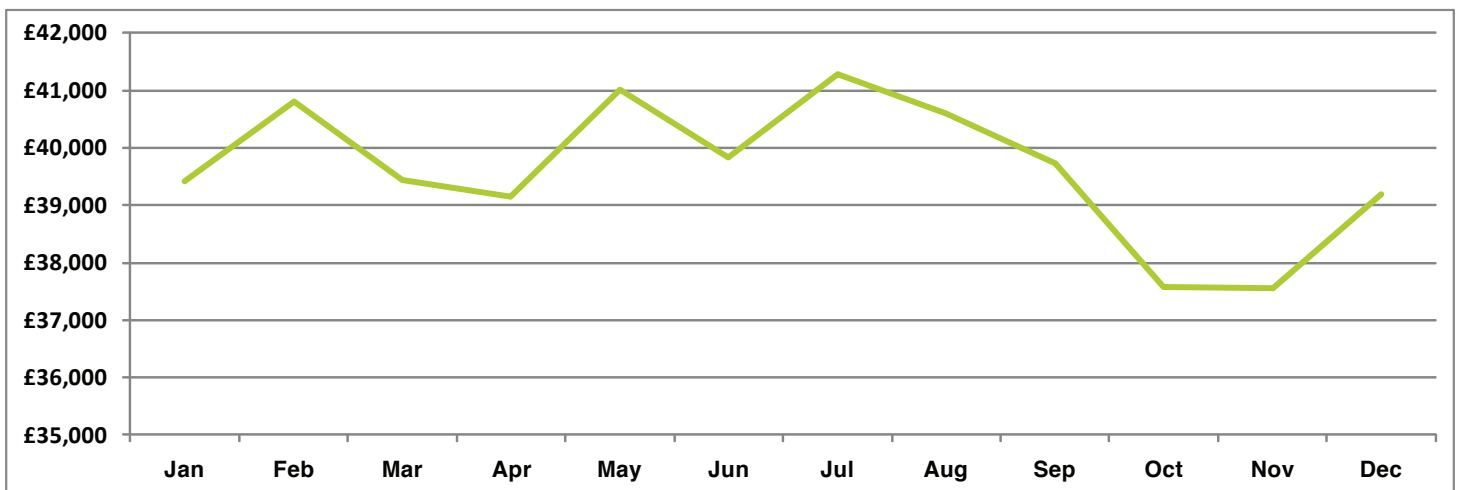
The well-known and often-talked-about skills shortage in digital continues to present challenges to all of our clients. Employers, to their credit, are becoming ever more willing to consider alternative sources of candidates and transferable skills. Sourcing talent from the less well-trodden paths can bring huge benefits when done cleverly- in emerging areas like Mobile and Social Media this is especially true.

Throughout the digital sector we saw a consistent demand for commercial skills - at a middleweight and senior levels there is still a real need for strategic insight and leadership. Client side roles at a senior level are amongst the best paid in the sector, which underlines this point.

Number of new vacancies per month



Average salary per open vacancy, per month



Creative Agencies.

In H1 2010 we noted the significant demand for talent in the creative side of the digital space – for strategic planners in particular. This demand showed no signs of waning in H2, as salaries continued to grow.

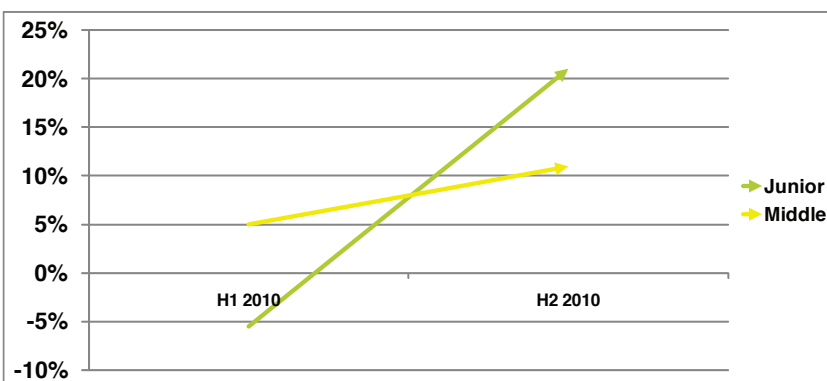
Nearly three-quarters of the creative agency vacancies registered with us in H2 2010 were in the Client Services or Project Management specialisms. Salaries in these areas at junior and midweight levels have increased significantly since H1 2010 – junior project managers can now expect to earn £5k per year more, on average, than at the start of 2010.

Why this increase? Reasons will vary from agency to agency, but there are common themes. Digital creative, more and more, is becoming an absolutely crucial pillar of overall marketing strategy. Brands are demanding more, and higher-quality creative work from their agencies. Achieving this requires great strategy and planning, but the proof of the pudding is in the execution – this is where demand for quality at all levels of seniority in project management originates.

Salaries throughout the creative agency space are above the average. Nowhere is this effect being felt more

