



ALL ACCESS



**MOOLAH
PALOOZA**



2015 SALARY GUIDE



tcg® THE
CREATIVE
GROUP
Recruiting for Interactive,
Design & Marketing Talent
A Robert Half Company



THE LINEUP

Moolah Palooza: Your Source for Creative Industry Salary Information	2
Behind the Scenes: About the Guide	3
Hot Tickets: 5 Trends Heating Up Hiring	4
Cool Gigs: 9 In-Demand Creative Jobs	6
Rock Star Qualities: Characteristics to Look for in Job Candidates	9
The Main Stage: Starting Salaries	
Design & Production	10
Interactive Design & Production	11
Content Development & Management	11
Advertising & Marketing	12
Public Relations	13
Road Trip: Adjusting Salaries for U.S. Cities	14
The Main Stage: Starting Salaries in Toronto	16
Sound Advice: 5 Reasons You Should Avoid Making a Counteroffer	20
Jam Session: Mixing Full-Timers and Freelancers Through Flexible Staffing	22
TCG: Your Agent for Creative Talent	23
Office Locations	25

Moolah Palooza

Your Source for Creative Industry Salary Information

The *2015 Salary Guide* marks the 15th year The Creative Group (TCG) has published data on starting compensation levels in the creative and marketing fields. In that time, we've become the authority on the subject — and we're happy to share our insights and expertise with you.

This year's *Salary Guide* takes you on a rockin' road trip to Moolah Palooza, the place to be for creative professionals in North America. Our goal is to give you an exclusive, all-access look at the latest salary and employment trends so you can make the smartest, most informed staffing and management decisions for your business.

We invite you to contact us at creativegroup.com for help with any of your creative staffing needs.

Now, grab your backstage pass, and let's go!

ADDITIONAL RESOURCES

Visit our Salary Center at
creativegroup.com/salary-center
for more information,
including our Salary Calculator.

Catch up on the latest industry news
and hiring trends in the creative
and marketing fields on the TCG Blog
at blog.creativegroup.com.

Behind the Scenes

About the Guide

The Creative Group 2015 Salary Guide is the most comprehensive and authoritative resource on starting compensation and hiring trends in the creative and marketing fields. The guide includes more than 125 interactive, design, marketing, advertising and public relations positions. You'll also find hiring tips and best practices you can immediately incorporate into your [recruitment and staffing efforts](#).

The salary figures in the guide are based on a variety of sources, most notably the thousands of full-time, temporary and project placements that our staffing and recruiting professionals make each year. We interact with hiring managers and job seekers daily, which gives us unique real-world insight into the most current compensation and employment trends.

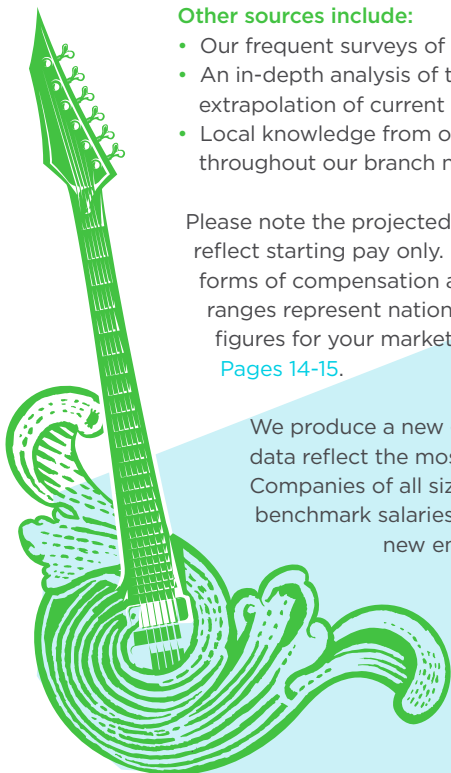
Other sources include:

- Our frequent surveys of advertising and marketing executives
- An in-depth analysis of the hiring environment and an extrapolation of current trends into 2015
- Local knowledge from our staffing and recruiting teams throughout our branch network

Please note the projected salary ranges for each position reflect starting pay only. Bonuses, incentives and other forms of compensation are not taken into account. The ranges represent national averages. You can adjust these figures for your market by using the local variances on [Pages 14-15](#).

We produce a new guide every year to ensure our data reflect the most recent employment trends. Companies of all sizes use our information to benchmark salaries, set compensation levels for new employees and plan budgets.

Information from the *Salary Guide* is so highly regarded that the U.S. Department of Labor's Bureau of Labor Statistics has used it when compiling the *Occupational Outlook Handbook*.



Hot Tickets

5 Trends Heating Up Hiring

Trends come and go in music and entertainment — the same holds true in the business world. Before you make your next hire or map out big-picture staffing plans, consider these five trends that are playing out in the creative industry.

- 1. Talent is harder to come by.** Hiring managers report that demand for top creative talent is outstripping supply in some cases. Candidates with strong portfolios and the right mix of technical and soft skills frequently field multiple job offers. Companies are discovering they have to move quickly to ensure they don't lose promising applicants to competitors. In addition to recruitment concerns, **retention** also is becoming more of a priority.
- 2. Digital is still in the spotlight.** Growth in the digital space, particularly mobile, is a trend that's only gathering more steam. Many companies seek creatives with interactive expertise who can help build responsive websites and apps and develop or fine-tune digital strategies. Federal regulations related to the Affordable Care Act and Section 508 compliance (which requires federal agencies to make their electronic and information technology accessible to people with disabilities), for example, are also leading many companies to revamp their web presences.



