

Salary Guide
2023

DESIGN

ADLIB

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Corporation

WHAT IS THE AVERAGE DESIGN SALARY IN THE UK?

The purpose of this guide is to provide a snapshot of Design salary bandings across different skillsets and industries.

How do we benchmark Design salaries?

At ADLIB, we're always keeping close to market trends and how things can fluctuate between start-ups, scale-ups, agencies, SME's and corporates. Here, we aim to provide an overall range of salaries based on a variety of roles. There is difference between what we see in-house and agency and naturally the size and scope of an organisation which can impact salary.

This doc provides the average bandings we see across different skillsets and all industries.

What to consider when assigning a salary to a role

There are always factors to consider when assigning a salary to a role, such as the skill demand, the complexity of the role, how popular it is in the market, level of responsibility as well as what other benefits are on offer, such as remote working.

Creative roles of all kinds have seen a gradual uplift in salary and demand over the years with digital and conceptual skills remaining highly sought after.

DESIGN SALARY BENCHMARKS

Permanent Roles	Junior	Mid-level	Senior
Creative Artworker	£20k - £25k	£25k - £35k	£35k - £40k
Designer	£20k - £25k	£25k - £35k	£35k - £45k
Digital Designer	£25k - £30k	£30k - £40k	£40k - £50k
Motion Graphics Designer	£25k - £30k	£30k - £40k	£40k - £50k
Copywriter	£20k - £30k	£30k - £40k	£40k - £50k
Conceptual Copywriter	£25k - £32k	£32k - £40k	£40k - £55k
Art Director / Creative	£25k - £32k	£32k - £40k	£40k - £55k
Head of Design	£40k - £45k	£45k - £50k	£50k - £55k
Design Director	£50k - £55k	£55k - £60k	£60k - £65k
Associate Creative Director	£55k - £60k	£60k - £65k	£65k - £70k
Creative Director	£70k - £75k	£75k - £85k	£85k - £100k+

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Design

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