



Propel London Digital Salary Survey H1 2010

Introduction

Hello, and welcome to Propel London's first ever salary survey.

Since we started out in 2001 a lot has changed. Many of the businesses that we helped to staff up back in those days have changed beyond recognition, or disappeared completely.

Back then none of us could have predicted the sheer variety in disciplines, approaches, and commercial activities that the digital revolution has given rise to.

Digital is now a massive, complex and mature industry responsible for myriad jobs. More and more we'll see digital skills being sought out by "traditional" businesses, as the influence of online permeates every area of industry.

What better time, then, to take stock of the state of the jobs market?

As recruiters we're given unparalleled visibility of salary data and market demands in the space. Furthermore, our consultants live and breathe the recruitment process. So, as well as the stats, we've given you their interpretations of how the market is changing right now.

We hope you find the information useful - it is, after all, intended to be of real use to real people in the space. We'd welcome your feedback, so feel free to drop us a line to tell us what you think.

Take care



Melina Jacovou
Managing Director, Co Founder



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Managing Director, Co Founder

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Methodology

All figures are based on vacancies registered with Propel London between January and June 2010. This includes some vacancies that were subsequently retracted, filled by other agents or in-house, or that remain open. For comparison, a "vs H2 2009" indicator has been included. This is based on average salaries for similar positions based on our data for H2 2009.

Roles have been broken down into categories by discipline, and then subcategorised according to seniority. In most instances there are 3 clear levels of seniority - junior, midweight, and senior. For some disciplines greater variety exists in seniority, and in some, less.

Propel London does not, unfortunately, have access to every vacancy in the space. Because of this, our results are indicative rather than exhaustive.

Client Side

“ Client side roles attract top-tier candidates who relish the opportunity to shape the direction of a brands online activities. Clients are looking for individuals who are still willing to get their ‘hands dirty’ and be involved in implementation as well as strategy. ”



Kim Knapman
Client Side Team
Leader

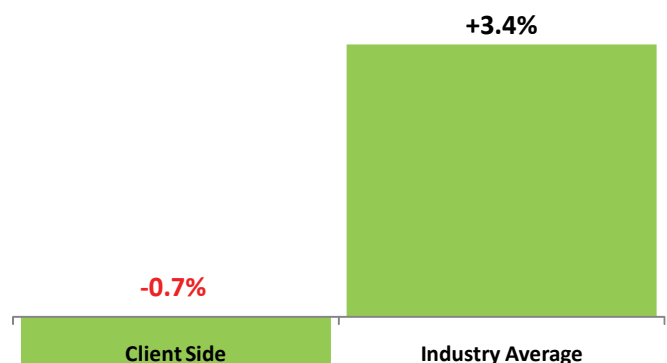
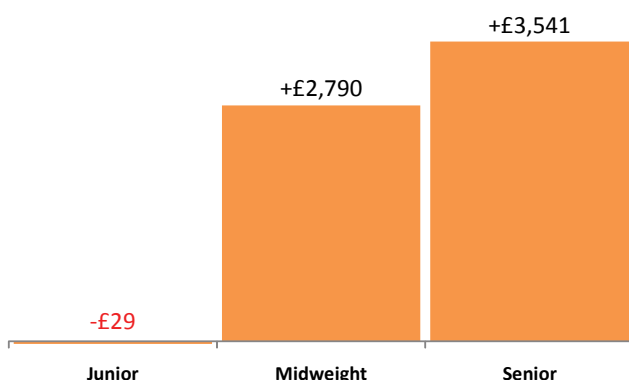
This is reflected in the salaries below, showing a rise in junior and mid-weight salaries in order to attract the best people and grow in-house teams. More and more brands are looking outside of their normal hunting grounds for ideas and talent.

