

2021 Salary Guide

Creative | Marketing | Digital

CellaTM





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Making Remote Work

In this guide, you'll find the numbers you need to know when staffing the creative, marketing and digital positions that are critical to your organization. It's all about *Making Remote Work* right now, and you'll see that theme reflected here in the salary guide. As experts in our field, we partner with leaders every day to strengthen how their teams operate from the inside out. In addition, our annual benchmarking reports and other surveys help give leaders the information they need to validate staffing strategies and manage their teams more effectively. For the first time ever, we're including a number of valuable insights from those publications in this year's Salary Guide. Our goal is to complement the compensation updates we're providing with even more content that can enhance your 2021 hiring process.

At Cella, we pride ourselves on getting it right: matching the right people with the right roles in the right places so you'll have the exceptional talent you need to drive results. We encourage you to take advantage of the compensation data and added content in this guide to help make the early, appropriate offers that will land those ideal candidates.

A FEW WORDS ABOUT THE NUMBERS

The salaries listed here come from both internal and external sources of compensation data. The numbers are based on national industry averages in the low-, mid- and high-level ranges. Also included are recommended salary adjustments based on geographic differentials.



HIRING TRENDS

Success at the Speed of Change

Cella surveyed in-house agencies and digital teams to get a feel for how their sudden **transition to working remotely** was – well, working out. The good news? COVID-19 weakened neither success or quality.

Quality and productivity: defying distance.

90%

proclaimed **work quality** is better or remains the same

80%

say that remote working has led to **good or better productivity**

An Impressive **92%**

of digital teams note **quality** has remained on par or improved

Expect a different take on tomorrow.

The proven success of remote working in 2020 will likely influence how organizations select talent and fill positions in the future.

- Recruiting will be less restricted by local boundaries
- Compensation will be less affected by local averages

Sources: *Cella 2020 COVID-19 Impact Report*, *Cella 2020 Digital Marketing Operations Benchmarking Survey*

Hot Jobs in Changing Times

Current work demands may lead to new hires (or different roles for existing staff). The following jobs top the list, reflecting new digital channels and remote work.

AI

Analytics

Campaign Management

Content Development

Digital Video

Digital Strategy

Dynamic Content Production

Email Development

Marketing Technology

Motion Graphics

SEO

UX and CX

Project Management

Visual Design





HIRING TRENDS

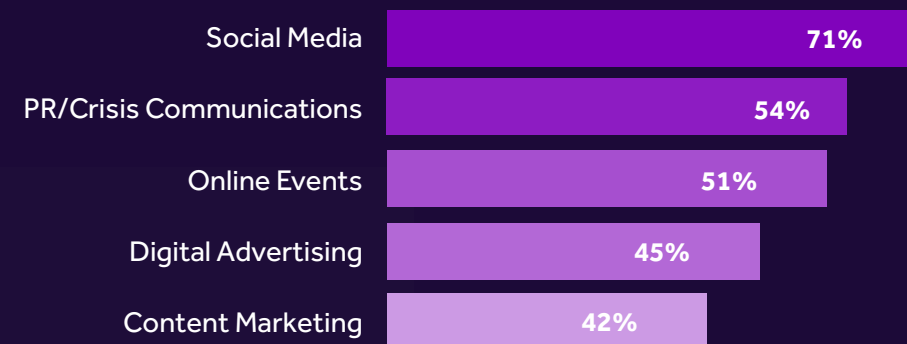
Digital Roars

Marketers are shifting more of their focus (and budgets, plans, efforts, content, personnel, etc.) in step with the digital explosion.



The Targeting

More marketing efforts are being moved to these top 5 digital channels.