FAST FACT

Percentage of advertising and marketing executives who said candidates at least sometimes try to negotiate salary when presented with a job offer.

Source: The Creative Group survey of 400 advertising and marketing executives in the United States

- 3. There's more moolah for marketing.** Greater optimism about the overall business landscape has led to bigger marketing budgets. With more money available for new projects, particularly digital marketing initiatives, both full-time job seekers and freelancers in this space are finding career opportunities. In particular, employers seek midlevel professionals with three to five years of experience.

4. Employers are offering VIP perks. Salaries are on the rise, and bonuses are back. Perks that promote work-life balance, such as [telecommuting options](#), are becoming more mainstream. A startup-like culture (flexible schedules, casual attire, catered lunches, extra time off, etc.) has emerged in some markets as a way to make work environments more enticing.

**FAST FACT**

Percentage of advertising and marketing executives who said the number of creative staff working remotely today is higher than it was three years ago.

Source: The Creative Group survey of 400 advertising and marketing executives in the United States

5. Indie creatives are in demand. Agencies and in-house departments alike are bringing in freelancers to help manage workloads and access specialized skills that don't exist internally. In many cases, they are extending full-time offers to consultants who have proved successful in their roles.

Advertising and marketing professionals were asked, "**Besides salary and bonuses, which one of the following elements do job candidates most often try to negotiate?**" Top responses included:

36%

Additional
vacation
time

26%

Flextime or
flexible
scheduling

15%

Remote work or
telecommuting
options

Source: The Creative Group survey of 400 advertising and marketing executives in the United States

9 In-Demand Creative Jobs

Wondering who the headlining acts are this year? Here are nine creative professionals that hiring managers are clamoring for:

- 1. Account manager** • Manages client relationships within an agency and helps develop public relations (PR) strategies. May supervise multiple teams of account executives and coordinators. Requires excellent communication, project management, customer service, organizational and leadership skills.
- 2. Content strategist** • Develops content strategy based on a company's or client's business objectives and customer or end user needs. Also responsible for overseeing content requirements and creating content strategy deliverables (including content audits, gap analyses, taxonomies, metadata frameworks, style guides, content migration plans and editorial calendars) across a project life cycle.
- 3. Digital marketing strategist** • Develops website user experience (UX) strategies, including information design, online content strategy and lead-generation tactics. Manages website usability testing across all phases of site development. Distills research and analytical findings, explains the strategic/tactical marketing implications, reports website performance analytics, and provides ROI modeling. Requires strong communication skills to keep senior management fully informed of campaign activity, challenges and opportunities.
- 4. Front-end web developer** • Develops web- and mobile-based applications and works on website maintenance and enhancements. Other duties include writing web pages in a combination of languages and assisting in the coding and testing of technical solutions. Must be proficient in web technologies, including user interface design, CSS, HTML, HTML5, JavaScript and jQuery. Experience with content management systems, such as WordPress and Drupal, is often preferred.
- 5. Graphic designer** • Develops or acquires images used in a variety of creative projects (ads, brochures, corporate identity, packaging, presentations, promotional displays, signage, websites, etc.) and oversees the design, layout and formatting of these materials. Must possess a strong sense of concept development, in addition to communication, collaboration, research, problem-solving and presentation skills. Proficiency in Adobe Creative Suite is typically required. Web design skills are a plus.

6. Social media manager • Implements an organization's social media strategy, developing brand awareness, generating inbound traffic and encouraging product adoption. Reports on the progress of applying various social media tactics using a variety of digital analytics and media tracking tools. Also coordinates activities with internal marketing and PR teams to support their respective missions, ensuring consistency in voice and cultivating an engaged social media community. Strong project management and organizational skills and deep knowledge of social media platforms are required.



- 7. User experience (UX) specialist** • Responsible for creating satisfying or compelling experiences for users of a product, often drawing on results from user research and workflow analysis. Areas of focus may include content, controls, visual design, packaging, customer/technical support, branding and other aspects of user experience. May be responsible for producing tools such as personas, usage scenarios, site maps, taxonomies and wireframes. May conduct usability testing on prototypes or finished products to assess the quality of a user experience. Must have an expert understanding of graphic design and web technologies.
- 8. Web content writer** • Writes clear and compelling website content, including articles, product descriptions, online advertisements, promotional copy, e-newsletters, blog posts and podcast scripts. Edits and repurposes existing print copy for the Web, and plans and crafts email marketing campaigns. Requires strong writing and editing skills. HTML and search engine optimization skills are a plus.
- 9. Web designer** • Designs Internet and intranet sites that accurately reflect an organization's goals, objectives and identity. Creates the concepts, artwork and layout for sites and other online projects based on creative briefs and client meetings. Uses web and design software such as Adobe Creative Suite applications. Should be familiar with web protocols such as CSS, HTML, JSP and XML. Understanding of web design issues, including browser usability and cross-platform compatibility, is necessary. Requires strong design and troubleshooting skills, as well as an eye for detail. Responsive design skills are a plus.

For a complete list of job descriptions for the positions we place, please visit creativegroup.com.

Rock Star Qualities

Characteristics to Look for in Job Candidates

Different companies obviously have different goals, needs and roles to fill. But in general, hiring managers are on the hunt for creative professionals with the following skills, traits and qualifications:

Experience • While there are opportunities for standout entry-level job seekers, particularly those with [strong online portfolios](#), employers are generally looking to hire creative professionals with a minimum of three years of experience.

