

# SALARY Barista



2014 SALARY GUIDE



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# Salary Barista

YOUR SOURCE FOR CREATIVE  
INDUSTRY SALARY INFORMATION

The *2014 Salary Guide* marks the 14<sup>th</sup> year that The Creative Group (TCG) has published data on starting compensation levels in the creative and marketing fields. In that time, we've become the authority on the subject — and we want to share our expertise with you.

Think of us as your “salary barista,” serving up the latest compensation data and hiring information to help you make the most informed staffing choices for your business. Here, you'll also find tips for attracting the “crema” of the creative crop. We hope you find this information useful and invite you to contact us at [creativegroup.com](http://creativegroup.com) for help with any of your creative staffing needs.



## ADDITIONAL RESOURCES

Visit our Salary Center at [creativegroup.com/salary-center](http://creativegroup.com/salary-center) for more information, including our Salary Calculator.

Catch up on the latest industry research and hiring trends in the creative and marketing fields on the TCG Blog at [blog.creativegroup.com](http://blog.creativegroup.com).

# Behind the Beans

## ABOUT THE GUIDE

*The Creative Group 2014 Salary Guide* is the most comprehensive and authoritative resource on starting compensation and hiring trends in the creative and marketing fields. Included are salary ranges for more than 125 interactive, design, marketing, advertising and public relations positions. You'll also find guidance and best practices you can immediately incorporate into your **recruitment and hiring efforts**.

The figures contained in the guide are based on the thousands of full-time and freelance placements made each year by our staffing and recruiting professionals. Our experts work with hiring managers and job seekers every day, which gives them unique insight into compensation trends.

The salary ranges listed for each position reflect starting pay only. Bonuses and other forms of compensation, such as retirement packages, are not taken into account. In addition, the ranges represent national averages. You can adjust them for your market by using the local variances found on **Pages 12-13**.

Information from the *Salary Guide* is so well-regarded that the U.S. Department of Labor's Bureau of Labor Statistics has used it when compiling the *Occupational Outlook Handbook*.



## Five Piping-Hot Trends Affecting Hiring

Although there is more than one way to make a good cup of coffee, there are basic rules to help ensure a better brew. The same goes for assembling a top-grade creative team. Employers who understand the latest hiring strategies are already one step closer to reaching this goal. Following are five key hiring trends to take note of as you cultivate your business:

- 1. There is robust demand for digital talent.** The shortage of creative talent with digital expertise continues. Web and user experience designers and front-end web developers are in particular demand. In many cases, these professionals are receiving multiple job offers, and hiring managers must move quickly to secure the best candidates.
- 2. Mobile is extra hot.** As the mobile market continues to grow, companies need people who can help them develop content for small screens. Firms now consider strong user interface design a must, not just a plus. Responsive design also is becoming a greater priority for businesses that want to provide customers with optimal experiences on their devices and browsers of choice.
- 3. Agency activity is brewing.** Businesses are racing to maintain their brands' relevance in today's quickly shifting media landscape and are partnering with outside vendors for a fresh perspective. As a result, agencies are adding full-time and project staff to keep up with growing client demands. In particular, they seek individuals who can bring a blend of creative and technical skills to the table.
- 4. Employees are considering new grounds.** Professionals with in-demand skills recognize they have more choices in the current employment market and are open to pursuing new avenues, even if it means leaving a stable job. Consequently, managers are redoubling their efforts to **retain top performers** by offering more competitive pay and perks such as remote or flexible work options to help employees achieve a better work/life balance.
- 5. Freelance and full-time hiring is on the rise.** Organizations are bringing in freelancers more frequently — and for longer periods — to help manage heavy workloads and access specialized skills that don't exist internally. In addition, they are filling more full-time positions and, in many cases, extending full-time offers to consultants who have proved successful in their roles.