70%

of digital teams report **higher work volumes** due to changes in marketing priorities

The Teams

60%

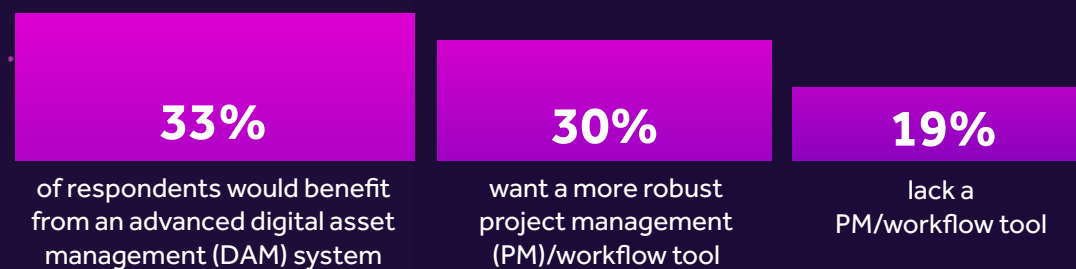
of digital teams remain the same size or larger in 2020 – while other marketing headcount declined

Almost **50%**

lack enough staff for work demands (consultants/contingent talent included)

The Tools

The shift to digital roles shines a spotlight on certain technology needs.



Sources: *Cella 2020 COVID-19 Impact Report*, *Cella 2020 Digital Marketing Operations Benchmarking Survey*



EXPERT INSIGHTS

Prepare for What's Ahead



Subscribe to our blog for more remote work insights.
cellainc.com/insights/blog

Cella's experts constantly deliver valuable guidance to help you navigate the now and oncoming. Turn to our blog for real-world tips on working remotely and strategies for 2021. Here are a few examples.

Remote Work Best Practices

For many of us who lead creative, marketing and digital teams, COVID-19 has been the most disruptive force we've ever had to manage. While companies have implemented a number of plans to help keep employees and our families safe, working remotely has been the most powerful and popular response available. Whether a team is new to remote work or experienced with an off-site working model, there are some best practices you can adopt to ensure that remote work, works!

- **Technology Tips for Remote Work:** essentials such as portable workstations with powerful graphics, accessible communication platforms, Virtual Private Network (VPN), video conferencing and chat solutions
- **Security Standards for Working Remotely:** standard best practices such as email address sharing, email encryption, acceptable passwords, etc.
- **Accessibility and Communication Requirements:** expectations for working hours and how to notify of availability
- **The Work:** clear directions on resourcing, making assignments, reviewing projects and deadline expectations
- **The Workspace:** promoting an environment with the proper elements that will be conducive to maintaining focus and concentration
- **Culture:** maintaining a sense of team that will foster loyalty, accountability and a sense of shared purpose

[Read the full blog.](#)



EXPERT INSIGHTS

Prepare for What's Ahead



Subscribe to our blog for more remote work insights.
cellainc.com/insights/blog

Remote Video Production Strategies

Video is one of the most powerful tools companies have for pushing out critical communications to employees, other businesses and customers. While the COVID-19 pandemic has severely disrupted the ability to deliver live action video, you can employ some workarounds **to keep needed content flowing** and deployed on websites, social media channels and within sales tools. The formats vary from interviews with your organization's leaders to training videos and marketing collateral. With proper planning, all can be created using your smartphone. Read more about some simple methods to **produce videos remotely** — and with confidence!

[Read the full blog.](#)

The Added Benefits of a Diverse and Inclusive Workforce

Workplace diversity now encompasses race, ethnicity, gender, sexual orientation, religious affiliation, generation, disability, personality type and even thinking style – essentially a cross section of the buying public. This is why companies achieve greater growth, profitability and value – as well as a stronger brand image – when different characteristics have representation in leadership teams and the employee base. That's not all.

Organizations that truly incorporate D&I as a business strategy and core value will continue to elevate their brand — becoming even more attractive to qualified candidates.

In a 2019 Diversity in the Workplace Job Seeker Survey, 83% of respondents indicated that an employer's commitment to diversity is a factor in deciding whether to accept an offer.¹

