



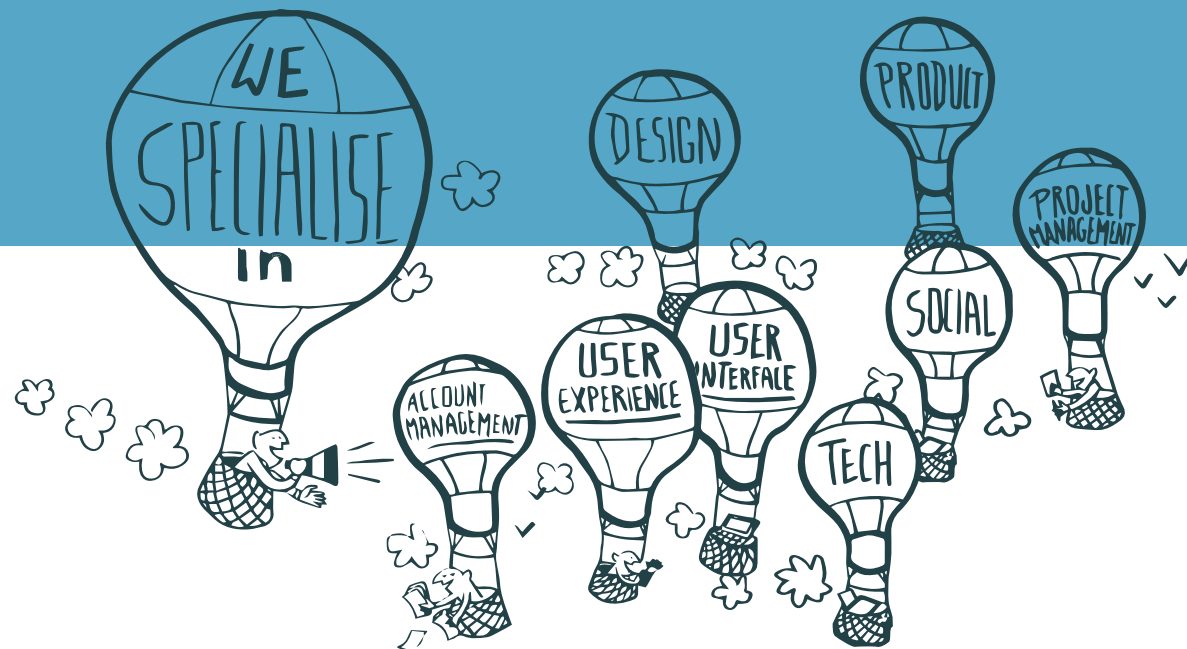
ZEBRA PEOPLE DIGITAL SALARY SURVEY 2014-15

A SALARY SURVEY WITH A DIFFERENCE – HOW DOES SECTOR AFFECT EARNINGS?



CONTENTS

INTRODUCTION	3
FINDINGS	4
USER EXPERIENCE	
Permanent	5
Contract	6
TECHNOLOGY	
Permanent	7
Contract	8
CREATIVE	
Permanent	9
Contract	10
PROJECT MANAGEMENT	
Permanent	11
Contract	12
CLIENT SERVICES	
Permanent	13
Contract	14
CONTACT US	15



INTRODUCTION

Welcome to Zebra People's first official Digital Salary Survey.

Through speaking to thousands of clients and candidates over the years, we've noticed that just as different industries will require different skill sets, working in a particular industry can have an affect on salaries – this report aims to show you by just how much.

Our goal in putting together this survey report was not only to provide a detailed insight into salary levels for each discipline but also to show how working in different sectors can affect earnings.

Using over **1,000 completed responses** to the survey, as well as our extensive network and database of **20,000 industry professionals**, we have asked for information about candidates' earnings over the past year and, more specifically, which industry that information relates to.

Whether you're looking to hire, get hired, or are just interested to see where your salary stands against the rest of the digital industry, we hope you find this report useful.



Nick Cochrane

Managing Director of Zebra People

Thanks go out to everyone who took part in the survey. We'd also like to say a huge thank you to **Caroline Jarrett** – one of the leading figures in form design and usability and author of *Forms that Work: Designing Web Forms for Usability*. If you need to design a survey or form then check her out at: **effortmark.co.uk**

FINDINGS

With Oxford Economics predicting that London's digital sector is set to provide Britain's economy with £12 billion over the next ten years, and the tech sector providing around 46,000 jobs in the coming years, salaries are on the rise.