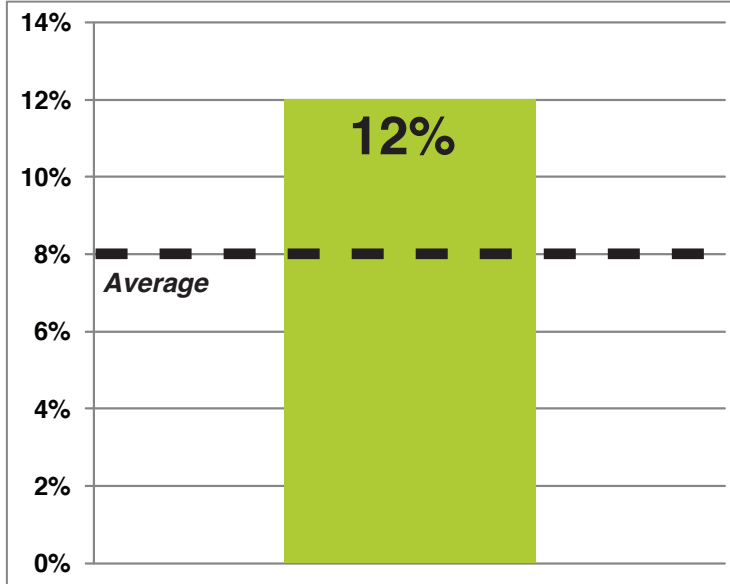
Client Services	Low	High	Average	H1 2010 Ave	H2 vs H1 2010
AE		£18,000	£30,000	£23,300	£20,000 17%
AM		£25,000	£45,000	£34,588	£30,000 15%
AD		£38,000	£60,000	£46,722	£46,562 0%
Head of/GAD		£60,000	£75,000	£65,000	£75,000 -13%
Project Management	Low	High	Average	H1 2010 Ave	H2 vs H1 2010
Junior Project Manager		£20,000	£28,000	£25,000	£20,000 25%
Project Manager		£25,000	£45,000	£35,666	£33,400 7%
Senior/Project Director		£35,000	£65,000	£47,200	£51,200 -8%
Production	Low	High	Average	H1 2010 Ave	H2 vs H1 2010
Producer		£25,000	£45,000	£33,500	£36,000 -7%
Senior		£40,000	£60,000	£49,375	£54,000 -9%
Strategy	Low	High	Average	H1 2010 Ave	H2 vs H1 2010
Planner		£25,000	£40,000	£30,500	£25,000 22%
Senior Planner		£40,000	£75,000	£55,625	£45,000 24%
Head of/Director		£65,000	£100,000	£80,625	£78,333 3%
Business Development	Low	High	Average	H1 2010 Ave	H2 vs H1 2010
Business Development		£30,000	£90,000	£61,250	£33,500 83%

2010 Salary Growth
Junior and Midweight, Project Management
and Client Services (average %)



“Salaries in the creative agency space are above the average”

Average Salary Growth (Creative Agencies) vs Average Digital Industry Salary Growth (H2 2010)



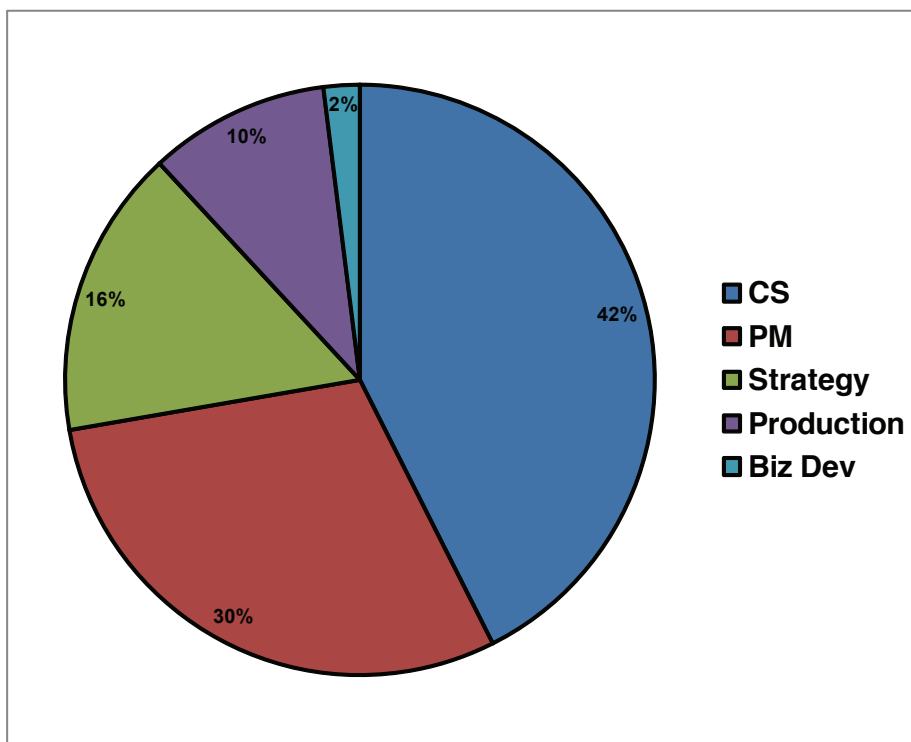
Average Salary (Creative Agencies) vs Digital Industry Average (H2 2010)



Average salary growth across the creative agency space is above the average salary growth in the digital industry. This suggests a greater urgency in the demand for talent, and a candidate-driven market.

Client services roles represent the biggest area of demand we've seen in the creative agency space in this period. Talented account handlers with creative experience are in significant demand.

Job Type Breakdown (H2 2010)



+25%

Increase in the average salary for a junior Project Manager between H1 & H2 2010

Digital Media + Performance Marketing.

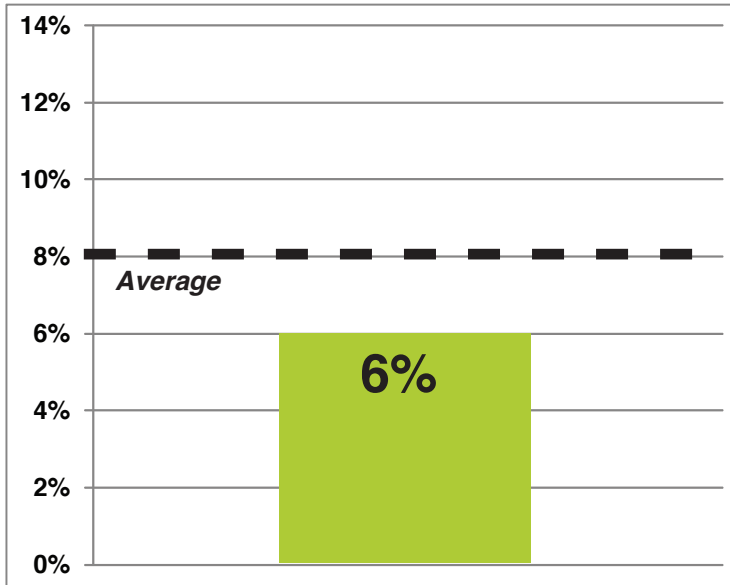
In early 2010, digital media and performance marketing salaries were, in the main, stagnating at best, and dropping at worst. Traditionally high-demand areas like media planning and sales saw negative growth in average salaries – indicative of reduced demand, higher availability of talent on the recruitment market, or a change in the perceived value of a certain job function in a business.