Mobile mastery • Many companies are pouring resources into mobile. Creative professionals — whether designers, developers or marketers — with experience creating compelling content for mobile devices have the upper hand in salary negotiations.



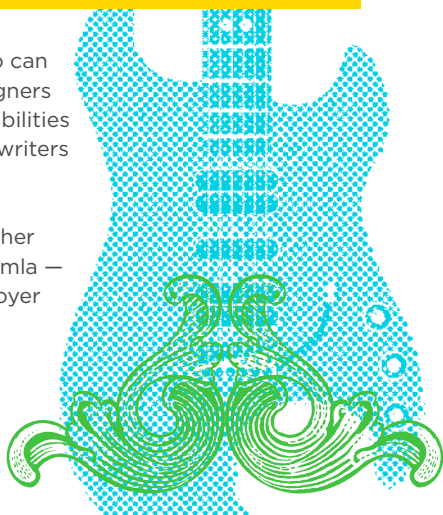
FAST FACT

Percentage of advertising and marketing executives who said the mobile Internet will have the greatest impact on their advertising and marketing strategy in the coming year.

Source: The Creative Group survey of 400 advertising and marketing executives in the United States

Versatility • Multitalented professionals who can work in hybrid roles are highly sought. Designers with proven web development and coding abilities are particularly well-positioned, as are copywriters with search engine optimization expertise.

Soft skills • Requisite technical skills — whether it's in-depth knowledge of JavaScript or Joomla — vary depending on the role. But every employer with an open creative position today needs strategic thinkers who can [sell ideas](#), communicate clearly, and collaborate effectively with a wide range of colleagues and clients.



The Main Stage

STARTING SALARIES

DESIGN & PRODUCTION

POSITION	LOW	HIGH
Creative Director (8+ years)	\$ 105,500	\$ 185,500
Creative Director (5 to 8 years)	\$ 95,500	\$ 136,000
Creative Services Manager	\$ 77,250	\$ 115,000
Art Director (5+ years)	\$ 72,750	\$ 106,000
Art Director (3 to 5 years)	\$ 63,000	\$ 82,500
Production Director (8+ years)	\$ 82,500	\$ 112,500
Production Manager	\$ 60,500	\$ 83,750
Production Coordinator	\$ 41,000	\$ 55,250
Project Manager	\$ 56,000	\$ 84,500
Studio Manager (5+ years)	\$ 73,000	\$ 103,000
Studio Manager (1 to 5 years)	\$ 58,500	\$ 81,500
Traffic Manager	\$ 51,500	\$ 73,750
Traffic Coordinator	\$ 39,000	\$ 56,000
Technical Illustrator	\$ 68,500	\$ 96,500
Medical Illustrator	\$ 65,500	\$ 88,250
Illustrator (3+ years)	\$ 54,500	\$ 78,500
Illustrator (1 to 3 years)	\$ 41,000	\$ 55,000
Graphic Designer (5+ years)	\$ 63,500	\$ 90,000
Graphic Designer (3 to 5 years)	\$ 51,500	\$ 72,000
Graphic Designer (1 to 3 years)	\$ 38,750	\$ 56,500
Package Designer	\$ 59,250	\$ 89,750
Package Production Artist	\$ 46,750	\$ 65,250
Layout Designer	\$ 46,500	\$ 64,500
Litigation Graphics Specialist	\$ 58,250	\$ 87,000
Infographics Designer	\$ 55,750	\$ 78,000
3D Animator	\$ 61,500	\$ 89,500
3D Modeler	\$ 60,000	\$ 85,250
Studio Artist (3+ years)	\$ 51,000	\$ 71,500
Studio Artist (1 to 3 years)	\$ 38,500	\$ 56,000
Multimedia Designer	\$ 57,500	\$ 86,250
Presentation Specialist (3+ years)	\$ 55,500	\$ 81,000
Presentation Specialist (1 to 3 years)	\$ 44,500	\$ 57,500
Production Artist (3+ years)	\$ 48,250	\$ 66,000
Production Artist (1 to 3 years)	\$ 36,250	\$ 50,500

THE MAIN STAGE

INTERACTIVE DESIGN & PRODUCTION

POSITION	LOW	HIGH
Interactive Creative Director	\$ 100,500	\$ 180,250
Interactive Art Director	\$ 84,000	\$ 125,000
Interaction Designer (5+ years)	\$ 80,500	\$ 114,500
Interaction Designer (1 to 5 years)	\$ 54,500	\$ 85,000
Responsive Designer	\$ 70,250	\$ 101,750
Digital Designer	\$ 63,000	\$ 89,000
Information Architect	\$ 85,000	\$ 130,000
User Experience (UX) Director	\$ 110,500	\$ 178,000
User Experience (UX) Designer	\$ 80,500	\$ 126,500
User Experience (UX) Specialist	\$ 82,500	\$ 124,250
User Interface (UI) Developer	\$ 83,500	\$ 123,750
Web Designer (5+ years)	\$ 80,000	\$ 112,500
Web Designer (1 to 5 years)	\$ 54,000	\$ 84,000
Email Marketing Designer	\$ 52,750	\$ 75,000
Flash Designer/Developer	\$ 62,250	\$ 92,000
HTML Developer	\$ 60,250	\$ 85,500
Front-End Web Developer (3+ years)	\$ 63,750	\$ 100,000
Front-End Web Developer (1 to 3 years)	\$ 50,750	\$ 72,000
Interactive Producer	\$ 72,750	\$ 103,000
Web Production Artist	\$ 50,000	\$ 68,000
Motion Designer	\$ 66,000	\$ 98,000
Video Producer	\$ 63,250	\$ 89,500
Video Editor	\$ 56,000	\$ 82,000
Mobile Designer	\$ 71,000	\$ 109,500
Mobile Developer	\$ 89,000	\$ 130,000