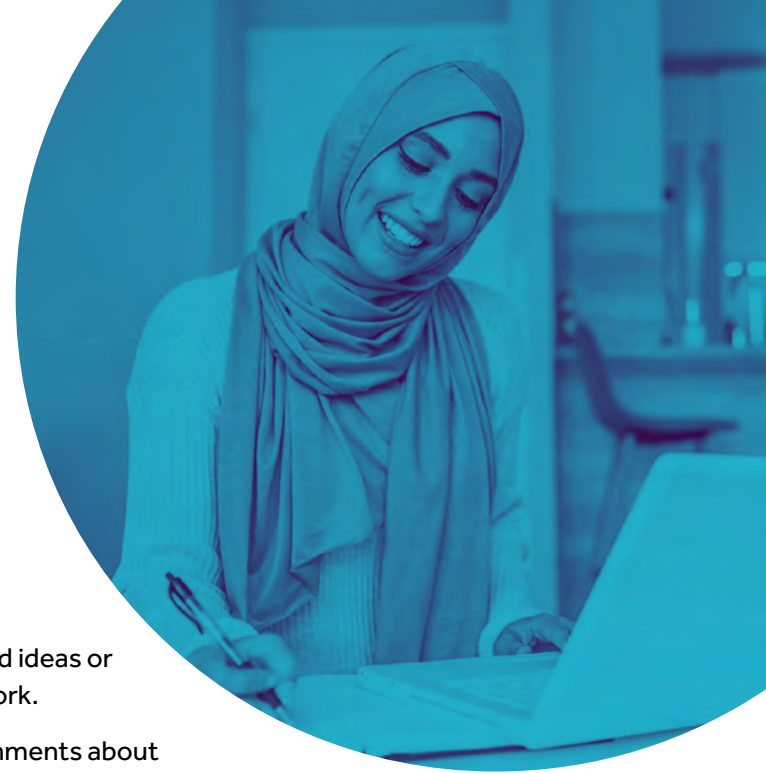
Meanwhile, research from Coqual (formerly the Center for Talent Innovation) found that employees at large companies who perceive bias are:

- 3 times as likely to plan to leave their employer within the year.
- Over 2 times as likely to have withheld ideas or solutions in the past six months at work.
- 5 times as likely to post negative comments about their company on social media.²

For these reasons and more, experts agree that D&I is emerging as one of the most powerful tools in business. Here are three suggestions for giving diversity a more prominent place in the organization:

- Gain executive buy-in and accountability for D&I programs.
- Eliminate unconscious bias – in recruitment and advancement.
- Measure the success of D&I initiatives and base future focus on the results.

Companies that do? Studies show they reap the benefits of greater brand loyalty among employees, customers and investors.



¹ yello, "Diversity in the Workplace Statistics", 2019.

² Hewlett, Rashid and Sherbin. *Disrupt Bias, Drive Value*. Rare Bird Books, 2017.

Positions and Salaries



POSITION	LOW	MID	HIGH
DESIGN	\$	\$	\$
3D Designer	47,500	54,000	87,500
Animator	48,000	64,300	94,600
Art Director	71,700	83,500	125,000
Creative Director	89,300	115,000	194,200
Digital Designer	56,500	78,000	93,300
Graphic Designer	48,800	61,000	90,000
Instructional Designer	72,000	80,000	110,800
Interactive Designer	66,000	80,000	118,000
Mobile App Designer	65,000	92,000	123,000
Motion Graphics Designer	54,800	74,600	107,000
Multimedia Designer	45,700	61,800	88,000
Package Designer	53,000	62,300	94,000
Presentation Specialist	52,450	62,000	83,500
Production Artist	48,200	59,000	79,000
Visual Designer	53,000	75,000	100,000
VP Creative Services	134,000	168,500	200,500
Web Designer	47,000	58,600	91,500
VIDEO	\$	\$	\$
Predictor	66,000	85,000	108,500
Senior Video Editor	58,000	68,000	102,600
Video Editor	38,000	64,000	98,000
Video Producer	61,000	72,000	124,000
Webcast Producer	38,000	63,000	93,000