With the steady diversification of the online advertising sector, it would be easy to jump to conclusions in the face of this evidence and sound the death-knell for digital display. However, the evidence we've seen in the latter half of 2010 suggests that this would be premature. Media planning roles saw an average growth of 3% versus H1 2010, and media sales roles saw an average growth of 16%.

Clearly demand for talent in these areas is still high. What we're seeing then is perhaps not the collapse of traditional digital display roles, but rather an adjustment in the market from previously inflated salaries which came about due to lengthy periods of candidate starvation in the space. Only time will tell.

Media Planning	Low	High	Average	H1 2010 Ave	H2 vs H1 2010
Account Exec		£17,000	£30,000	£22,423	£21,578 4%
Account Manager		£22,000	£45,000	£31,729	£29,418 8%
Account Director		£38,000	£65,000	£45,854	£41,920 9%
Head Of		£50,000	£80,000	£61,175	£67,000 -9%
Search	Low	High	Average	H1 2010 Ave	H2 vs H1 2010
AE		£18,000	£28,000	£23,048	£21,727 6%
AM		£24,000	£45,000	£32,733	£30,558 7%
AD		£30,000	£55,000	£41,538	£42,857 -3%
Head Of		£45,000	£120,000	£64,000	£65,000 -2%
Affiliates	Low	High	Average	H1 2010 Ave	H2 vs H1 2010
AE	n/a	n/a	n/a		£23,666 n/a
AM		£20,000	£35,000	£29,666	£30,777 -4%
AD		£30,000	£40,000	£35,000	£42,666 -18%
Head Of		£40,000	£60,000	£50,000 n/a	n/a
Media Sales	Low	High	Average	H1 2010 Ave	H2 vs H1 2010
Sales/Account Exec		£20,000	£30,000	£24,500	£22,333 10%
Sales/Account Manager		£24,000	£45,000	£33,369	£30,000 11%
Sales/Account Director		£35,000	£85,000	£50,444	£40,000 26%
Publisher Services (network)	Low	High	Average	H1 2010 Ave	H2 vs H1 2010
Account Manager		£23,000	£55,000	£32,714	£29,625 10%
Head Of		£70,000	£90,000	£80,000 n/a	n/a
Ad Ops/Trafficking	Low	High	Average	H1 2010 Ave	H2 vs H1 2010
Executive		£18,000	£40,000	£23,750	£24,500 -3%
Manager		£25,000	£55,000	£33,940	£36,000 -6%
Head Of		£38,000	£65,000	£52,100	£46,875 11%
Business Development	Low	High	Average	H1 2010 Ave	H2 vs H1 2010
Executive		£20,000	£25,000	£22,500	£19,600 15%
Manager		£25,000	£50,000	£33,388	£35,555 -6%
Head Of		£40,000	£120,000	£68,437	£59,750 15%
Analytics	Low	High	Average	H1 2010 Ave	H2 vs H1 2010
Analyst		£20,000	£45,000	£30,222	£24,409 24%
Senior/Head Of		£50,000	£70,000	£59,375	£43,750 36%

Average Salary Growth (Digital Media) vs Average Digital Industry Salary Growth (H2 2010)



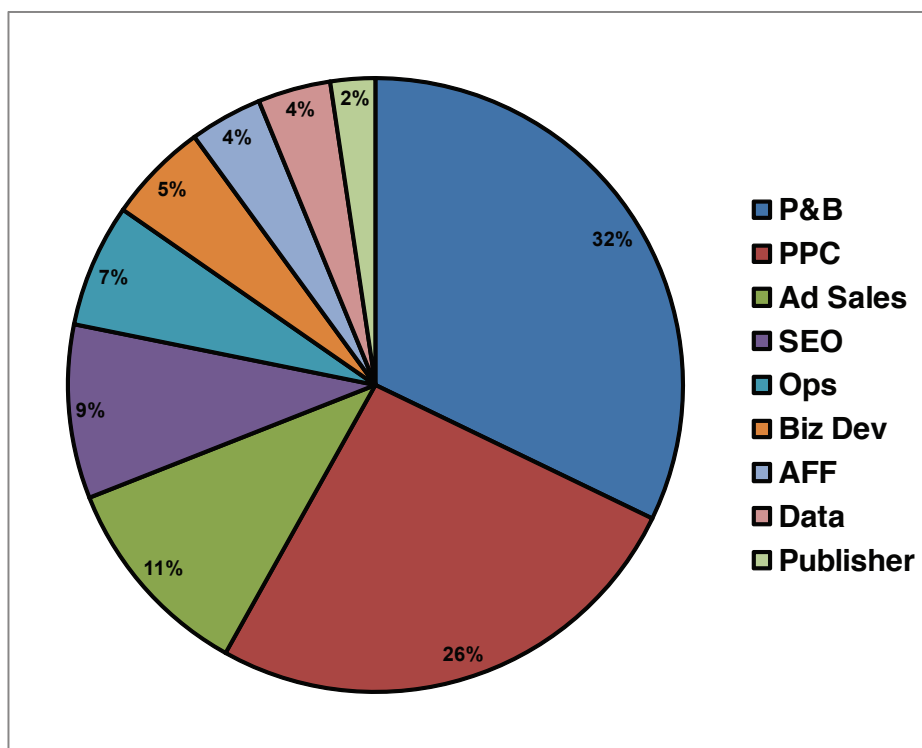
Average Salary (Digital Media) vs Digital Industry Average (H2 2010)



Salary growth in the digital media and performance marketing specialisms remains below average. However, compared with the negative growth (-1.5%) in H1 2010, 6% growth in H2 represents a significant turnaround.

