Creative | Marketing | Digital

2023 SALARY GUIDE

The Talent Tightrope

Cella
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Walking the Talent Tightrope

The Hot Jobs

The market continues to heat up for coveted talent with skills in these areas. No cooldown in sight.

Analytics
Campaign Management
Content Development
Content Marketing
Digital Marketing Management
Digital Strategy
Digital Video Production
Dynamic Content Production
eCommerce Management
Email Development

Marketing Technology Growth
Marketing Management
Marketing Technology
Motion Graphics
Performance Marketing Management
SEO
Social Media Management
UX and CX
Visual Design

From our 2022 In-House Creative Industry Report:

Hiring plans
81% of responding companies plan to hire in 2022

Talent Wants

From our recent Talent Report:

Where they want to be
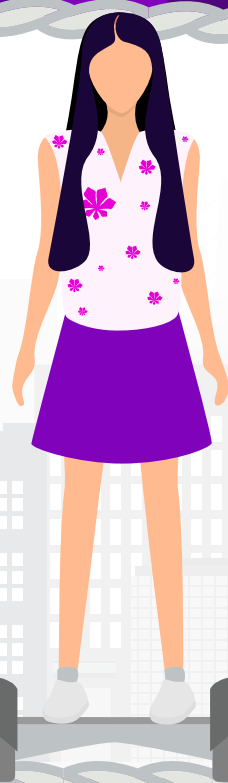Over **60%** of talent said they prefer working fully remote

37% are hybrid fans who want both on-site AND remote

How they search
49% spend **1-3 hours** per week looking for a job

DEI policy can tip the scales for job seekers

98% most often hop onto **LinkedIn** for info

When perks are equal
55% would turn down a perm position for a contract role offering greater compensation

20% might take on a contract gig in order to work remotely

60% would not trade a lower salary for the ability to work remotely full time

Greener Grass

From our recent Talent Report:

40% plan to leave current roles within the year and most in **2-4 months**

Compensation and poor leadership are the main reasons for resigning

Only **41%** said their employers think it's important to nurture and retain talent—leaving a lot of room for improvement

Respondents want **more conversations with leadership**

Remote Update

From our recent Talent Report:

94% of respondents now work remotely some of the time

13% more employees are totally remote this year

However...
26% of remote workers report feeling isolated, missing an important emotional connection with their teams

From our 2022 In-House Creative Industry Report:

Performance
44% of responding companies said remote working has improved productivity—it's **risen 15%**

Sources:
Cella 2023 Salary Guide
Cella 2022 Creative, Marketing and Digital Talent Report
Cella 2022 In-House Creative Industry Report

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Table of Contents

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The Talent Tightrope

The tight job market. It's in the news, it's a reassuring positive for potential hires, and it's a source of concern for many employers. When staff capacity is stretched dangerously thin, no one can afford to hope for the best and trust that it will come.

In our second annual _Creative, Marketing and Digital Talent Report,_ 350+ survey participants provided a valuable look at What Talent Want. Even though 70% indicated they're very or somewhat content with their job, 40% plan to leave their current roles within the year. Anomalies like this can be one of the toughest challenges to balance. That's why Cella specializes in partnering with employers and talent in the Creative, Marketing and Digital arenas—to help companies attract the highest quality of talent, while encouraging outstanding satisfaction and career growth among their current teams. We invite you to take advantage of the compensation data and added content that follow to help make the timely and attractive offers that will land your 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

The Hot Jobs

In today's talent-controlled employment market, it seems that every candidate is a prize to be won—and our 2023 Hot Jobs indicate the competition isn't cooling. We've added six more specialized categories to the most in-demand list.

Analytics

Campaign Management

Content Development

Content Marketing

Digital Marketing Management

Digital Strategy

Digital Video Production

Dynamic Content Production

eCommerce Management

Email Development

Growth Marketing Management

Marketing Technology

Motion Graphics

Performance Marketing Management

SEO

Social Media Management

UX and CX

Visual Design

ⓘ **INSIGHT**

81% of responding companies **plan to hire in 2022.**

Source: Cella 2022 In-House Creative Industry Report

What Talent Say

In the _Cella 2022 Creative, Marketing and Digital Talent Report_, we compiled and analyzed the responses of more than 350 managers and individual contributors who expressed their views and wants on a variety of topics, including these.