Online Marketing	Low	High	Average	vs H2 2009
Online Marketing Exec/Coordinator	£18,000	£26,000	£22,352	-6%
Online Marketing Manager	£25,000	£50,000	£36,837	+4%
Senior Online Marketing Manager	£40,000	£55,000	£47,666	-21%
Head of	£60,000	£70,000	£65,000	-2%
ECRM	Low	High	Average	vs H2 2009
Coordinator/Executive	£18,000	£25,000	£21,750	-27%
Manager	£28,000	£50,000	£36,777	+/- 0%
Search	Low	High	Average	vs H2 2009
Executive	£19,000	£28,000	£23,781	+13%
Manager	£25,000	£55,000	£36,666	-14%
Affiliates	Low	High	Average	vs H2 2009
Executive	£20,000	£24,000	£22,000	+18%
Manager	£30,000	£41,000	£37,000	+31%
Sales (in-house media)	Low	High	Average	vs H2 2009
Executive	£20,000	£23,000	£21,500	+13%
Manager	£35,000	£40,000	£37,333	+21%
Senior	£45,000	£55,000	£50,000	-9%
Head of	£50,000	£80,000	£65,000	-10%
Business Development	Low	High	Average	vs H2 2009
Executive	n/a	n/a	n/a	n/a
Manager	£35,000	£50,000	£42,125	-16%
Senior	£55,000	£55,000	£55,000	-28%
Ad Ops (Trafficking)	Low	High	Average	vs H2 2009
Executive	£22,000	£22,000	£22,000	+6%
Manager	£25,000	£35,000	£29,285	+6%
Analysts	Low	High	Average	vs H2 2009
Analyst	£20,000	£55,000	£35,250	+12%
Head of	£60,000	£60,000	£60,000	n/a

vs. The Market

Average salary vs industry average

Average growth since H2 2009 vs industry average



Digital Services

“Because of massive demand for talent, candidates are often lured from one agency to another for a significant pay rise.”

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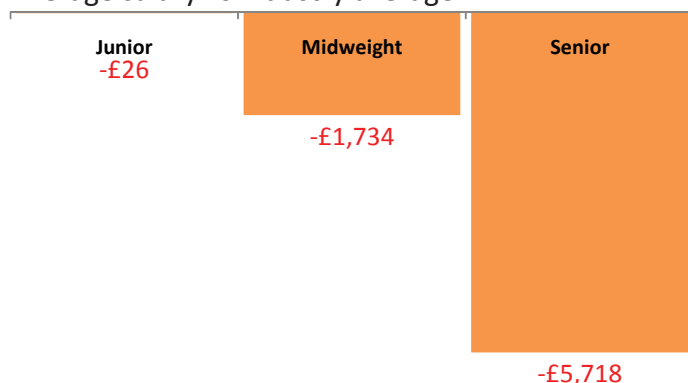
Darren Hirst
Digital Team Leader

We have noticed that this can create problems for the individual, as they can be perceived as “too jumpy” and therefore find it harder to make the transition from Account Manager to Account Director. Account Executives that stay put, however, can move up the ranks to a senior level position more quickly. Once at the top of the tree their remuneration reflects this.

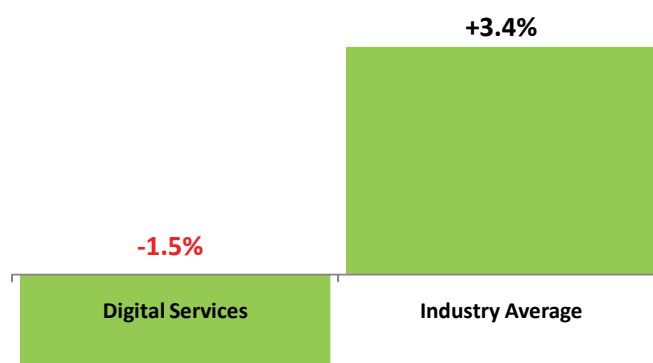
Media Planning	Low	High	Average	vs H2 2009
Account Executive	£18,000	£25,000	£21,578	-10%
Account Manager	£24,000	£35,000	£29,418	-4%
Account Director	£31,000	£50,000	£41,920	-11%
Head of	£55,000	£90,000	£67,000	+9%
Search	Low	High	Average	vs H2 2009
Account Executive	£18,000	£24,000	£21,727	-2%
Account Manager	£25,000	£38,000	£30,558	+1%
Account Director	£35,000	£45,000	£42,857	+8%
Head of	£55,000	£80,000	£65,000	+18%
Affiliates	Low	High	Average	vs H2 2009
Account Executive	£21,000	£25,000	£23,666	+13%
Account Manager	£24,000	£35,000	£30,777	+12%
Account Director	£38,000	£50,000	£42,666	+8%
Head of	n/a	n/a	n/a	n/a
Media Sales	Low	High	Average	vs H2 2009
Sales Exec/Account Exec	£20,000	£25,000	£22,333	+12%
Sales Manager/Account Manager	£25,000	£35,000	£30,000	-5%
Sales Director/Account Director	£40,000	£40,000	£40,000	-20%
Publisher Services (network)	Low	High	Average	vs H2 2009
Account Manager	£20,000	£40,000	£29,625	-2%
Ad Operations/Trafficking	Low	High	Average	vs H2 2009
Executive	£24,000	£25,000	£24,500	-16%
Manager	£26,000	£50,000	£36,000	-17%
Director/Head of	£35,000	£80,000	£46,875	-30%
Business Development	Low	High	Average	vs H2 2009
Executive	£17,500	£24,000	£19,600	-10%
Manager	£25,000	£45,000	£35,555	+7%
Head of	£45,000	£75,000	£59,750	+14%
Analysts	Low	High	Average	vs H2 2009
Analyst	£20,000	£32,500	£24,409	-14%
Senior/Head of	£35,000	£55,000	£43,750	+5%