CONTENT DEVELOPMENT & MANAGEMENT

POSITION	LOW	HIGH
Copywriter (5+ years)	\$ 76,500	\$ 108,000
Copywriter (3 to 5 years)	\$ 58,750	\$ 77,500
Copywriter (1 to 3 years)	\$ 42,500	\$ 58,000
Medical Writer (5+ years)	\$ 85,500	\$ 119,250
Medical Writer (3 to 5 years)	\$ 68,500	\$ 93,500
Curriculum Developer/Writer	\$ 70,000	\$ 98,750
Instructional Systems Designer	\$ 72,500	\$ 111,000
Proposal Writer	\$ 63,000	\$ 87,750
Web Content Writer (5+ years)	\$ 64,500	\$ 95,000
Web Content Writer (1 to 5 years)	\$ 46,750	\$ 70,000

THE MAIN STAGE

CONTENT DEVELOPMENT & MANAGEMENT (Continued)

POSITION	LOW	HIGH
Blogger	\$ 43,000	\$ 65,250
Copy Editor (3+ years)	\$ 54,000	\$ 74,500
Copy Editor (1 to 3 years)	\$ 39,500	\$ 54,250
Proofreader	\$ 37,500	\$ 55,250
Content Manager	\$ 64,250	\$ 86,500
Content Strategist	\$ 72,500	\$ 100,000

ADVERTISING & MARKETING

POSITION	LOW	HIGH
AGENCY		
President	\$140,000	\$ 214,750
Vice President	\$128,000	\$ 190,500
Business Development Director	\$ 96,500	\$ 161,250
Creative Director	\$108,500	\$ 170,000
Account Director	\$ 94,000	\$ 126,250
Account Supervisor	\$ 77,250	\$ 102,000
Account Manager (5+ years)	\$ 64,750	\$ 90,750
Account Executive (3+ years)	\$ 52,250	\$ 72,500
Account Coordinator (1 to 3 years)	\$ 37,500	\$ 53,500
Account Planner/Strategist	\$ 43,000	\$ 65,500
Social Media Account Manager	\$ 54,500	\$ 75,250

CORPORATE

Chief Marketing Officer	\$ 140,500	\$ 220,750
Vice President of Marketing	\$120,000	\$ 214,000
Marketing Director	\$ 94,250	\$ 143,000
MarCom Manager (5+ years)	\$ 74,250	\$ 104,500
MarCom Manager (3 to 5 years)	\$ 60,000	\$ 82,000
MarCom Coordinator (1 to 3 years)	\$ 41,750	\$ 59,250

AGENCY OR CORPORATE

Media Director	\$ 85,750	\$ 122,250
Media Planner	\$ 59,750	\$ 84,000
Media Buyer (3+ years)	\$ 55,000	\$ 81,250
Media Buyer (1 to 3 years)	\$ 43,750	\$ 59,000
Market Researcher (3+ years)	\$ 66,750	\$ 86,750
Market Researcher (1 to 3 years)	\$ 46,500	\$ 62,250
Brand/Product Manager (5+ years)	\$ 84,500	\$ 112,500

THE MAIN STAGE

ADVERTISING & MARKETING (Continued)

POSITION	LOW	HIGH
AGENCY OR CORPORATE (Continued)		
Brand/Product Manager (1 to 5 years)	\$ 63,000	\$ 90,000
User Experience (UX) Analyst	\$ 74,750	\$ 102,500
Event/Trade Show Manager	\$ 55,000	\$ 81,000
Event/Trade Show Coordinator	\$ 41,500	\$ 57,000
Digital Marketing Strategist	\$ 90,000	\$ 135,250
Interactive Marketing Manager	\$ 86,500	\$ 127,000
E-Commerce Marketing Manager	\$ 84,250	\$ 116,250
Email Marketing Manager	\$ 68,000	\$ 93,500
Mobile Marketing Manager	\$ 85,250	\$ 118,000
Marketing Analytics Specialist (3+ years)	\$ 72,750	\$ 96,000
Marketing Analytics Specialist (1 to 3 years)	\$ 57,000	\$ 74,500
Web Analytics Specialist (3+ years)	\$ 80,000	\$ 106,250
Web Analytics Specialist (1 to 3 years)	\$ 72,500	\$ 99,750
SEO/SEM Specialist (3+ years)	\$ 72,500	\$ 97,750
SEO/SEM Specialist (1 to 3 years)	\$ 52,000	\$ 68,250
Digital Project Manager	\$ 73,500	\$ 112,500
Digital Traffic Manager	\$ 57,500	\$ 82,500
Digital Community Manager	\$ 62,250	\$ 73,000
Social Media Manager	\$ 67,000	\$ 93,000
Social Media Specialist	\$ 53,500	\$ 75,500

PUBLIC RELATIONS

POSITION	LOW	HIGH
AGENCY		
Vice President/Group Director	\$ 122,000	\$ 210,750
Account Manager/Supervisor	\$ 80,750	\$ 116,000
Senior Account Executive (5+ years)	\$ 72,000	\$ 102,000
Account Executive (3 to 5 years)	\$ 56,000	\$ 74,000
Account Coordinator (1 to 3 years)	\$ 38,500	\$ 57,500
CORPORATE		
Vice President of Public Relations	\$ 121,500	\$ 210,000
Public Relations Director	\$ 97,000	\$ 136,000
Public Relations Manager	\$ 78,000	\$ 99,500
Public Relations Specialist (5+ years)	\$ 65,000	\$ 91,750
Public Relations/Communications Specialist (1 to 5 years)	\$ 43,750	\$ 66,000

Road Trip

Adjusting Salaries for U.S. Cities

The starting salary ranges provided on the previous pages reflect the national averages for each position. To determine the estimated salary range for a position in your area, use the local variance numbers below. Move the decimal point in the variance number two places to the left, and then multiply this figure by the low and high ends of the salary range.