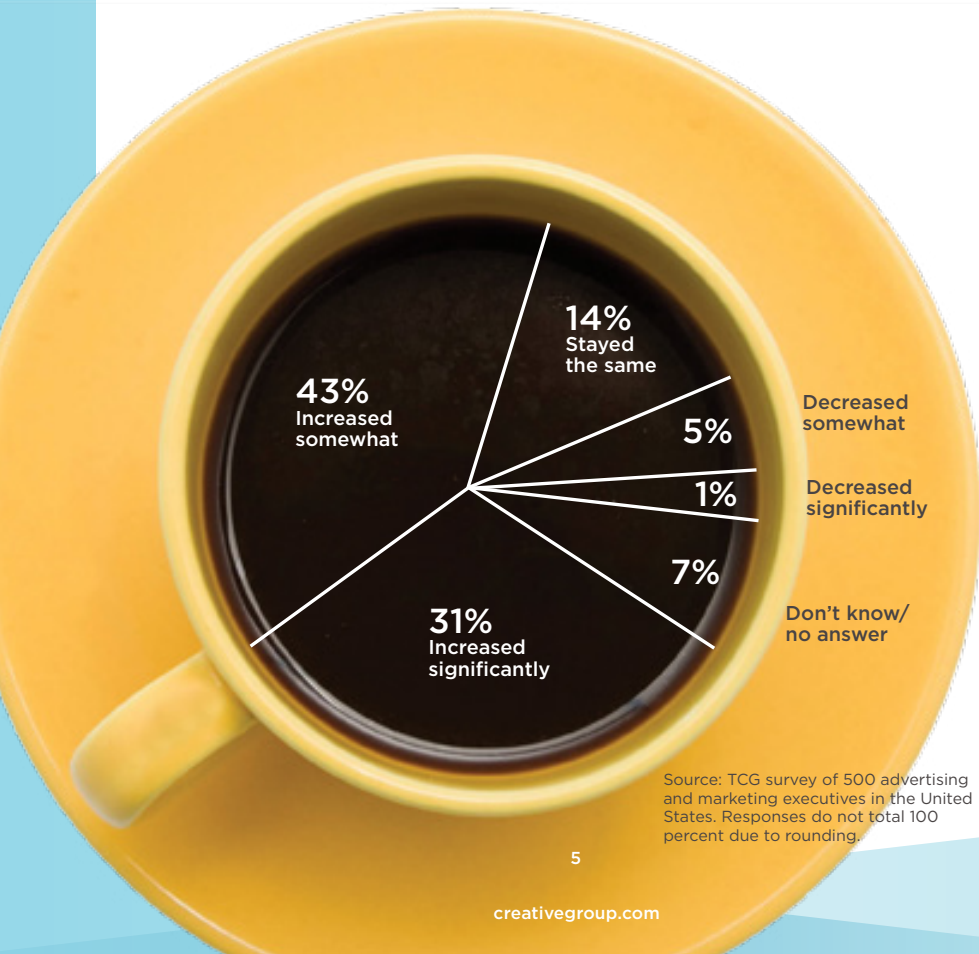




Nearly half of advertising and marketing executives said it's likely they would work as independent professionals at some point in their career.

Source: TCG survey of 500 advertising and marketing executives in the United States

Advertising and marketing professionals were asked, **“Do you think the caliber of freelancers or independent creative professionals available has increased or decreased over the last five years?”** Their responses:



Source: TCG survey of 500 advertising and marketing executives in the United States. Responses do not total 100 percent due to rounding.

## Eight Buzzworthy Job Descriptions

Everyone enjoys coffee a certain way: black, with cream and sugar, iced with a single pump of syrup and heavy on the whip — the list goes on. But there are certain blends that are more popular than others. The same goes for the job market. Following is a list of in-demand creative positions (in alphabetical order):

- 1. Digital Project Manager** • Plans, organizes and executes multimedia projects. Meets with clients to understand needs, determine specifications and coordinate planning. Strong interpersonal skills and an eye for detail are essential, as is the ability to communicate effectively with both technical and creative teams.
- 2. Front-End Web Developer** • Builds web-based applications and collaborates with designers to turn static art into browser-based web pages. Other duties include writing web pages in various languages and working with back-end developers to test technical solutions. Must be proficient in web technologies and user interface design.
- 3. Interactive Marketing Manager** • Manages the day-to-day operation of a company's website and provides analytical review. Additional responsibilities may include identifying and ensuring the successful implementation of new marketing initiatives, managing an organization's email marketing program, and collaborating with senior management to oversee multichannel marketing assets associated with product launches. Requires excellent analytical and communication skills.



52%

**Top creatives are hard to find. More than half of advertising and marketing executives said it's challenging to find skilled creative professionals today.**

Source: TCG survey of 400 advertising and marketing executives in the United States





- 4. Mobile Designer** • Collaborates with cross-functional teams to create compelling interactive experiences on mobile devices. Designs content and functionality for mobile platforms, including Android, BlackBerry, HTML5 and iOS. Must have a thorough understanding of both the graphical and functional aspects of web and mobile design. Experience across multiple platforms and programming languages is often preferred.
- 5. SEO/SEM Specialist** • Responsible for formalizing search engine optimization (SEO) and search engine marketing (SEM) strategies and tactics. Typical duties include analyzing website traffic and providing strategies for improvement; developing SEO website assessments and recommendations and translating them into technical requirements; and providing SEO guidance in technical areas such as server infrastructure, website structure and page construction. In-depth knowledge of SEO and online media is required.
- 6. User Experience (UX) Designer** • Responsible for designing satisfying or compelling experiences for users of a product or website, often drawing on results from user research and workflow analysis. May be responsible for producing personas, usage scenarios, site maps, taxonomies and wireframes, and for conducting usability testing on prototypes or finished products to assess the quality of a user experience. Must have expert understanding of graphic design and web technologies.
- 7. Web Content Writer** • Writes clear and compelling online content that is optimized for the Web, including articles, product descriptions, promotional copy, e-newsletters and blogs. Edits and repurposes existing print copy for the Web and plans and crafts email marketing campaigns. Requires strong writing and editing skills, as well as experience with markup languages and search engine optimization.
- 8. Web Designer** • Creates concepts, artwork and layouts for Internet and intranet sites and other online projects based on creative briefs and client meetings. Must be familiar with web protocols and markup languages and have a strong understanding of web design issues, including browser usability and cross-platform compatibility. Requires design and troubleshooting skills, as well as an eye for detail.

For a complete list of job descriptions for the positions we place, please visit [creativegroup.com/salary-center](http://creativegroup.com/salary-center).

