

ONWARD  SEARCH<sup>®</sup>

# 2019 SALARY GUIDE

Digital, Creative & Marketing



**Building Bridges between Employers and Talent**

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# We provide the world's top businesses, brands and digital agencies with the best digital, creative and marketing talent in the industry.

At Onward Search, we strive to inform and educate our partners so they can effectively navigate the digital creative space. Our annual salary guide is our way of giving back to the community by presenting data and insights we have collected throughout the year.

We hope you find it useful and easy to follow. If you have questions about how to effectively use any of the data presented in this guide, or simply want to discuss your hiring needs, please reach out to us at any time.

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# ABOUT THIS GUIDE

## *Bridging the Gap*

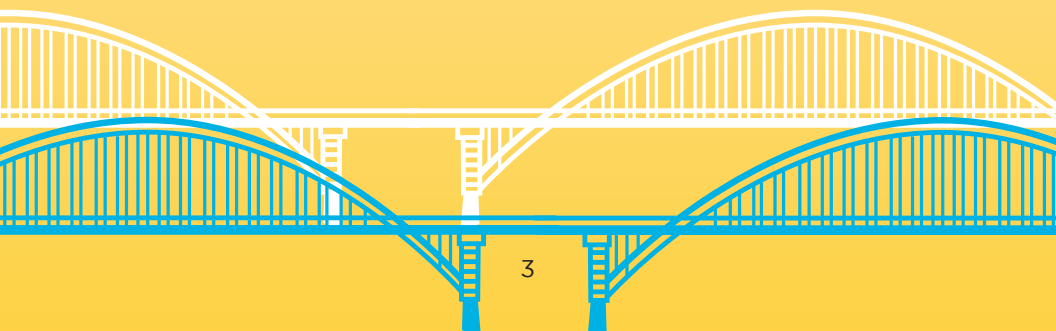
Data. Analytics. Trends. This information is the underlying foundation for making smart business decisions for your organization in 2019. It must be leveraged throughout your company, including the hiring process.

This starts with salary data. Understanding the salary landscape for creative talent and using that information to guide your hiring plan is imperative to your success. Too often in today's market, **there is a gap in what company's budget for their creative hires and what those professionals are commanding in the marketplace.** The goal of this guide is to help bridge that gap.

**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.** Companies that try to undercut the market can waste a substantial amount of time sourcing and interviewing, or worst, make a subpar hire that doesn't last and have to start the process all over again. All that for the alternative of spending a little extra money to obtain the talent you really need.

It was Sir Isaac Newton who reminded us that **"we build too many walls and not enough bridges."** Our 2019 Salary Guide was created with that exact point 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 salary guide helps you build a bridge to invite great talent into your organization.

**We're also always here to help. If you have questions about making effective 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.**















# MOST IN-DEMAND TALENT

## *Building Your Foundation*

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 "19 Most In-Demand Digital Creative Talent for 2019." Consider adding these professionals to your team as you look to scale this year.

-  Digital Product Designer
-  UX Designer
-  UI Designer
-  Visual Designer
-  Digital Project Manager
-  Integrated Copywriter
-  Creative Technologist
-  Art Director
-  Content Strategist
-  Front-End Developer
-  Social Media Manager
-  Full-Stack Developer
-  Digital Strategist
-  User Researcher
-  Marketing Analytics Manager
-  AR / VR Developer
-  Digital Producer
-  Email Marketing Specialist
-  Motion Designer / Animator



**“CMO’s chose hiring the right talent as the most important factor for driving future organic growth within their organization.”**

**—The CMO Survey, Aug 2018**

### #1

#### PRODUCT DESIGNER



Guides the entirety of a product's development, from ideation to launch. They are either responsible for, or manage, a product's interface 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.

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

### #2

#### UX DESIGNER



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, such as 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.

Related Titles: *UI Designer, UX Strategist, Information Architect*

### #3

#### UI DESIGNER



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 is often responsible for everything the user sees. This can include elements such as imagery, typography, navigation, button layout and more. By contrast, how the interface functions and the experience it produces is the work of the UX designer.

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

### #4

#### VISUAL DESIGNER



Creates visually innovative and engaging products for businesses. Visual designers are storytellers and makers who use design to bring product ideas to life. Their work goes beyond the scope of a single entity (website, app, brochure, etc.) and covers the way the entire organization approaches design projects. In addition to creating beautiful designs, they know how to explain their concepts and the decisions behind their work.