Remote preferences

Over **60%**
of talent said they prefer working fully remote

37%
are hybrid fans who want both on-site AND remote

However...

26% of employees who are already **remote workers** report **feeling isolated**

Top priorities

Talent look for these when job hunting:
- Work-life balance
- Flexibility to work remotely
- Increase in compensation
- Job stability and security

Greener grass

40% **plan to leave** current roles within the year and most in **2-4 months**

Compensation and poor leadership are the main reasons for resigning

59% believe their employers consider **nurturing and keeping** talent to be just **somewhat important** or **not important** at all

See more talent insights.
DOWNLOAD
_Cella 2022 Creative, Marketing and Digital Talent Report_

Retention Checkup

Talent retention should always be top of mind, and even more so when the availability of excellent candidates looks dim. In the _Cella 2022 In-House Creative Industry Report_, 81% of companies responding said they plan to hire this year, but they must also walk a thin line between attracting new stars and attending to the needs of talent already on board.

75%
of respondents believe **flexible schedules boost** job **satisfaction**

44%
said that **remote working** has had a positive impact on productivity—it's **risen 15%**

10%
reported YOY **increase** in **training and development** investments
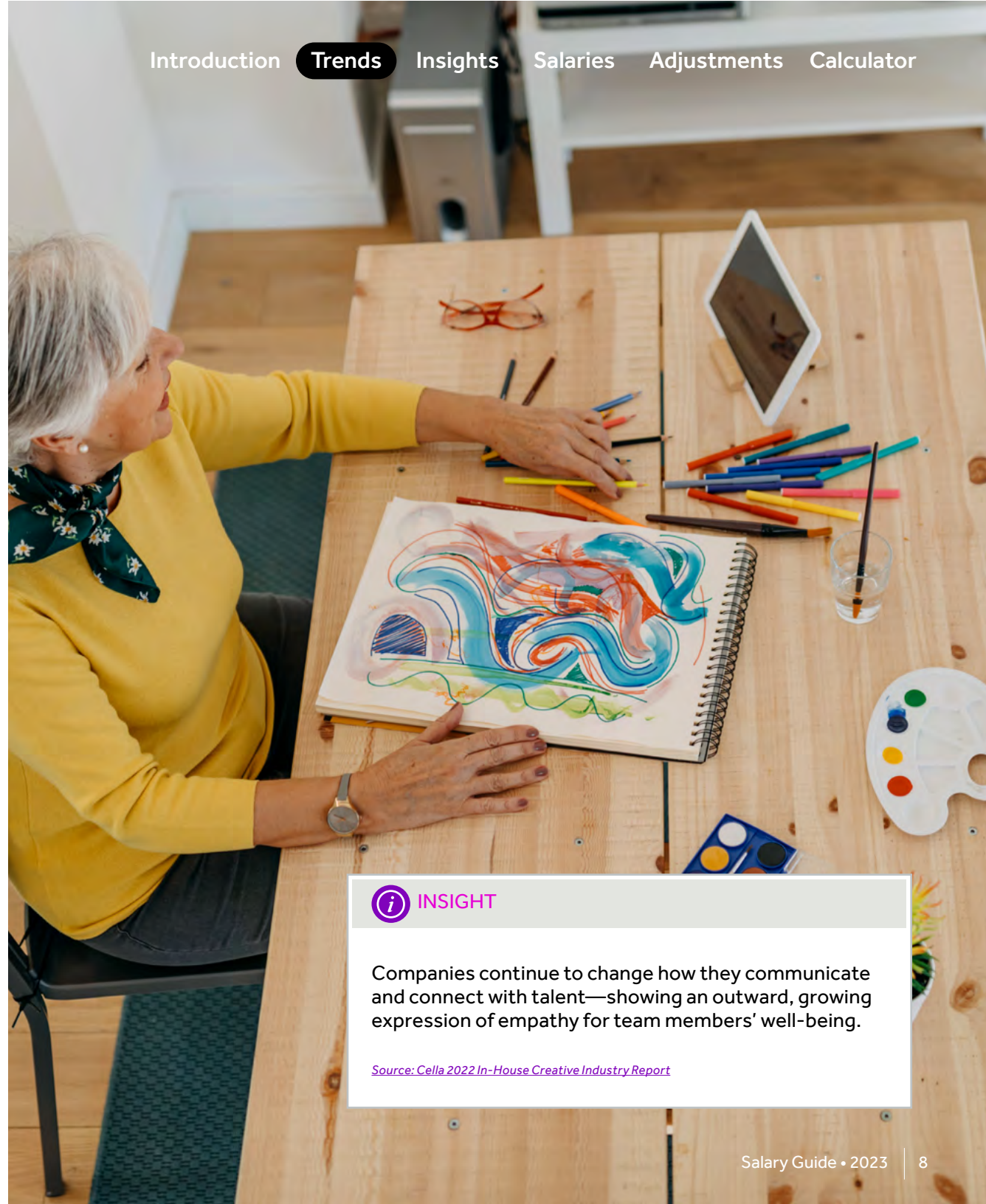
ⓘ INSIGHT