In a similar vein, average salaries in the space remain lower than the industry-wide average. But whereas in H1 senior roles were £5k less than the average, in H2 the difference has been reduced.

Job Type Breakdown (H2 2010)



“Clearly demand for talent in these areas is still high, but we’re seeing an adjustment in the market from previously inflated salaries”

Brands.

Digital roles in brands are more varied than ever before. Whether they're large or small, brands are steadily investing in talent that can help them make the most of the myriad opportunities that digital provides.

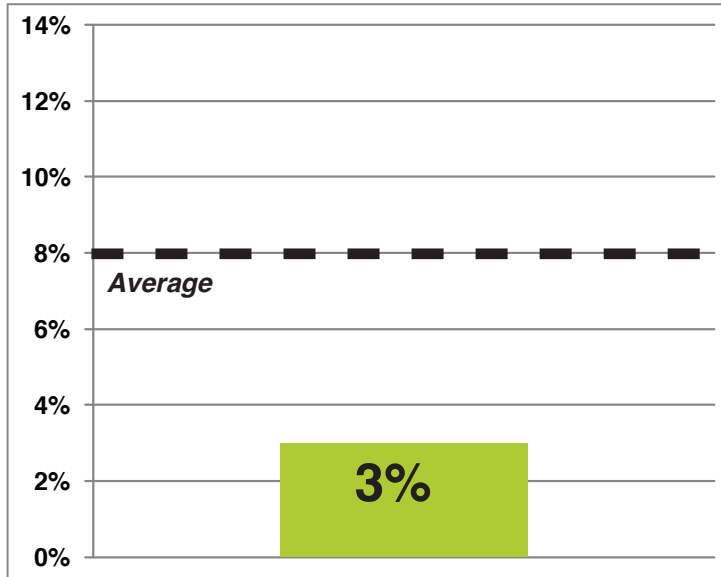
Generalists – the Online Marketing Executives, Managers and Heads of – are still the most in-demand people in the space. But following close behind are specialists in search marketing, ECRM, analytics and product development.

With the exception of analytics roles every specialism in the client side saw growth in average salaries in H2.

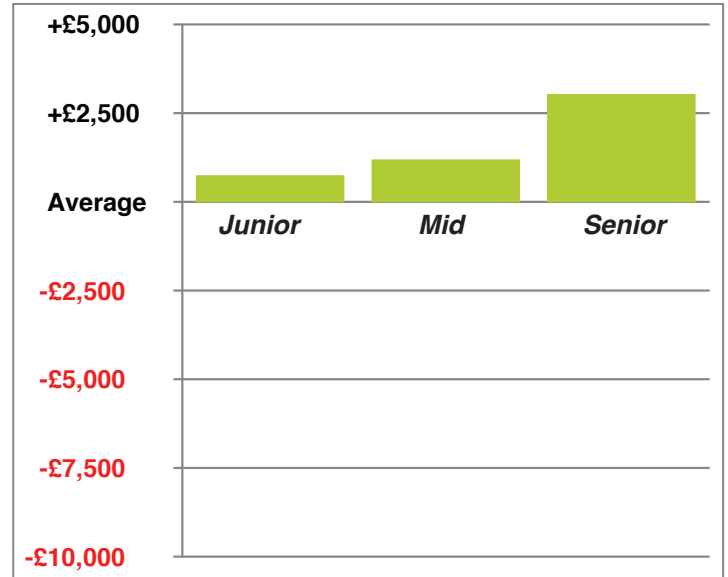
Most notably this growth was visible in Ad Ops, traditionally the remit of networks and media agencies, it seems that brands and publishers recognise the need to bring a full range of specialist digital skills in house.

Online Marketing	Low	High	Average	HI 2010 Ave	H2 vs H1 2010
Online Marketing Exec/Coordinator		£20,000	£35,000	£25,157	£22,352 13%
Online Marketing Manager		£30,000	£60,000	£39,162	£36,837 6%
Senior Online Marketing Manager		£48,000	£48,000	£48,000	£47,666 1%
Head of		£60,000	£70,000	£65,000	£65,000 0%
ECRM	Low	High	Average	HI 2010 Ave	H2 vs H1 2010
Coordinator/Exec		£19,000	£35,000	£25,055	£21,750 15%
Manager		£25,000	£50,000	£38,333	£36,777 4%
Head of		£65,000	£75,000	£70,000 n/a	n/a
Search	Low	High	Average	HI 2010 Ave	H2 vs H1 2010
Executive		£22,000	£33,000	£27,611	£23,781 16%
Manager		£30,000	£65,000	£41,822	£36,666 14%
Head of		£55,000	£70,000	£66,250 n/a	n/a
Affiliates	Low	High	Average	HI 2010 Ave	H2 vs H1 2010
Executive		£22,000	£27,000	£24,750	£22,000 13%
Manager		£30,000	£55,000	£39,000	£37,000 5%
Head of	n/a	n/a	n/a	n/a	n/a
Sales (in-house media)	Low	High	Average	HI 2010 Ave	H2 vs H1 2010
Executive		£20,000	£23,000	£21,500	£21,500 0%
Manager		£30,000	£40,000	£33,875	£37,333 -9%
Senior		£55,000	£60,000	£57,500	£50,000 15%
Head of	n/a	n/a	n/a		£65,000 n/a
Business Development	Low	High	Average	HI 2010 Ave	H2 vs H1 2010
Executive		£25,000	£40,000	£32,500 n/a	n/a
Manager		£35,000	£45,000	£38,500	£42,125 -9%
Senior		£45,000	£80,000	£59,125	£55,000 8%
Ad Ops (Trafficking)	Low	High	Average	HI 2010 Ave	H2 vs H1 2010
Executive		£22,000	£27,000	£24,750	£22,000 13%
Manager		£26,000	£47,000	£36,000	£29,285 23%
Head of		£50,000	£65,000	£57,500 n/a	n/a
Analysts	Low	High	Average	HI 2010 Ave	H2 vs H1 2010
Analyst		£24,500	£35,000	£29,037	£35,250 -18%
Head of		£35,000	£65,000	£48,214	£60,000 -20%
Content	Low	High	Average	HI 2010 Ave	H2 vs H1 2010
Coordinator		£25,000	£30,000	£27,500 n/a	n/a
Manager		£35,000	£45,000	£40,000 n/a	n/a
Product Management	Low	High	Average	HI 2010 Ave	H2 vs H1 2010
Executive		£20,000	£30,000	£24,166 n/a	n/a
Manager		£35,000	£50,000	£42,785 n/a	n/a
Head of		£50,000	£70,000	£58,666 n/a	n/a