Our survey shows that **finance is the highest paying sector**, with permanent salaries coming out at an average **26% higher compared to the other sectors**, and 19% for contract, across all levels.

The findings have highlighted the fact that being a freelancer will provide you with a higher wage than a permanent member of staff in the same role. That said, it's worth noting that whilst this may be true, there are downsides to working contract roles. Examples of this were mentioned in the survey, with respondents highlighting the lack of security compared to a permanent role and fewer opportunities to develop new skills.

In addition to this, although day rates may seem more attractive in the short term, we've found an average **salary increase of 213% from middleweight to head level for permanent roles across all sectors and disciplines**, whereas in contract roles there is only a 166% increase.

One prominent concern across the industry is the trend for less experienced candidates to enter the contract market, tempted by the offer of notably higher salaries, given the overall rising digital spend. Whilst juniors and middleweights might be keen to move into the freelance market, this could lead to a potential drop in the quality of contractors over the coming years as candidates aren't getting the same learning and development opportunities as they would by staying in a permanent role.

For more detailed insights into our findings, please contact the consultant for your discipline.

USER EXPERIENCE PERMANENT ROLES

Over the past 6–9 months we've seen clients increasing permanent salaries for senior level candidates and fast tracking middleweight candidates into senior roles, we believe this is due to more and more seniors converting to freelance, companies are trying to bridge the gap against freelance rates.

For Junior roles we're seeing candidates with only 6 months experience asking for higher salaries, however it's important to remember to look at the quality of the role – the training and development opportunities will help your career progression more than a high salary in the long term.



Talk to our User Experience specialist

Ben Clarfelt

020 7729 4771

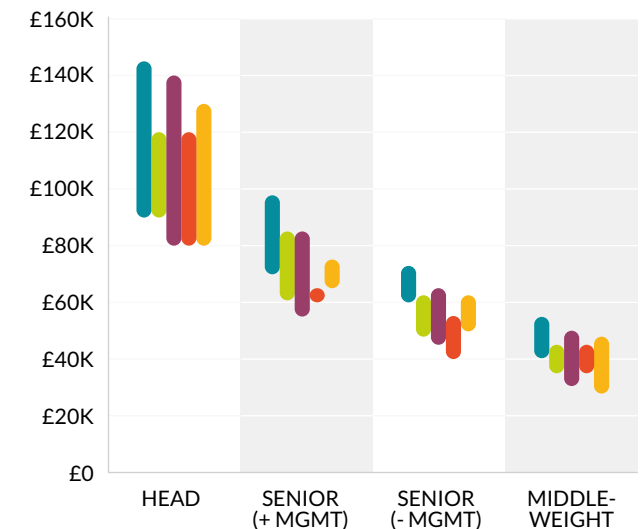
ben@zebrapeople.com



Salary ranges by sector

	HEAD	SENIOR (+ MGMT)	SENIOR (- MGMT)	MIDDLEWEIGHT
FINANCE	£90K – £145K	£70K – £97.5K	£60K – £73K	£40K – £55K
E-COMMERCE	£90K – £120K	£61K – £80K	£48K – £62K	£35K – £45K
MARKETING/ ADVERTISING	£80K – £140K	£55K – £80K	£45K – £65K	£30K – £50K
MEDIA	£80K – £120K	£60K – £65K	£40K – £55K	£35K – £45K
CREATIVE AGENCY	£80K – £130K	£65K – £75K	£50K – £62K	£28K – £47K

Comparative salary ranges by sector and seniority



USER EXPERIENCE CONTRACT ROLES

There are still a high number of freelancers, with more switching from permanent roles due to better day rates and freedom to choose projects of interest. The native mobile UX'er with specific experience of evolving a mobile product or service is a high demand area for us and clearly one that is only going to grow. Although there are always a significant amount of freelance roles available, we have found that clients are being more selective. With that in mind, we believe it's important candidates don't make the jump too early into freelance as the opportunities to develop and enhance skills aren't as readily available as they are in permanent roles.