Companies continue to change how they communicate and connect with talent—showing an outward, growing expression of empathy for team members' well-being.

Source: Cella 2022 In-House Creative Industry Report

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Insights

Direct Hire/Perm vs. Contract: What to Consider

Given today's hiring challenges, many companies are employing contract workers versus permanent employees. But this shouldn't be a one-size-fits-all approach for hiring Creative, Marketing and Digital talent. Keep these in mind when weighing those options:

Permanent Employment Considerations

Direct hires in leadership/management positions generally provide a more stable environment for digital, design and marketing teams—enhancing future output the longer they're at their jobs.

Use Case Examples

Highly Strategic Creative, Digital or Specialized Marketing Leaders
These sought-after professionals usually work as permanent employees in competitive marketplaces and will only move for a better perm job.

Roles: Positions involving Growth Marketing, Brand Marketing, Performance Marketing, Digital Marketing, UX/UI Design, Product Design, Social Media Strategy/Influencer Marketing, Digital Media Management, Digital Directorship

Customer Segmentation and Audience Strategy Expertise
Candidates with these proficiencies—both consumer and business-to-business—would join a company at the Senior or Seasoned level, making them best suited to be direct hires.

Roles: Growth Marketing Manager or Content Strategist for customer segmentation

Let **Cella** find the exceptional talent you need to drive strong results. Contact our **Direct Hire** or **Contract** teams today.

Contract Employment Considerations

As individual contributors who work for a defined period of time, contractors offer flexibility and cost savings. Many companies hire top-end contractors for their critical knowledge, leaving management to the staffing agency.

Use Case Examples

Permalance
Engaged on a long-term freelance, part-time or temporary basis, permalancers add key team capabilities, but not headcount and benefits expense. Companies across all industries are acquiring new and now vital competencies this way.

Seasonal Workload Support and One-off Campaigns
Retail, eCommerce, health insurance and other companies with cyclical demands often supplement their workforce during busy times. Contractors also add bandwidth for one-off projects such as rebranding and product launches/updates. Creative and production roles (Designers, Copywriters/Editors, Email Marketing Managers, etc.) are utilized frequently.

Technology Stack Rollout/MarTech Strategy Planning
Either a contractor or direct hire would work, depending on integration complexity and if they're needed after rollout (if yes, direct hire may be more cost effective). Most utilized include Systems Integrators, Directors of Digital Marketing, Consultants specializing in Salesforce®, Adobe® Workfront, etc.

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Solving Digital Hiring Dilemmas

Digital marketing is booming. A 2022 Gartner report noted that CMOs have allocated over half of their budgets to online initiatives. Translation? In order to compete, companies are making digital marketing and digital talent huge components of their growth strategy—no matter how shallow their revenue pockets or how small their Marketing teams.

This is easier said than done. Finding and keeping the best people are more difficult than ever. As you shape your digital team for 2023, you'll no doubt have many tough decisions to make. Choose Talent A's specialty skill or Talent B's versatility? Resolve a challenge in "this" digital channel, or address the issue in "that" one? Here are examples of typical dilemmas, and some suggestions to keep in mind.

Balancing Generalists and Specialists

How many multi-skilled generalists equal the talents of one expert specialist? When your everyday workload is performed by generalists, and an initiative requiring a particular specialist comes along, our advice is this: First, evaluate your current skills stack in order to prioritize your needs. Your next priority is to hire the contract specialist who will add the most value and growth to the business. Engage the specialist on a short-term basis. Finally, have the specialist make a knowledge transfer to your generalist(s) so that continuity and momentum keep flowing after the contract ends.