POSITION

DIGITAL

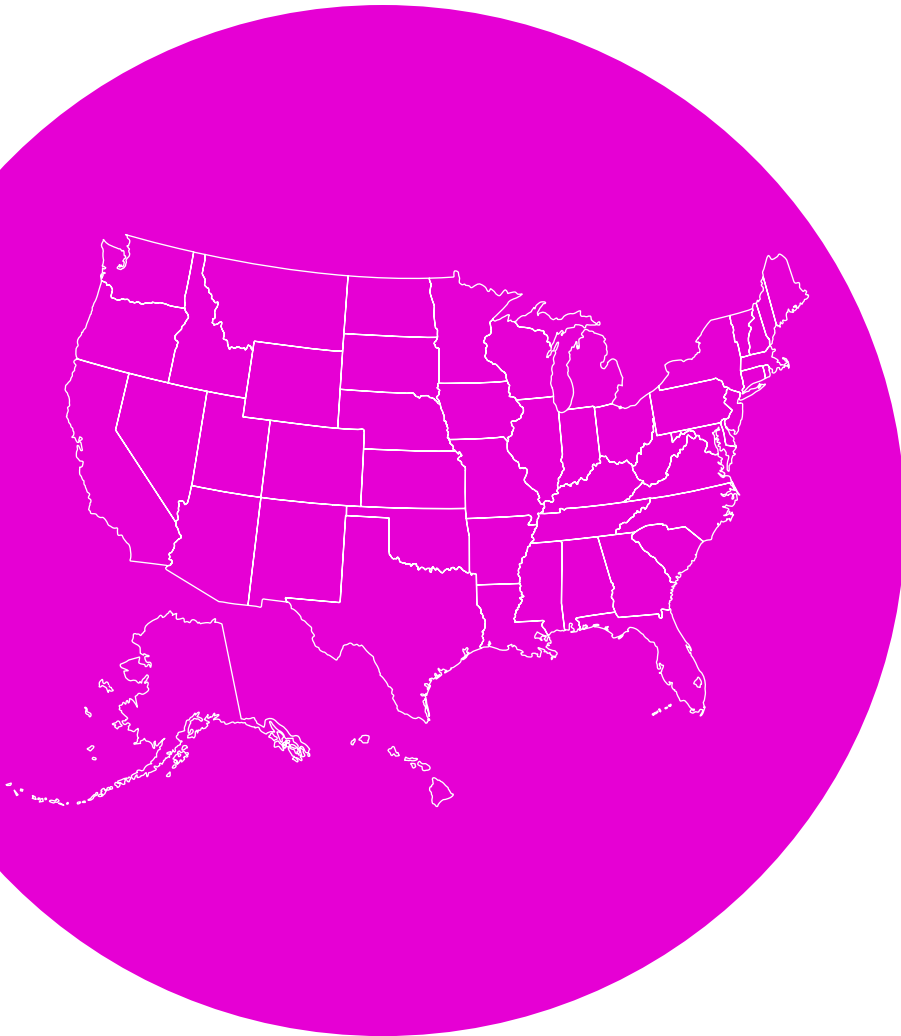
	LOW	MID	HIGH
	\$	\$	\$
CX Designer	60,000	78,500	95,000
Digital Data Analyst	52,000	65,000	92,000
Digital Marketing Manager	65,000	82,000	110,000
Director of Digital Marketing	97,000	121,000	170,000
E-Comm Marketing Manager	63,200	83,300	131,700
Email Developer	55,500	67,500	84,000
Email Marketing Manager	65,000	76,100	120,000
Front End Developer	61,000	85,600	109,600
Marketing Automation Manager	79,000	89,000	121,000
Mobile App Developer	65,524	85,000	120,000
Pay Per Click Analyst/Specialist (PPC)	76,000	90,000	110,000
SEO Analyst	58,800	67,300	97,300
SEO / SEM Specialist	50,500	64,000	109,700
Social Media Manager	53,300	66,300	100,700
UX / UI Designer	69,500	95,000	130,000
UX Architect	82,000	100,000	125,500
UX Researcher	86,900	107,500	131,000
Web Content Manager	54,000	74,600	107,800



