

AUSTRALIAN CREATIVE INDUSTRY SALARY GUIDE

2020
2021

This salary guide will be useful to those who work within the following sectors of the creative industry:

Design and Creative	3
Digital	4
Marketing	6
Studio and Production	7
Account Service and Strategy	8

The data supplied is based purely on our experience interviewing candidates and placing roles within these sectors during the previous financial year. The guide is not intended as advice and is largely dependent on industry and economic factors. This guide is updated every year. Please note that the annual salary ranges do not include the superannuation component of an annual salary package.

For a more accurate estimate of what your business will need to pay in order to attract candidates into a particular role, be sure to speak directly with a

Creative Recruiters Consultant.



Questions?

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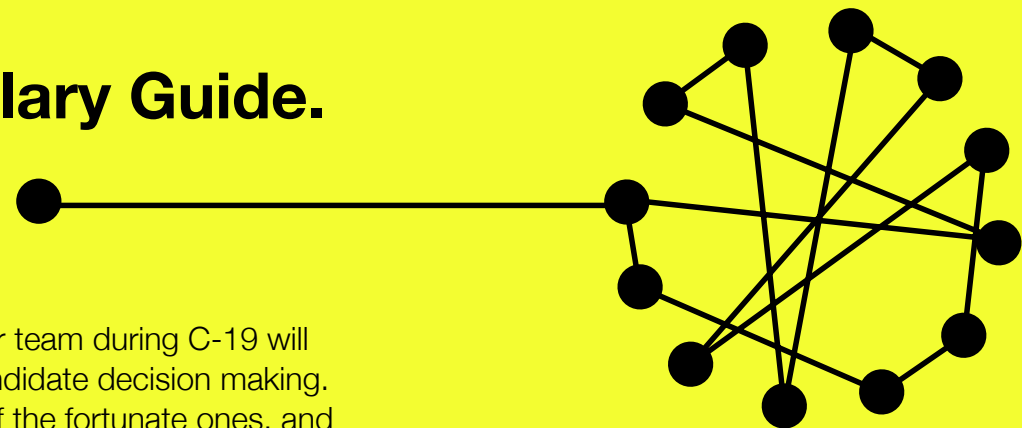
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Thank you for downloading our Salary Guide.

Firstly I'd like to acknowledge the devastation caused to our community during the global pandemic. Businesses have been forced to downsize, even close, causing many people to lose their jobs. To those who are struggling we will do our best to help you where we can.

As with all disasters there are industries that have thrived, so we have seen a steady stream of work for Freelancers during C-19 which is likely to increase over the coming months. Confidence appears to be returning to the permanent job market, particularly in the corporate sector.



How you supported your team during C-19 will be at the forefront of candidate decision making. If your business is one of the fortunate ones, and you're looking to attract Talent, having a unique engagement and hiring strategy that responds to this is essential.

If you're struggling to attract Talent, you will benefit from speaking directly to any of our highly experienced **Consultants** who will tailor a solution for you.

Our Managing Director, Vicki-Anne Craigen is also available for you to speak to and can be contacted on 0413 453 563 or

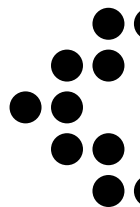
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Design and Creative

	MELBOURNE		SYDNEY		FREELANCE RATE P/H	
	Average	Higher end	Average	Higher end	Low	High
Executive Creative Director	200,000	250,000	250,000	300,000	120	180
Creative Director	150,000	225,000	150,000	225,000	90	135
Design Director	110,000	135,000	130,000	165,000	70	100
Senior Art Director	95,000	140,000	105,000	145,000	60	90
Art Director	85,000	105,000	90,000	125,000	55	80
Senior Graphic Designer	85,000	100,000	85,000	110,000	70	90
Graphic Designer	65,000	80,000	70,000	85,000	50	65
Senior Finished Artist	80,000	100,000	80,000	100,000	50	60
Finished Artist	65,000	85,000	65,000	90,000	40	60
Retoucher	75,000	90,000	80,000	100,000	50	60
Packaging (FMCG) Designer	80,000	130,000	85,000	140,000	50	80
Experiential Designer	110,000	150,000	120,000	150,000	70	90
Illustrator	80,000	110,000	80,000	110,000	50	70
Presentation Specialist	80,000	110,000	80,000	110,000	50	70
Desktop Publisher	50,000	90,000	50,000	90,000	70	100
MS Word Template Specialist	90,000	110,000	90,000	110,000	60	80

* Permanent salaries base only. * Freelance rates include super.

Please note: If your freelancer is not registered for GST, and doesn't have Professional Indemnity, Public Liability and Workcover Insurances – they will be deemed by the ATO as your employee. To remove the employer relationship, hire your freelancer via Creative Recruiters. For further information call **Vicki-Anne 0413 453 563**.

