

CREATIVE & MARKETING
**SALARY
GUIDE**

2021

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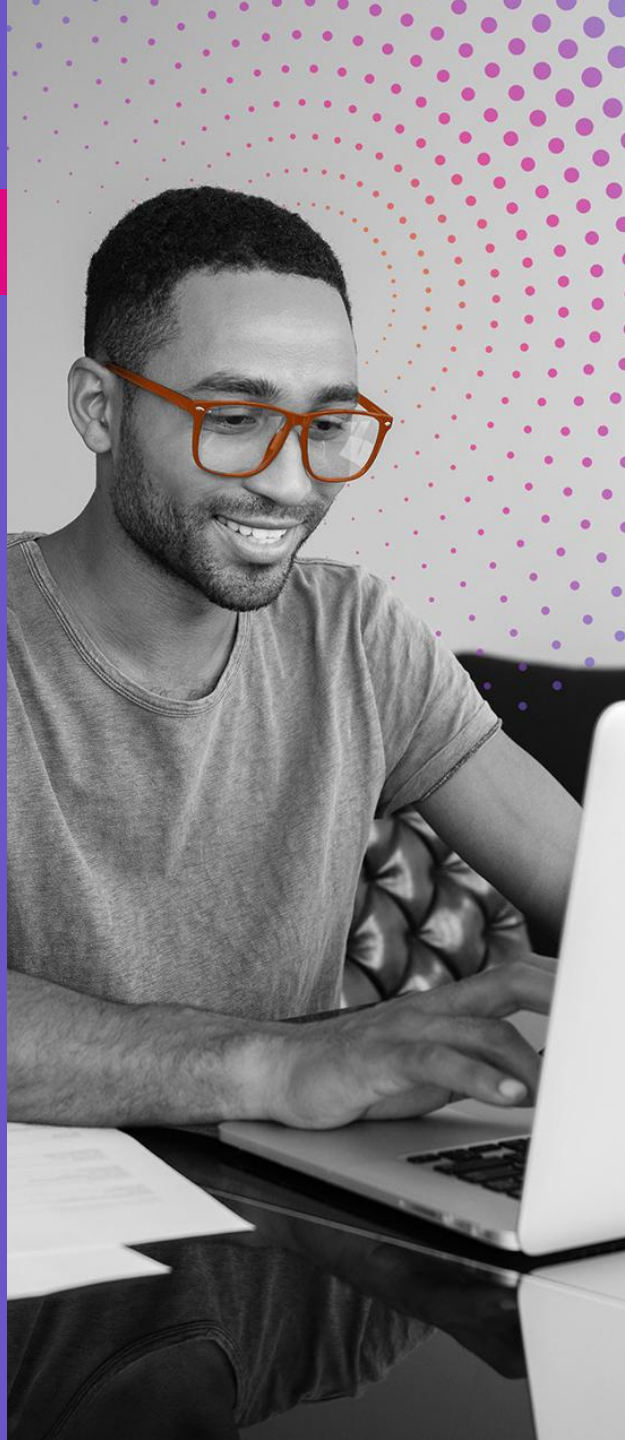
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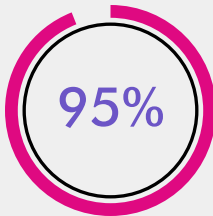
Hiring Trends in the United States

The global pandemic and business downturn are disrupting industries and changing customer habits and preferences. Creative and marketing professionals are playing a key role helping firms navigate this environment by promoting new and revamped offerings, improving customer experiences, and expanding digital services for companies that were largely brick-and-mortar before the COVID-19 pandemic.

Robert Half, parent company of The Creative Group, has been reporting hiring trends and salary forecasts for 70 years. As the world's leading specialized staffing firm, we are an authority on hiring in the creative and marketing fields. This guide covers shifts our recruiters have identified in the industry and the starting pay we expect to see for positions in 2021.

Who's hiring?