Navigating the Knowns and Unknowns

As new trends emerge in the digital space, Marketers must decide where to focus resources—on the stubborn technology situation you're familiar with, or the latest developments getting all the attention. It's better to bet on what you know than to gamble on what you don't.

For example, the very day Google removes 3rd party cookies from Chrome, Marketing should be ready with ways to capture 1st party data. Shoring up roles such as Content Marketers, Copywriters, UI/UX Designers, Web Developers, etc. before the "cookiepocalypse" is a prudent move that will help maintain customer relationships and healthy pipelines as reliance on 3rd party data evaporates.

Now for unknowns. Consider the metaverse. It's on the verge of becoming tech's next supernova. Marketers thinking of entering this world would be foolish not to explore its potential impact on the customer base and the resources needed to compete. But that doesn't mean you should rush to hire UI/UX Designers, 3D Modelers, AI experts, VR specialists and AR developers (not to mention the many now evolving roles). Getting things right is more important than getting there first.

Prioritize your most urgent needs first, choose the ones that provide immediate return, and then staff accordingly—and validate your results.

Read more ⬈

Best Practices for an Inclusive Recruitment Process

Unconscious bias can deter excellent talent from applying for your jobs. These best practices will help ensure you attract as many qualified candidates as possible.

Craft job titles that correctly describe the role. Titles may determine whether candidates want to fill your positions. Terms such as "Rockstar", "Digital Native" and "Ninja" can imply a young or male-dominated culture. Instead, clearly specify what the job entails and minimize using adjectives.

Use non-gendered pronouns in job descriptions. Gendered pronouns (he/she) can automatically exclude non-binary people. Replace with non-gendered pronouns (they/them), candidate, person or employee.

Note and eliminate gender-coded words. Masculine, gender-focused words can deter potential applicants. Use screening tools to easily extract gendered language.

Top 10 masculine-coded words with gender-neutral alternatives:

strong/assertive	(adj.) able, proven, exceptional, sound, excellent, solid
lead	(n.) head, top person, manager; (v.) run, head up, manage, steer, grow, pioneer
analysis	(n.) investigation, study, test, testing, research, data
individuals	(n.) people, team members, applicants
decisions	(n.) choices, conclusions, judgments, moves, outcomes, steps, actions
driven	(adj.) passionate, inspired, energized, motivated, spirited, guided, fueled, oriented
competitive	(adj.) results-oriented, enthusiastic
expert	(n.) professional, pro; (adj.) experienced, adept, skilled, trained
objectives	(n.) priorities, targets, goals, aims, intentions, purposes
principles	(n.) values, beliefs, rules, practices, morals, ideals, standards

Limit the number of job requirements. List only skills mandatory for being successful in the role. Women most often apply when they meet all requirements; men, when meeting 60 percent. Listing a specific college degree may also reduce the applicant pool. Avoid language that might seem discriminatory to people with certain disabilities, ethnicities and beliefs or marginalized age groups. Rather than saying "3-7 years" of experience, use "3+."

Express commitment to equality and diversity. Example: "[Company] is an equal opportunity employer. All applicants will be considered for employment regardless of their race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status, or any other characteristic protected by federal, state or local law."

Diversify interview panels. Include different genders, races, backgrounds, ages and ethnicities to reduce unconscious bias. If a panel-style interview isn't possible, record a 1:1 interview and have a trusted colleague or supervisor provide feedback.

Make interview questions objective. For accurate evaluations and a bias-free process, use the same questions and rating scale for all candidates. Questions should pertain only to job expectations and performance.

Read more ↗

ⓘ INSIGHT

61% of respondents say that a potential employer's DEI policy is a very important or important consideration in their job search process.

Source: Cella 2022 Creative, Marketing and Digital Talent Report

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How to Successfully Integrate a Growth Marketing Content Team

The Cella Consulting team recently took on a timely challenge for Marketing Organizations: How to include a Growth Marketing Content team in the Marketing and Creative Service offerings.

More and more companies are adopting Growth Marketing practices and investing in specialized content teams to support that initiative. This includes building an org chart that will facilitate a smooth integration of the new team and uninterrupted business continuity. That's critical!

