

# SALARY SURVEY 2025

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The salary range tables below spill the beans on job levels and pay averages across various fields, accurate at the time of printing.

These numbers are just a fun peek into the salary universe, not the whole galaxy of possibilities. Plus, they're tailored to the London and Home Counties.

Thanks, Claire and Louise



# FEATURED SECTORS

These are the main sectors we cover at TheFixCreative and have grouped the most popular job positions within each. If you have any questions just [get in touch](#).

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01



# DESIGN & CREATIVE

JOB TITLE	SALARY RANGE
Junior Designer	£28 – £35k
Mid-weight Designer	£38 - £45k
Senior Designer	£50 - £65k
Design Director	£68 - £80k
Creative Director	£80 - £130k
Mid-weight Artworker	£30 - £38k
Senior Artworker	£38 - £55k
Head of Creative Services	£75 - £95k
Creative Services Manager	£40 - £50k

02



# DIGITAL & UX

JOB TITLE	SALARY RANGE
Junior Digital Designer	£25 – £35k
Mid-weight Digital Designer	£35 - £50k
Senior Digital Designer	£45 - £65k
Junior UX Designer	£30– £40k
Digital Design Director	£70 - £100k
UX Director	£80 - £120k
Junior UI Designer	£35 - £50k
Senior UI Designer	£50 - £70k
UX Researcher	£40 - £70k
UX Copywriter	£45 - £75k
Product Designer	£45 - £65k

03



# STRATEGY & MARKETING

JOB TITLE	SALARY RANGE
Junior Planner / Strategist	£25 - £35k
Mid Planner / Strategist	£40 - £60k
Senior Planner / Strategist	£65 - £85k
Head of Planning / Strategy	£130 - £170k
Marketing Coordinator	£35 - £45k
Marketing Manager	£35 - £55k
SEO Manager	£50 - £70k
Social Media Executive	£28 - £38k
Social Media Manager	£45 - £65k
Head of Growth Marketing	£80 - £110k
User Acquisition Specialist	£60 - £75k

04



# WRITERS & CONTENT

JOB TITLE	SALARY RANGE
Junior Copywriter	£25 – £30k
Mid-level Copywriter	£35 - £45k
Senior Copywriter	£60 - £70k
Editor	£35 - £45k
Head of Copy	£75 - £120k
Medical Writer	£55 - £75k
Proofreader	£35 – £45k
Content Producer	£35 - £45k
Head of Content	£45 - £55k
Digital Content Manager	£35 - £50k

05



# PR & EVENTS

JOB TITLE	SALARY RANGE
Events Assistant/Executive	£28 – £32k
Events Manager	£32 - £40k
PR Account Exec	£30 - £40k
PR Account Manager	£38 - £42k
PR Associate Director	£75 - £85k
PR Manager	£50 - £60k
Internal Comms Manager	£50 - £60k
Senior PR / Comms Manager	£60 - £80k
Head of PR	£80 - £120k
Director of Communications	£100 - £150k

06



# ACCOUNT & PROJECT MANAGEMENT

JOB TITLE	SALARY RANGE
Account Director	£50 - £60k
Account Executive	£24 - £28k
Account Manager	£30 - £40k
Client Services Director	£90 - £110k
Mid-weight Producer	£35 - £45k
Project/Production Assistant	£28 - £32k
Mid-weight Project Manager	£55 - £70k
Senior Project Manager	£40 - £60k
Senior Account Manager	£45 - £55k
Campaign Manager	£50 - £60k



# DIVERSITY: STILL WORK TO DO...

While there are some real improvements in working conditions for diverse groups, clearly there is a lot of work to do...

01

## GENDER & IDENTITY

The number of females across creative, digital, and marketing is down by 2%, now making up 61% of the industries. Positively, the gender pay gap has narrowed from 15.1% to 10.1%.

02

## SEXUALITY

Almost one fifth of senior leaders or c-suites are from the LGBTQIA+ community (18%), earning £70,000 or above.

03

## AGE

Despite a 5% rise in the 45+ age group in the Creative Industries in the past year, the representation stands at a low 15%, prompting concerns about the sustainability of career prospects.

05

## DISABILITY

The data indicates that individuals with disabilities earn an average of 10% less, resulting in a yearly difference of £6,103.

04

## ETHNICITY

Black, Asian, and Minority Ethnic representation in the Creative Industries has slightly declined over the past year, dropping from 15.6% to 14.8%.