Talk to our User Experience specialist

Ben Clarfelt

020 7729 4771

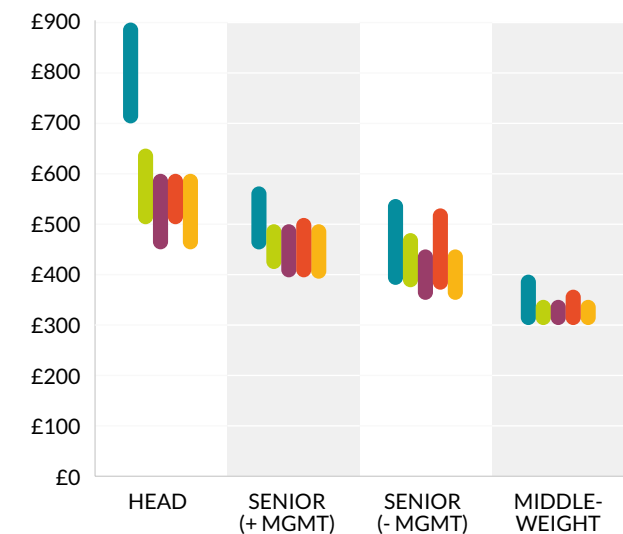
ben@zebrapeople.com



Day rates by sector

	HEAD	SENIOR (+ MGMT)	SENIOR (- MGMT)	MIDDLEWEIGHT
FINANCE	£700 – £900	£450 – £550	£380 – £550	£300 – £400
E-COMMERCE	£500 – £650	£410 – £500	£375 – £480	£300 – £350
MARKETING/ ADVERTISING	£450 – £600	£395 – £500	£350 – £450	£300 – £350
MEDIA	£500 – £600	£395 – £510	£370 – £530	£300 – £370
CREATIVE AGENCY	£450 – £600	£390 – £500	£350 – £450	£240 – £350

Comparative day rates
by sector and seniority



TECHNOLOGY PERMANENT ROLES

Candidates are being drawn to the high rates and flexibility of the freelance market, creating a lack of permanent candidates – we've seen an increase in this happening over the last 12 months. There's also a huge demand for Middleweight-Seniors, leading to experienced candidates having 4-5 job opportunities to choose from. Wages are increasing as companies pay a premium to secure talent, as well as more benefits offered – increases in flexi-time, training courses etc. Another reason for a lack of experienced candidates is the evolution of technologies – for example candidates have had less time to gain experience developing for iOS and newer platforms



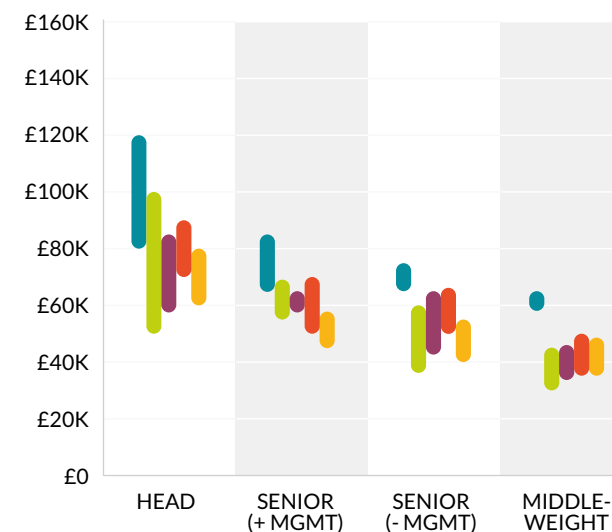
Talk to our Technology specialist
Rajdip Tarat
020 7729 4771
rajdip@zebrapeople.com



Salary ranges by sector

	HEAD	SENIOR (+ MGMT)	SENIOR (- MGMT)	MIDDLEWEIGHT
FINANCE	£80K – £120K	£65K – £85K	£65K – £75K	£58K – £65K
E-COMMERCE	£55K – £100K	£55K – £69K	£36K – £60K	£30K – £45K
MARKETING/ ADVERTISING	£57K – £85K	£57.5K – £65K	£43K – £65K	£34K – £46K
MEDIA	£70K – £90K	£50K – £70K	£50K – £66K	£35K – £50K
CREATIVE AGENCY	£60K – £80K	£45K – £58K	£40K – £55K	£35K – £48K

Comparative salary ranges by sector and seniority



TECHNOLOGY CONTRACT ROLES

Traditionally contractors were seen as consultants with copious years of experience, however developers now tend to start contract work after middleweight level as they seek variety in their work and a better pay packet. Over the past year there has been an increase in longer term contracts, usually 6-12 months, along with developers being introduced at an earlier stage in the process – at the prototyping/concept stage rather than just for production. A great tip is to make sure that you are constantly aware of emerging technologies, for example developers with knowledge of AngularJS are currently the most in demand.



