

2022 CREATIVE | MARKETING | DIGITAL Salary Guide

The Year of the Hard-to-Find Talent

Cella[®]



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Navigating the Year of the Hard-to-Find Talent



1

Know the Hot Jobs in Hot Demand

Companies face hot competition for top candidates in these areas—and the talent shortage continues.

- Analytics
- Campaign Management
- Content Development
- Digital Video
- Digital Strategy
- Dynamic Content Production
- Email Development
- Marketing Technology
- Motion Graphics
- Project Management
- SEO
- UX and CX
- Visual Design

2

Retain the Great Talent You Have

From our recent *Talent Report*:

Half of respondents say they're **thinking of leaving** their organization behind

41% plan to leave because of:

- Lack of desired compensation
- Feeling uninspired and not challenged enough
- No career advancement opportunity
- Absence of professional development

Over **50%** resigned past jobs due to **poor leadership or toxic environments**

3

Understand What Talent Want

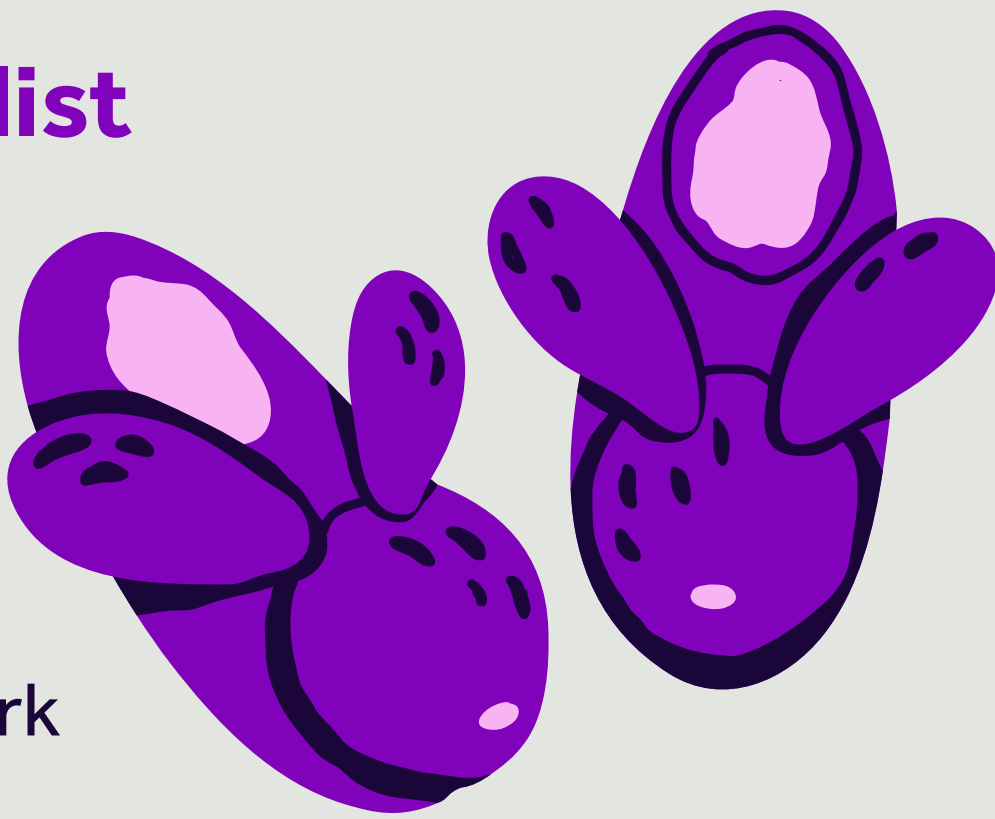
From our recent *Talent Report*:

Remote work tops the list

Over **90%** would like to work remotely **at least some** of the time

46% prefer **fully remote** work

Only **5%** of current remote workers would prefer to be in the **office full-time**



Sought-after perks, benefits

28% said their **#1 incentive** when researching a potential employer is **“flexibility to work remotely”**

Runner-up talent priorities

- Work-life balance
- Increase in compensation
- Job stability and security
- Benefits such as healthcare, dental and vision
- Career advancement opportunities
- Professional development opportunities

When it comes to interviewing, over 50% of talent said they'd like the number of interviews to be capped at three or fewer.

4

Grab Job Seekers' Attention

Weekly search time

About **60%** of talent spend just **1-3 hours per week** job searching

What's in it for me?