# Serving Up Starting Salaries

## DESIGN & PRODUCTION

POSITION	LOW	HIGH
Creative Director (8+ years)	\$ 102,500	\$ 177,500
Creative Director (5 to 8 years)	\$ 92,500	\$ 130,250
Creative Services Manager	\$ 75,000	\$ 111,750
Art Director (5+ years)	\$ 70,750	\$ 102,000
Art Director (3 to 5 years)	\$ 62,750	\$ 76,250
Production Director (8+ years)	\$ 79,000	\$ 106,750
Production Manager	\$ 58,500	\$ 80,000
Production Coordinator	\$ 39,500	\$ 53,500
Project Manager	\$ 54,000	\$ 80,000
Studio Manager (5+ years)	\$ 71,250	\$ 98,750
Studio Manager (1 to 5 years)	\$ 57,500	\$ 78,000
Traffic Manager	\$ 50,000	\$ 71,750
Traffic Coordinator	\$ 38,000	\$ 54,250
Technical Illustrator	\$ 67,500	\$ 93,500
Medical Illustrator	\$ 64,500	\$ 85,500
Illustrator (3+ years)	\$ 53,250	\$ 75,500
Illustrator (1 to 3 years)	\$ 39,500	\$ 53,500
Graphic Designer (5+ years)	\$ 63,000	\$ 86,000
Graphic Designer (3 to 5 years)	\$ 50,000	\$ 69,500
Graphic Designer (1 to 3 years)	\$ 37,750	\$ 54,500
Package Designer	\$ 57,750	\$ 86,500
Package Production Artist	\$ 45,750	\$ 63,750
Layout Designer	\$ 45,500	\$ 62,500
Litigation Graphics Specialist	\$ 57,000	\$ 83,000
Infographics Designer	\$ 54,500	\$ 73,000
3D Animator	\$ 60,500	\$ 87,000
3D Modeler	\$ 59,000	\$ 82,750
Studio Artist (3+ years)	\$ 52,500	\$ 69,500
Studio Artist (1 to 3 years)	\$ 41,000	\$ 54,500
Multimedia Designer	\$ 56,250	\$ 82,250
Presentation Specialist (3+ years)	\$ 54,000	\$ 78,000
Presentation Specialist (1 to 3 years)	\$ 43,000	\$ 55,250
Production Artist (3+ years)	\$ 47,000	\$ 64,000
Production Artist (1 to 3 years)	\$ 35,500	\$ 49,000

## INTERACTIVE

POSITION	LOW	HIGH
Interactive Creative Director	\$ 98,500	\$ 167,000
Interactive Art Director	\$ 83,750	\$ 115,000
Interaction Designer (5+ years)	\$ 78,500	\$ 110,500
Interaction Designer (1 to 5 years)	\$ 54,500	\$ 78,750
Responsive Designer	\$ 67,250	\$ 98,000
Information Architect	\$ 83,000	\$ 123,750
User Experience (UX) Director	\$ 108,500	\$ 161,750
User Experience (UX) Designer	\$ 78,000	\$ 120,000
User Experience (UX) Specialist	\$ 79,000	\$ 118,000
User Interface (UI) Developer	\$ 80,500	\$ 118,750
Web Designer (5+ years)	\$ 76,750	\$ 107,000
Web Designer (1 to 5 years)	\$ 52,750	\$ 79,500
Email Marketing Designer	\$ 51,000	\$ 72,250
Flash Designer/Developer	\$ 60,500	\$ 88,500
HTML Developer	\$ 58,000	\$ 83,000
Front-End Web Developer (3+ years)	\$ 63,500	\$ 90,000
Front-End Web Developer (1 to 3 years)	\$ 47,750	\$ 68,000
Interactive Producer	\$ 70,750	\$ 98,750
Web Production Artist	\$ 48,500	\$ 66,500
Blogger	\$ 42,000	\$ 63,750
Motion Designer	\$ 64,500	\$ 94,750
Video Producer	\$ 61,000	\$ 86,500
Video Editor	\$ 54,500	\$ 79,000
Mobile Designer	\$ 66,000	\$ 103,000
Mobile Developer	\$ 84,000	\$ 121,500
Game Designer	\$ 62,750	\$ 98,250

## CONTENT DEVELOPMENT & MANAGEMENT

POSITION	LOW	HIGH
Copywriter (5+ years)	\$ 74,500	\$ 105,000
Copywriter (3 to 5 years)	\$ 57,750	\$ 75,500
Copywriter (1 to 3 years)	\$ 41,500	\$ 56,750
Medical Writer (5+ years)	\$ 83,500	\$ 114,500
Medical Writer (3 to 5 years)	\$ 66,500	\$ 90,500
Curriculum Developer/Writer	\$ 68,000	\$ 95,500
Instructional Systems Designer	\$ 70,500	\$ 107,250
Proposal Writer	\$ 61,000	\$ 84,750
Web Content Writer (5+ years)	\$ 62,500	\$ 92,500



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## CONTENT DEVELOPMENT & MANAGEMENT (CONTINUED)

POSITION	LOW	HIGH
Web Content Writer (1 to 5 years)	\$ 45,750	\$ 68,500
Copy Editor (3+ years)	\$ 52,000	\$ 72,500
Copy Editor (1 to 3 years)	\$ 38,500	\$ 52,500
Proofreader	\$ 36,500	\$ 53,750
Content Manager	\$ 62,250	\$ 83,000
Content Strategist	\$ 70,500	\$ 95,500