The economy has slowed, but there's still competition for creative, digital and marketing talent. Healthcare, technology, manufacturing, insurance, finance and education firms in particular are looking for these professionals.



of managers are comfortable conducting a remote hiring process.

Source: Robert Half survey of more than 2,800 senior managers in the U.S.

Top 3 Hiring Changes Companies Made Because of COVID-19



Conducted
remote interviews
and onboarding



Shortened the
hiring process



Advertised
fully remote jobs



Multiple responses were permitted. Top responses are shown.
Source: Robert Half survey of more than 2,400 senior managers in the U.S. and more than 500 senior managers in Canada

Digital marketing and customer experience move ahead

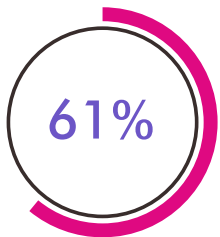
Consumers unable or reluctant to visit retail stores during the pandemic are embracing online purchases. In a poll published by The CMO Survey, marketers said they expect this growing digital interaction with businesses to be a permanent change in consumer behavior. That means it is more important than ever for firms to deliver quality digital experiences and marketing campaigns.

Companies recognize the pressing need to invest in e-commerce. Of the marketers surveyed, 61% said they have pivoted their resources to improving customer-facing digital interfaces, and 56% are changing their go-to-market business models to concentrate on digital opportunities.*

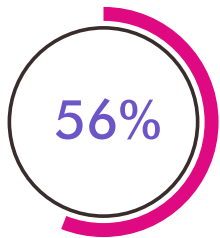
Professionals with digital marketing and design experience who can support these new priorities are in high demand. Employers are interested in candidates with experience using marketing automation and demand generation software, customer relationship management systems, search engine optimization (SEO) and search engine marketing (SEM) tools, and other e-commerce platforms. Creative professionals with expertise in user experience (UX) and user interface (UI) design and front-end web development will also be sought as companies further invest in these areas.

Artificial intelligence (AI) and machine learning are helping marketing professionals with goals such as increasing website click-through rates, improving customer engagement and predicting the success of campaigns. An MIT Technology Review Insights survey of business

Marketing teams increase focus on digital opportunities:*



of marketing departments have pivoted resources to improving customer-facing digital interfaces.



are changing their business models to focus on digital opportunities.

* Source: Special COVID-19 Edition, survey of 270 marketers at for-profit U.S. companies; The CMO Survey

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leaders found that AI is being deployed in 33% of sales and marketing departments; respondents expect that to jump to 59% by 2022.*

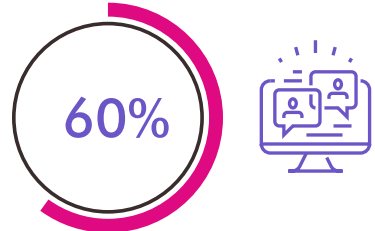
For businesses to survive and thrive, online content and messaging has to rise above the noise. Content strategists and copywriters will be key players in helping campaigns stand out and resonate with customers. Additionally, formerly in-person events such as conferences or trainings that now take place virtually may remain digital going forward, changing frameworks for how creative and marketing employers provide content, generate leads and interact with consumers.

Hybrid on-site and remote teams are the new normal

Even before the pandemic, many design and marketing professionals were used to working

remotely. Now, flexible work arrangements are an increasingly important hiring and retention strategy. In a Robert Half survey conducted during the pandemic, 74% of workers said they would like to telecommute more often after stay-at-home advisories end.** Companies that have reopened their offices are making sure employees both on-site and at home continue communicating and collaborating effectively.

With more people in the job market and remote work allowing employers to search for candidates anywhere across the country — and around the globe — the talent pool is deeper. But hiring managers still face challenges. An open role that might have attracted a dozen creative and marketing candidates a year ago can now bring in a flood of applications to sort through. To cope, employers are getting help and advice from specialized staffing agencies.



of workers who transitioned to a remote setup said their work-life balance has improved without a commute.

Source: Robert Half survey of more than 770 workers in the U.S.