Talk to our Technology specialist

Rajdip Tarat

020 7729 4771

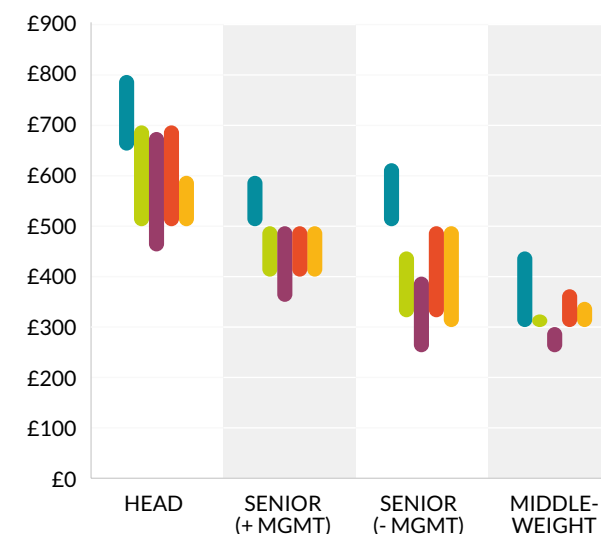
rajdip@zebrapeople.com



Day rates by sector

	HEAD	SENIOR (+ MGMT)	SENIOR (- MGMT)	MIDDLEWEIGHT
FINANCE	£650 – £800	£500 – £650	£500 – £625	£300 – £450
E-COMMERCE	£500 – £700	£400 – £500	£320 – £450	£300 – £325
MARKETING/ ADVERTISING	£450 – £680	£350 – £500	£250 – £400	£250 – £300
MEDIA	£500 – £700	£400 – £500	£320 – £500	£300 – £375
CREATIVE AGENCY	£500 – £600	£400 – £500	£300 – £500	£300 – £350

Comparative day rates by sector and seniority



CREATIVE PERMANENT ROLES

There is a high demand for designers with experience of complex data driven products and services, especially for Healthcare and Finance clients, which in turn drives salaries up in these spaces. We are also seeing more clients who like designers to be able to act as Hybrid UI/UXers – generally this will be someone majoring in UI, although clients will want to see some UX deliverables too.



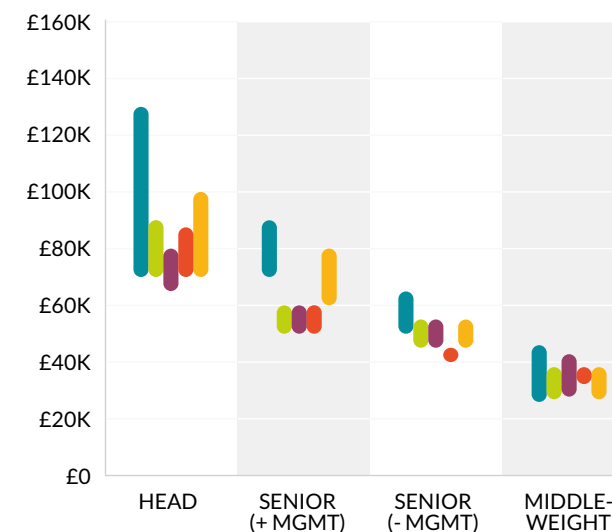
Talk to our Creative specialist
Pritesh Bhatt
020 7729 4771
pritesh@zebrapeople.com



Salary ranges by sector

	HEAD	SENIOR (+ MGMT)	SENIOR (- MGMT)	MIDDLEWEIGHT
FINANCE	£70K – £130K	£70K – £90K	£50K – £65K	£26K – £45K
E-COMMERCE	£70K – £90K	£50K – £60K	£45K – £55K	£27K – £38K
MARKETING/ ADVERTISING	£65K – £80K	£50K – £60K	£45K – £55K	£28K – £40K
MEDIA	£70K – £87.5K	£50K – £60K	£40K – £45K	£32K – £38K
CREATIVE AGENCY	£70K – £100K	£60K – £80K	£45K – £55K	£27K – £38K

