



become

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salary survey 2020

London creative & digital market update

2019 has been an encouraging year for the creative industry. A strong freelance market has been more prevalent than permanent recruitment however we expect 2020 to show equal growth in both full-time and temporary contracts.

The creative industry has shown its continued reliance on freelance resource throughout 2019, driven by ever tightening budgets, leaner in-house teams and demand for more flexible working. This has increased the need for both creative agencies and client brands alike to bring in additional skills on a short-term basis when they need them.

We have found that the demand for specialist skills rather than all round capabilities has increased, meaning the requirement for the best specialist talent is in increasing demand. UI and UX candidates remain highly sought after, particularly now software Sketch is firmly in place as the industry standard for digital design and prototyping. Animation, Motion and Video Editing has also continued to be a key growth area, especially as 3D motion designers, meaning AfterEffects, Cinema4D and Premiere are the software skills everyone needs. The acceptance of many business to embrace flexible working has also encouraged the freelance work model. Looking ahead to 2020 we are expecting a similar reliance on freelance resource and believe that the IR35 (off-payroll) changes coming into effect in April will have little impact once Become has helped clients and candidates alike through the new processes involved.

We are also expecting there to be an increase in Permanent hires in 2020, while the market will continue to be candidate-driven due to increased choice. With agencies moving their offerings away from old-fashioned specialisms to multi-channel "one stop shops", the importance of being able to position your business's points of difference, ethos and culture has never been more crucial. We have also seen that candidates are gravitating to permanent roles within businesses that have prominent diversity & inclusion programs, as well as flexible working. We expect this to increase in the year ahead.

To employ the very best talent in 2020, both agencies and brands alike will need to address these aspects and be vocal about them moving forward.

creative & digital – london

permanent basic salary (£ per annum)

Permanent Role	Junior	Middleweight	Senior +
Designer	20,000 – 25,000	25,000 – 40,000	40,000 – 50,000
Copywriter	20,000 – 27,500	27,500 – 40,000	40,000 – 55,000
Design Director	-	-	55,000 – 75,000
UI Designer	25,000 – 30,000	35,000 – 45,000	45,000 – 60,000
UX Designer	25,000+	45,000+	70,000 – 85,000
Front-End Dev	25,000 – 35,000	40,000 – 55,000	60,000 – 75,000
Artworker	18,000 – 25,000	25,000 – 35,000	35,000 – 45,000
Creative Artworker	20,000 – 25,000	27,500 – 35,000	35,000 – 50,000
Account Manager	-	20,000 – 30,000	30,000 – 40,000
Senior Account Manager	-	-	35,000 – 45,000
Creative Services	20,000 – 25,000	27,500 – 35,000	35,000 – 45,000
2D Animators	25,000+	35,000+	45,000+

freelance basic rate (£ per day)

Freelance Role	Junior	Middleweight	Senior +
Designer	180 - 230	250 - 330	350 - 395
Art Director	-	300 - 350	350 - 450
Copywriter	250 - 300	300 - 350	350 - 450
Creative Team	300+	350 - 400	400 - 500
CD/Creative Lead	-	-	450 - 600
UI Designer	-	300 - 350	350 - 450
UX Designer	-	350 - 450	450 - 650
Animator / Video Editor	300+	330 - 380	390 - 460
3D Animator	330+	350+	435 - 500
Artworker	-	225 - 275	290 - 330
Retoucher	-	275 - 330	330 - 395
Front-End Dev	-	330 - 350	395 - 495
Presentation Specialist	-	295 - 350	395 - 450