POSITION	LOW	MID	HIGH
MARKETING	\$	\$	\$
Brand / Product Manager	73,500	105,700	151,800
Brand Marketing Manager	77,300	105,500	138,500
Chief Marketing Officer	130,800	170,600	300,000
Chief Strategy Officer	165,000	181,000	250,000
Consumer Marketing Director	70,000	100,000	150,000
Consumer Insight Analyst	54,500	81,700	98,000
Consumer Marketing Manager	56,000	76,000	103,000
CRM Manager	75,000	93,000	118,000
Customer Experience Director	68,000	105,000	154,000
Customer Experience Manager	50,000	78,500	111,500
DAM Librarian	61,000	75,000	90,000
DAM Taxonomist	60,000	72,000	88,000
Digital Asset Manager	45,000	56,900	78,000
Director of Marketing	97,600	110,000	156,800
Influencer Marketing Manager	56,300	84,000	117,300
Marcom Manager	53,500	74,100	135,500
Marketing Analytics Manager	77,250	84,500	144,000
Marketing Data Analyst	60,000	69,000	93,000
Marketing Manager	72,500	86,500	120,000
Media Buyer	57,700	62,000	99,800
Media Planner	52,300	61,000	84,500
PR / Communications Specialist	56,200	70,100	91,300
Sales Enablement Specialist	54,000	92,772	136,000
VP Marketing	107,000	160,000	225,000

POSITION	LOW	MID	HIGH
ACCOUNT / PROJECT	\$	\$	\$
Account Coordinator	41,400	49,000	65,000
Account Manager	63,700	76,500	108,800
Account Supervisor	67,600	85,500	120,000
Digital Project Manager	63,800	81,300	116,000
Director of Client Services	85,500	100,000	143,500
Project Manager	57,700	83,500	107,300
Traffic Coordinator	34,000	45,500	59,000
Traffic Manager	50,000	68,000	79,000
CONTENT	\$	\$	\$
Content Manager	63,500	70,000	105,000
Content Strategist	57,600	75,400	114,000
Copywriter	52,600	74,600	114,300
Editor	47,300	55,400	84,100
Medical Copywriter	70,000	88,000	108,000
Medical Editor	51,000	79,000	105,000
Proofreader	43,100	56,300	70,700
Technical Copywriter	54,400	63,100	96,400

Market Adjustments



AK: Little Rock	-5%	NC: Raleigh	1%
AZ: Phoenix	-2%	NJ: Edison	21%
CA: Los Angeles	22%	NJ: Princeton	25%
CA: San Diego	20%	NV: Las Vegas	2%
CA: San Francisco	34%	NY: New York City	28%
CO: Denver	6%	NY: Rochester	-7%
CT: Hartford	17%	NY: Syracuse	-10%
CT: Stamford	21%	OH: Cincinnati	-3%
DC: Washington	21%	OH: Cleveland	-3%
DE: Wilmington	5%	OH: Columbus	-2%
FL: Miami/Ft. Lauderdale	6%	OH: Toledo	-15%
FL: Orlando	-2%	OR: Portland	7%
FL: Tampa	-1%	PA: Philadelphia	8%
GA: Atlanta	1%	PA: Pittsburgh	-2%
IL: Chicago	15%	RI: Providence	2%
IN: Indianapolis	-4%	SC: Greenville	-6%
KY: Louisville	-8%	TN: Memphis	-5%
LA: New Orleans	-1%	TN: Nashville	1%
MA: Boston	22%	TX: Austin	4%
MD: Baltimore	0%	TX: Dallas	5%
MI: Detroit	-4%	TX: Houston	10%
MI: Lansing	-15%	UT: Salt Lake City	6%
MN: Minneapolis	10%	VA: Richmond	-4%
MO: Kansas City	-0.5%	WA: Seattle	17%
MO: St. Louis	0%	WI: Milwaukee	-1%
NC: Charlotte	1%		



CHECKLIST

Welcoming New Talent In Remotely

Working apart doesn't have to feel like you're working all alone, especially when you're a newcomer. Use our checklist to help make joining the team a welcoming, personal and productive experience for talent.

Virtual Onboarding Checklist

Remote or virtual onboarding can be an effective, high-touch process if managed in an organized and personal manner. Here are some best practices to help you become expert at it, at any distance.



Securing Equipment and Access

Well ahead of start date, proactively contact HR, IT, Facilities and Security to arrange the new hire's virtual (and eventually, physical) access to the company, along with email addresses and a calendar for scheduling.



