

Amplify Salary Survey

2023



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As we begin 2023 there are several macro-forces having effects on the hiring market, which makes for a much more nuanced landscape than in previous years.

Across the last few years, we have seen the hiring taps turned off through the Covid period, and then very much turned to full again as restrictions eased and businesses sought to make hay and recoup their losses.

That resultant hiring boom created a jobseekers' market with a high level of vacancies and a lower level of candidates – exacerbated by fewer digital, marketing and advertising talents moving to the UK from Europe and Australasia particularly. This all conspired to drive salaries higher, which is reflected in this latest survey. This is perhaps most keenly felt in the junior to mid-weight market where the battle for talent is fierce. The exceptionally limited number of junior hires that were made in the two years when Covid hit hardest are now manifesting as high middle-weight salaries.

The boom has slowed however and the dual headwinds of inflation, and overall economic instability have broadly led to much more considered hiring, replacing growth at all costs attitudes.

In the wider market there have, of course, been wide-scale redundancies across 'big tech' with Meta, Amazon, Twitter, Snap, Peloton, Microsoft and more all making large cuts to their workforces. This influx of available talent could very well create the conditions for an employer's market (high competition for positions) across a range of digital roles.

It feels unlikely that this competition will cause salaries to dip in 2023, but companies who are positioned to hire the former big-tech diaspora certainly stand to benefit.

Across the agency space big holding groups reported strong results throughout the tail end of 2022 with digital performing strongly, but interestingly the market is now starting to see the maturation of some of the newer independent creative shops and they are increasingly becoming a honeypot for top talent. The competition between the two could well become more than an ideological one and may have an impact on salary levels across the coming year.

Within the freelance market IR35 continues to influence day rates but to a large degree higher day rates have become normalised on both the employee and employer side. Fixed term contracts continue to be an attractive and popular solution for hiring businesses, however. All the rates shown on this salary survey are indicative of the 'outside IR35' cost.

Overall, there can be no doubt that we are in a very changeable period, but as always in our dynamic market there are a wealth of opportunities, new challenges, new frontiers and there will always be a home for the top talent we represent.

As ever, if you are looking for a bit of market intel, a new move or are looking to hire for your team then please do get in touch.

Delivery / Project Management

Salary (£)

Day Rate (£)

	Salary (£)	Day Rate (£)
Head of Project Management	90-120k	550+
Programme Manager	85-90k	450-550
Project Director/Exec Producer	65-85k	450-500
Senior Project Manager	55-65k	350-450
Project Manager	35-55k	300-350
Junior Project Manager	30-35k	200-300
Project Coordinator	25k	150+

Account Handling

Salary (£)

Day Rate (£)

	Salary (£)	Day Rate (£)
Head of Client Services	130k+	600+
Head of New Business/Growth/Commercial	130k+	600+
New Business Director	100k+	500+
Client Partner	100-120k	500+
Business Director	80-100k	450+
Group Account Director	75-90k	400+
Senior Account Director	60-75k	350+
Account Director	50-60k	300+
Senior Account Manager	40-50k	250+
New Business Manager	40-50k	250+
Account Manager	32-40k	200+
New Business Executive	30-40k	200+
Account Executive	27-32k	N/A

Strategy & Planning

Salary (£)

Day Rate (£)

	Salary (£)	Day Rate (£)
Chief Strategy Officer	150k+	750+
Head of Strategy	120-150k	600-750
Strategy Director	80-100k	500-650
Senior Strategist	60-80k	400-500
Mid-weight Strategist	40-60k	350-400
Junior/Associate Strategist	25-35k	N/A

UX Design

Salary (£)

Day Rate (£)

UX Director	100k+	600+
Lead UX	75-90k	500-700
Senior UX	60-75k	450-550
Mid-weight UX	40-55k	350-450
Junior UX	25-35k	250-350

UX Research

Salary (£)

Day Rate (£)

Head of Research	100k+	600+
Senior Researcher	70-90k	500-600
Mid-weight Researcher	45-55k	400-500
Junior Reseracher	30-35k	300-400

Service Design

Salary (£)

Day Rate (£)