Comparative salary ranges by sector and seniority



CREATIVE CONTRACT ROLES

We're seeing an increase in the number of briefs for designers who have worked with familiar brands, but in creating disruptive services. Although wearable tech is still in its infancy, lots of agencies are seeking freelancers with a breadth of experience who can demonstrate bigger picture thinking. Designers who have approached projects mobile first, with a strong folio of responsive and native examples, are also in demand.



Talk to our Creative specialist
Pritesh Bhatt
020 7729 4771
pritesh@zebrapeople.com

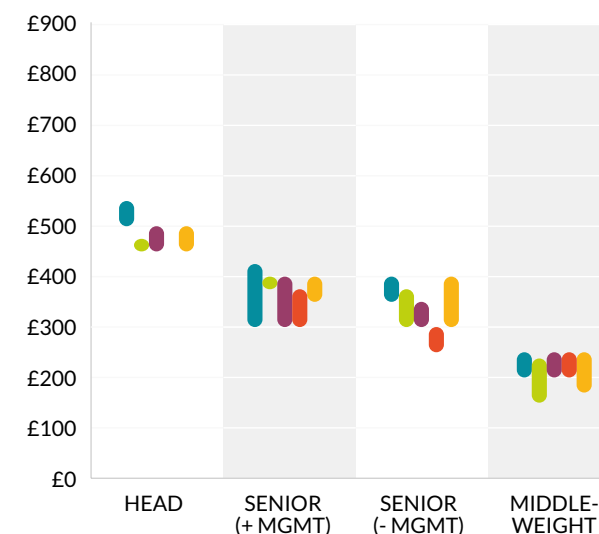


Day rates by sector

	HEAD	SENIOR (+ MGMT)	SENIOR (- MGMT)	MIDDLEWEIGHT
FINANCE	£500 – £550	£300 – £425	£350 – £400	£200 – £250
E-COMMERCE	£450 – £475	£375 – £400	£300 – £375	£150 – £235
MARKETING/ ADVERTISING	£450 – £500	£300 – £400	£300 – £350	£200 – £250
MEDIA	<i>Insufficient data</i>	£300 – £375	£250 – £300	£200 – £250
CREATIVE AGENCY	£450 – £500	£350 – £400	£300 – £400	£170 – £250

We only received a small response in this area so if this matters to you, why not give us a call and we'll tell you what we've learned from our contacts within the market?

Comparative day rates by sector and seniority



PROJECT MANAGEMENT PERMANENT ROLES

There is currently much more of a demand for Project Managers to have worked a blended approach of agile and waterfall methodologies. This trend has coined a new phrase – “wagile”. We have also noticed an agency trend of more middleweight PMs now being required to mentor juniors. From our experience and from data we received, we’ve found the project management market is still buoyant with an increased demand for candidates to have technical understanding.