* Source: The Global AI Agenda, survey of 1,004 business leaders worldwide; MIT Technology Review Insights; 2020

** Source: Robert Half survey of more than 1,000 workers in the U.S.

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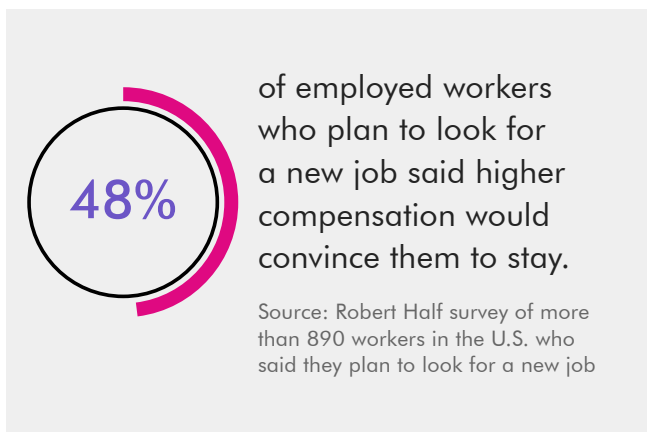
Having a virtual team also means onboarding must now be conducted remotely for many new hires. This step can't be skipped, as there is a risk people will otherwise feel isolated from the team and unsure of their responsibilities, the organization's culture and how their contributions make an impact. Savvy hiring managers are arranging video sessions to introduce new staff to current employees, asking team members to say something about themselves and briefly describe their role in the group. Managers are also pairing new hires with peers or mentors who stay in touch during the first weeks or months of the employee's start date.

Compensation must remain competitive

The move to virtual teams has allowed companies to look for talent outside their geographic location. Not only does this increase their chances of landing workers with hard-to-find skills, but it can also

provide a cost savings to firms in terms of leased office space.

Some employers are considering offering smaller salaries to remote recruits in cities with lower costs of living. This can be tricky, though, because it entails issues such as different labor and taxation laws and the overall fairness of the policy. Whether an employee is remote or on-site, attracting top creative and marketing staff requires salaries that are in line with or above those offered by other firms.



Hot Jobs

- Communications specialist
- Content strategist
- Copywriter
- Digital strategist
- E-commerce marketing manager
- Front-end web developer
- Graphic designer
- Instructional designer
- Marketing analytics specialist
- Marketing automation specialist
- SEO/SEM specialist
- UX/UI designer
- UX researcher
- Video producer

More than 8
in 10 managers
in the U.S. and
in Canada are
concerned
about retaining
valued employees.



Source: Robert Half survey of more than 2,800 senior managers in the U.S. and 600 senior managers in Canada

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Why managers say they are concerned

Employee morale has suffered.

Employees are managing heavy workloads and face burnout.