Related Titles: *Industrial Designer, UI Designer, Web Designer, Interaction Designer, Graphic Designer*

### #5

#### DIGITAL PROJECT MANAGER



Works with businesses who are developing or improving digital products and/or collateral to ensure 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.

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

### #6 DIGITAL COPYWRITER



A unique type of copywriter whose work is mainly aimed at creating content for web pages and UX interactions. Therefore, this professional might be tasked with writing website copy, but they may 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.

Related Titles: *Digital Content Writer, Copywriter, Online Content Creator*

### #7 CREATIVE TECHNOLOGIST



Bridges the gap between creative and code. A creative technologist is a technology-focused professional who understands the creative process and is good at prototyping, facilitating prototype testing and implementing changes. They could be responsible for building web projects as well as mobile and other digital experiences. They will often lead from the start, exploring new models and determining the best approach while cutting through entrenched processes.

Related Titles: *Design Technologist, UX/UI Developer, Front-End Developer*

### #8 ART DIRECTOR



Leads the development of ad campaigns by conducting research, coordinating with other members of the art department, and designing cohesive, brand-specific initiatives that appeal to the target demographic. Art directors take part in the entire campaign development process, from establishing objectives, all the way through to when the project is completed and presented to the client.

Related Titles: *Creative Director, Industrial Designer, Interaction Designer*

### #9 CONTENT STRATEGIST



Oversees the planning, development and management of informational content produced by an organization. The content strategist is often in charge of creating and maintaining editorial calendars, style guides and taxonomies, as well as monitoring engagement and analyzing data. Content strategists may also be responsible for managing copywriters and freelancers, maintaining budgets, and assisting with the technical integration of content.

Related Titles: *Content Marketing Manager, Content Marketer, Brand Ambassador*

### #10 FRONT-END 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) the designs of their colleagues.

Related Titles: *UI Developer, Web Developer, Rich Media Developer*



## #11 SOCIAL MEDIA MANAGER



Manages a company'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.

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

## #12 FULL-STACK 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.

Related Titles: *Lamp Developer, Rich Media Developer, Web Developer, Front-End Developer, Back-End Developer*

## #13 DIGITAL STRATEGIST



Understands all of the digital touch points that a consumer interacts with every day. They create strategic advertising, communications and marketing campaigns that use these touch points to their fullest effect, building a brand image across the digital space. A digital strategist will also help cross-functional teams develop and evolve ideas to bring together brand goals, retailer objectives and consumer needs.

Related Titles: *Digital Marketing Manager, Digital Marketing Analyst, Digital Performance Marketer, Lead Acquisition Manager*

## #14 USER RESEARCHER



Helps UX designers, UI designers, front-end developers and others understand the end user's 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 product deficiencies that can be improved. User researchers do much of the hard work needed to make sure users are truly engaging with a product and not just passively using it.

Related Titles: *UX Researcher, UX Strategist*

## #15 MARKETING ANALYTICS MANAGER



Responsible for measuring and monitoring performance metrics for websites, apps and other products. Marketing 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 a product functions the way it was intended and continues to engage target audiences throughout its lifecycle.

Related Titles: *Digital Analytics Manager, Web Analytics Manager, Lead Acquisition Manager*

## #16 XR DEVELOPER (AR / VR)



XR is an emerging term for the growing crossover between AR and VR. developers in this space typically collaborate closely with software designers and 3D artists, as well as design architects and engineers who plan and create the hardware on which the software runs. Depending on the exact project or their specialized role, they may build apps or products using Unreal, Unity, C# or C/C++.

Related Titles: *AR Developer, VR Developer, MR (Mixed Reality) Developer, Unity Developer*

## #17 DIGITAL 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 deadlines.

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

## #18 EMAIL MARKETING MANAGER



Utilizes email communication tools to market a company and increase brand awareness. An email marketing manager will develop contact strategies, create content and campaigns and manage sends and distribution. They may also generate and analyze data with the ultimate goal of engaging consumers to drive conversions/profit.

Related Titles: *Email Marketing Specialist, Email Marketer, Database Marketer*

## #19 MOTION DESIGNER/ANIMATOR



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, 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 rolling credits at the end of a television show or movie.

Related Titles: *Motion Graphics Production Artist, Animator, Composer*

# 2019 SALARY DATA

## *Paving the Way*

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

Due to a surplus of freelance and project-based web platforms, skilled professionals can leverage the gig economy to pick and choose their jobs based on a variety of 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 fairly.** The following salary guide provides an in-depth look at the market value for over 80 creative professionals to help you pave the way for your hiring objectives.