ALABAMA

Birmingham.....	95.0
Huntsville.....	93.0
Mobile.....	86.0

ARIZONA

Phoenix.....	108.0
Tucson.....	102.0

ARKANSAS

Fayetteville.....	95.0
Little Rock.....	95.0

CALIFORNIA

Fresno.....	90.0
Irvine.....	124.5
Los Angeles.....	127.0
Oakland.....	127.0
Ontario.....	115.0
Sacramento.....	101.5
San Diego.....	118.5
San Francisco.....	138.0
San Jose.....	135.0
Santa Barbara.....	125.0
Santa Rosa.....	118.1
Stockton.....	85.0

COLORADO

Boulder.....	115.3
Colorado Springs.....	90.5
Denver.....	103.7
Fort Collins.....	94.1
Greeley.....	84.6
Loveland.....	91.4

Pueblo.....	78.0
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CONNECTICUT

Hartford.....	116.5
New Haven.....	112.0
Stamford.....	131.0

DELAWARE

Wilmington.....	105.0
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DISTRICT OF COLUMBIA

Washington.....	132.0
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FLORIDA

Fort Myers.....	89.0
Jacksonville.....	94.5
Melbourne.....	89.5
Miami/	
Fort Lauderdale.....	107.0
Orlando.....	99.0
St. Petersburg.....	95.5
Tampa.....	97.0
West Palm Beach.....	100.0

GEORGIA

Atlanta.....	105.0
Macon.....	84.0
Savannah.....	84.0

HAWAII

Honolulu.....	94.0
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IDAHO

Boise.....	86.1
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ILLINOIS

Chicago.....	123.0
Naperville.....	112.0
Rockford.....	80.0
Springfield.....	91.0

INDIANA

Fort Wayne.....	81.0
Indianapolis.....	94.0

IOWA

Cedar Rapids.....	93.0
Davenport.....	93.0
Des Moines.....	100.0
Sioux City.....	82.0
Waterloo/	
Cedar Falls.....	85.0

KANSAS

Kansas City.....	97.0
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KENTUCKY

Lexington.....	90.5
Louisville.....	92.0

LOUISIANA

Baton Rouge.....	99.0
New Orleans.....	99.0

MAINE

Portland.....	95.0
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MARYLAND

Baltimore.....	103.0
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MASSACHUSETTS

Boston 133.0
 Springfield.....104.0

MICHIGAN

Ann Arbor100.5
 Detroit100.0
 Grand Rapids85.5
 Lansing..... 84.0

MINNESOTA

Bloomington105.5
 Duluth.....79.6
 Minneapolis.....106.0
 Rochester100.5
 St. Cloud82.0
 St. Paul102.0

MISSOURI

Kansas City99.2
 St. Joseph.....91.0
 St. Louis100.3

NEBRASKA

Lincoln85.0
 Omaha96.0

NEVADA

Las Vegas93.8
 Reno95.0

NEW HAMPSHIRE

Manchester/
 Nashua..... 112.0

NEW JERSEY

Mount Laurel..... 115.0
 Paramus130.0
 Princeton125.0
 Woodbridge126.5

NEW MEXICO

Albuquerque90.5

NEW YORK

Albany 97.0
 Buffalo95.0
 Long Island120.0
 New York139.0
 Rochester91.7
 Syracuse 90.3

NORTH CAROLINA

Charlotte.....101.5
 Greensboro.....100.0
 Raleigh104.0

OHIO

Akron89.0
 Canton82.0
 Cincinnati 97.5
 Cleveland.....95.5
 Columbus96.5
 Dayton 87.0
 Toledo..... 84.5
 Youngstown.....76.0

OKLAHOMA

Oklahoma City.....91.7
 Tulsa92.0

OREGON

Portland106.5

PENNSYLVANIA

Harrisburg95.0
 Philadelphia.....115.0
 Pittsburgh96.2

RHODE ISLAND

Providence..... 97.0

SOUTH CAROLINA

Charleston.....93.0
 Columbia93.5
 Greenville91.5

TENNESSEE

Chattanooga89.0
 Cool Springs.....99.0
 Knoxville88.0
 Memphis95.0
 Nashville98.5

TEXAS

Austin.....106.0
 Dallas107.5
 El Paso.....70.0
 Fort Worth.....107.0
 Houston.....107.5
 Midland/Odessa.....115.0
 San Antonio.....98.0

UTAH

Salt Lake City101.0

VIRGINIA

Norfolk/
 Hampton Roads..... 94.5
 Richmond.....98.0
 Tysons Corner.....132.0

WASHINGTON

Seattle118.9
 Spokane.....82.0

WISCONSIN

Appleton.....85.0
 Green Bay.....86.5
 Madison.....97.5
 Milwaukee.....100.5
 Waukesha.....98.5