Average Salary Growth (Brands) vs Average Digital Industry Salary Growth (H2 2010)



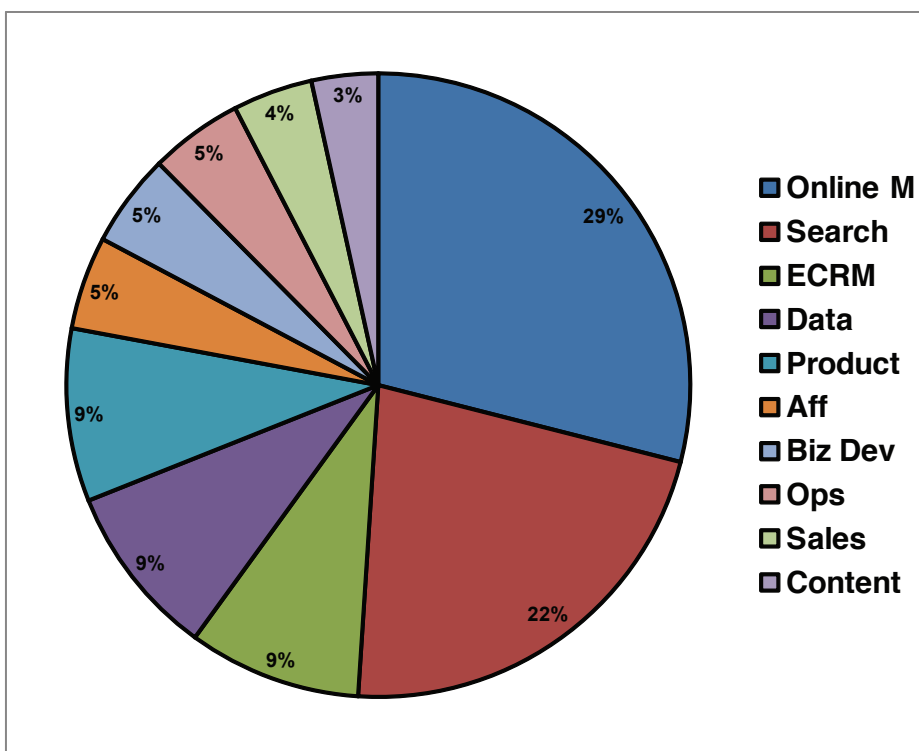
Average Salary (Brands) vs Digital Industry Average (H2 2010)



In H1 2010 digital roles in brands were better paid than the industry average. In H2 this trend has continued at all levels of seniority, but most noticeably for senior roles. Strategic digital leadership for brands is at a premium.

Salary growth in the sector has accelerated since H1 - from -0.7% up to 3%. Whilst this is still slower than the rest of the digital industry, areas like search and affiliates have seen growth double that of the industry average.

Job Type Breakdown (H2 2010)



+£3,055

Extra pay, on average, for a senior digital role in a brand (versus industry overall)

Design + Technical.

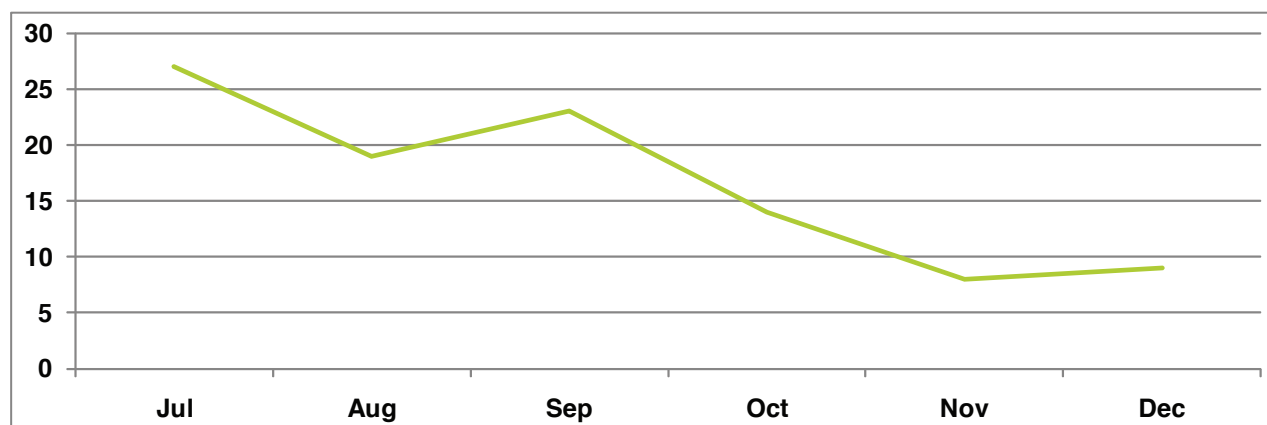
Design and technical roles are, perhaps more than any other discipline in digital, susceptible to market changes. The nature of design and development projects is that they are often short-term; demand for certain skills and technologies ebbs and flows – in short, average salaries can go up and down, and back up again in little time.