Starting With the Basics

Simply stated, the Growth Marketing Content team develops the ideation and creation of concise, micro brand engagements targeted to specific prospect segments known as personas. These experiences are based on data analytics gathered on consumer behaviors, as well as analysis of the customer journey across multiple distribution channels. Once a micro-engagement deliverable reaches the audience, Growth Marketing and AI analysts review feedback data from the customer interactions—optimizing the team's knowledge bank and ensuring that future experiences for specific personas yield a higher ROI.

Different Models for Different Requirements

Since Growth Marketing differs from other types of marketing work, it requires a different type of creative support. For our organizational chart, we designed three types of work models, each one providing a viable solution for approaching Growth Marketing requirements:

**1** Process-led model   **2** Centralized model   **3** Embedded model

All three models differ, but they share important commonalities essential for success.

- Leadership support and participation where required
- Availability of cross-functional team members
- Well-documented Standard Operating Procedures (SOPs) and Service Level Agreements (SLAs)
- Clear, actionable SOPs and SLAs for working with key stakeholders and support groups (i.e., Legal, Compliance, Digital Experience teams)
- Measurable success of process and market efficiency
- Constant communication and collaborative discussions addressing:
  - » Audience needs
  - » Omni-channel execution
  - » Data analysis/ experimentation

No matter which model you choose, keep these tips in mind: Know that no one size fits all, be prepared to modify your approach, and focus on the results.