The Main Stage

STARTING SALARIES IN TORONTO

DESIGN & PRODUCTION

POSITION	LOW	HIGH
Creative Director (8+ years)	\$ 96,500	\$ 215,000
Creative Director (5 to 8 years)	\$ 88,000	\$ 160,000
Creative Services Director	\$ 81,750	\$ 100,000
Creative Services Manager	\$ 57,500	\$ 78,000
Art Director (5+ years)	\$ 73,000	\$ 105,500
Art Director (3 to 5 years)	\$ 64,000	\$ 78,500
Production Director (8+ years)	\$ 89,250	\$ 115,500
Production Manager	\$ 68,250	\$ 98,000
Production Coordinator	\$ 45,000	\$ 65,000
Project Manager	\$ 52,000	\$ 85,500
Studio Manager (5+ years)	\$ 65,250	\$ 89,000
Studio Manager (1 to 5 years)	\$ 55,000	\$ 74,500
Traffic Manager	\$ 52,500	\$ 77,000
Traffic Coordinator	\$ 45,000	\$ 58,500
Technical Illustrator	\$ 57,750	\$ 85,500
Medical Illustrator	\$ 63,000	\$ 95,500
Illustrator (3+ years)	\$ 56,500	\$ 89,500
Illustrator (1 to 3 years)	\$ 47,250	\$ 67,500
Graphic Designer (5+ years)	\$ 72,000	\$ 92,500
Graphic Designer (3 to 5 years)	\$ 57,750	\$ 75,000
Graphic Designer (1 to 3 years)	\$ 45,000	\$ 60,750
Package Designer	\$ 68,250	\$ 110,000
Package Production Artist (3+ years)	\$ 62,000	\$ 86,500
Package Production Artist (1 to 3 years)	\$ 50,000	\$ 68,500
Layout Designer	\$ 55,000	\$ 72,000
3D Animator	\$ 66,500	\$ 95,500
3D Modeler	\$ 66,500	\$ 94,500
Studio Artist (3+ years)	\$ 47,250	\$ 56,500
Studio Artist (1 to 3 years)	\$ 38,250	\$ 46,500
Multimedia Designer	\$ 55,000	\$ 82,500
Prepress Specialist (3+ years)	\$ 57,750	\$ 82,000
Prepress Specialist (1 to 3 years)	\$ 46,500	\$ 57,750
Presentation Specialist (3+ years)	\$ 66,500	\$ 95,000
Presentation Specialist (1 to 3 years)	\$ 52,500	\$ 66,500
Production Artist (3+ years)	\$ 53,500	\$ 74,500
Production Artist (1 to 3 years)	\$ 38,500	\$ 53,500

Note: All salaries listed on this and the following pages are in Canadian dollars.
For job descriptions, please visit creativegroup.com.

THE MAIN STAGE

INTERACTIVE DESIGN & PRODUCTION

POSITION	LOW	HIGH
Interactive Creative Director	\$ 96,500	\$ 170,000
Interactive Art Director	\$ 82,500	\$ 131,250
Interaction Designer (5+ years)	\$ 79,500	\$ 110,000
Interaction Designer (1 to 5 years)	\$ 57,500	\$ 85,500
Responsive Designer	\$ 65,500	\$ 88,500
Digital Designer	\$ 65,500	\$ 92,750
Information Architect	\$ 84,000	\$ 162,500
User Experience (UX) Director	\$ 87,500	\$ 156,500
User Experience (UX) Designer	\$ 71,000	\$ 136,500
User Experience (UX) Specialist	\$ 68,500	\$ 122,000
User Interface (UI) Developer	\$ 76,500	\$ 142,000
Web Designer (5+ years)	\$ 85,500	\$ 125,500
Web Designer (1 to 5 years)	\$ 57,750	\$ 85,500
Email Marketing Designer	\$ 57,250	\$ 74,500
Flash Designer/Developer	\$ 57,750	\$ 85,000
HTML Developer	\$ 67,250	\$ 88,500
Front-End Web Developer (3+ years)	\$ 65,500	\$ 95,500
Front-End Web Developer (1 to 3 years)	\$ 50,500	\$ 79,500
Interactive Producer	\$ 57,000	\$ 82,500
Web Production Artist	\$ 55,250	\$ 70,500
Motion Designer	\$ 68,250	\$ 91,750
Video Producer	\$ 56,500	\$ 77,750
Video Editor	\$ 58,500	\$ 78,500
Mobile Designer	\$ 70,000	\$ 98,500
Mobile Developer	\$ 70,500	\$ 105,500

CONTENT DEVELOPMENT & MANAGEMENT

POSITION	LOW	HIGH
Copywriter (5+ years)	\$ 82,500	\$ 136,250
Copywriter (3 to 5 years)	\$ 62,500	\$ 85,750
Copywriter (1 to 3 years)	\$ 48,500	\$ 60,000
Instructional Systems Designer	\$ 57,500	\$ 98,000
Proposal Writer	\$ 65,000	\$ 99,750
Web Content Writer (5+ years)	\$ 88,500	\$ 120,750
Web Content Writer (1 to 5 years)	\$ 55,500	\$ 86,500
Blogger	\$ 50,250	\$ 75,000
Copy Editor (3+ years)	\$ 64,000	\$ 85,500
Copy Editor (1 to 3 years)	\$ 48,500	\$ 60,500

THE MAIN STAGE

CONTENT DEVELOPMENT & MANAGEMENT (Continued)