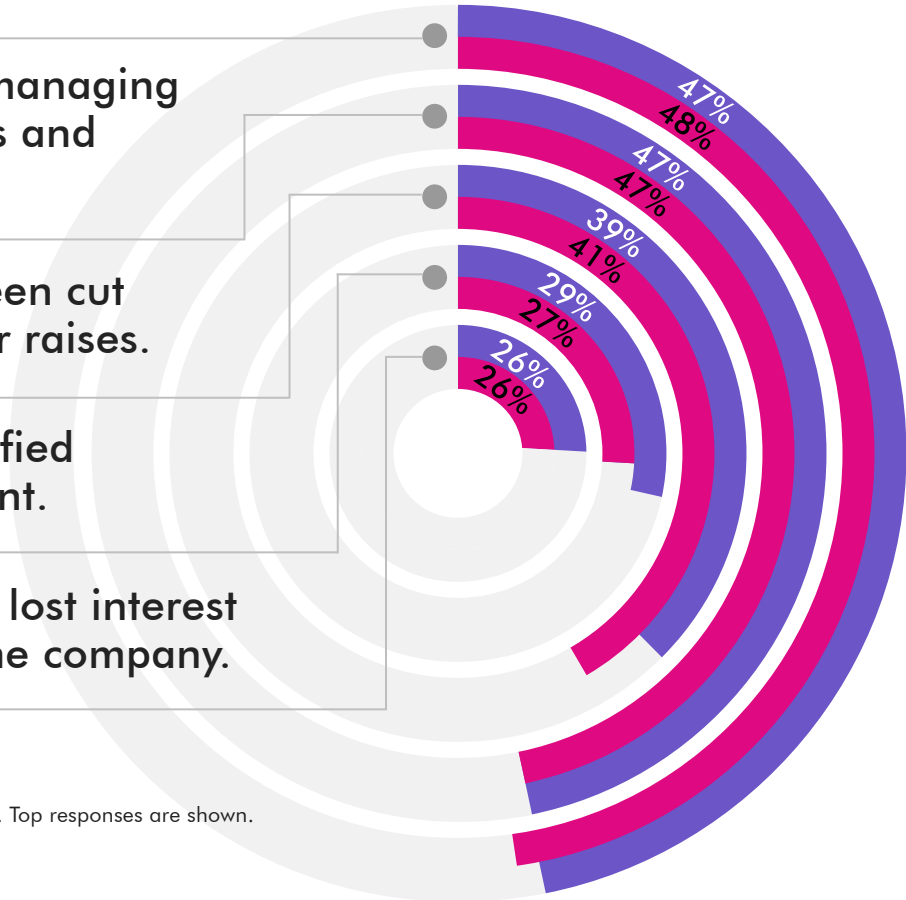
Salaries have been cut with no plans for raises.

Staff are dissatisfied with management.

Employees have lost interest in working for the company.

United States Canada

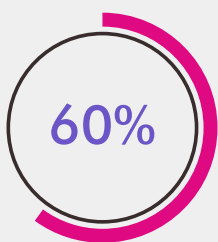
Multiple responses were permitted. Top responses are shown.



Inclusion and diversity are key

The most innovative teams are not homogenous. Coming up with creative solutions to real business problems requires insight from professionals with a wide and deep range of perspectives and experiences.

Not only does having a diverse staff result in more impactful programs and campaigns, but it can also help an organization attract and retain top talent. Creative and marketing teams are in a unique position to help a company showcase its overall inclusion and diversity efforts internally and externally.



of workers are more motivated to work at a company that values its staff during unpredictable times.

Source: Robert Half survey of 573 workers in the U.S. who said they've had career reconsiderations due to the COVID-19 pandemic

Staffing for business resilience

The pressures of a challenging economy have forced many companies to slow hiring for their creative and marketing teams. Still, organizations must pursue projects that will see the business through a downturn, and managers cannot afford to turn a blind eye to top candidates who are now in the job market.

Initiatives designed to strengthen a firm's online presence or increase the buzz around its best-selling products likely require bringing in additional talent, but it must be done cost-effectively. Adopting a flexible staffing model — an adjustable mix of full-time and temporary workers — can help firms take on high-priority special projects and keep day-to-day initiatives on track.



Emerging Jobs

- Chatbot designer and writer
- Growth/performance marketing specialist
- Immersive technology designer
- Inclusion and diversity communications specialist
- Online reputation manager
- Service designer
- Virtual events director
- Voice designer