## ADVERTISING & MARKETING

POSITION	LOW	HIGH
<b>AGENCY</b>		
President	\$ 136,000	\$ 202,000
Vice President	\$ 124,000	\$ 180,000
Business Development Director	\$ 93,500	\$ 152,500
Creative Director	\$ 104,500	\$ 160,750
Account Director	\$ 91,000	\$ 122,000
Account Supervisor	\$ 74,250	\$ 98,500
Account Manager (5+ years)	\$ 62,750	\$ 87,500
Account Executive (3+ years)	\$ 50,250	\$ 70,250
Account Coordinator (1 to 3 years)	\$ 36,750	\$ 51,500
Account Planner/Strategist	\$ 42,000	\$ 63,500
Social Media Account Manager	\$ 53,000	\$ 72,500

### CORPORATE

Chief Marketing Officer	\$ 135,000	\$ 212,500
Vice President of Marketing	\$ 116,000	\$ 206,000
Marketing Director	\$ 91,500	\$ 138,500
MarCom Manager	\$ 66,750	\$ 97,000
MarCom Specialist (5+ years)	\$ 63,500	\$ 88,500
MarCom Specialist (1 to 5 years)	\$ 46,000	\$ 65,500

### AGENCY OR CORPORATE

Media Director (5+ years)	\$ 83,750	\$ 118,000
Media Planner	\$ 58,250	\$ 82,000
Media Buyer (3+ years)	\$ 54,750	\$ 79,500
Media Buyer (1 to 3 years)	\$ 42,750	\$ 58,000
Market Researcher (3+ years)	\$ 65,000	\$ 84,250
Market Researcher (1 to 3 years)	\$ 46,000	\$ 60,250
Brand/Product Manager (5+ years)	\$ 80,500	\$ 108,500
Brand/Product Manager (1 to 5 years)	\$ 62,500	\$ 86,000
MarCom Manager (5+ years)	\$ 72,000	\$ 100,750

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## ADVERTISING & MARKETING (CONTINUED)

POSITION	LOW	HIGH
<b>AGENCY OR CORPORATE (CONTINUED)</b>		
MarCom Manager (3 to 5 years)	\$ 59,000	\$ 80,000
MarCom Coordinator (1 to 3 years)	\$ 41,000	\$ 58,000
User Experience (UX) Analyst	\$ 72,750	\$ 97,500
Event/Trade Show Manager	\$ 53,000	\$ 78,500
Event/Trade Show Coordinator	\$ 40,750	\$ 55,500
Digital Marketing Strategist	\$ 88,000	\$ 128,500
Interactive Marketing Manager	\$ 84,000	\$ 122,000
E-Commerce Marketing Manager	\$ 81,500	\$ 111,500
Email Marketing Manager	\$ 67,000	\$ 88,500
Mobile Marketing Manager	\$ 82,250	\$ 113,000
Marketing Analytics Specialist (3+ years)	\$ 70,750	\$ 92,750
Marketing Analytics Specialist (1 to 3 years)	\$ 55,250	\$ 72,500
Web Analytics Specialist (3+ years)	\$ 78,000	\$ 102,000
Web Analytics Specialist (1 to 3 years)	\$ 72,000	\$ 97,000
SEO/SEM Specialist (3+ years)	\$ 70,500	\$ 94,000
SEO/SEM Specialist (1 to 3 years)	\$ 50,250	\$ 66,250
Digital Project Manager	\$ 73,000	\$ 108,000
Digital Traffic Manager	\$ 56,500	\$ 79,000
Digital Community Manager	\$ 60,000	\$ 70,500
Social Media Manager	\$ 65,000	\$ 90,750
Social Media Marketer	\$ 59,750	\$ 80,000
Social Media Specialist	\$ 52,250	\$ 73,500

## PUBLIC RELATIONS

POSITION	LOW	HIGH
<b>AGENCY</b>		
Vice President/Group Director	\$ 118,000	\$ 202,500
Account Manager/Supervisor	\$ 78,500	\$ 112,000
Senior Account Executive (5+ years)	\$ 70,000	\$ 98,750
Account Executive (3 to 5 years)	\$ 54,000	\$ 72,000
Account Coordinator (1 to 3 years)	\$ 38,000	\$ 55,250
<b>CORPORATE</b>		
Vice President of Public Relations	\$ 118,000	\$ 200,750
Public Relations Director	\$ 94,000	\$ 130,500
Public Relations Manager	\$ 75,500	\$ 96,500
Public Relations Specialist (5+ years)	\$ 63,250	\$ 88,500
Public Relations/Communications Specialist (1 to 5 years)	\$ 42,250	\$ 64,000

# Local Varieties

## ADJUSTING SALARIES FOR U.S. CITIES

The starting salary ranges provided on the previous pages reflect the national averages for each position. To determine the estimated salary range for a position in your area, use the local variance numbers on Pages 12-13. Move the decimal point in the variance number two places to the left, and then multiply this figure by the low and high ends of the salary range.