Read more ↗

Salaries
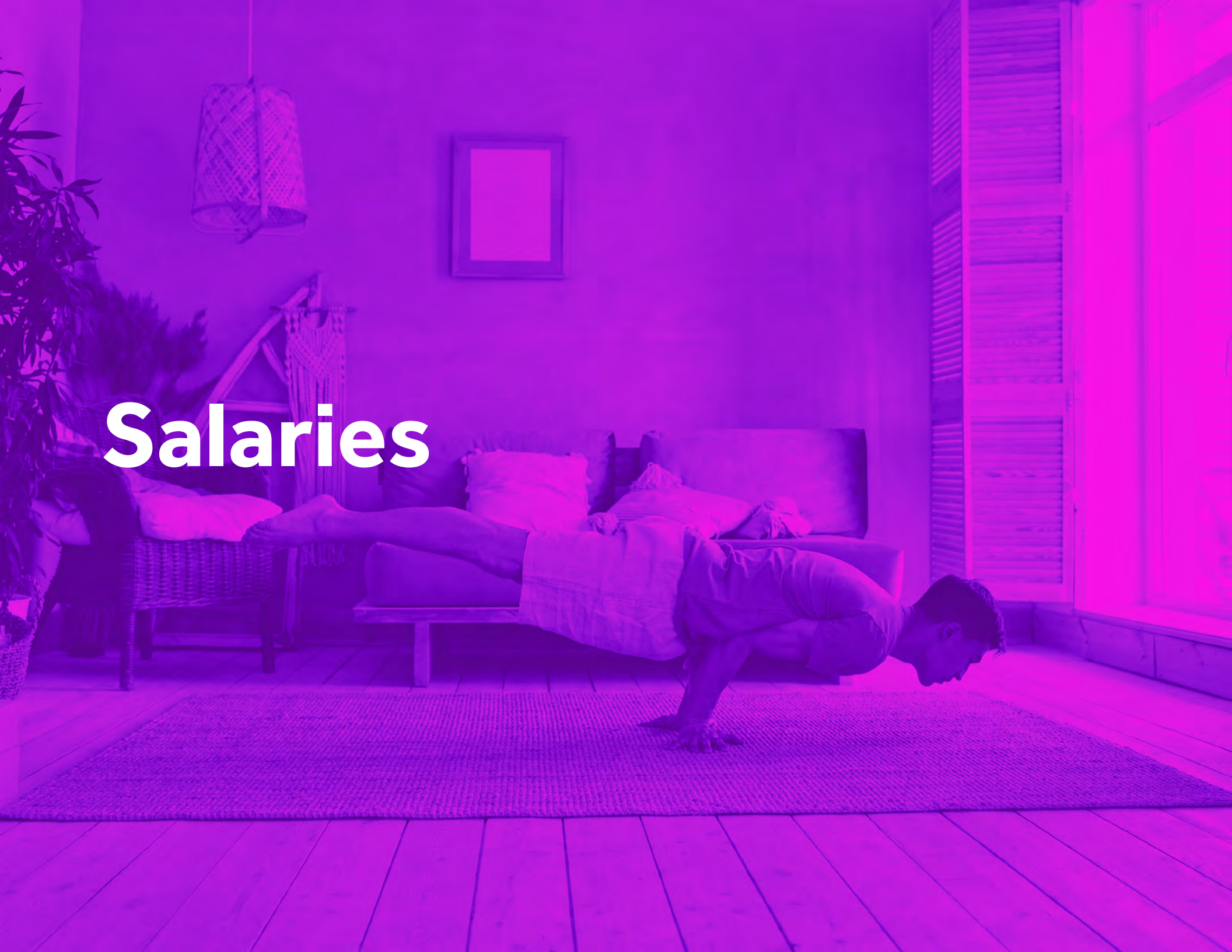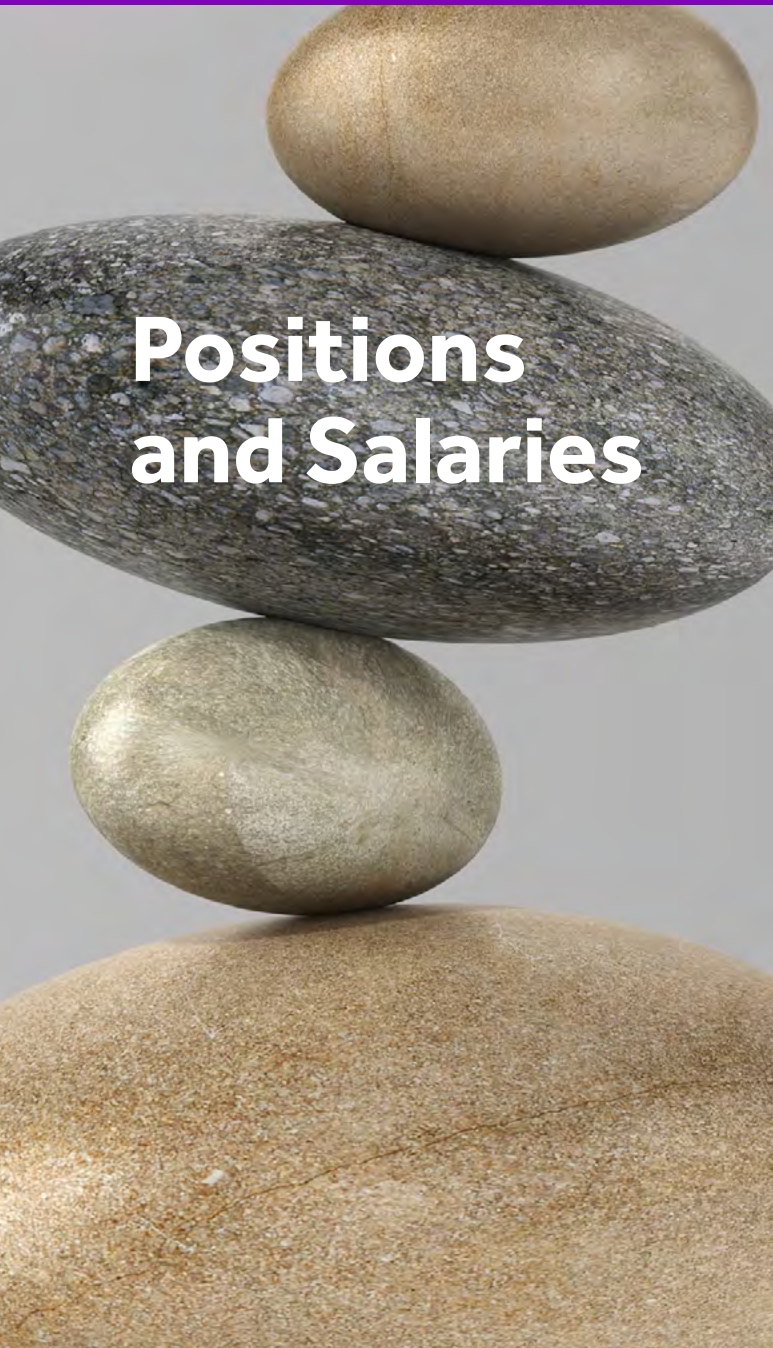
Positions and Salaries

