

The background of the entire image is a close-up, high-resolution photograph of leopard or cheetah fur. The pattern consists of numerous dark brown, irregular spots and rosettes of varying sizes, set against a lighter tan or golden-brown base color. The texture of the fur is clearly visible, with individual hairs appearing as fine, light-colored lines.

# ADLIB

Agency Client Services  
Contractor Guide (SW)



Here at ADLIB, we totally understand how busy life can be for all manner of agencies, be it creative, marketing, content, digital or PR. No matter how well we plan, things can change in the blink of an eye. A new client, a pitch win, a moved deadline, staff absences - it's often necessary to call upon contractors to help get the job done.

Whether you're in need of a Digital Project Manager to manage a campaign throughout the full life cycle or an Integrated Account Director to run multi - channel campaigns, or even a Business Development Manager to lead a pitch, we can help.

There are a number of things to take into consideration ahead of hiring a contractor. Hopefully, this guide will come in handy should you find yourself in need of an extra pair of hands.

We've outlined the average day rates typically received for all agency freelancers working within client services, studio and project management and business development, at all levels. Please take into consideration that these are rough estimates, and of course many different factors can influence one's day rate, including length of contract, type of contract, industry and required skill set.



# Contractor Rate Benchmarks

## Digital Project Management Contractor Day Rates & Digital, Brand and Communications Contractor Day Rates

Type of Role	Junior	Midweight	Senior / Manager
Digital Project Manager / Producer	£180 - £200 per day	£200 - £250 per day	£250 - £350 per day
Digital Project / Production Director	-	-	£350 - £450 per day
Planning / Strategy	-	£250 - £300 per day	£300 - £400 per day
Studio / Traffic Manager	-	£150 - £220 per day	£220 - £280 per day

# Contractor Rate Benchmarks

## Digital Client Services Contractor Day Rates

Type of Role	Junior	Midweight	Senior / Manager
Digital Account Executive	£80 - £150 per day	-	-
Digital Account Manager	-	£150 - £200 per day	-
Digital Account Director	-	-	£250 - £300 per day
Digital Group Account Director/ Client Service Director	-	-	£300 - £400 per day

# Contractor Rate Benchmarks

## Integrated Client Services Contractor Day Rates

Type of Role	Junior	Midweight	Senior / Manager
Integrated Account Executive	£80 - £150 per day	-	-
Integrated Account Manager	-	£150 - £220 per day	-
Integrated Account Director	-	-	£220 - £300 per day
Digital Group Account Director/ Client Service Director	-	-	£300 - £400 per day

# Contractor Rate Benchmarks

## PR / Public Relations Contractor Day Rates

Type of Role	Junior	Midweight	Senior / Manager
PR Account Executive	£100 - £150 per day	-	-
PR Account Manager	-	£150 - £220 per day	-
PR Account Director	-	-	£220 - £300+ per day



# Tips for employers



## **Tips to find and keep top talent:**

### **Think ahead.**

Good contractors often have their next project lined up, so make sure you always book your preferred choice in advance.

### **Be organised.**

Ensure your budget is signed off and you have all the necessary tools in place i.e. desk space (you'd be surprised!) before hiring a contractor.

### **Think long term.**

You may not have an immediate need, but it's always worth widening your network, meeting a great contractor for a coffee in preparation for what may be around the corner.

### **Engage.**

A contractor can be vital to delivering a project's success, engage them into it, make full use of their skill set and input into achieving the desired result.

### **Communicate.**

If there's a likelihood of extending, or even cutting short a project, keep your contractor in the loop, they'll appreciate the heads-up.

Thanks for taking a look at our Agency Contractor Guide (SW), we hope it's been an informative read and will come in handy in the near future. If you're looking to hire contractors yourself, build a permanent team, or just want to pick our brains on the market, don't hesitate to get in touch.

## Contact us

If you'd like market specific information please feel free to get in touch with the ADLIB team.



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