### ALABAMA

Birmingham .....	95.0
Huntsville .....	93.0
Mobile .....	86.0

### ARIZONA

Phoenix .....	108.0
Tucson .....	100.0

### ARKANSAS

Fayetteville .....	95.0
Little Rock .....	95.0

### CALIFORNIA

Fresno .....	90.0
Irvine .....	124.5
Los Angeles .....	125.0
Oakland .....	125.0
Ontario .....	115.0
Sacramento .....	101.5
San Diego .....	118.5
San Francisco .....	135.5
San Jose .....	133.0
Santa Barbara .....	121.0
Santa Rosa .....	110.0
Stockton .....	85.0

### COLORADO

Boulder .....	113.3
Colorado Springs ...	90.5
Denver .....	102.8
Fort Collins .....	92.8
Greeley .....	83.8
Loveland .....	90.5
Pueblo .....	76.0

### CONNECTICUT

Hartford .....	116.5
New Haven.....	112.0
Stamford.....	131.0

### DELAWARE

Wilmington.....	105.0
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### DISTRICT OF COLUMBIA

Washington .....	130.5
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### FLORIDA

Fort Myers .....	88.0
Jacksonville .....	93.5
Melbourne .....	89.0
Miami/	
Fort Lauderdale ....	106.7
Orlando .....	98.5
St. Petersburg .....	94.0
Tampa .....	96.5
West Palm Beach ....	99.5

### GEORGIA

Atlanta .....	105.0
Macon .....	84.0
Savannah .....	84.0

### HAWAII

Honolulu .....	91.0
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### IDAHO

Boise .....	86.1
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### ILLINOIS

Chicago .....	123.0
Naperville .....	112.0
Rockford .....	80.0
Springfield .....	91.0

### INDIANA

Fort Wayne .....	81.0
Indianapolis .....	94.0

### IOWA

Cedar Rapids .....	90.0
Davenport .....	90.0
Des Moines .....	100.0
Sioux City .....	79.1
Waterloo/	
Cedar Falls .....	81.7

### KANSAS

Kansas City .....	97.0
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### KENTUCKY

Lexington .....	88.5
Louisville .....	91.5

### LOUISIANA

Baton Rouge .....	99.0
New Orleans .....	99.0

### MAINE

Portland .....	95.0
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### MARYLAND

Baltimore .....	103.0
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**MASSACHUSETTS**

Boston ..... 133.0  
 Springfield ..... 104.0

**MICHIGAN**

Ann Arbor ..... 100.5  
 Detroit ..... 100.0  
 Grand Rapids ..... 85.0  
 Lansing ..... 84.0

**MINNESOTA**

Bloomington ..... 105.5  
 Duluth ..... 79.6  
 Minneapolis ..... 105.5  
 Rochester ..... 100.5  
 St. Cloud ..... 82.0  
 St. Paul ..... 102.0

**MISSOURI**

Kansas City ..... 97.2  
 St. Joseph ..... 91.0  
 St. Louis ..... 100.3

**NEBRASKA**

Lincoln ..... 79.2  
 Omaha ..... 95.0

**NEVADA**

Las Vegas ..... 94.0  
 Reno ..... 94.0

**NEW HAMPSHIRE**

Manchester/  
 Nashua ..... 112.0

**NEW JERSEY**

Mount Laurel ..... 115.0  
 Paramus ..... 130.0  
 Princeton ..... 127.0  
 Woodbridge ..... 126.0

**NEW MEXICO**

Albuquerque ..... 89.7

**NEW YORK**

Albany ..... 97.0  
 Buffalo ..... 95.0  
 Long Island ..... 135.0  
 New York ..... 141.0  
 Rochester ..... 91.7  
 Syracuse ..... 90.3

**NORTH CAROLINA**

Charlotte ..... 101.0  
 Greensboro ..... 100.0  
 Raleigh ..... 104.0

**OHIO**

Akron ..... 89.0  
 Canton ..... 82.0  
 Cincinnati ..... 97.5  
 Cleveland ..... 95.5  
 Columbus ..... 96.5  
 Dayton ..... 87.0  
 Toledo ..... 84.5  
 Youngstown ..... 76.0

**OKLAHOMA**

Oklahoma City ..... 89.7  
 Tulsa ..... 92.0

**OREGON**

Portland ..... 104.5

**PENNSYLVANIA**

Harrisburg ..... 95.0  
 Philadelphia ..... 115.0  
 Pittsburgh ..... 96.2

**RHODE ISLAND**

Providence ..... 97.0

**SOUTH CAROLINA**

Charleston ..... 92.0  
 Columbia ..... 93.0  
 Greenville ..... 90.0

**TENNESSEE**

Chattanooga ..... 88.0  
 Cool Springs ..... 99.0  
 Knoxville ..... 87.0  
 Memphis ..... 95.0  
 Nashville ..... 98.5

**TEXAS**

Austin ..... 104.0  
 Dallas ..... 105.5  
 El Paso ..... 70.0  
 Fort Worth ..... 105.5  
 Houston ..... 106.0  
 Midland/Odessa ..... 96.0  
 San Antonio ..... 98.0

**UTAH**

Salt Lake City ..... 99.0

**VIRGINIA**

Norfolk/  
 Hampton Roads ..... 93.5  
 Richmond ..... 98.0  
 Tysons Corner ..... 130.0

**WASHINGTON**

Seattle ..... 118.9  
 Spokane ..... 82.0

**WISCONSIN**

Appleton ..... 85.0  
 Green Bay ..... 86.5  
 Madison ..... 96.0  
 Milwaukee ..... 99.0  
 Waukesha ..... 98.5