Why Companies Work With Interim Professionals

Scale the team
as needed



Evaluate for a
full-time role



Access
specialized skills



Alleviate burden
on full-time staff



Add flexibility during
changing economic
conditions



Access support
for special projects

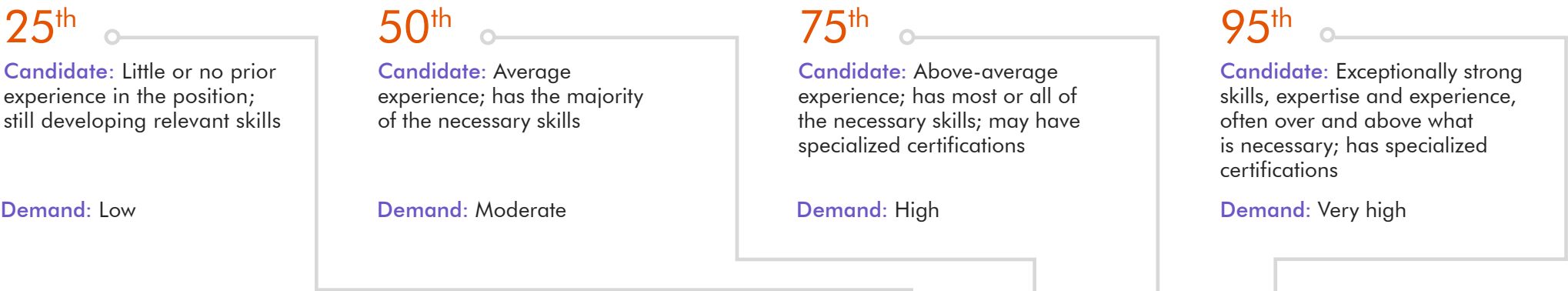


Multiple responses were permitted. Top responses are shown.
Source: Robert Half survey of more than 160 HR managers in the U.S. and more than 100 HR managers in Canada who planned to increase their use of interim professionals

How to Use Our Salary Tables

Starting salaries for the positions listed in this guide do not include bonuses, benefits and other forms of compensation. We break down pay rates into four percentiles to help you customize salary offers for each role. The percentiles account for differences in a candidate’s level of experience and skills, professional certifications, demand for the role, and the size and complexity of the company that’s hiring.

The 50th percentile represents the midpoint salary. The 95th percentile is typically reserved for candidates who are extremely difficult to find. A staffing professional from The Creative Group can help you determine where exactly a particular role should fall within the salary percentiles stated in the guide.



	TITLE	25th	50th	75th	95th
Design and Production	Creative Director	93,000	117,000	140,250	191,500
	Creative Services Manager	69,000	86,250	103,500	125,750

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Creative and Marketing Salaries

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	TITLE	25th	50th	75th	95th
Design and Production	Creative Director	93,000	117,000	140,250	191,500
	Creative Services Manager	69,000	86,250	103,500	125,750
	Art Director	68,750	86,000	103,000	122,000
	Project Manager	57,250	70,250	82,750	105,750
	Studio Manager	54,500	65,750	77,500	101,500
	Production Manager	50,500	61,750	71,000	91,750
	Graphic Designer	43,250	57,000	68,000	89,000
	Digital Artist	50,500	63,750	80,000	94,250
	Production Artist	43,000	53,750	60,250	73,500
	Production Coordinator	35,250	41,000	50,500	62,250
	3D Animator	59,000	69,250	82,750	103,000
	3D Modeler	52,500	65,500	77,750	99,750
	Environmental Designer	55,500	64,000	81,250	92,500
	Presentation Specialist	50,750	63,000	74,000	92,000
	Package Designer	48,500	58,000	71,000	93,750

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	TITLE	25th	50th	75th	95th
Design and Production (continued)	Illustrator/Infographics Designer	45,500	54,750	64,250	81,500
	Photo Retoucher	41,250	54,750	70,250	85,000
	Photographer	38,750	52,000	64,000	89,000
	Traffic Manager	47,000	57,000	67,500	83,500
	Traffic Coordinator	33,750	41,750	47,500	56,250
	Digital Asset Manager	45,250	50,250	54,750	77,250
	Desktop Publisher/Layout Artist	34,500	42,750	49,250	68,500
Digital Design and Production	UX Director	111,250	130,500	153,750	197,750
	UX Designer	75,750	98,250	118,500	148,000
	UX Researcher	76,000	89,000	116,500	136,500
	UI Designer	66,250	82,000	100,250	128,750
	Product Designer	68,750	89,250	113,750	134,500
	Instructional Designer	67,250	82,250	96,250	120,000
	Interactive Art Director	77,500	92,500	105,000	125,500
	Interaction Designer	66,500	75,000	89,250	120,250

