

DIGITAL, CREATIVE & MARKETING

PROFESSIONALS

SALARY

GUIDE FOR

2018

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ABOUT THIS GUIDE



Understanding the salary landscape is a key part of the preparation for any hiring manager looking to bring on new talent.

And, as the famous scientist Louis Pasteur once said, “chance favors the prepared mind.” In today’s highly competitive creative market, applying the right salary range to your jobs could be the difference between attracting the next game-changing player for your team or losing them to another company.

Thus, salary guides like this are a critical piece in navigating the hiring process. They not only help you understand a candidate’s value to craft the right offer, but they can also help you determine the market demand for different professions.

Our 2018 Salary Guide was created with those exact points in mind. Inside, you will find a list of the year’s most in demand talent as well as the salary data for over 80 professionals within the digital, creative and marketing space.

We hope this serves as a valuable resource in your hiring efforts. We’re also always here to help. If you have questions about how to effectively use any of the information presented in this guide, or simply want to discuss your hiring needs, please reach out to us at any time.

18 MOST IN-DEMAND TALENT FOR 2018



Creative teams come in all shapes and sizes and must be built to support the specific goals of your organization.

When looking to ramp up your business , the first challenge becomes deciding the right talent to hire.

We've compiled the following list of the 18 most in-demand talent in the digital, creative and marketing space. Consider adding these professionals to your team as you look to scale in 2018.



1 UX DESIGNER

Related Titles: UI Designer, UX Strategist, Information Architect

Responsible for the totality of the experience a user has when interacting with a website, app or other product. A UX Designer can wear many hats including conducting user research, building personas, developing information architectures, drawing wireframes, conducting user and usability testing and creating visual designs. They may work on improving existing products or building new products from scratch.

Guides the entirety of a product's development, from ideation to launch. They are either responsible for, or manage, a product's Interaction and UX Design, Graphic and Visual Design, Motion and Animation Design, User Research, Data Analysis, Prototyping teams and more. Businesses bring on Product Designers when they want to launch a new product or reimagine an existing product.

2 PRODUCT DESIGNER

Related Titles: UI/UX Designer, Interaction Designer, Interface Designer

3 DIGITAL DESIGNER

Related Titles: UI Designer, Visual Designer, Web Designer, Interaction Designer, Graphic Designer

Often tasked with a wide range of design responsibilities for digital products like mobile apps, websites and software. A Digital Designer could specialize in anything from web design to graphic design to video production.

Responsible for creating interfaces for digital products (like apps and websites) and machines (like home appliances). While designing a new interface or improving upon an established one, the UI Designer can be responsible for everything the user sees. This can include elements such as imagery, typography, navigation, button layout and more. By contrast, how said interface functions and the experience it produces is the product of the UX Designer.

4 UI DESIGNER

Related Titles: UX Designer, Interaction Designer, Product Designer, Visual Designer, Web Designer

5 DIGITAL PROJECT MANAGER

Related Titles: Interactive Project Manager, Project Manager, Product Manager, Digital Producer

Works with businesses who are developing or improving digital products and/or collateral, and ensures projects are completed on time, within budget and to the required specifications. In this role, these professionals are responsible for time and resource management, establishing and organizing processes and helping mitigate obstacles that could derail the project's costs or timelines.



6 DIGITAL COPYWRITER

Related Titles: Digital Content Writer, Copywriter, Content Creator, Digital Copy Editor



A unique type of copywriter whose work is mainly aimed at creating content for webpages and UX interactions. Therefore, this professional might be tasked with writing website copy, but they also write content for pop-ups, buttons, display ads, forms and more. Their main goal is to engage readers and influence their behavior on a given page, whether that's to sign up for a newsletter or to purchase an item.

7 FRONT-END DEVELOPER

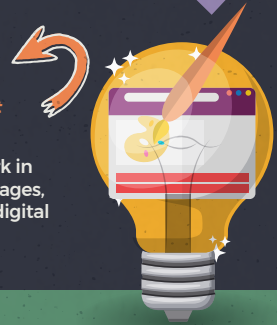
Related Titles: Web Developer, UI Developer, Back-End Developer, Rich Media Developer

Responsible for the pieces of a website, app or digital product with which the end user directly interacts. With that in mind, it's not unusual for a Front-End Developer to oversee the UI and UX of the project they're working on. It's also quite common to find teams that employ Front-End Developers as well as UI and UX Designers, in which case the Front-End Developer is normally tasked with building (coding) out their colleagues' designs.

8 GRAPHIC DESIGNER

Related Titles: Graphic Artist, Digital Designer, Branding Designer, Production Artist

Creates visual collateral for a wide range of use cases, such as advertisements, brochures, logo design and more. Today, Graphic Designers are more likely to work in the digital medium and often find themselves creating visual elements for web pages, banner ads and other similar imagery. These professionals often work both with digital and physical tools to create their finished products.