There is a large freelance market in this space, and because of the short-term and changeable nature of the work it is thriving. Agencies are prepared to pay a premium for extremely talented designers and developers, but prefer not to commit to that premium over lengthy periods.

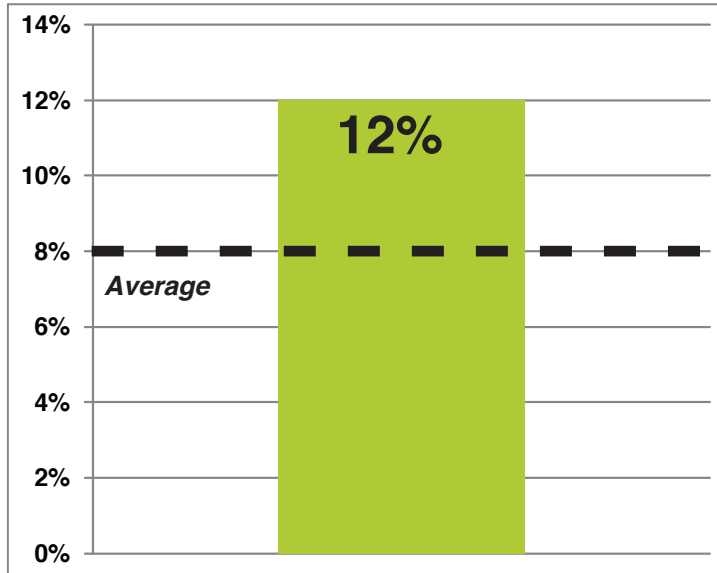
Bucking the trend for unpredictability, Front and Back End Developer salaries continued the growth we saw in H1 2010. Likewise, Designers at all levels of seniority are seeing their average salaries increasing.

Web Developer	Low	High	Average	H1 2010 Ave	H2 vs H1 2010
Junior		£20,000	£35,000	£26,875	£22,883 17%
Midweight		£28,000	£40,000	£32,750	£33,166 -1%
Senior		£40,000	£60,000	£48,750	£48,181 1%
Front/Back End Developer	Low	High	Average	H1 2010 Ave	H2 vs H1 2010
Junior		£25,000	£35,000	£30,125	£21,500 40%
Midweight		£30,000	£45,000	£36,933	£35,693 3%
Senior		£55,000	£75,000	£63,750	£42,857 49%
Flash/Actionscript Developer	Low	High	Average	H1 2010 Ave	H2 vs H1 2010
Junior	n/a	n/a	n/a	n/a	n/a
Midweight		£30,000	£45,000	£35,833	£31,666 13%
Senior	n/a	n/a	n/a		£45,000 n/a
Designers	Low	High	Average	H1 2010 Ave	H2 vs H1 2010
Junior		£20,000	£35,000	£26,250	£21,400 23%
Midweight		£25,000	£40,000	£32,022	£28,384 13%
Senior		£30,000	£80,000	£47,205	£39,935 18%
Management	Low	High	Average	H1 2010 Ave	H2 vs H1 2010
Head of		£45,000	£100,000	£62,500	£65,000 -4%
Creative Direction	Low	High	Average	H1 2010 Ave	H2 vs H1 2010
Art Director		£40,000	£60,000	£50,000	n/a
Creative Director		£50,000	£130,000	£75,000	n/a

Design + Technical Vacancies Per Month (H2 2010)



Average Salary Growth (Design + Tech) vs Average Digital Industry Salary Growth (H2 2010)



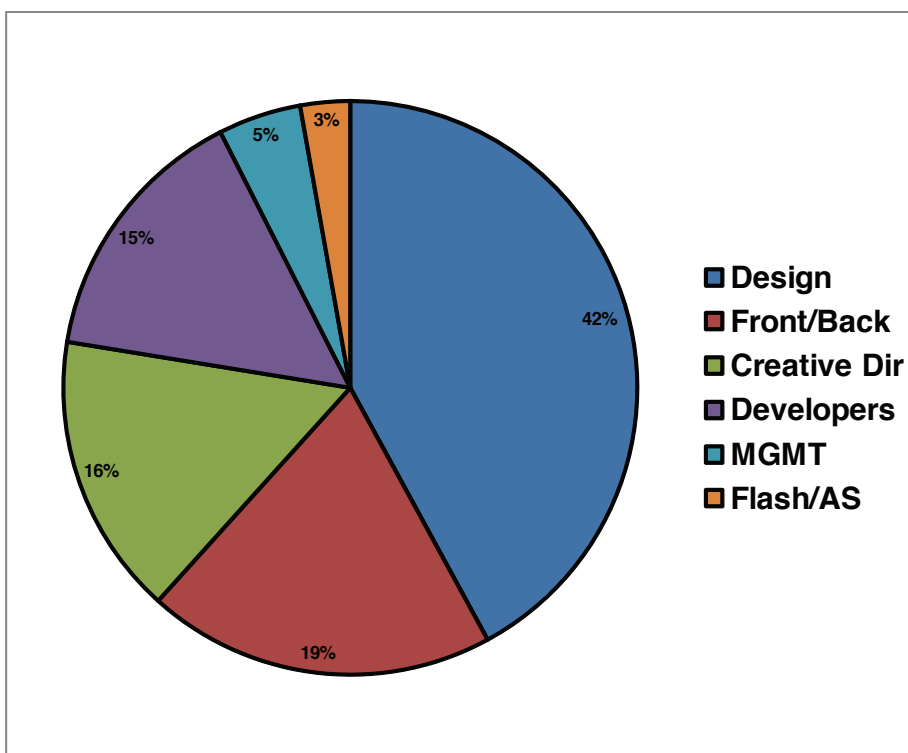
Average Salary (Design + Tech) vs Digital Industry Average (H2 2010)



Throughout 2010 salary growth for design and technical roles has remained above the industry average. This is indicative of continued demand for talent, and suggests a trend to correct below-average salaries in the space.