Introductions

Send bios of the new staff member to the team and clients with a letter of introduction. This paves the way for holding virtual "meet and greets" with peers, managers and clients.



Orientation

Arrange for other team members to virtually meet the new employee and review the organization's standard operating procedures, workflows, org structure and client profiles with him or her.



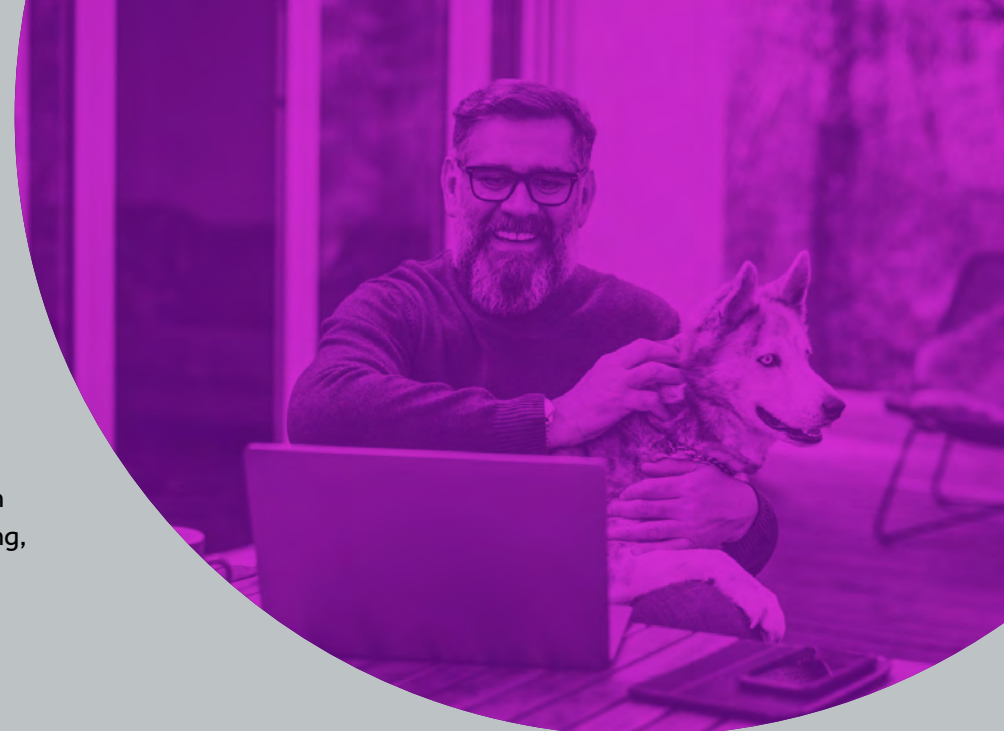
The Work

Prior to start date, identify which projects the new hire will take on. Consider complexity, timing and resourcing requirements in order to set up the new talent for success. Provide a mix of immediate training along with actual on-the-job experiences that apply the training to real-world scenarios.



Mentoring

Assign the new hire a mentor to show them the ropes. This not only helps them quickly navigate logistical issues, but also provides a sounding board if they encounter any challenges.



Putting Passion to Work™

We don't just talk great service – we passionately deliver it! Cella has earned Best of Staffing® Client and Talent Diamond Awards for excellence in the creative, marketing and digital spaces, as well as for our proposal development staffing solutions. We are the **ONLY** creative firm to win Best of Staffing® for over 10 years running. ClearlyRated's Best of Staffing® program is sponsored by CareerBuilder, Indeed and Glassdoor, and the awards are based on client and talent satisfaction ratings.



About Cella

Cella is an award-winning leader in staffing, consulting and managed solutions for creative, marketing, digital and proposal development teams. We help people build meaningful careers and partner with companies to help them win. Our secret sauce? The Cella Trifecta: we have the right people, we understand our clients and we deliver results. Success requires a partner who offers all three. Cella is a Certified Women's Business Enterprise and is included in the Staffing Industry Analysts (SIA) 2020 U.S. & Canada Diversity Staffing Firms List, marking our second year in a row.