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	TITLE	25th	50th	75th	95th
Digital Design and Production (continued)	Interactive Producer	73,500	82,000	97,750	109,250
	Information Architect	81,000	97,500	117,750	132,500
	Front-End Web Developer	72,000	88,000	102,000	136,000
	Mobile Designer	67,000	86,500	101,500	113,750
	Visual Designer	65,250	81,750	101,750	110,000
	Motion Designer	65,250	76,750	91,750	105,250
	Web Designer	58,750	70,000	86,500	104,500
	Multimedia Designer	55,500	72,250	84,000	100,000
	Web Production Artist	45,250	54,250	63,500	78,000
	Video Producer	60,750	74,250	88,500	115,500
Content Development and Management	Video Editor	53,500	64,250	80,000	106,250
	Proposal Specialist	61,750	74,250	83,000	96,250
	Content Strategist	62,250	74,500	88,500	115,000
	Content Manager	56,250	66,000	81,000	103,000
	Web Content Manager	49,000	55,750	67,250	89,000

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	TITLE	25th	50th	75th	95th
Content Development and Management (continued)	Web Content Coordinator	41,750	50,000	55,000	67,750
	Copywriter	60,250	73,000	85,250	110,500
	Interactive/Web Copywriter	54,000	65,250	83,750	105,000
	Technical Writer	59,250	71,500	83,500	100,250
	Copy Editor	43,500	63,750	71,500	82,000
	Proofreader	42,000	51,500	62,250	73,750
Advertising and Marketing – Agency	Account Director	86,000	103,000	118,750	155,250
	Account Supervisor	74,000	84,750	100,500	133,500
	Account Manager/Executive	46,000	59,500	73,500	89,750
	Account Coordinator	35,500	42,250	50,250	61,000
Advertising and Marketing – Corporate	Chief Marketing Officer	136,500	165,500	199,500	250,750
	Vice President of Marketing	122,750	146,500	174,250	221,000
	Marketing Director	88,250	109,000	127,500	158,000
	Marketing Manager	67,000	78,750	88,500	116,500
	Marketing Coordinator	42,250	51,000	59,250	73,750

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	TITLE	25th	50th	75th	95th
Advertising and Marketing – Agency or Corporate	Media Director	85,000	103,750	120,000	145,000
	Media Buyer	54,000	63,000	76,000	91,500
	Media Planner	49,000	58,500	74,750	87,000
	Marketing Analytics Manager	85,000	97,000	118,000	131,750
	Marketing Analytics Specialist	54,250	69,250	87,750	107,500
	Web Analytics Specialist	65,000	76,500	99,750	113,000
	Digital Marketing Manager	68,250	83,250	97,000	125,000
	Digital Marketing Specialist	47,750	58,000	66,250	94,000
	Brand/Product Manager	72,750	90,500	105,000	132,750
	Digital Project Manager	65,250	84,500	99,750	118,000
	SEO/SEM Specialist	50,000	65,750	76,750	96,000
	PPC Specialist	41,750	52,000	65,750	80,750
	Market Researcher	52,500	62,750	80,250	100,000
	Digital Strategist	67,500	81,000	94,750	120,500
	Digital Community Manager	48,500	59,250	69,000	93,000

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	TITLE	25th	50th	75th	95th
Advertising and Marketing – Agency or Corporate (continued)	Social Media Manager	51,000	60,250	75,750	102,000
	Social Media Specialist	43,500	52,000	62,750	83,250
	E-Commerce Marketing Manager	72,750	85,000	103,250	121,750
	Email Marketing Manager	60,000	74,750	91,750	114,750
	Email Marketing Specialist	46,750	56,000	66,750	84,750
	Demand Generation Manager	71,250	89,250	107,750	126,000
	Marketing Automation Specialist	46,750	61,250	76,500	92,000
	Customer Experience Marketing Manager	53,000	66,250	80,250	104,500
	Event Manager	45,250	56,000	64,500	87,000
	Event Coordinator	34,500	42,500	49,750	63,500
Public Relations	Vice President of Public Relations	98,500	118,750	140,750	190,000
	Public Relations Director	88,250	98,000	116,250	150,250
	Public Relations Manager	69,250	80,750	91,750	121,000
	Public Relations/Communications Specialist	47,750	57,250	68,750	86,500

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Adjusting Salaries for U.S. Cities

Due to cost of living, the availability of talent and other factors, starting salaries vary by market. We place candidates in cities across the United States, and we use what we learn each year to set regional variances to help guide you in determining pay in your area. Simply increase or decrease the national starting salary by the percentage listed for your city.