# Serving Up Starting Salaries in Toronto

## DESIGN & PRODUCTION

POSITION	LOW	HIGH
Creative Director (8+ years)	\$ 95,500	\$ 205,500
Creative Director (5+ years)	\$ 87,500	\$ 153,000
Creative Services Director	\$ 75,000	\$ 97,500
Creative Services Manager	\$ 55,000	\$ 75,000
Art Director (5+ years)	\$ 72,000	\$ 100,500
Art Director (3 to 5 years)	\$ 60,000	\$ 78,500
Production Director (8+ years)	\$ 85,000	\$ 110,000
Production Manager	\$ 65,000	\$ 93,500
Production Coordinator	\$ 45,000	\$ 62,500
Project Manager	\$ 50,000	\$ 85,000
Studio Manager (5+ years)	\$ 65,250	\$ 87,500
Studio Manager (1 to 5 years)	\$ 55,000	\$ 72,500
Traffic Manager	\$ 50,000	\$ 75,000
Traffic Coordinator	\$ 45,000	\$ 55,000
Technical Illustrator	\$ 55,000	\$ 83,500
Medical Illustrator	\$ 60,000	\$ 92,000
Illustrator (3+ years)	\$ 55,000	\$ 87,500
Illustrator (1 to 3 years)	\$ 45,000	\$ 67,000
Graphic Designer (5+ years)	\$ 70,000	\$ 92,500
Graphic Designer (3 to 5 years)	\$ 55,000	\$ 74,000
Graphic Designer (1 to 3 years)	\$ 45,000	\$ 58,000
Package Designer	\$ 65,000	\$ 110,000
Package Production Artist (3+ years)	\$ 60,000	\$ 85,000
Package Production Artist (1 to 3 years)	\$ 50,000	\$ 65,000
Layout Designer	\$ 55,000	\$ 70,000
3D Animator	\$ 65,000	\$ 92,000
3D Modeler	\$ 65,000	\$ 92,000
Studio Artist (3+ years)	\$ 45,000	\$ 55,000
Studio Artist (1 to 3 years)	\$ 35,000	\$ 45,000
Multimedia Designer	\$ 50,000	\$ 79,750
Prepress Specialist (3+ years)	\$ 55,000	\$ 80,000
Prepress Specialist (1 to 3 years)	\$ 45,000	\$ 55,000
Presentation Specialist (3+ years)	\$ 65,000	\$ 95,000
Presentation Specialist (1 to 3 years)	\$ 50,000	\$ 65,000
Production Artist (3+ years)	\$ 52,000	\$ 70,000
Production Artist (1 to 3 years)	\$ 40,000	\$ 50,000

All salaries listed on this and the following pages are in Canadian dollars.

## INTERACTIVE

POSITION	LOW	HIGH
Interactive Creative Director	\$ 95,500	\$ 165,750
Interactive Art Director	\$ 80,000	\$ 125,000
Interaction Designer (5+ years)	\$ 78,750	\$ 105,250
Interaction Designer (1 to 5 years)	\$ 56,750	\$ 79,750
Responsive Designer	\$ 60,000	\$ 85,000
Information Architect	\$ 80,000	\$ 155,000
User Experience (UX) Director	\$ 85,000	\$ 150,000
User Experience (UX) Designer	\$ 65,000	\$ 130,000
User Experience (UX) Specialist	\$ 67,500	\$ 117,500
User Interface (UI) Developer	\$ 75,000	\$ 135,250
Web Designer (5+ years)	\$ 80,000	\$ 120,750
Web Designer (1 to 5 years)	\$ 55,000	\$ 82,000
Email Marketing Designer	\$ 52,500	\$ 72,750
Flash Designer/Developer	\$ 55,000	\$ 85,000
HTML Developer	\$ 61,750	\$ 85,000
Front-End Web Developer (3+ years)	\$ 62,000	\$ 90,000
Front-End Web Developer (1 to 3 years)	\$ 48,000	\$ 75,000
Interactive Producer	\$ 55,000	\$ 78,750
Web Production Artist	\$ 52,750	\$ 67,250
Blogger	\$ 48,000	\$ 72,500
Motion Designer	\$ 65,000	\$ 87,500
Video Producer	\$ 55,000	\$ 75,750
Video Editor	\$ 56,000	\$ 77,500
Mobile Designer	\$ 65,000	\$ 95,000
Mobile Developer	\$ 68,000	\$ 100,000
Game Designer	\$ 65,750	\$ 97,750

## CONTENT DEVELOPMENT & MANAGEMENT

POSITION	LOW	HIGH
Copywriter (5+ years)	\$ 80,000	\$ 130,000
Copywriter (3 to 5 years)	\$ 60,000	\$ 80,000
Copywriter (1 to 3 years)	\$ 48,000	\$ 60,000
Instructional Systems Designer	\$ 52,750	\$ 95,000
Proposal Writer	\$ 62,000	\$ 95,000
Web Content Writer (5+ years)	\$ 84,250	\$ 115,000
Web Content Writer (1 to 5 years)	\$ 52,750	\$ 82,500
Copy Editor (3+ years)	\$ 58,750	\$ 83,250
Copy Editor (1 to 3 years)	\$ 45,750	\$ 58,750
Proofreader	\$ 48,750	\$ 72,750
Content Manager	\$ 55,000	\$ 79,750
Content Strategist	\$ 68,750	\$ 85,750