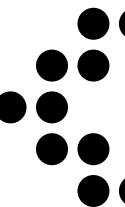


Digital

	MELBOURNE		SYDNEY		FREELANCE RATE P/H	
	Average	Higher end	Average	Higher end	Low	High
Head of Digital	145,000	235,000	160,000	250,000	95	150
Senior Digital Designer	90,000	130,000	90,000	130,000	55	80
Digital Designer	70,000	95,000	75,000	100,000	50	65
Digital Creative Director	150,000	225,000	150,000	225,000	90	135
Digital Art Director	95,000	140,000	105,000	145,000	60	90
Executive Digital Producer	125,000	160,000	130,000	180,000	80	120
Senior Digital Producer	100,000	140,000	105,000	150,000	60	90
Digital Producer	75,000	110,000	85,000	115,000	50	70
Digital Project Manager	105,000	135,000	115,000	140,000	70	90
Service Design Lead	150,000	220,000	150,000	220,000	100	150
Service Designer	130,000	165,000	120,000	170,000	80	110
CX Executive	250,000	350,000	250,000	350,000	150	210
CX Lead	200,000	220,000	200,000	220,000	120	130
CX Designer	100,000	150,000	100,000	150,000	60	90

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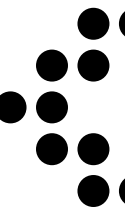


Digital

	MELBOURNE		SYDNEY		FREELANCE RATE P/H	
	Average	Higher end	Average	Higher end	Low	High
UX Lead	200,000	220,000	200,000	220,000	120	130
UX Designer Senior	100,000	150,000	100,000	150,000	60	90
UX Designer	85,000	125,000	90,000	135,000	50	85
UX Researcher Senior	110,000	135,000	110,000	150,000	70	100
UX Researcher	90,000	130,000	90,000	135,000	60	85
UI Designer Senior	110,000	120,000	120,000	140,000	70	90
UI Designer	85,000	120,000	90,000	140,000	55	95
Senior Product Designer	110,000	150,000	120,000	165,000	65	100
Product Designer	85,000	120,000	90,000	130,000	50	90
Senior Front End Developer	110,000	162,500	120,000	162,500	70	100
Front End Developer	85,000	100,000	90,000	115,000	55	80
Motion Graphics Designer	90,000	120,000	95,000	130,000	75	90
Video Producer	90,000	120,000	110,000	140,000	80	100
Video Editor	80,000	110,000	90,000	120,000	50	70
App Designer	90,000	120,000	110,000	140,000	80	100

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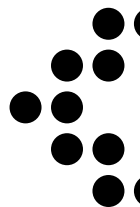


Marketing

	MELBOURNE		SYDNEY		FREELANCE RATE P/H	
	Average	Higher end	Average	Higher end	Low	High
Head of Marketing	150,000	225,000	150,000	225,000	100	150
Marketing Director	135,000	190,000	145,000	190,000	90	120
Marketing Manager	90,000	145,000	100,000	145,000	60	100
Brand Manager	90,000	145,000	90,000	145,000	65	100
Communications Manager	95,000	140,000	100,000	145,000	65	100
Campaign Manager	75,000	105,000	80,000	115,000	50	70
Digital Marketing Manager	100,000	140,000	105,000	150,000	70	100
Digital Marketing Strategist	150,000	180,000	150,000	180,000	70	110
Email Marketing Specialist	75,000	110,000	85,000	110,000	50	70
Head of Social Media	90,000	150,000	100,000	150,000	60	100
Social Media Manager	65,000	95,000	75,000	105,000	50	60
Social Media Coordinator	50,000	65,000	50,000	70,000	30	40
Community Manager	70,000	90,000	70,000	110,000	50	70
Head of Content	110,000	170,000	115,000	150,000	90	120
Content Marketing Manager	90,000	125,000	90,000	130,000	60	80
Content Producer	80,000	95,000	90,000	115,000	50	70
Senior Copywriter	90,000	120,000	100,000	130,000	60	80
Copywriter	70,000	95,000	75,000	100,000	50	60

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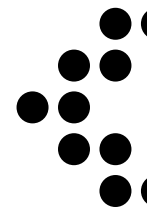


Studio and Production

	MELBOURNE		SYDNEY		FREELANCE RATE P/H	
	Average	Higher end	Average	Higher end	Low	High
General Manager	150,000	250,000	150,000	250,000	100	150
Operations Manager	150,000	250,000	150,000	250,000	100	150
Creative Services Manager	120,000	135,000	120,000	150,000	70	90
Studio Manager	95,000	125,000	95,000	135,000	60	80
Traffic Manager	75,000	110,000	85,000	120,000	50	80
Production Manager	90,000	120,000	95,000	125,000	60	80
Project Manager	80,000	110,000	80,000	110,000	50	70

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Account Service and Strategy

	MELBOURNE		SYDNEY		FREELANCE RATE P/H	
	Average	Higher end	Average	Higher end	Low	High
Client Service Director	130,000	200,000	150,000	220,000	80	130
Group Account Director	130,000	190,000	140,000	195,000	80	120
Senior Account Director	120,000	150,000	125,000	165,000	90	110
Account Director	97,000	125,000	110,000	140,000	60	90
Senior Account Manager	80,000	110,000	90,000	135,000	50	80
Account Manager	72,000	95,000	75,000	105,000	50	70
Account Executive	60,000	78,000	60,000	85,000	40	55
Head of Strategy	190,000	250,000	190,000	250,000	115	150
Senior Brand Strategist	120,000	185,000	120,000	190,000	90	120
Brand Strategist	86,000	92,000	90,000	100,000	60	70

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