SALARY DATA

<b>Title</b>	<b>Percentile</b>		
<b>Account Services / Digital Media</b>	<b>25<sup>th</sup></b>	<b>50<sup>th</sup></b>	<b>75<sup>th</sup></b>
Account Director	\$83,000	\$100,200	\$119,600
Account Executive	\$46,100	\$56,800	\$72,800
Account Manager	\$54,600	\$64,000	\$77,500
Account Planner	\$52,600	\$61,800	\$73,200
Digital Project Manager	\$63,700	\$82,500	\$97,600
Interactive Producer	\$69,600	\$83,900	\$100,300
Media Buyer	\$52,400	\$63,300	\$75,900
Media Director	\$83,800	\$101,500	\$120,300
Media Planner	\$46,300	\$58,100	\$72,200
Project Manager	\$56,600	\$70,100	\$83,400
<b>Content / Copywriting</b>	<b>25<sup>th</sup></b>	<b>50<sup>th</sup></b>	<b>75<sup>th</sup></b>
Content Marketing Manager	\$56,500	\$68,200	\$82,800
Content Strategist	\$61,800	\$75,100	\$88,400
Copy Editor	\$42,400	\$61,000	\$72,100
Copywriter	\$58,900	\$71,700	\$88,600
Digital / Web Copywriter	\$53,700	\$66,300	\$85,500
Proofreader	\$41,000	\$52,100	\$63,200
Proposal Writer	\$61,300	\$73,600	\$89,200
SEO Writer	\$49,500	\$60,000	\$70,800
Technical Writer	\$58,600	\$73,200	\$81,700
Web Editor	\$43,400	\$63,400	\$73,300

## SALARY DATA



Title	Percentile		
	25 <sup>th</sup>	50 <sup>th</sup>	75 <sup>th</sup>
<b>Design / Art Direction</b>			
Apparel Designer	\$53,400	\$63,000	\$71,400
Art Director	\$70,200	\$87,700	\$130,500
Creative Director	\$89,700	\$112,400	\$138,700
Creative Services Manager	\$69,600	\$83,800	\$101,300
Graphic Designer	\$43,100	\$56,200	\$66,900
Illustrator	\$44,100	\$53,300	\$64,300
Infographic Designer	\$44,600	\$54,100	\$64,600
Instructional Designer	\$73,000	\$84,400	\$96,500
Interaction Designer	\$64,700	\$74,900	\$87,400
Key Art Designer	\$74,800	\$84,400	\$109,200
Mobile App Designer	\$61,600	\$85,300	\$100,000
Packaging Designer	\$45,300	\$55,000	\$69,300
Presentation Designer	\$48,400	\$58,600	\$69,100
Product Designer	\$78,500	\$96,400	\$115,800
Typographer	\$43,600	\$51,700	\$64,700
Visual Designer	\$65,700	\$82,200	\$98,400
Web Designer	\$56,900	\$68,800	\$75,600
Web Production Artist	\$44,900	\$55,400	\$63,500



## SALARY DATA



### Title

### Percentile

Development / Tech	25 <sup>th</sup>	50 <sup>th</sup>	75 <sup>th</sup>
Big Data Engineer	\$126,300	\$156,500	\$181,600
Business Analyst	\$78,800	\$93,400	\$111,800
Cloud Computing Analyst	\$76,500	\$94,600	\$117,200
Data Scientist	\$101,900	\$123,300	\$145,300
Database Developer	\$97,000	\$115,400	\$138,000
Database Manager	\$106,300	\$127,800	\$150,100
Developer (UI / Front End)	\$65,700	\$79,500	\$100,500
Full Stack Developer	\$80,200	\$98,500	\$118,400
Mobile App Developer	\$115,400	\$137,200	\$165,200
Quality Assurance Manager	\$87,200	\$102,700	\$125,700
Quality Assurance Tester	\$77,600	\$84,800	\$116,900
Rapid Prototyper	\$81,800	\$101,200	\$121,600
Software Developer	\$100,500	\$121,800	\$143,300
Systems Analyst	\$77,300	\$94,100	\$113,100