POSITION	ENTRY-LEVEL $	MID-LEVEL $	SENIOR-LEVEL $
DESIGN			
Animator	50,000	70,000	125,000
Art Director	100,000	117,000	137,000
Creative Director	145,000	185,000	250,000
Creative Services Director	85,000	100,000	125,000
Graphic Designer	54,000	75,000	95,000
Hardware Designer	85,000	120,000	180,000
Instructional Designer	55,000	70,000	83,000
Interactive Designer	64,000	80,000	92,000
Mobile App Designer	79,000	113,000	123,000
Motion Graphics Designer	66,000	80,000	91,000
Multimedia Designer	50,000	62,000	72,000
Package Designer	60,000	74,000	81,000
Presentation Specialist	52,000	69,000	86,000
Product Designer	60,000	71,000	82,000
Production Artist	38,000	47,000	53,000
Visual Designer	69,000	83,000	98,000
VP Creative Services	150,000	175,000	225,000
Web Designer	68,000	82,000	97,000
VIDEO	$	$	$
Video Editor	49,000	61,000	71,000
Video Producer	67,000	79,000	137,000
Webcast Producer	67,000	80,000	95,000

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POSITION	ENTRY-LEVEL	MID-LEVEL	SENIOR-LEVEL
DIGITAL	💲	💲	💲
CX Designer	66,000	87,000	105,000
Digital Data Analyst	55,000	67,000	78,000
Digital Marketing Manager	77,000	92,000	108,000
Director of Digital Marketing	68,000	120,000	175,000
eCommerce Marketing Manager	90,000	107,000	124,000
eCommerce Project Manager	95,000	113,000	131,000
Email Developer	48,000	58,000	68,000
Email Marketing Manager	68,000	81,000	95,000
Front End Developer	75,000	92,000	107,000
Marketing Automation Manager	87,000	98,000	133,000
Paid Search Manager	51,000	62,000	73,000
Paid Search Specialist	55,000	67,000	77,000
Pay Per Click Analyst / Specialist (PPC)	69,000	86,000	100,000
Performance Marketing Manager	85,000	102,000	115,000
Product Designer	60,000	71,000	82,000
SEO / SEM Specialist	56,000	71,000	121,000
SEO Analyst	65,000	74,000	107,000
Social Media Manager	73,000	88,000	102,000
UI Designer	70,000	100,000	135,000
UX Architect	95,000	117,000	136,000
UX Designer	75,000	88,000	102,000
UX Researcher	78,000	93,000	108,000
Web Content Manager	65,000	78,000	91,000

ⓘ INSIGHT

88% of talent said the ability to **work remotely** is a **top 3 benefit** they look for.

Source: Cella 2022 Creative, Marketing and Digital Talent Report

ⓘ INSIGHT

49% of active job seekers spend only 1-3 hours per week searching for a job. That's why it's crucial for organizations to develop a top-notch recruitment strategy.

Source: Cella 2022 Creative, Marketing and Digital Talent Report

POSITION	ENTRY-LEVEL	MID-LEVEL	SENIOR-LEVEL		ENTRY-LEVEL	MID-LEVEL	SENIOR-LEVEL
MARKETING	$	$	$		$	$	$
Brand Manager	102,000	120,000	140,000	Marcom Manager	100,000	117,000	137,000
Brand Marketing Manager	102,000	120,000	140,000	Marketing Analytics Manager	85,000	97,000	159,000
Campaign Manager	83,000	96,000	114,000	Marketing Data Analyst	65,000	78,000	91,000
Chief Marketing Officer	221,000	248,000	276,000	Marketing Manager	111,000	133,000	154,000
Chief Strategy Officer	140,000	166,000	194,000	Marketing Operations Manager	78,000	94,000	108,000
Consumer Insight Analyst	60,000	73,000	87,000	Media Buyer	51,000	61,000	70,000
Consumer Marketing Manager	71,000	84,000	98,000	Media Manager	97,000	115,000	134,000
Creative Operations Director	100,000	120,000	125,000	Media Planner	46,000	56,000	66,000
Creative Operations Manager	58,000	72,000	85,000	PR / Communications Specialist	59,000	76,000	89,000
CRM Manager	81,000	97,000	114,000	Producer	59,000	70,000	82,000
Customer Experience Manager	61,000	74,000	87,000	Product Manager	97,000	115,000	134,000
DAM Librarian	112,000	116,000	126,000	Product Marketing Manager	97,000	115,000	134,000
DAM Taxonomist	64,000	75,000	86,000	Sales Enablement Specialist	67,000	89,000	104,000
Digital Asset Manager	88,000	106,000	111,000	VP Communications	81,000	100,000	123,000
Director of Marketing	122,000	152,000	178,000	VP Marketing	105,000	159,000	225,000
Earned Media Manager	65,000	86,000	126,000	VP Brand Marketing	117,000	157,000	214,000
Influencer Marketing Manager	75,000	95,000	140,000				