9 DIGITAL MARKETING MANAGER

Related Titles: Digital Strategist, Marketing Manager, SEM Manager, Paid Search Manager

Responsible for developing, running, measuring and adjusting online marketing campaigns. Under this wide umbrella, the Digital Marketing Manager may be expected to run AdWords and paid social media campaigns, spearhead content strategies, develop digital-first collateral for sales and more. They are often tasked with growing brand awareness and generating new leads and interests for sales to follow up with.

10 DIGITAL PRODUCER

Related Titles: Digital Project Manager, Project Manager, Integrated Producer, Email Producer

Supports the production of digital media and collateral. Digital producers are often strategists who help coordinate, supervise and produce final products for their organizations. They play an important role within bigger organizations that have multiple teams, such as design, tech and account management, whose efforts need to be coordinated. They also help ensure digital media maintains quality and is delivered within deadline.

11 USER RESEARCHER

Related Titles: UX Researcher, UX Strategist

Helps UX Designers, UI Designers, Front-End Developers and others understand the end users' behavior, motivations and needs. The work these professionals do is key to improving website and app functionality, building products that resonate with target audiences and identifying deficiencies that can be improved in products. User researchers do much of the hard work needed to make sure users are engaging with, and not just passively using, a product.

12 SOCIAL MEDIA MANAGER

Related Titles: Social Media Analyst, Social Media Strategist, Social Media Coordinator, Community Manager



Responsible for managing a business's digital persona across a number of social networks such as Facebook, Twitter and LinkedIn. They have a strong command of voice and use it to shape their brand's presence online. Often, Social Media Managers are also in charge of managing customer service responsibilities on these platforms, as customers increasingly turn to sites like Facebook to directly communicate with their favorite brands.

13 FULL-STACK DEVELOPER

Related Titles: Front-End Developer, Rich Media Developer, Web Developer

Responsible for the engineering duties on both the front-end (user-facing) and back end (server facing) of a digital product or platform. With that in mind, the Full-Stack Developer needs to understand how to build interfaces and memorable experiences as well as the information architecture and server-side coding needed to support them.



Manages the development, publication and promotion of an organization's content. Through these efforts, these professionals aim to promote brand awareness as well as generate new leads. Content Marketing Managers can be tasked with producing blogs, white papers, newsletters, webinars, press releases and much more.

14 CONTENT MARKETING MANAGER

Related Titles: Content Strategist, Content Marketer, Brand Ambassador

15 CREATIVE DIRECTOR

Related Titles: Art Director, Design Director

Responsible for managing and maintaining the company brand in all external-facing collateral. As a leadership role, these professionals often set standards and maintain final approval on any customer-facing documents like press releases, banner ads, email-marketing campaigns and more. Creative Directors must steer a company's brand and therefore are most concerned with awareness and reputation.

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MOTION DESIGNER/ ANIMATOR

Related Titles: Motion Graphics Production Artist, Animator, Composer

Designs / builds 3D animations, visuals and graphics for video content on the web, TV and film. Motion Designers / Animators use a number of visual effects, tools and cinematic tricks and techniques to bring their content to life. While they often work on lengthy projects, such as the entirety of a film, they can also be brought on for smaller use cases, such as building graphic sequences into the background of credit rolls at the ends of television shows and movies.



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DIGITAL ANALYTICS MANAGER

Related Titles: Digital Marketing Analyst, Web Analytics Manager, Lead Acquisition Manager

Responsible for measuring and monitoring performance metrics for websites, apps and other products. Digital Analytics Managers take large chunks of data and analyze it to create actionable insights that teams can use to improve their products. They are critical to ensuring products continue to function the way they were intended, and continue to engage target audiences, throughout their lifecycle.



18

UNITY DEVELOPER

Related Titles: VR Developer, Rich Media Developer

Engineers who build video games on the all-purpose game engine created by Unity in 2006. While originally for OS X only, Unity Developers now build games using the engine for a wide range of platforms from mobile operating systems like Android and iOS to leading video game consoles like Xbox One or Nintendo Switch.

2018 SALARY DATA



The hiring landscape for digital, creative and marketing talent is more competitive than ever.

Skilled professionals can leverage the gig economy to pick and choose their projects based on numerous factors.

In order to secure the best candidates for your team on a freelance or permanent basis, you need to create interesting and meaningful job opportunities and pay your employees appropriately. The following salary guide provides an in-depth look at the market value for over 80 creative professionals.