>70% of talent look for jobs offering:

- Work-life balance
- Flexibility to work remotely
- Increase in compensation
- Job stability and security

Positive DEI policy factors heavily

62% of talent responded that a positive Diversity, Equity and Inclusion policy is a **very important or important** consideration in their decision to apply for or accept a position

Trusted resources

 **Glassdoor** for company reviews

 **LinkedIn** for job searching

Potential employers need to create standout job descriptions that will grab attention fast.

5

Keep Your Eye On . . .

 **Digital** where work and talent demands are **still skyrocketing**

 **Video** expertise that more businesses than ever are **moving in house**

 **Growth Marketing** which requires **specialists to quickly innovate and execute**

THE YEAR OF THE HARD-TO-FIND TALENT

As we release this salary guide for 2022, a record 9 million open positions exist in the U. S.—at the same time there’s also higher unemployment. It’s a contradiction that touches both employers and talent. Many companies have growing volumes of work, but can’t find qualified people to do it. As for retaining current talent, in Cella’s *2021 Talent Report for Creative, Marketing and Digital Professionals*, close to half of those surveyed say they’re thinking of leaving their organization behind. As experts in our field, we partner with leaders daily to strengthen how their teams operate and succeed 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.

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—and retain—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 recruits.

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

2022 Salary Guide | Hiring Trends

Hot Jobs in Hot Demand

This year's Hot Jobs list continues to reflect the demand for digital and remote working. Employers will face considerable competition for top candidates as the talent shortage remains one of the top risks for many organizations.

Analytics
Campaign Management
Content Development
Digital Video
Digital Strategy
Dynamic Content Production
Email Development
Marketing Technology
Motion Graphics
Project Management
SEO
UX and CX
Visual Design



INSIGHT

About 60% of talent spend just 1-3 hours per week job searching. Potential employers need to make standout job descriptions so they'll grab attention fast.

Source: Cella 2021 Talent Report for Creative, Marketing and Digital Professionals

2022 Salary Guide | Hiring Trends

What Talent Want

In Cella's *2021 Talent Report for Creative, Marketing and Digital Professionals*, 400+ participants, including managers and individual contributors, shared their views and wants on a variety of topics.

Remote work is here to stay

Over **90%**

would like to **work remotely at least some of the time**—with 46% of them preferring fully remote work

Only **5%**

of current remote workers would **prefer to be in the office full-time**

Sought-after perks, benefits

28%

said their **#1 incentive** when researching a potential employer is **"flexibility to work remotely"**

Runner-up talent priorities

- Work-life balance
- Increase in compensation
- Job stability and security
- Benefits such as healthcare, dental and vision
- Career advancement opportunities
- Professional development opportunities

Source: [Cella 2021 Talent Report for Creative, Marketing and Digital Professionals](#)



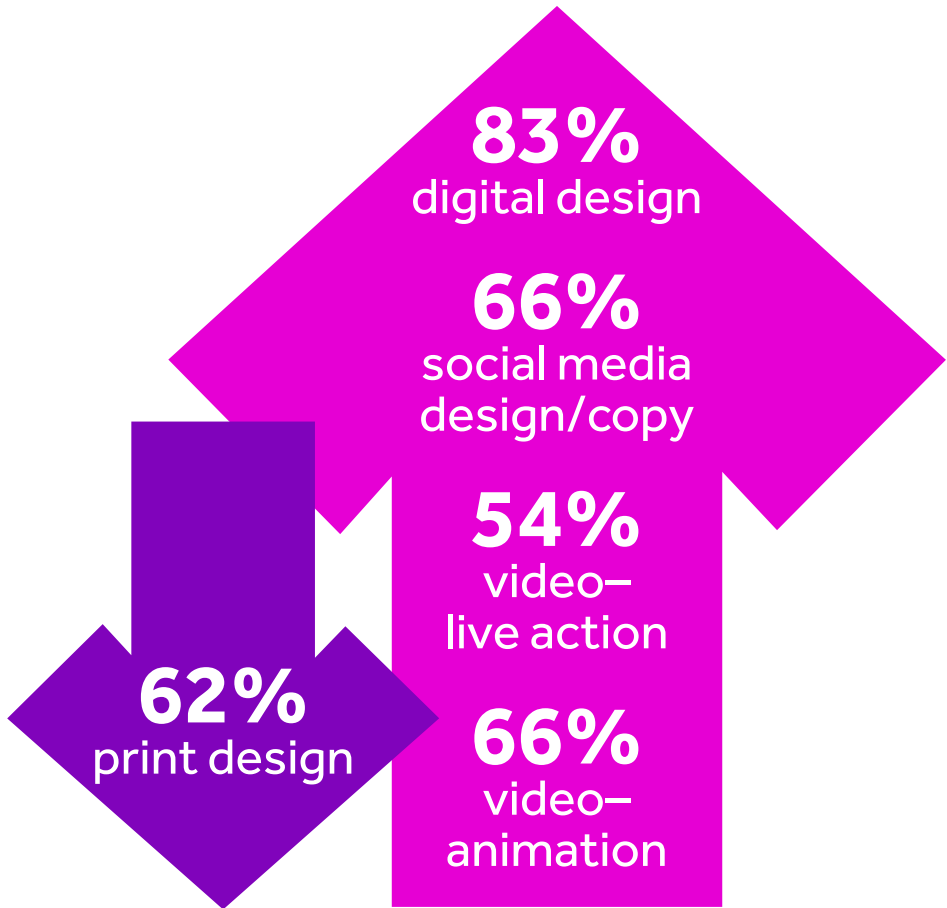
Talent think this about that?