Evidence for this can be seen in the improved average salaries at junior and senior levels. In H1 2010 salaries across the board in design and technical were lower than average.

Job Type Breakdown (H2 2010)



+8%

Average salary increase in design and technical roles during 2010

User Experience + Information Architecture.

User Experience and Information Architecture roles are highly-specialised, and are widely considered fundamentally important to the success of digital activity. Creative agencies and brands alike are increasingly aware of the importance of robust standards in usability, interface design and information architecture.

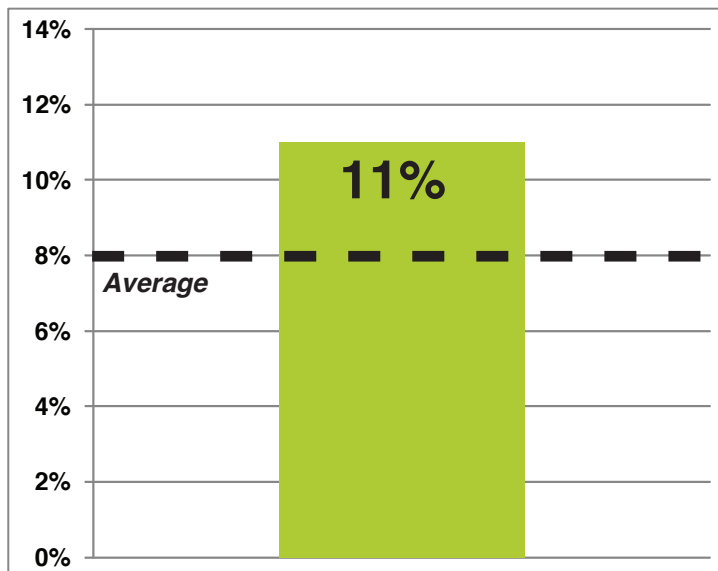
The result, predictably enough, is a recruitment market virtually obsessed by the pursuit of talented candidates with experience in these disciplines. In H1 2010 we saw steady growth in salaries across the board (barring the most senior IA positions which remained stable). In H2 this growth has accelerated as the shortage of skills starts to bite harder. Middleweight and senior IA roles, and UX roles across the board, have strong average salaries which are rising still.

The biggest rise in salaries, +43% for senior IA roles, underlines this point. Experience, and the ability to deliver in these crucial positions, is a precious commodity.

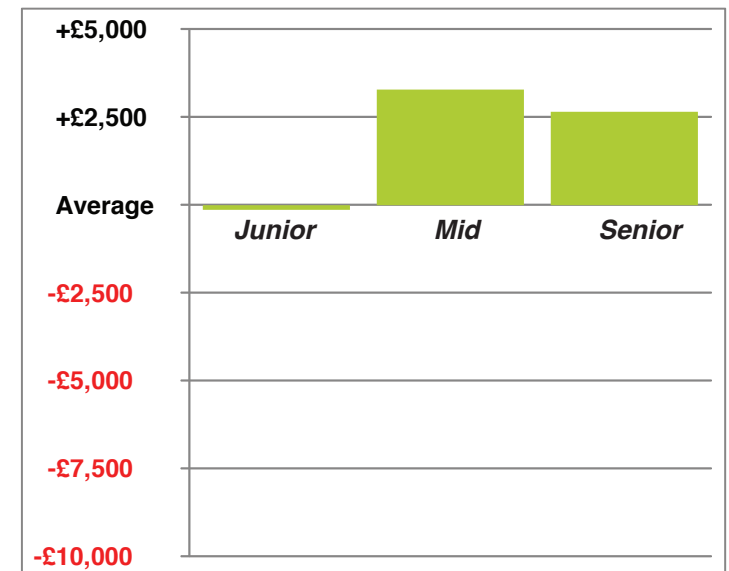
User Experience	Low	High	Average	H1 2010 Ave	H2 vs H1 2010
Junior		£20,000	£30,000	£25,000	£22,500 11%
Middle Weight		£30,000	£60,000	£39,863	£34,533 15%
Senior		£35,000	£70,000	£50,537	£47,100 7%
Lead		£55,000	£80,000	£65,000	£65,000 0%

Information Architecture	Low	High	Average	H1 2010 Ave	H2 vs H1 2010
Junior	n/a	n/a	n/a	£25,000	n/a
Middle Weight		£30,000	£60,000	£40,000	£35,833 12%
Senior		£55,000	£65,000	£60,000	£42,000 43%
Lead	n/a	n/a	n/a	n/a	n/a

**Average Salary Growth (UX & IA)
vs Average Digital Industry Salary Growth
(H2 2010)**



**Average Salary (UX & IA)
vs Digital Industry Average
(H2 2010)**



Mobile.

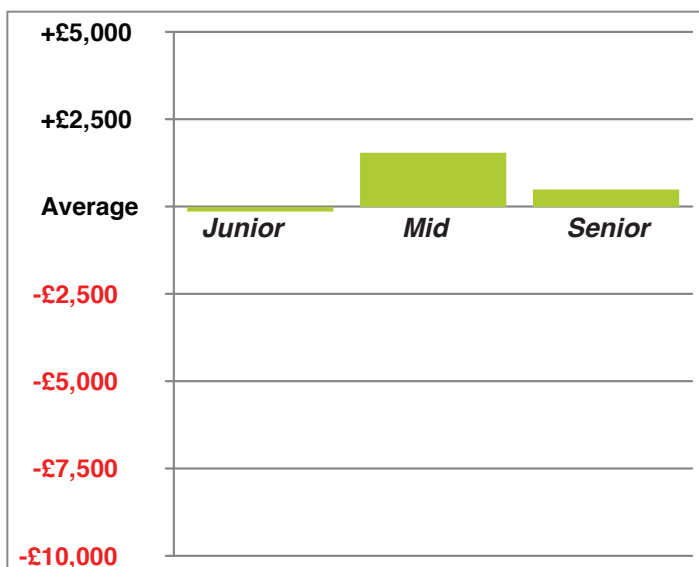
Can 2010 be seen as a seminal year for mobile? We think so, in recruitment terms at least. Why? Because it's the first year in which we've seen widespread commitment to the mobile channel from brands – not just in their work with agencies to integrate mobile into their campaigns, but also on bringing mobile talent in-house.