Head of Service Design	100k+	650+
Senior Service Designer	60-90k	500-600
Mid-weight Service Designer	40-55k	400-500
Junior Service Designer	30-40k	200-300

Business Analytics

Salary (£)

Day Rate (£)

Head of Business Analysis	80-100k	600+
Lead Business Analyst	65-80k	500+
Senior Business Analyst	55-65k	400-500
Mid-weight Business Analyst	40-55k	300-400
Junior Business Analyst	30k+	250+

Resource

Salary (£)

Day Rate (£)

Head of Resource	55-70k	350+
Senior Resource Manager	45-55k	300+
Mid-weight Resource Manager	30-45k	200-300
Junior Resource Manager	25-30k	180-200

Social

Salary (£)

Day Rate (£)

Head of Community Management	50k+	350+
Senior Social Strategist	55-75k	350-500
Mid-weight Social Strategist	40-50k	250-350
Junior Social Strategist	25-35k	200-250
Community Manager	30-40k	150-300

Technology

Salary (£)

Day Rate (£)

CTO	120-200k+	600+
Head of Engineering/Development	100-150k+	600-1000
Technical Director	100-150k	600-800
Technical Lead	90-120k	600-800
Lead Developer	80-100k	600-700
Senior Developer	70-95k	500-700
Creative Technologist	50-70k	450-550
Mid-weight Developer	45-60k	350-500
Junior Developer	25-40k	250-350
Lead iOS Developer	80-100k	600-800
Senior iOS Developer	70-90k	500-700
iOS Developer	40-65k	450-550
Lead Android Developer	80-100k	600-800
Senior Android Developer	70-90k	500-700
Android Developer	40-65k	450-550
Head of QA	65-90k	400-600
Lead QA	70-90k	550-650
Senior QA	60-80k	450-550
Mid-weight QA	40-55k	400-500

Creative

Salary (£)

Day Rate (£)

Creative	Salary (£)	Day Rate (£)
Group Design Director	110-130k	500-700
Head of Design	110-150k	500-800
Head of Copy	110-150k	500-800
Creative Director	80-125k	400-600
Design Director	70-120k	350-500
Senior Visual Designer	50-75k	300-500
Creative Lead	60-80k	400-600
Art Director	45-65k	350-450
Senior Designer	45-70k	300-450
Senior Creative Team	45-85k	300-500
Senior Copywriter	40-60k	300-450
Snr Motion Designer	40-70k	300-450
Mid-weight Designer	28-45k	200-300
Mid-weight Motion Designer	28-40k	200-300
Mid-weight Creative Team	27-45k	250-350
Mid-weight Copywriter	26-40k	250-300
Junior Creative Team	20-26k	200-250
Junior Copywriter	20-26k	150-200
Junior Designer	20-27k	150-200

Data & Analytics

Salary (£)

Day Rate (£)

Chief Data Officer	150k+	1200+
Director of Data & Analytics	100k+	800+
Data & Analytics Manager	70-80k	500-700
Senior Data Insight Analyst	50-60k	400-500
Data Insight Analyst	35-45k	300-400
Data Science Director	120k+	1000+
Lead Data Scientist	90-100k	800-900
Senior Data Scientist	75-80k	600-700
Data Scientist	60-70k	450-600
Manager/Lead Data Engineer	90-120k	800-1000
Senior Data Engineer	80-90k	700-800
Data Engineer	60-70k	500-600
Director of Digital Analytics	100k+	800+
Digital Analytics Manager	70-80k	600-700
Senior Digital Analyst	60-70k	450-550
Digital Analyst	35-45k	300-400

Consulting & Innovation

Salary (£)

Day Rate (£)

Head of/Partner	150k+	1200+
Director	110k+	800-1200
Manager/Lead/Associate Director	75-110k	600-800
Senior Innovation Consultant	55-80k	450-600
Innovation Consultant/Associate/Strategist	40-65k	350-450
Junior Strategist/Analyst	25-40k	200-300

Product

Salary (£)

Day Rate (£)

Chief Product Officer	150k+	1000+
VP Product	120-150k	800-1000
Head of Product	90-120k	600-800
Senior Product Manager	70-90k	400-600
Product Manager	50-70k	300-400

Don't be shy,
get in touch >

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