DOWNLOAD
Cella 2021 Talent Report
for Creative, Marketing and
Digital Professionals

Digital Still Dominates

Although **digital work keeps growing**, and **employers continue to pursue digital creatives**, the availability of **qualified talent is shrinking**. Retaining and **upskilling existing talent** will be critical to future success.

Which work is climbing and declining:



Source: [Cella 2021 In-House Creative Industry Report](#)

Where talent demand will likely outpace supply:

- 49% digital design
- 31% social media design
- 29% creative and/or digital strategy

Expert Insights

Video—It's Everywhere

Video is more than popular—it's super effective. Viewers claim they retain 95% of a message obtained via video. And the vast majority of businesses are shifting their strategies accordingly, with 81% incorporating it in their marketing and digital plans.

Bringing video in-house

The growth and impact of video were topics of discussion with digital leaders in our 2021 *CreativeExecs® by Cella Roundtable*. Here are highlights:



Team. Incorporating an in-house video team into an organization is simpler than ever. Teams range from a few roles to many different skill sets; hybrid positions are popular.



Technology. It's now easier to operate and more economical, with a smaller footprint.



Partnership and Communication. As in-house partnerships strengthen, video is considered more often at project initiation.



Work. The thinking has shifted. Start with the objective—and then determine how video can do the best job of communicating it.

Shifting the focus

Video complements marketing's move toward building stronger audience connections. Visually and audibly compelling, video makes an emotional impact that goes beyond a product or service description.

Starting small

In Cella's *2021 In-House Creative Industry Report*, 68% of the agency leaders starting out with only one video resource opted for a hybrid producer/editor or a camera operator. In these situations, external partnerships are used to assist the in-house team and expand capabilities.

[Read more.](#)

Sources:

[Social Media Week](#), [CreativeExecs® by Cella Roundtable, Spring 2021](#), [Cella 2021 In-House Creative Industry Report](#)


Growth Marketing

More and more companies are turning to growth marketing practices to add customers and increase revenue. The goal is to shift a potential buyer through the various stages of a customer life cycle by positively impacting their experience with the brand—one interaction at a time.


During this journey, marketers intend to change the buyer’s behavior from **Acquisition** (initial interest), to **Activation** (first purchase), to **Retention** (repeat purchases), to **Revenue** (up-selling/cross-selling tactics), to **Referrals** (buyer champions the brand).

Essential Components


Teams involved in these activities are tireless innovators engaged in a rapid, iterative push of messages to targeted persona (a certain audience segment). They keep at it, employing the essentials below, until success is realized.




Channels
Blogs, social media posts, digital media, videos, emails, podcasts, live streaming, webinars, etc. plus supporting technologies




Experimentation
Testing different creative/content messages and media mix to see which combination has the best chance of changing the buyer’s behavior



Data
Detailed info on the targeted persona, A/B testing results, and more



Speed
Close to real-time utilization of rapid experimentation and results measurements



People
Analyst
Content Strategist
Data Engineer
Data Scientist
Engagement Manager
Marketing/Digital Content Creator
Marketing Manager
UX Designer

The digital content team creating the rapid experimental deliverables for growth marketing can live under the greater umbrella of an in-house agency. Due to the analytical and iterative nature of their work, however, they most likely should be their own vertical, following workflows specific to their delivery methods and requirements. Team members should perform rapidly, take failures in stride, and love creating different approaches.