Talk to our PM specialist
Rajvir Khatra-Wilson
020 7729 4771
raj@zebrapeople.com

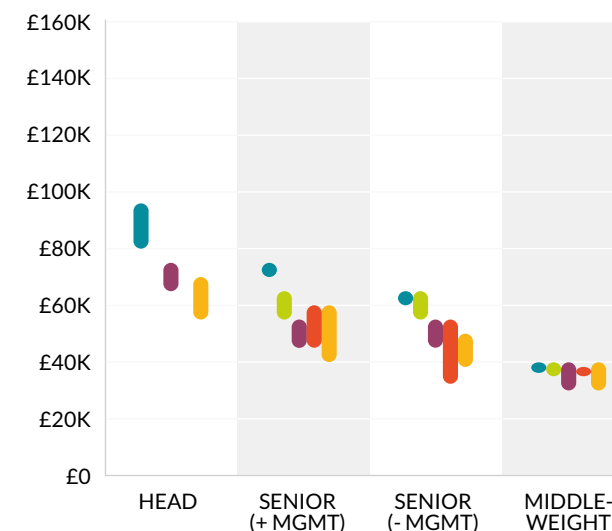


Salary ranges by sector

	HEAD	SENIOR (+ MGMT)	SENIOR (- MGMT)	MIDDLEWEIGHT
FINANCE	£80K – £96K	£70K – £75K	£60K – £65K	£36K – £40K
E-COMMERCE	<i>Insufficient data</i>	£55K – £65K	£55K – £65K	£35K – £40K
MARKETING/ ADVERTISING	£65K – £75K	£45K – £55K	£45K – £55K	£30K – £40K
MEDIA	<i>Insufficient data</i>	£45K – £60K	£33K – £55K	£35K – £37K
CREATIVE AGENCY	£55K – £70K	£40K – £60K	£38K – £50K	£30K – £40K

We only received a small response in this area so if this matters to you, why not give us a call and we'll tell you what we've learned from our contacts within the market?

Comparative salary ranges by sector and seniority



PROJECT MANAGEMENT CONTRACT ROLES

Whilst the contract market remains fairly active we have noticed a shift towards permanent hire in agencies. We are also noticing that clients are often looking for a really niche set of skills, particularly with sector specific experience. In addition to this, in recent months we've also had more roles coming through with a European requirement and language prerequisite.



Talk to our PM specialist
Rajvir Khatra-Wilson
020 7729 4771
raj@zebrapeople.com

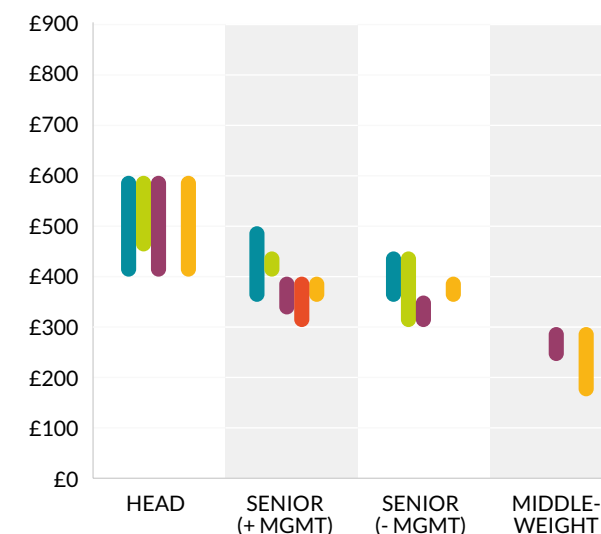


Day rates by sector

	HEAD	SENIOR (+ MGMT)	SENIOR (- MGMT)	MIDDLEWEIGHT
FINANCE	£400 – £600	£350 – £500	£350 – £450	<i>Insufficient data</i>
E-COMMERCE	£450 – £600	£400 – £450	£300 – £450	<i>Insufficient data</i>
MARKETING/ ADVERTISING	£400 – £600	£325 – £400	£300 – £360	£230 – £300
MEDIA	<i>Insufficient data</i>	£300 – £400	<i>Insufficient data</i>	<i>Insufficient data</i>
CREATIVE AGENCY	£400 – £600	£350 – £400	£350 – £400	£160 – £300

We only received a small response in this area so if this matters to you, why not give us a call and we'll tell you what we've learned from our contacts within the market?

Comparative day rates by sector and seniority



CLIENT SERVICES PERMANENT ROLES

From our experience and from the data we received, we've found very few Client Services roles coming from in house teams. If you want to find out more about these roles in client side environments, please contact Aimee.

There has been an increase in social in permanent and freelance roles, it's a really exciting space to work in at the moment, there is definitely more recognition from brands that they need to adopt a really strong social media strategy. We've also seen an uptake in Account Director roles with a strategic focus coming in through agencies, as more companies look to develop their digital strategies.