This increase in client-side mobile roles has a knock-on effect on average salary levels in the space. Because of their need for strategic guidance from experienced professionals, brands offer very competitive salaries to middleweight and senior candidates. An average salary of £50k for a mobile marketing manager role is extremely competitive, showing just how important brands regard mobile expertise in the current climate.

In contrast, agencies and technology companies who are starting out in the mobile space may not have the deep pockets required to do this. Basic salaries may be lower, but the good news is that extra benefits, bonuses, and even shares in the company are frequently offered as part of the package.

Marketing	Low	High	Average	
Mobile Marketing Manager		£35,000	£45,000	£40,833
Mobile Product Manager		£35,000	£65,000	£46,666
Development	Low	High	Average	
Mobile Developer		£30,000	£50,000	£37,625
Lead Mobile Developer		£40,000	£60,000	£51,250
Mobile Project Manager		£30,000	£50,000	£45,000
Media Sales	Low	High	Average	
Advertising Sales		£30,000	£45,000	£35,833
Advertising Sales Manager		£40,000	£70,000	£54,166
Business Development	Low	High	Average	
Business Development Executive		£25,000	£35,000	£30,000
Business Development Manager		£35,000	£60,000	£45,000
Mobile Marketing Agency	Low	High	Average	
Account Executive		£18,000	£23,000	£20,000
Account Manager		£20,000	£40,000	£31,642
Account Director		£40,000	£60,000	£50,000
Head of/Senior		£50,000	£100,000	£70,000

Average Salary (Mobile) vs Digital Industry Average (H2 2010)



“Can 2010 be seen as a seminal year for mobile? We think so, in recruitment terms at least”

Social Media.

The perception among digital jobseekers that social is a cutting edge and desirable career path which is well worth getting involved in means that candidates consistently apply in large numbers for social vacancies. Where candidate demand for roles is high, salaries will generally be lower than industry averages. We saw this effect in H1 2010 and it continued into H2.

What's more, because social is a relatively new and unknown discipline, the value of prospective employees will frequently lie in their transferable skills and experience, and not in previously proven social media skills. The impact on salaries can again be detrimental – bringing in talent from outside the social industry is essential for the growth and success of businesses in the space, but paying a premium salary for someone who is yet to prove themselves can be a gamble for employers.

The result is that in 2010 salaries in social media were lower than industry averages. That being said, in H1 we saw above average growth in salaries within social media. We are likely to see this continue into 2011 as demand for talent increases still further, and professionals gain experience in social media skills.

Client Service	Low	High	Average	
Account Executive		£20,000	£25,000	£23,000
Account Manager		£25,000	£55,000	£36,708
Account Director		£40,000	£60,000	£45,714
Strategy/Direction	Low	High	Average	
Social Media Strategist		£30,000	£50,000	£37,000
Head of Social		£50,000	£70,000	£59,375
Analyst/Insight	Low	High	Average	
Executive		£20,000	£25,000	£22,500
Manager		£24,000	£28,000	£26,000
Head of		£30,000	£40,000	£35,000
Community Management	Low	High	Average	
Executive		£20,000	£26,000	£23,000
Manager		£24,000	£40,000	£31,000

Average Salary (Social) vs Digital Industry Average (H2 2010)



54

Average number of applicants per social media AM position (H2 2010)

Conclusions.

Whilst much of UK industry suffered difficult times in 2010, it's well-known that the digital sector has proven extremely resilient. Growth, despite outside economic factors, is testament to the health of the UK digital sector, and to the talent within it.

Our experience of 2010 reflects this. Salary growth in the digital sector has remained positive, and in fact growth is accelerating - salaries are getting higher, faster. It's clear that digital is a lucrative area to work in, as well as an exciting one, so are we likely to see the end of the skills shortages any time soon?

More and more graduates are coming out of University with skills in digital. Design, animation, data analysis, even search and affiliate marketing. This can only be a good thing, and is encouraging for the future of the industry.

However, there is still a gap in middle and senior management positions. The digital industry has expanded fast, and the talent has risen to the top similarly rapidly. The pressure to deliver, offer creativity, innovation, competence, and guarantee results can strain teams that require day-to-day, tactical leadership - in other words, middle management. Likewise, the rapid spread of digital through the client side, traditional media businesses and agencies means that senior strategic leadership is spread thin. In the short term, an abundance of graduates with digital skills doesn't offer a solution to this problem.

The issue certainly isn't salary, in any case - most businesses that we deal with are well aware of the requirement to offer a compelling package in order to lure in the best talent. However, the truth is that candidates are scarce, and an insistence on only meeting individuals with a highly-specific set of experience can leave prospective employers waiting around for a long time to make a successful hire.

There are plenty of ways to solve this issue. Developing in-house talent, nurturing staff through the ranks is one way to safeguard your own organisation. But the industry as a whole requires fresh talent at middle and senior levels - commercial people with passion, interest and business acumen. Seeking new staff from related industries, or on the basis of their commercial experience rather than their digital experience, could certainly be a step in the right direction.

It's great to see, as we start 2011, that the digital industry is in such great shape. Change is always on the horizon, but we've seen year on year that it's adaptability and an appetite for change that has made digital so successful in the first place.

Thanks for reading!

Some small print:

Every effort has been made to ensure that the data provided in this report is as accurate as possible. After all, it's not in our interests to mislead you - deliberately or otherwise. However, we cannot guarantee the accuracy of the information within this report. It is intended as a guide to general trends in the digital recruitment marketplace as we see them, and not as a document to be relied upon in isolation. Your experiences may vary, and if they do we'd love to hear from you so we can further improve our analysis.