PERCENTILES

Title	25 th	50 th	75 th
ACCOUNT SERVICES / DIGITAL MEDIA			
Account Director	\$77,100	\$94,900	\$112,300
Account Executive	\$42,300	\$52,100	\$66,800
Account Manager	\$53,400	\$62,500	\$75,700
Account Planner	\$52,600	\$61,800	\$73,200
Digital Project Manager	\$63,700	\$81,500	\$97,600
Interactive Producer	\$66,500	\$80,200	\$95,900
Media Buyer	\$45,400	\$54,700	\$65,600
Media Director	\$76,200	\$93,600	\$109,500
Media Planner	\$46,300	\$61,200	\$72,100
Project Manager	\$56,600	\$70,100	\$83,400
CONTENT / COPYWRITING			
Content Marketing Manager	\$54,700	\$66,200	\$79,200
Content Strategist	\$61,800	\$75,100	\$88,400
Copy Editor	\$42,400	\$61,400	\$71,700
Copywriter	\$55,800	\$66,700	\$83,800
Digital / Web Copywriter	\$51,200	\$62,800	\$80,600
Proofreader	\$41,600	\$52,100	\$63,100
Proposal Writer	\$58,100	\$69,200	\$84,700
SEO Writer	\$49,500	\$60,000	\$70,800
Technical Writer	\$55,300	\$69,300	\$77,300
Web Editor	\$42,800	\$62,500	\$72,900

PERCENTILES

Title	25 th	50 th	75 th
DESIGN / ART DIRECTION			
Apparel Designer	\$52,400	\$61,100	\$71,000
Art Director	\$68,200	\$85,200	\$100,500
Creative Director	\$85,000	\$105,400	\$134,600
Creative Services Manager	\$69,600	\$85,400	\$101,400
Graphic Designer	\$42,400	\$55,200	\$65,700
Illustrator	\$44,100	\$53,300	\$64,200
Infographic Designer	\$44,600	\$54,100	\$64,600
Instructional Designer	\$72,800	\$84,400	\$96,300
Interaction Designer	\$62,300	\$72,100	\$84,100
Key Art Designer	\$74,900	\$84,300	\$109,400
Mobile App Designer	\$61,500	\$84,600	\$99,300
Packaging Designer	\$45,000	\$54,900	\$69,200
Presentation Designer	\$47,800	\$57,800	\$69,000
Product Designer	\$78,100	\$96,300	\$115,700
Typographer	\$43,500	\$51,600	\$64,400
Visual Designer	\$65,600	\$82,500	\$98,300
Web Designer	\$56,300	\$68,200	\$74,800
Web Production Artist	\$42,700	\$52,400	\$61,100



PERCENTILES

Title	25 th	50 th	75 th
DEVELOPMENT / TECH			
Big Data Engineer	\$124,300	\$152,500	\$179,600
Business Analyst	\$77,800	\$92,400	\$111,200
Cloud Computing Analyst	\$75,600	\$93,600	\$116,800
Data Scientist	\$101,500	\$122,300	\$144,200
Database Developer	\$97,000	\$117,400	\$138,200
Database Manager	\$105,700	\$125,800	\$149,500
Developer (UI / Front End)	\$65,200	\$78,500	\$100,300
Full Stack Developer	\$80,100	\$98,500	\$118,400
Mobile App Developer	\$114,400	\$135,200	\$164,500
Quality Assurance Manager	\$87,200	\$107,700	\$127,700
Quality Assurance Tester	\$78,700	\$92,800	\$117,100
Rapid Prototyper	\$81,800	\$101,000	\$121,600
Software Developer	\$100,200	\$121,800	\$143,400





PERCENTILES

Title	25 th	50 th	75 th
DIGITAL MARKETING / TRADITIONAL			
Brand Manager	\$65,500	\$88,300	\$97,700
Community Manager	\$48,300	\$59,500	\$71,300
Digital Acquisition Specialist	\$78,800	\$95,600	\$112,400
Digital Analytics Manager	\$78,200	\$95,700	\$113,400
Digital Marketing Manager	\$66,700	\$80,900	\$96,200
Digital Strategist	\$76,000	\$92,200	\$109,800
Email Marketer	\$50,400	\$63,500	\$75,300
Event Marketing Specialist	\$42,600	\$54,000	\$64,500
Marketing Analyst	\$52,500	\$63,600	\$74,900
Marketing Manager (& Above)	\$70,900	\$85,300	\$100,100
Marketing Researcher	\$51,200	\$61,400	\$73,400
Merchandise Manager	\$65,200	\$74,500	\$86,000
PR Manager	\$65,700	\$79,600	\$94,800
Product Manager	\$74,000	\$90,100	\$106,200
SEM Specialist	\$51,900	\$64,300	\$76,800
SEO Specialist	\$50,600	\$62,300	\$74,700
Social Media Specialist (& Above)	\$45,000	\$53,600	\$67,800
Visual Merchandiser	\$43,400	\$52,400	\$61,400
Web Analytics Specialist	\$59,600	\$73,200	\$99,500

