



Dynamic New Alliances

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DNA Salary Analysis

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Dynamic New Alliances is a recruitment, search and career consultancy specialising in the integrated agency space. We fill vacancies in client services, planning, digital, creative, project management and creative services departments.

For more information about us and what we do, please call **020 7812 0664** or visit www.dynamicnewalliances.com.

DNA Salary Analysis

The consensus is that 2009 will be a tough year. It is worth reflecting though that in these times of media hype and doom mongering, the true nature and outcome resulting from the downturn in the money and housing markets isn't yet known.

None of us has a crystal ball so we can only speak from our own experience. What we're seeing is that for many of our clients there remains a lot of positive news out there and although it's hard to tell what effect – if any – a downturn will have on the marketing industry, most of our clients aren't feeling too many negative effects just yet.

In fact our clients continue to invest in and win new business. And whilst it's true to say that many will be making a little less money from these new business wins over the next quarter, they crucially won't be cutting costs.

Talent

In a tough market it pays to get more competitive. The quality of your people will shape how well you ride the downturn. So rather than slashing training budgets, now is the time to promote growth by investing in developing your top talent. Business coaching can provide a highly effective personal development programme that will enable your people to acquire new skills, apply themselves more productively in the workplace, tackle bigger challenges, with more confidence and achieving better results for the organisation.

If you'd like to find out more about the people development services we offer or meet our executive coaching partners then please call us on 020 7812 0664 or visit us at www.dynamicnewalliances.com/training.php.

Increasing efficiency

In conversations with clients we're being told that 2009 is going to be a year where increasing sales, market share, measurability and ROI are all going to be key. It is with this in mind therefore that we'd suggest that it'll be those agencies that can deliver a far more cohesive and joined strategy for their clients that will benefit most. Typically these will be agencies that have as part of their offering expertise across integrated digital, DM and experiential channels. In today's world it's about being able to communicate relevantly to consumers, where they consume. It's not enough to simply be able to implement in a multi-channel environment either; those who will succeed will plan across platforms and integrate at a strategic level.

Networks v Independents

Many networks are advertising how they are putting in place hiring freezes. Whilst it is true that recruitment will only be undertaken where there is specific signed off budget, it isn't true to say that networks will stop recruiting. As with any business, there is always a need for recruitment and finding the best available talent. Staff leave, new business is won and department structures evolve. The good news in this current climate, is that clients will have a greater choice of candidates to choose from. Which in turn means that candidates will need to work harder to secure their next position.

EMEA

At DNA an increasing proportion of our roles are coming through from EMEA and the so-called emerging markets. Exciting developments are happening all over these regions and certainly the agencies in EMEA who we're working with are crying out for energetic, dynamic and motivated people across the board.

If you are looking to expand into EMEA or you're looking for advice about recruiting into these regions, please give us a call on 020 7812 0664 or email us at info@dynamicnewalliances.com.



Creative Salary Survey

- A lack of good digital talent ensures freelance/full time digital creative salaries remain artificially high.
- Experienced creatives across levels are being hired into traditional agencies from the digital agencies, as the traditional agencies embrace digital more and more effectively.
- Dearth of conceptual talent within midweight to senior digital creatives.
- Strong demand for genuinely integrated creatives. Those with a 360 degree mindset, who can pull all the different strands of consumer touchpoint channels together.
- As midweights move into more senior positions or take on more responsibility, actual midweight hires are becoming more prevalent.
- Subsequent shortage of strong midweight talent.
- Freelance is becoming increasingly attractive to clients who need the resource, but can't justify the overhead.

Job Title	Salary	Salary Max	Daily Rate
Creative Direction			
Executive Creative Director	£120,000	£250,000	
Creative Director	£70,000	£120,000	£400
Deputy Creative Director	£60,000	£90,000	£350
Creative Teams / Art & Copy individuals			
Senior Art Director / Copywriter / Group Head	£50,000	£80,000	£350
Midweight Art Director / Copywriter	£36,000	£45,000	£275
Junior Art Director / Copywriter	£19,000	£28,000	£160
Integrated Design			
Design Director	£52,000	£75,000	£350
Senior Designer	£40,000	£55,000	£300
Midweight Designer	£28,000	£42,000	£250
Junior Designer	£19,000	£28,000	£175
Digital Creative & Technical			
Technical Director	£60,000	£80,000	£425
Senior Developer	£40,000	£60,000	£350
Midweight Developer	£30,000	£40,000	£300
Junior Developer	£25,000	£30,000	£200
Studio			
Studio Manager	£40,000	£65,000	£250
Senior Artworker	£30,000	£40,000	£250
Midweight Artworker	£24,000	£30,000	£200
Junior Artworker	£20,000	£24,000	£160
Retoucher / Illustrator	£30,000	£50,000	£300
Creative Services			
Creative Services Director	£50,000	£90,000	£300
Creative Services Manager	£28,000	£50,000	£225
Production Manager	£30,000	£50,000	£225
Proof Reader	£25,000	£35,000	£175
Traffic Manager	£25,000	£45,000	£200
Project Manager (Digital/Integrated)	£25,000	£45,000	£225
Graphic Design			
Designer (Senior)	£45,000	£70,000	£290
Designer (Midweight)	£33,000	£37,000	£250
Designer (Junior)	£25,000	£28,000	£180