vs. The Market

Average salary vs industry average



Average growth since H2 2009 vs industry average



Creative Services

“ Client services, project management, strategy and production departments have seen steady growth in 2010, especially within pure play digital agencies. Integrated shops have been less buoyant with a slower recovery rate, but we are starting to see this turn around.

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Marc Greci
Creative Services
Consultant

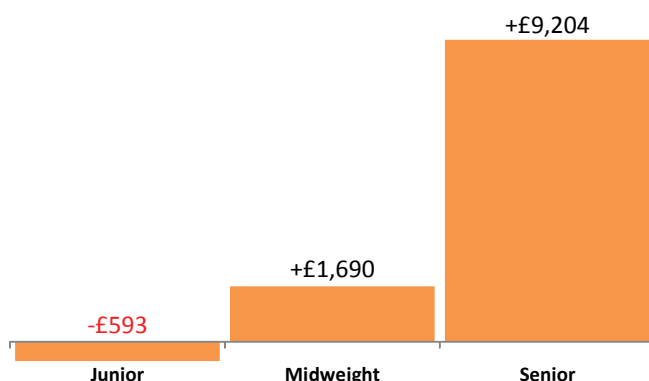
The digital and advertising industry in London is crying out for planners of all levels - we're seeing candidates come into the UK from overseas to take advantage of the myriad opportunities.

It's not all good news, however. Project management is an area where salary demands, and available candidates, are beginning to outweigh the supply of vacancies.

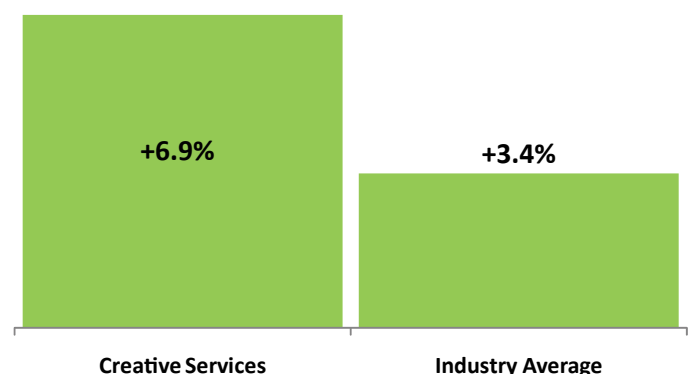
Client Services	Low	High	Average	vs H2 2009
Account Executive	£18,000	£23,000	£20,000	-11%
Account Manager	£20,000	£36,000	£30,000	-7%
Account Director	£40,000	£60,000	£46,562	-7%
Head of/GAD	£75,000	£75,000	£75,000	+/- 0%
Project Management	Low	High	Average	vs H2 2009
Junior Project Manager	£20,000	£20,000	£20,000	+/- 0%
Project Manager	£25,000	£40,000	£33,400	+17%
Senior/Project Director	£40,000	£75,000	£51,200	+10%
Production	Low	High	Average	vs H2 2009
Producer	£30,000	£45,000	£36,000	-6%
Senior Producer	£45,000	£65,000	£54,000	+29%
Strategy	Low	High	Average	vs H2 2009
Planner	£25,000	£25,000	£25,000	n/a
Senior Planner	£35,000	£60,000	£45,000	-10%
Head of/Director	£75,000	£80,000	£78,333	+49%
Biz Dev	Low	High	Average	vs H2 2009
Business Development	£25,000	£50,000	£33,500	n/a

vs. The Market

Average salary vs industry average



Average growth since H2 2009 vs industry average



Design & Technical

“ As the market picks up there are still fewer candidates wanting to move due to job security concerns, and stagnating salaries. This means the market is still very candidate driven - good candidates often have 4 or 5 job offers at any one time. ”