## ADVERTISING & MARKETING

POSITION	LOW	HIGH
<b>AGENCY</b>		
Account Manager (5+ years)	\$ 75,000	\$ 120,000
Account Executive (3+ years)	\$ 57,500	\$ 75,000
Account Coordinator (1 to 3 years)	\$ 43,500	\$ 58,000
Account Planner/Strategist	\$ 75,000	\$ 130,000
Social Media Strategist	\$ 65,000	\$ 110,000
Social Media Manager	\$ 58,500	\$ 77,750
<b>CORPORATE</b>		
Vice President of Marketing	\$ 99,500	\$ 190,000
Marketing Director	\$ 85,000	\$ 165,000
MarCom Manager	\$ 75,000	\$ 95,000
MarCom Specialist	\$ 55,000	\$ 75,000
<b>AGENCY OR CORPORATE</b>		
Media Planner	\$ 58,000	\$ 102,750
Market Researcher (3+ years)	\$ 45,000	\$ 62,000
Market Researcher (1 to 3 years)	\$ 40,000	\$ 48,000
Brand/Product Manager (5+ years)	\$ 72,500	\$ 110,000
Brand/Product Manager (1 to 5 years)	\$ 48,500	\$ 72,500
MarCom Manager (5+ years)	\$ 76,750	\$ 97,750
MarCom Manager (3 to 5 years)	\$ 59,750	\$ 77,750
MarCom Coordinator (1 to 3 years)	\$ 40,000	\$ 57,750
User Experience (UX) Analyst	\$ 75,000	\$ 105,000
Event/Trade Show Manager	\$ 55,000	\$ 65,000
Event/Trade Show Coordinator	\$ 45,750	\$ 55,000
Digital Marketing Strategist	\$ 79,750	\$ 129,750
Interactive Marketing Manager	\$ 76,750	\$ 127,750
E-Commerce Marketing Manager	\$ 78,500	\$ 127,500
Email Marketing Manager	\$ 75,500	\$ 120,000
Mobile Marketing Manager	\$ 76,000	\$ 120,000
Marketing Analytics Specialist (3+ years)	\$ 76,500	\$ 110,000
Marketing Analytics Specialist (1 to 3 years)	\$ 57,000	\$ 75,750
Web Analytics Specialist (3+ years)	\$ 80,000	\$ 135,000
Web Analytics Specialist (1 to 3 years)	\$ 72,000	\$ 82,500
SEO/SEM Specialist (3+ years)	\$ 75,000	\$ 95,000
SEO/SEM Specialist (1 to 3 years)	\$ 60,000	\$ 75,000
Digital Project Manager	\$ 65,000	\$ 120,000
Digital Traffic Manager	\$ 55,000	\$ 80,000

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## ADVERTISING & MARKETING (CONTINUED)

POSITION	LOW	HIGH
<b>AGENCY OR CORPORATE (CONTINUED)</b>		
Digital Community Manager	\$ 50,000	\$ 75,000
Social Media Marketer	\$ 55,000	\$ 80,000
Social Media Specialist	\$ 48,000	\$ 70,000

## PUBLIC RELATIONS

POSITION	LOW	HIGH
Public Relations Director	\$ 85,000	\$ 130,000
Public Relations Manager	\$ 70,000	\$ 88,750
Public Relations Specialist	\$ 45,000	\$ 70,000



Visit our Salary Centre at  
[creativegroup.com/salary-centre](http://creativegroup.com/salary-centre)  
for more information, including  
our Salary Calculator.

## Four Characteristics to Look for in Creative Talent

Regardless of the specific position they are hiring for, employers seek professionals with the following traits:

- 1. Industry experience** • Most hiring managers are recruiting for mid- to high-level roles that require at least three years of experience. In some cases, employers are willing to bring on recent graduates with strong portfolios and demonstrated soft skills.
- 2. Analytical skills** • More businesses are using big data to track industry trends and adapt to changes in real time. Professionals who can enhance their company's product or service offerings through data-informed decisions are in high demand.
- 3. Social media expertise** • Firms prize job candidates who understand how to **use social media effectively**, even when hiring for positions that don't directly involve these channels.
- 4. Coding and technical skills** • Knowledge of HTML5 (or other markup languages) and CSS3, along with the latest version of the Adobe Creative Suite and Adobe Creative Cloud, is becoming a requisite for many digital design roles.



# The Perfect Cup

## PREPARING JOB OFFERS APPLICANTS CAN'T REFUSE

It may seem like the hiring process is over once you've determined which candidate you'd like to bring on board. But don't sit back to enjoy your cup of joe just yet. An important step still remains: extending the job offer.

The way you handle this can make all the difference. Do a poor job, and you may start the relationship off on the wrong foot — or even lose the candidate to another opportunity. Here are some tips:

- **Don't let it sit.** After you make up your mind about hiring someone, extend the offer immediately. A delay of even a day or two can cost you.
- **Call in.** Make the job offer verbally by phone so you can alert the candidate right away. Then, follow up with an official letter or email.
- **Top it off.** Don't just discuss the financial aspects of the offer. Remind the individual of the other perks of joining your company, such as flexible work arrangements or training options. You want the person to feel good about becoming a member of your team.
- **Stay connected.** Remain in touch while a candidate is considering the offer so you can reinforce your enthusiasm about him or her joining your organization.
- **Know how to negotiate.** Be prepared if the applicant wishes to negotiate salary or other aspects of the offer. Determine in advance how far you're willing to go. You don't want to get so caught up in negotiations that you lose sight of what's appropriate for your company. Likewise, you don't want to lose a great prospect over a minor negotiation point.