POSITION	LOW	HIGH
Proofreader	\$ 50,000	\$ 75,500
Content Manager	\$ 56,500	\$ 82,500
Content Strategist	\$ 69,500	\$ 89,500

ADVERTISING & MARKETING

POSITION	LOW	HIGH
AGENCY		
Account Manager (5+ years)	\$ 76,500	\$ 130,000
Account Executive (3+ years)	\$ 58,500	\$ 79,500
Account Coordinator (1 to 3 years)	\$ 47,750	\$ 60,500
Account Planner/Strategist	\$ 81,750	\$ 134,500
Social Media Strategist	\$ 68,250	\$ 112,000
Social Media Account Manager	\$ 61,250	\$ 80,500

CORPORATE

Vice President of Marketing	\$104,000	\$ 195,000
Marketing Director	\$ 86,000	\$ 175,000
MarCom Manager (5+ years)	\$ 84,500	\$100,000
MarCom Manager (3 to 5 years)	\$ 62,000	\$ 78,000
MarCom Coordinator (1 to 3 years)	\$ 42,000	\$ 60,000

AGENCY OR CORPORATE

Media Planner	\$ 60,000	\$ 108,500
Market Researcher (3+ years)	\$ 47,000	\$ 65,000
Market Researcher (1 to 3 years)	\$ 41,500	\$ 49,500
Brand/Product Manager (5+ years)	\$ 79,000	\$ 115,000
Brand/Product Manager (1 to 5 years)	\$ 53,500	\$ 75,500
User Experience (UX) Analyst	\$ 81,750	\$106,000
Event/Trade Show Manager	\$ 57,750	\$ 68,250
Event/Trade Show Coordinator	\$ 48,000	\$ 57,750
Digital Marketing Strategist	\$ 84,500	\$ 131,500
Interactive Marketing Manager	\$ 83,750	\$ 130,000
E-Commerce Marketing Manager	\$ 84,000	\$ 130,000
Email Marketing Manager	\$ 80,750	\$ 125,000
Mobile Marketing Manager	\$ 78,500	\$ 125,000
Marketing Analytics Specialist (3+ years)	\$ 78,500	\$ 112,000
Marketing Analytics Specialist (1 to 3 years)	\$ 59,500	\$ 76,500

THE MAIN STAGE

ADVERTISING & MARKETING (Continued)

POSITION	LOW	HIGH
AGENCY OR CORPORATE (Continued)		
Web Analytics Specialist (3+ years)	\$ 85,500	\$ 138,500
Web Analytics Specialist (1 to 3 years)	\$ 75,000	\$ 85,500
SEO/SEM Specialist (3+ years)	\$ 77,500	\$ 96,500
SEO/SEM Specialist (1 to 3 years)	\$ 62,000	\$ 75,500
Digital Project Manager	\$ 66,500	\$ 122,000
Digital Traffic Manager	\$ 57,500	\$ 85,500
Digital Community Manager	\$ 52,500	\$ 76,000
Social Media Specialist	\$ 50,000	\$ 75,000

PUBLIC RELATIONS

POSITION	LOW	HIGH
Public Relations Director	\$ 89,250	\$ 136,250
Public Relations Manager	\$ 73,500	\$ 93,000
Public Relations Specialist	\$ 46,500	\$ 75,000



Visit our Salary Centre at creativigroup.com/salary-centre for more information, including our Salary Calculator.

Sound Advice

5 Reasons You Should Avoid Making a Counteroffer

No performer — or manager — enjoys watching people head for the exit. But when you learn that a standout employee is considering a job with another company, take a step back before you reflexively begin preparing a counteroffer. There are many reasons to think long and hard before trying to beat or match a competing firm's compensation package.



FAST FACT

Percentage of advertising and marketing executives who said the number of counteroffers extended by their company has increased in the last six months.



FAST FACT

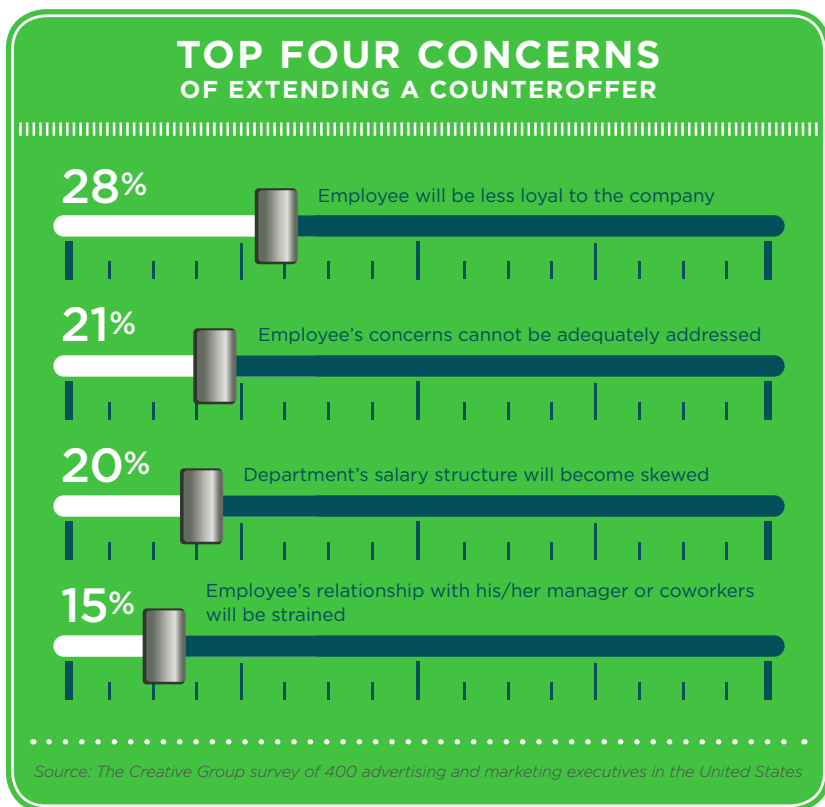
Percentage of advertising and marketing executives who said their primary motivation for issuing a counteroffer is to avoid losing an employee with hard-to-find skills.