[Read more.](#)



What is Growth Marketing?
It's the application of brand knowledge and customer data to maximize customer micro-interactions and achieve rapid growth.

Keys to Stronger Diversity, Equity and Inclusion

A strong Diversity, Equity and Inclusion (DEI) program generates greater brand loyalty among a company's employees, customers and investors. It improves financial performance. And it drives increased employee engagement, a dynamic culture, and a high level of innovation—making DEI especially critical for creative, marketing and digital teams.

To communicate most effectively with their company's business partners and customer bases, teams must be representative of those audiences and share their perspectives. How can you help advance the benefits derived from these commonalities?

- **Know what's required for a strong DEI program.** Diversity refers to traits such as individuals' gender, age, race, religion, culture, economic status, etc. Inclusivity is the degree to which people feel welcome, valued, respected and involved. Equity ensures everyone equal access to opportunities and fair compensation. Balancing all of these areas is crucial.
- **Gain executive buy-in and accountability.** Present key stakeholders (HR, C-suite, Finance, etc.) with your DEI business case, qualitative and quantitative rationales, and detailed rollout plan. Most successful DEI initiatives are not a one-time trial. DEI efforts must be baked into the company's operations, starting with the highest office of leadership.

- **Eliminate unconscious bias—in recruitment and advancement.** Consistent administration of pre-hire personality assessments and interview techniques, use of bias decoder tools for job advertisements, "blind hiring," and referrals from staff are effective ways to help ensure a diverse candidate pool.
- **Measure the success of DEI initiatives as a guide for future actions.** Document increases in minority team members, conduct surveys and track enhancements in creative output.
- **Take advantage of available resources.** To evolve your program, consult the growing volume of resources, statistics, strategies and results. We have provided links in our blog, [*How To Get Started With A Diversity And Inclusion Program*](#).

Many organizations have appointed Chief Diversity Officers or similar roles to help division or department leaders develop and achieve goals for greater inclusion. Smaller organizations may opt for considering the assistance of an external consultant or other benchmarking agencies.

[Read more.](#)



INSIGHT

62% of talent responded that a positive Diversity, Equity and Inclusion policy is a very important or important consideration in their decision to apply for or accept a position.

Source: Cella 2021 Talent Report for Creative, Marketing and Digital Professionals

Salaries

2022 Salary Guide | Salaries

POSITION	LOW	MID	HIGH
DESIGN	\$	\$	\$
3-D Designer	52,000	67,500	99,300
Animator	59,400	81,900	97,700
Art Director	74,600	87,700	131,300
Creative Director	93,800	120,800	203,900
Graphic Designer	52,000	64,100	94,500
Instructional Designer	75,600	91,700	116,400
Interactive Designer	69,300	84,000	123,900
Mobile App Designer	68,300	96,600	129,200
Motion Graphics Designer	57,600	78,300	112,400
Multimedia Designer	52,000	64,900	92,400
Package Designer	52,000	64,100	98,700
Presentation Specialist	52,000	65,100	87,700
Production Artist	50,600	62,000	83,000
Visual Designer	55,700	78,800	105,000
VP Creative Services	140,700	208,400	225,000
Web Designer	52,000	65,000	96,100

POSITION	LOW	MID	HIGH
VIDEO	\$	\$	\$
Video Editor	45,000	67,200	102,900
Video Producer	64,050	75,600	130,200
Webcast Producer	40,500	66,150	97,650



INSIGHT

41%
of respondents said they plan to leave their current employer for higher pay or because they feel under-challenged or have no opportunity for career advancement.

Source: Cella 2021 Talent Report for Creative, Marketing and Digital Professionals

2022 Salary Guide | Salaries

POSITION	LOW	MID	HIGH
DIGITAL	\$	\$	\$
CX Designer	63,000	82,450	99,750
Digital Data Analyst	54,600	68,250	96,600
Digital Marketing Manager	76,150	95,800	126,000
Director of Digital Marketing	101,850	127,050	178,500
E-Comm Marketing Manager	66,400	100,000	138,285
Email Developer	58,300	70,900	88,200
Email Marketing Manager	68,300	91,600	126,000
Front End Developer	64,050	89,900	115,080
Marketing Automation Manager	82,950	93,450	127,050
Pay Per Click Analyst / Specialist (PPC)	79,800	94,500	115,500
SEO Analyst	61,740	70,700	102,200
SEO / SEM Specialist	53,050	67,200	115,200
Social Media Manager	55,950	83,400	105,750
UX Designer	72,975	99,750	136,500
UI Designer	65,850	90,500	120,650
UX Architect	86,100	105,000	131,775
UX Researcher	91,250	112,875	137,550
Web Content Manager	56,700	78,350	113,200