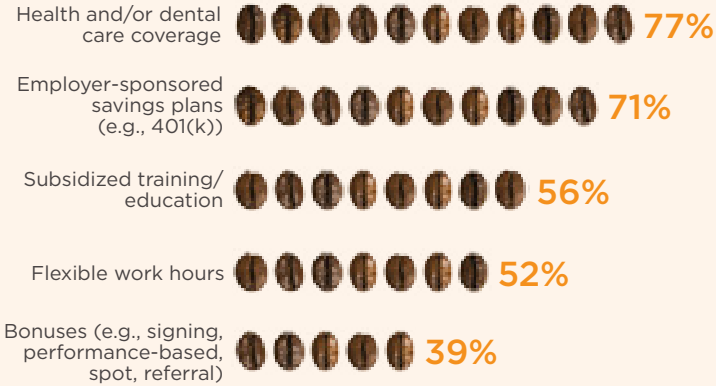
Advertising and marketing executives were asked, **“When extending a job offer to a top candidate, how willing are you to negotiate compensation?”** Their responses:



Source: TCG survey of 500 advertising and marketing executives in the United States



Advertising and marketing executives were asked, **“Which of the following traditional perks does your agency/firm offer?”** The top five responses were:



Source: TCG survey of 400 advertising and marketing executives in the United States

Advertising and marketing executives were asked, **“Which one of the following creative or unusual perks do you think employees at your agency/firm would find most appealing?”** The top five responses were:



Source: TCG survey of 400 advertising and marketing executives in the United States

# Savory Rewards

## THE BENEFITS OF A FLEXIBLE STAFFING METHOD

Businesses today move at lightning speed. Advances in technology and communications, coupled with increased competition from all corners of the globe, mean companies must be agile in responding to change, including identifying the right creative resources for new and ongoing campaigns.

A flexible staffing plan that blends full-time employees and highly skilled freelancers can help your firm staff up or down in response to business demand. This approach also introduces a variable-cost component into an otherwise fixed-cost labor structure, which can help you guard against overstaffing and layoffs.

**Freelancers** are available at all experience levels and can supplement a company's core team whenever and for as long as necessary. These professionals can be engaged to fill staffing gaps or serve as technical experts when a given skill set does not exist in-house.

The percentage of people in today's labor force who are working on a temporary or project basis is rising — for a variety of reasons. Specialists at very high levels often choose interim assignments over full-time work because of the schedule flexibility and diversity of projects this option provides. This is a boon for companies, which are able to take advantage of the in-depth knowledge and experience these individuals possess.

Advertising and marketing executives were asked, **“What do you consider the single greatest benefit of using freelance professionals?”** Top responses were:



Source: TCG survey of 500 advertising and marketing executives in the United States

# TCG

## YOUR CREATIVE TALENT CONNOISSEUR

The Creative Group, a division of **Robert Half**, specializes in placing interactive, design and marketing professionals on a project and full-time basis. Some of the key benefits we offer your business include:

**The best people** • Few things are as costly for companies as discovering too late that they've hired the wrong person. It wastes time, creates backlogs and damages employee morale. We can help you make the right match the first time to keep your business running at full capacity.

**Full service** • Companies, especially small businesses, don't always have the time and resources it takes to locate and attract the best creative talent. Our staffing and recruiting professionals have the expertise to do it all: personal interviews, software skills evaluations, portfolio reviews, reference checks, soft skills assessments and, perhaps most critically, assessment of the suitability of our candidates' fit with your work environment.

**Assistance precisely when you need it** • Time is money. **Our staffing experts** are trained to make efficient matches — creative professionals who can start right away to help you get the job done with minimal downtime.

**In-demand talent** • TCG attracts top job candidates by offering them access to the best **job opportunities** and **skills enhancement courses** to expand their career options. We also gain exposure to creative talent through our alliances with professional associations and organizations, including AIGA, the American Advertising Federation, *Graphic Design USA*, *HOW* and Rhode Island School of Design. As a result, we can help you hire the hard-to-find talent you need most.

**High-tech, high-touch approach** • We use the latest technology to present candidates with the right skills more rapidly to clients. But we aren't limited to e-solutions. We believe personalized, tailored service is an essential ingredient to successful recruiting.

**The best reputation** • Since 1999, TCG has developed and refined our ability to read the job market in all kinds of economic conditions to offer sound advice and outstanding candidates.

Contact TCG at **1.888.846.1668** or **creativegroup.com** to learn more about how we can assist with your creative staffing needs.

# Where to Find Us

## UNITED STATES

Arizona • Phoenix

California • Irvine • La Jolla • Los Angeles  
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Colorado • Denver

Connecticut • Hartford • Stamford

District of Columbia • Washington

Florida • Coral Gables

Georgia • Atlanta

Illinois • Chicago

Massachusetts • Boston

Michigan • Southfield

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