Source: *The Creative Group survey of 400 advertising and marketing executives in the United States*

Here are five reasons to resist the temptation to counteroffer:

- 1. It's not a long-term fix.** Providing a competitive salary, **excellent benefits**, frequent recognition and clear career paths are effective employee retention strategies. Throwing out a last-ditch counteroffer, on the other hand, is often just a costly way to delay the inevitable. Many employees who accept counteroffers end up leaving their firms sooner rather than later anyway.
- 2. You set a bad precedent.** What happens when word spreads that you sweetened the pot for one employee? It's likely other team members will expect similar treatment in the future. It could even prompt some employees to explore the job market as a renegotiation tool.
- 3. Morale can suffer.** Fair or not, extending a counteroffer can lead to claims of favoritism. Tension and resentment could arise if team members become jealous of the employee you bent over backward to keep. Your staff also might interpret your actions as a sign that it takes a resignation threat — not dedication and hard work — to get your attention and, ultimately, get ahead.

- 4. It can be difficult to re-establish trust.** If a bump in salary persuades the employee to stay with your firm, your first reaction might be one of relief. But once you move beyond the initial crisis, doubts about the staff member will likely surface. In fact, 28 percent of advertising and marketing executives surveyed by TCG said they would question the loyalty of an employee who accepted a counteroffer.
- 5. The employee's performance won't likely improve.** Paying a person more won't necessarily yield better creative work. If particular employees come to believe that they are now deemed "indispensable," there's little incentive to step up their game.



Jam Session

Mixing Full-Timers and Freelancers Through Flexible Staffing

Change — and lots of it — is the only constant today. The companies most poised for success are those that remain agile in responding to an ever-evolving business environment. This is especially true when it comes to understanding which creative professionals you need to hire — and when.

A flexible staffing structure that mixes full-time employees and highly skilled freelancers enables agencies and in-house departments of all sizes to nimbly staff up or down based on workload demands. While this staffing approach has been popular for decades, more companies began embracing flexible staffing structures during the Great Recession, and the lessons they learned have been lasting ones. In fact, this cost-effective approach to managing personnel resources has become “the new normal” — a permanent part of many firms’ human resources plans.

The number of creative professionals choosing to work on a freelance basis is also rising. The result? Employers can tap the wealth of experience and knowledge these skilled workers possess without taking on the fixed costs of a full-time hire.

A FLEXIBLE STAFFING STRUCTURE WILL ENABLE YOU TO:

1. Quickly and easily adjust staffing levels, keeping overhead costs under control year-round.
2. Ease the burden on core team members who are spread too thin.
3. Access a deep talent pool of professionals who possess specialized creative or technical skills that aren't available in-house.
4. Avoid the damaging cycle of overstaffing followed by layoffs, thereby boosting the job stability and morale of your full-time employees.
5. Reduce recruiting time (and the associated costs) if you later decide there's a longer-term need for the position. If the freelancer has done great work, you'll already have a proven candidate in place who may be interested in a full-time role.



Your Agent for Creative Talent

The Creative Group (TCG), a division of [Robert Half](#), a global leader in professional staffing and consulting services, specializes in placing interactive, design and marketing professionals on a project and full-time basis. Some of the key benefits we can offer your business include:

The right people, right on time • Hiring mistakes waste time and money. Our staffing and recruiting professionals excel at making smart matches from our extensive network of experienced job candidates. We make sure they're ready from day one to help keep your business running at full speed.



Recruitment, from beginning to end • We handle all aspects of the hiring process for you: [Our staffing professionals](#) conduct face-to-face interviews, technical skills evaluations, portfolio reviews, select reference checks, soft skills assessments and salary discussions with our candidates. We evaluate their fit with your work environment so that we're making the right placement the first time.

A personal touch • Technology is no replacement for personal service. Although we are able to leverage the very latest technology tools to quickly find you the best available candidates, we also provide one-on-one service tailored to your unique hiring needs. In other words, we don't rely solely on e-solutions. We take a high-tech and high-touch approach.

Options to fit your needs • Whether you're looking for a freelancer during workload peaks, a full-time employee or a team of creative professionals to assist with a big special project, our staffing professionals can provide you with a range of options based on your criteria.

Hard-to-find talent • TCG attracts top job candidates by offering them access to the best [job opportunities](#) and [skills enhancement courses](#) to expand their career options. We also gain exposure to creative talent through [our alliances](#) with leading professional associations, organizations and media outlets, including AIGA, the American Advertising Federation, *Graphic Design USA*, *HOW* and Rhode Island School of Design.

Total web solutions • We work closely with [Robert Half Technology](#), our sister division, to help our clients staff web projects, from concept to completion.

The best reputation • We are known for providing unparalleled service. Since 1999, we have developed and refined our ability to read the job market in all kinds of economic conditions to offer our clients informed advice and highly skilled candidates.

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to see a sampling of
our hottest creative talent.

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