POSITION	LOW	MID	HIGH
GROWTH MARKETING	\$	\$	\$
Analyst	75,000	95,000	120,000
Content Strategist	70,000	91,000	125,000
Data Engineer	79,000	100,000	128,000
Data Scientist	82,000	101,000	131,000
Engagement Manager	80,000	105,000	127,000
Marketing / Digital Content Creator	75,000	95,000	110,000
Marketing Manager	85,000	96,000	110,000
UX Designer	83,000	109,000	144,000



INSIGHT

When researching a potential employer, the #1 perk talent look for is the flexibility to work remotely.

Source: Cella 2021 Talent Report for Creative, Marketing and Digital Professionals

2022 Salary Guide | Salaries

POSITION	LOW	MID	HIGH
MARKETING	\$	\$	\$
Brand Manager	77,175	110,985	159,400
Product Manager	71,500	104,200	130,000
Brand Marketing Manager	81,200	110,775	145,425
Chief Marketing Officer	145,000	208,500	315,000
Chief Strategy Officer	173,250	190,050	262,500
Consumer Marketing Director	73,500	105,000	157,500
Consumer Insight Analyst	57,250	85,785	102,900
Consumer Marketing Manager	58,800	79,800	108,150
CRM Manager	78,750	97,650	123,900
Customer Experience Director	71,400	110,250	161,700
Customer Experience Manager	60,000	82,425	117,075
DAM Librarian	64,050	78,750	94,500
DAM Taxonomist	63,000	75,600	92,400
Digital Asset Manager	47,300	59,745	81,900
Director of Marketing	102,480	115,500	164,640
Influencer Marketing Manager	59,200	88,200	123,165
Marcom Manager	59,200	77,800	142,275
Marketing Analytics Manager	81,150	92,000	151,200
Marketing Data Analyst	63,000	72,450	97,650
Marketing Manager	68,300	90,825	115,500
Media Buyer	59,850	65,100	104,800
Media Planner	54,950	64,050	95,000
PR / Communications Specialist	57,000	73,600	95,865
Sales Enablement Specialist	66,000	97,450	142,800
VP Marketing	112,350	175,000	236,250

POSITION	LOW	MID	HIGH
ACCOUNT / PROJECT	\$	\$	\$
Account Coordinator	43,450	51,450	68,250
Account Manager	66,885	80,325	114,250
Account Supervisor	75,000	90,500	126,000
Digital Project Manager	67,000	87,000	121,800
Director of Client Services	89,775	105,000	150,675
Project Manager	60,600	87,675	112,665
Traffic Coordinator	35,700	47,775	61,950
Traffic Manager	57,750	70,150	82,950
CONTENT	\$	\$	\$
Content Manager	66,675	79,200	110,250
Content Strategist	60,480	79,170	119,700
Copywriter	55,250	78,330	120,015
Editor	50,500	58,175	88,300
Medical Copywriter	73,500	92,400	113,400
Medical Editor	53,550	91,700	110,250
Proofreader	45,255	59,150	74,250
Technical Copywriter	56,700	66,250	101,225

Market Adjustments

2022 Salary Guide | 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%
CA: 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	-0.50%	WA: Seattle	17%
MO: St. Louis	0%	WI: Milwaukee	-1%
NC: Charlotte	1%		



INSIGHT

Over 50% of talent responded that anything more than three interviews is excessive.

Source: Cella 2021 Talent Report for Creative, Marketing and Digital Professionals

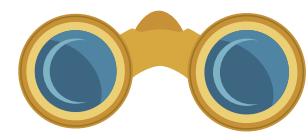


INSIGHT

In job searching, over 70% responded they are looking for work-life balance, the ability to work remotely and an increase in compensation.

Source: Cella 2021 Talent Report for Creative, Marketing and Digital Professionals

Salary Calculator



Want to see salary ranges by location instantly?

Discover low, mid and high salaries for creative, marketing and digital jobs you're pursuing, or a position you need to staff, with Cella's Salary Calculator. Select the location and other details to get a salary range.

Try Cella's Salary Calculator Now.





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 a decade. 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) 2021 U.S. & Canada Diversity Staffing Firms List**, marking our third year in a row.

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