POSITION	ENTRY-LEVEL	MID-LEVEL	SENIOR-LEVEL
ACCOUNT / PROJECT	$	$	$
Account Coordinator	40,000	48,000	54,000
Account Manager	88,000	105,000	122,000
Account Supervisor	72,000	86,000	99,000
Digital Project Manager	79,000	102,000	122,000
Director of Client Services	67,000	79,000	93,000
Event Coordinator	39,000	47,000	55,000
Event Manager	67,000	81,000	95,000
Project Manager	91,000	114,000	132,000
Traffic Coordinator	42,000	52,000	57,000
Traffic Manager	83,000	102,000	116,000

POSITION	ENTRY-LEVEL	MID-LEVEL	SENIOR-LEVEL
GROWTH MARKETING	$	$	$
Analyst	65,000	78,000	91,000
Content Strategist	61,000	75,000	89,000
Engagement Manager	97,000	116,000	136,000
Growth Marketing Director	91,000	145,000	240,000
Marketing Manager	89,000	107,000	124,000
Marketing / Digital Content Creator	75,000	95,000	110,000
UX Designer	75,000	88,000	102,000
VP Growth Marketing	133,000	184,000	263,000

CONTENT	$	$	$
Content Manager	65,000	78,000	91,000
Content Strategist	61,000	75,000	90,000
Copywriter	56,000	86,000	110,000
Editor	49,000	61,000	74,000
Medical Copywriter	67,000	107,000	152,000
Medical Editor	75,000	100,000	150,000
Proofreader	38,000	45,000	50,000
Technical Copywriter	63,000	83,000	154,000
UX Writer	90,000	107,000	141,000

ⓘ INSIGHT

Virtual interviews were preferred by 21% more respondents than last year. Three interviews max is the sweet spot for applicants.

Source: Cella 2022 Creative, Marketing and Digital Talent Report

Market Adjustments

Market Adjustments

Location	%	Location	%
AK: Little Rock	-12%	MI: Detroit	5%
AZ: Phoenix	-4%	NY: New York City	23%
CA: Los Angeles	15%	OH: Cincinnati	-1%
CA: San Diego	11%	OH: Cleveland	-1%
CA: San Francisco	30%	OH: Columbus	-1%
CO: Denver	9%	OH: Toledo	-4%
CT: Hartford	11%	OR: Portland	5%
CT: Stamford	21%	PA: Philadelphia	9%
DC: Washington	18%	PA: Pittsburgh	-2%
DE: Wilmington	7%	RI: Providence	6%
FL: Miami / Ft. Lauderdale	-2%	SC: Greenville	-8%
FL: Orlando	-6%	TN: Memphis	-5%
FL: Tampa	-5%	TN: Nashville	-4%
GA: Atlanta	1%	TX: Austin	2%
IL: Chicago	11%	TX: Dallas	4%
IN: Indianapolis	-3%	TX: Houston	6%
KY: Louisville	-6%	UT: Salt Lake City	-2%
LA: New Orleans	-2%	VA: Richmond	1%
MA: Boston	19%	WA: Seattle	17%
MD: Baltimore	6%	WI: Milwaukee	2%

Salary Calculator

Want to see salary ranges by location instantly?

Discover entry-level, mid-level and senior-level 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.

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Putting Passion to Work®

We don't just talk great service—we passionately deliver it! Cella has earned Best of Staffing® 2022 Client and Talent 10-Year Diamond Awards for delivering superior service to clients and candidates for 10 consecutive years—an honor earned by only 1% of staffing firms. ClearlyRated's Best of Staffing Award is presented in partnership with presenting sponsor Indeed and gold sponsor Talent.com, 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. For more information, please visit cellainc.com or contact info@cellainc.com