**Title**

**Percentile**

Digital Marketing / Traditional	25 <sup>th</sup>	50 <sup>th</sup>	75 <sup>th</sup>
Brand Manager	\$67,500	\$91,100	\$100,400
Community Manager	\$47,300	\$58,500	\$71,300
Digital Acquisition Specialist	\$78,800	\$96,300	\$115,100
Digital Analytics Manager	\$78,400	\$95,700	\$113,800
Digital Marketing Manager	\$66,200	\$80,400	\$96,100
Digital Strategist	\$64,600	\$87,200	\$109,500
Email Marketer	\$50,700	\$63,500	\$76,900
Event Marketing Specialist	\$43,100	\$54,600	\$65,200
Marketing Analyst	\$52,900	\$63,900	\$75,300
Marketing Manager (& Above)	\$70,300	\$85,100	\$100,000
Marketing Researcher	\$51,200	\$61,400	\$73,600
Merchandise Manager	\$65,400	\$74,500	\$86,400
PR Manager	\$69,800	\$86,700	\$99,800
Product Manager	\$67,000	\$80,200	\$103,500
SEM Specialist	\$52,300	\$64,300	\$77,100
SEO Specialist	\$50,600	\$62,300	\$75,200
Social Media Specialist (& Above)	\$47,700	\$59,800	\$69,600
Visual Merchandiser	\$43,500	\$52,600	\$61,700
Web Analytics Specialist	\$59,400	\$73,000	\$99,500

## SALARY DATA

Title	Percentile		
	25 <sup>th</sup>	50 <sup>th</sup>	75 <sup>th</sup>
<b>Motion / Video / VR</b>			
3D Animator	\$67,800	\$82,100	\$96,300
AR Developer	\$87,200	\$106,400	\$130,200
Compositor	\$55,000	\$62,900	\$75,800
Motion Graphics Designer	\$67,700	\$80,800	\$95,600
Multimedia Designer	\$57,100	\$73,500	\$84,100
Producer (VFX)	\$70,200	\$84,600	\$99,700
Technical Director	\$99,700	\$125,600	\$148,500
Video Editor / Post Production	\$54,300	\$64,700	\$77,200
VR Developer	\$85,600	\$104,600	\$128,400
<b>Studio / Production</b>			
Desktop Publisher	\$35,300	\$43,600	\$48,200
Photo Retoucher	\$38,600	\$52,100	\$64,600
Photographer	\$38,300	\$51,200	\$62,400
Pre-Press Specialist	\$52,000	\$61,700	\$65,700
Production Artist	\$42,800	\$53,500	\$58,900
Production Manager / Director	\$59,700	\$71,800	\$88,500
Project Manager	\$56,600	\$70,900	\$84,300
Studio Manager	\$54,400	\$67,100	\$79,600
Traffic Manager	\$45,900	\$56,400	\$70,000
Video Producer	\$58,500	\$75,000	\$88,800
<b>UX / UI</b>			
Information Architect	\$77,800	\$96,400	\$112,500
Interactive Designer	\$64,600	\$75,200	\$90,100
UI Designer	\$66,900	\$74,100	\$95,400
UI Developer	\$80,000	\$97,300	\$116,000
User Researcher	\$70,500	\$78,700	\$96,200
UX / UI Manager (& Above)	\$99,700	\$129,600	\$153,300
UX Designer	\$77,400	\$95,500	\$114,700

# 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, rather than 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	105.5	Las Vegas, NV	101.5	Phoenix, AZ	115.5
Austin, TX	107.0	Los Angeles, CA	132.0	Pittsburgh, PA	98.0
Baltimore, MD	104.0	Memphis, TN	96.0	Portland, OR	109.0
Boise, ID	91.0	Miami, FL	106.0	Providence, RI	102.5
Boston, MA	133.0	Milwaukee, WI	100.5	Raleigh, NC	104.0
Charleston, SC	95.0	Minneapolis, MN	107.0	Richmond, VA	98.5
Charlotte, NC	102.0	Nashville, TN	101.5	Salt Lake City, UT	105.5
Chicago, IL	122.5	New Orleans, LA	99.5	San Antonio, TX	101.0
Cleveland, OH	97.5	New York, NY	140.0	San Diego, CA	126.0
Dallas, TX	110.0	Newark, NJ	126.5	San Francisco, CA	141.0
Denver, CO	108.0	Oklahoma City, OK	93.5	Seattle, WA	125.0
Detroit, MI	99.5	Orange County, CA	127.5	St. Louis, MO	100.5
Houston, TX	107.5	Orlando, FL	101.0	Stamford, CT	130.0
Indianapolis, IN	97.0	Philadelphia, PA	115.0	Washington D.C.	132.0

**Example (Atlanta):** \$100,000 x 105.5% = \$105,500

# YOUR BEST RESOURCE

## *Connecting Both Sides*

**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.

## CONTACT US

To learn about how we can assist you with your hiring or job search needs, please contact us today.

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