Caroline Try
Technical Consultant

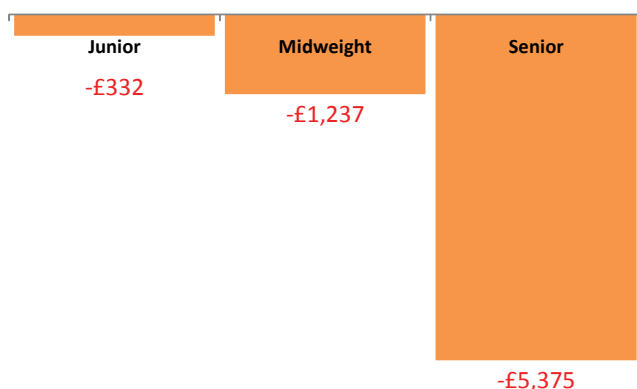
Clients now frequently require candidates who can hand code JavaScript from scratch. This skill set is in short supply. Salary demands in this area are soaring, leaving companies who don't have big budgets struggling to compete.

It is increasingly hard for juniors to get into good permanent roles so they are leaning more towards freelance and contract routes.

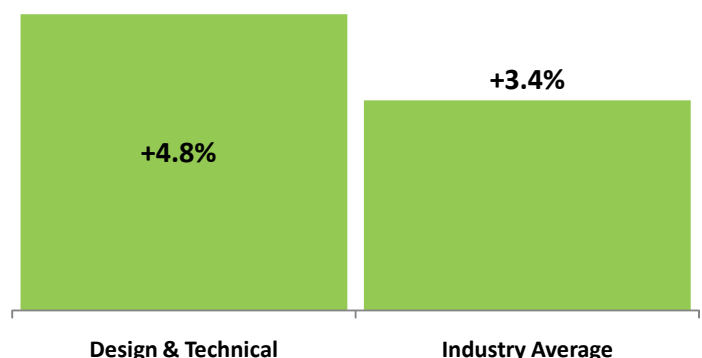
Web Developer	Low	High	Average	vs H2 2009
Junior	£20,000	£26,000	£22,883	+2%
Midweight	£25,000	£40,000	£33,166	-17%
Senior	£40,000	£60,000	£48,181	+9%
Front/Back End Developer	Low	High	Average	vs H2 2009
Junior	£18,000	£25,000	£21,500	+19%
Midweight	£25,000	£45,000	£35,693	+5%
Senior	£45,000	£55,000	£42,857	+1%
Flash/Actionscript Developer	Low	High	Average	vs H2 2009
Junior	n/a	n/a	n/a	n/a
Midweight	£25,000	£35,000	£31,666	+12%
Senior	£40,000	£50,000	£45,000	+4%
iPhone/iPad/Android Apps	Low	High	Average	vs H2 2009
App Developer	£30,000	£43,000	£33,833	+13%
Designers	Low	High	Average	vs H2 2009
Junior Digital Designer	£20,000	£25,000	£21,400	+/- 0%
Midweight Digital Designer	£20,000	£40,000	£28,384	+10%
Senior Designer	£30,000	£70,000	£39,935	+5%
Management	Low	High	Average	vs H2 2009
Head of Technology	£50,000	£90,000	£65,000	+/- 0%

vs. The Market

Average salary vs industry average



Average growth since H2 2009 vs industry average



User Experience

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The UX market has become increasingly candidate driven.

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2010 has seen more agencies and brands embracing IA and User Experience as disciplines in their own right more than ever before. A large number are now ramping up and growing internal teams to offer their clients best-practice, user-centric design solutions.



Laura Ormerod
Usability Consultant

The recession's been tough on everyone and I have seen a lot of the mid-weight and senior level talent move into freelancing. This has led to a huge shortage of candidates and so some salaries are inflated well above pre-recession levels.

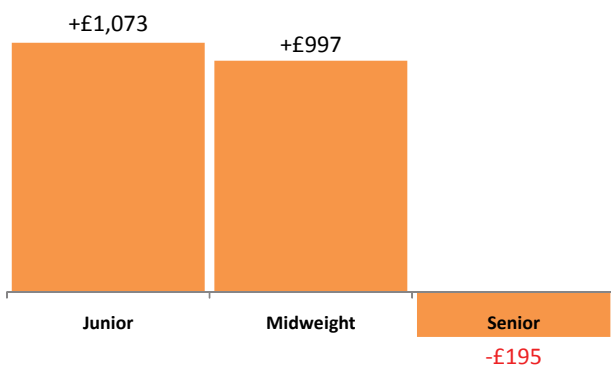
It's been a good year for graduates and we've seen an excellent supply of them coming through from Masters degrees in Human Computer Interaction and related courses. They're being snapped up by consultancies and agencies, often before even receiving their results.