Integrated Client Service & Planning Salary Survey

- Managing Partner positions increasingly taking over from Client Services Director.
- Investment in new business is key for agencies over the coming quarters, but there is a lack of strong midweight and senior New Business personnel.
- Increasing demand for planning within the integrated sector.
- Planning departments within integrated agencies continue to include planners with a wide variety of specialist backgrounds, including clientside, brand & insight, data, consultancy, advertising and retail.
- Increasing demand for candidates with digital comms and strategic planning experience.
- A growing trend is that talent is moving out of ATL into more integrated and digital environments.
- Agencies are increasingly offering flexible working arrangements through flexi days, remote working etc.
- Agencies must continue to invest in grass root junior and graduate talent if the industry is to avoid a shortage of midweight and senior talent in the future.

Job Title	Salary	Salary Max	Daily Rate
Board Positions			
Chief Executive Officer	£130,000	£200,000	
Group Managing Director	£110,000	£150,000	
Managing Director	£95,000	£130,000	
Deputy Managing Director	£85,000	£90,000	
Board Director	£70,000	£85,000	£350-£500
Client Services Director / Managing Partner	£78,000	£95,000	£350-£500
Client Service			
Group/Board Account Director	£55,000	£75,000	£260
Senior Account Director	£52,000	£60,000	£220-£250
Account Director	£45,000	£48,000	£200-£250
Junior Account Director	£39,000	£42,000	£190-£200
Senior Account Manager	£34,000	£37,000	£180-£190
Account Manager	£32,000	£35,000	
Planning			
Non-Executive Planner	£100,000	£120,000	£1,000
Head of Planning	£75,000	£100,000	£400-£750
Senior Planner	£60,000	£80,000	£250-£350
Business Development			
Business Development Director	£75,000	£95,000	
New Business Director	£60,000	£80,000	
Operations			
HR Director	£60,000	£85,000	£350-£450
FD Director	£75,000	£85,000	



Digital Client Service & Planning Salary Survey

- Demand continues to outstrip supply across all client service and project management positions.
- Increasingly digital agencies can take the pick of the best talent from the traditional agencies, as they try to plug skills gaps that are driven by frustration at the slower pace of change within traditional agencies.
- Salaries within the digital space continue to increase - it's the one area where there is a dearth of good, available and experienced talent.
- As testament to the importance of digital going forward, more and more traditional agencies are hiring specific digital heads in client service and project management.
- Digital agencies are attracting more and more pure play DM and integrated talent into their fold.
- Continuing lack of strategic client services talent at the senior level.
- Significant amount of movement in client services, driven by business growth across digital market combined with an almost universal lack of effective retention strategies.
- Significant movement of talent from ATL and integrated to digital agencies to plug their strategic gaps.

Job Title	Salary	Salary Max	Daily Rate
Board Positions			
Managing Director	£100,000	£140,000	
Head of Digital	£75,000	£100,000	
Client Services Director	£80,000	£90,000	£450
Business Director	£80,000	£85,000	£370
Client Service Positions			
Group Account Director	£65,000	£80,000	£350
Senior Account Director	£55,000	£65,000	£300
Account Director	£48,000	£60,000	£250
Senior Account Manager	£36,000	£45,000	£180
Digital Project Management			
Head of Project Management	£72,000	£85,000	£650
Project Director	£55,000	£65,000	£350
Senior Project Manager	£42,000	£50,000	£320
Project Manager	£35,000	£40,000	£220
Digital Planning			
Head of Planning	£90,000	£120,000	£500-£800
Planning Director	£78,000	£90,000	£450-£600
Senior Strategist	£65,000	£70,000	£370
Planner	£50,000	£50,000	£300