PERCENTILES

Title	25 th	50 th	75 th
MOTION / VIDEO / VR			
3D Animator	\$67,800	\$82,500	\$98,300
AR Developer	\$85,400	\$105,400	\$128,600
Composer	\$54,900	\$62,700	\$75,800
Motion Graphics Designer	\$66,300	\$81,200	\$96,500
Multimedia Designer	\$54,600	\$70,200	\$81,200
Producer (VFX)	\$70,100	\$84,300	\$99,700
Technical Director	\$99,700	\$125,600	\$148,500
Video Editor / Post Production	\$53,500	\$63,900	\$76,300
VR Developer	\$84,400	\$103,600	\$126,400
STUDIO / PRODUCTION			
Desktop Publisher	\$35,300	\$43,600	\$48,000
Photo Retoucher	\$38,600	\$52,100	\$64,500
Photographer	\$37,500	\$50,200	\$60,300
Pre-Press Specialist	\$51,800	\$61,400	\$65,200
Production Artist	\$42,700	\$53,400	\$58,900
Production Manager / Director	\$58,700	\$72,300	\$88,600
Project Manager	\$56,600	\$70,100	\$83,400
Studio Manager	\$54,500	\$67,100	\$79,400
Traffic Manager	\$44,300	\$54,400	\$68,700
Video Producer	\$58,400	\$74,900	\$88,600



PERCENTILES

UX / UI	25 th	50 th	75 th
Information Architect	\$76,500	\$93,300	\$109,800
Interactive Designer	\$62,200	\$74,800	\$89,100
UI Designer	\$70,100	\$75,200	\$95,400
UI Developer	\$80,000	\$97,300	\$115,600
User Researcher	\$67,300	\$74,700	\$93,700
UX / UI Manager (& Above)	\$98,400	\$126,600	\$151,200
UX Designer	\$76,600	\$94,800	\$113,500

For more details on salary data or the hiring trends in your local market, please contact your local Onward Search office.

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To find jobs with Onward Search, visit:
WWW.ONWARDSEARCH.COM/JOBS



DATA CALCULATION

The data presented in this guide displays salary ranges broken down into percentiles which reflect talent, education and experience. It was collected from public data, cross referenced against our proprietary database of talent compensation figures, and vetted by members of our nationwide team.

It's worth noting, however, that this is not an exact science. Factors such as location (cost of living) or supply and demand may cause salaries to fall outside the stated ranges. Thus, they should be used as guidelines, but not as lines drawn in the sand.

GEOGRAPHIC VARIANCE

The data provided represents the national average for each position. To get a more accurate range for your geographic location, simply use the multipliers below.

Atlanta, GA	104.6	Las Vegas, NV	100.3	Phoenix, AZ	109.5
Austin, TX	105.8	Los Angeles, CA	128.4	Pittsburgh, PA	97.9
Baltimore, MD	104.2	Memphis, TN	95.7	Portland, OR	107.3
Boise, ID	90.4	Miami, FL	105.0	Providence, RI	103.2
Boston, MA	131.1	Milwaukee, WI	99.0	Raleigh, NC	103.5
Charleston, SC	94.0	Minneapolis, MN	107.3	Richmond, VA	98.3
Charlotte, NC	101.6	Nashville, TN	100.7	Salt Lake City, UT	104.5
Chicago, IL	118.9	New Orleans, LA	99.0	San Antonio, TX	98.9
Cleveland, OH	97.9	New York, NY	134.9	San Diego, CA	118.9
Dallas, TX	109.3	Newark, NJ	126.7	San Francisco, CA	139.2
Denver, CO	106.4	Oklahoma City, OK	94.3	Seattle, WA	117.6
Detroit, MI	99.7	Orange County, CA	124.2	St. Louis, MO	99.2
Houston, TX	107.2	Orlando, FL	100.2	Stamford, CT	121.7
Indianapolis, IN	95.6	Philadelphia, PA	111.7	Washington D.C.	127.0

Example (Atlanta): \$100,000 x 104.6% = \$104,600

YOUR BEST RESOURCE

When it comes to making a hire in today's ultra-competitive marketplace, the hiring managers with the most success will be those that understand creative talent and how to best meet their needs.

We hope this guide serves as a great reference for hiring creative talent, but it's certainly not a magical playbook that guarantees you secure every candidate you target.

At Onward Search, we simply want to make the recruitment process easier for our clients. We work with you to evaluate your needs to determine the right talent to hire, formulate an accurate length of the project assignment, educate you on the demand and salary of your target professionals, and then connect you with leading talent who will be a good fit. It's as easy as that.

To learn more about how we can be your partner in your next talent search, please contact us today.

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