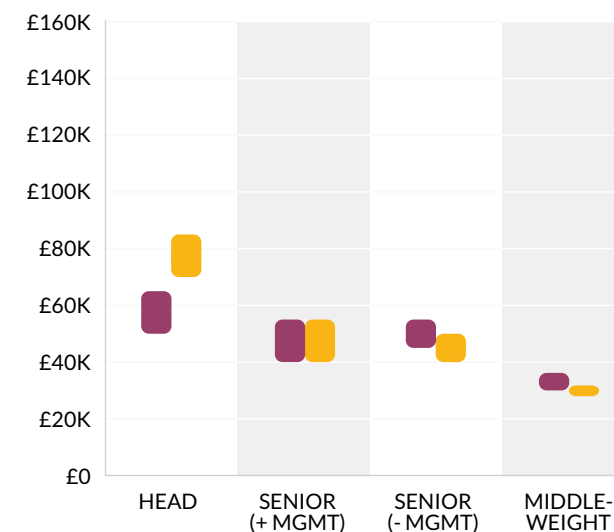
Talk to our Client Services specialist
Aimee Fairhead
020 7729 4771
aimee@zebrapeople.com



Salary ranges by sector

	HEAD	SENIOR (+ MGMT)	SENIOR (- MGMT)	MIDDLEWEIGHT
MARKETING/ ADVERTISING	£50K – £65K	£40K – £55K	£40K – £55K	£30K – £36K
CREATIVE AGENCY	£70K – £85K	£45K – £55K	£40K – £50K	£28K – £32K

Comparative salary ranges by sector and seniority



CLIENT SERVICES CONTRACT ROLES

From our experience and from the data we received, we've found very few Client Services roles coming from in house teams. If you want to find out more about these roles in client side environments, please contact Aimee.

If you are looking to move into a global agency, it is important to have a full understanding of end to end project cycles. This is especially true of lower level account managers, who are expected to have some Project Management experience.



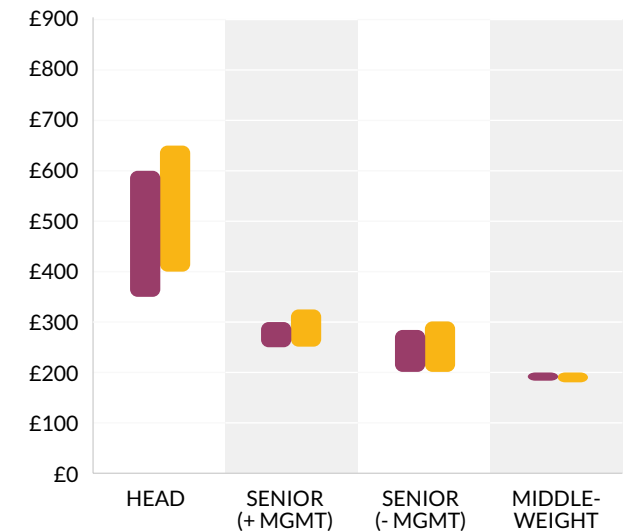
Talk to our Client Services specialist
Aimee Fairhead
020 7729 4771
aimee@zebrapeople.com



Day rates by sector

	HEAD	SENIOR (+ MGMT)	SENIOR (- MGMT)	MIDDLEWEIGHT
MARKETING/ ADVERTISING	£350 – £600	£250 – £300	£200 – £280	£185 – £200
CREATIVE AGENCY	£400 – £650	£250 – £325	£200 – £300	£180 – £200

Comparative day rates
by sector and seniority



CONTACT US

Contact us for more detailed insights into our findings or to discuss how your salary matches up to the rest of the market.

To speak to us about your recruitment needs or for help in finding your next role, please get in touch with the consultant for your discipline.



Nick Cochrane, Founder
User Experience
07976 279 157
nick@zebrapeople.com



Maryanna Constanti
User Experience
07736 273 082
maryanna@zebrapeople.com



Rajvir Khatra-Wilson
Project Management, Social & Analytics
07702 502 472
raj@zebrapeople.com



Ben Clarfelt, Director
User Experience
07967 313 466
ben@zebrapeople.com



Rajdip Tarat
Technology
07889 537 092
rajdip@zebrapeople.com



Aimee Fairhead
Client Services and Project Management
07736 274 992
aimee@zebrapeople.com



Andrew Matlock
User Experience
07809 339 687
andrew@zebrapeople.com



Pritesh Bhatt
Creative
07718 393 305
pritesh@zebrapeople.com



Julie Dawson
User Experience
07808 795 751
julie@zebrapeople.com



Grace Carey
Creative
07834 519 696
grace@zebrapeople.com



ZEBRA PEOPLE DIGITAL SALARY SURVEY 2014-15

Zebra People
6 Hoxton Square
London
N1 6NU
zebrapeople.com

020 7729 4771
work@zebrapeople.com