User Experience	Low	High	Average	vs H2 2009
Junior	£20,000	£25,000	£22,500	n/a
Mid weight	£28,000	£50,000	£34,533	+2%
Senior	£40,000	£60,000	£47,100	+6%
Lead	£50,000	£75,000	£65,000	+8%

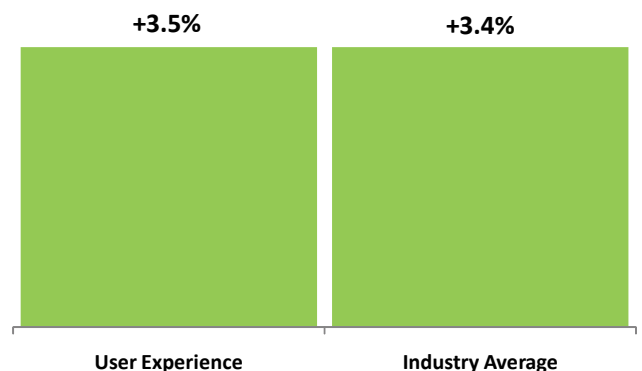
Information Architecture	Low	High	Average	vs H2 2009
Junior	£25,000	£25,000	£25,000	n/a
Mid weight	£30,000	£40,000	£35,833	+2%
Senior	£35,000	£50,000	£42,000	-1%
Lead	n/a	n/a	n/a	n/a

vs. The Market

Average salary vs industry average



Average growth since H2 2009 vs industry average



Social Media

“ Social media is now regarded as a serious marketing discipline in its own right. Because of the “cutting edge” perception, social media focused roles are extremely popular with candidates right now - as a result, salaries are below average. ”



Phil Haslehurst
Marketing Manager

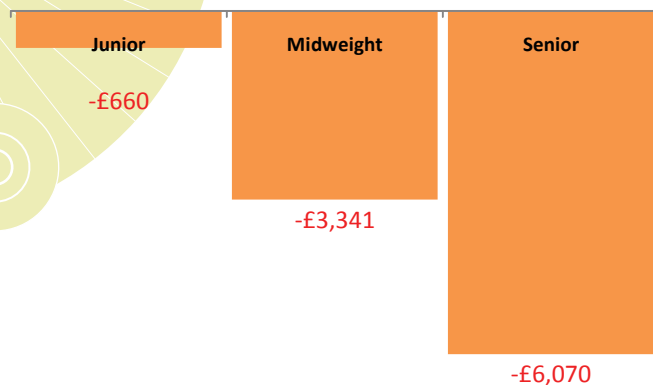
Because social media is becoming such a large part of overall marketing strategy, we can expect to see the number of vacancies in the space continue to increase.

It's a great time to get into social media - by skilling up now, candidates will reap the rewards later.

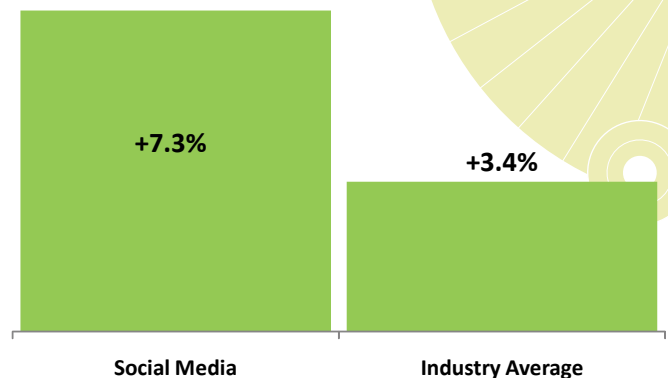
Social	Low	High	Average	vs H2 2009
Account Executive	£20,000	£25,000	£21,600	-1%
Account Manager	£25,000	£35,000	£30,444	+4%
Account Director	£40,000	£60,000	£47,500	+19%

vs. The Market

Average salary vs industry average



Average growth since H2 2009 vs industry average



Final Thoughts

Throughout its history there has been constant talk of skills shortages within the digital space. Because of this, many individuals have made rapid progress through the ranks, and enjoyed the benefits of this effect on their salaries.

The continuing expansion and diversification of the sector means that there is still a great demand for talented candidates. We still see a shortfall in skills and experience at middle-weight and senior levels.

In areas like social media, it's easier to attract talent due to the “cutting-edge” factor. The challenge for businesses in other areas is to ensure that they offer clear and compelling incentives that attract and retain talent. Otherwise, they will find that it becomes harder still to attract candidates with the right experience and skills.

The good news is that, as online becomes an ever-larger part of daily life, more and more school and university leavers will be aware of the opportunities for employment that it presents.