Alabama

Birmingham-5%
Huntsville.....-5%
Mobile.....-14%

Arizona

Phoenix+17%
Tucson.....+7%

Arkansas

Fayetteville-5%
Little Rock-5%

California

Fresno-8%
Irvine.....+30%
Los Angeles+32%
Monterey+15%
Oakland.....+34%
Ontario+20%
Sacramento+8%
San Diego+29%
San Francisco.....+41%
San Jose.....+40%
San Rafael+32%

Santa Barbara.....+27%
Santa Rosa+22%
Stockton-13%

Colorado

Boulder+19%
Colorado Springs..+0%
Denver+11%
Fort Collins+0%
Greeley-11%
Loveland.....-5%
Pueblo.....-15%

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Connecticut

Hartford +17%
New Haven..... +12%
Stamford..... +31%

Delaware

Wilmington +5%

District of Columbia

Washington..... +33%

Florida

Fort Myers-8%
Jacksonville.....-3.5%
Melbourne.....-9%
Miami/
Fort Lauderdale.. +6%
Orlando +1%
St. Petersburg -1.5%
Tampa..... +0.5%
West Palm Beach.. +4%

Georgia

Atlanta +6%
Macon -18%
Savannah -13%

Hawaii

Honolulu+7%

Idaho

Boise.....-11%

Illinois

Chicago+24%
Hoffman Estates .. +12%
Naperville..... +12%
Rockford..... -15%

Indiana

Fort Wayne -16%
Indianapolis-3%

Iowa

Cedar Rapids-5%
Davenport-4%
Des Moines..... +2%
Sioux City -16%
Waterloo/
Cedar Falls..... -12%

Kansas

Overland Park..... +1%

Kentucky

Lexington-8.5%
Louisville.....-8%

Louisiana

Baton Rouge -1%
New Orleans -1%

Maine

Portland.....-5%

Maryland

Baltimore +3%

Massachusetts

Boston..... +34%
Springfield +1%

Michigan

Ann Arbor..... +1%
Detroit..... +0%
Grand Rapids..... -14%
Kalamazoo -20%
Lansing..... -15%

Minnesota

Bloomington +6.5%

Duluth -20.4%
Minneapolis +7%
Rochester..... +2%
St. Cloud -14%
St. Paul +4%

Missouri

Kansas City.....-0.5%
St. Joseph -10%
St. Louis..... +0.5%

Nebraska

Omaha +0%

Nevada

Las Vegas +2%
Reno +1%

New Hampshire

Manchester..... +12%
Nashua +14%

New Jersey

Mount Laurel..... +15%
Paramus +30%
Princeton +25%
Woodbridge.....+26.5%

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New Mexico

Albuquerque-8.5%

New York

Albany-4%

Buffalo-6.5%

Long Island+25%

New York..... +40.5%

Rochester.....-6.5%

Syracuse -9.7%

North Carolina

Charlotte +3.5%

Greensboro +0%

Raleigh +4%

Ohio

Akron-11%

Canton -18%

Cincinnati -2.5%

Cleveland-4%

Columbus -2%

Dayton -13%

Toledo -14%

Youngstown -24%

Oklahoma

Oklahoma City-7%

Tulsa -7%

Oregon

Portland..... +11%

Pennsylvania

Harrisburg-5%

Lehigh Valley +0%

Philadelphia +15%

Pittsburgh -2%

Reading -5%

Rhode Island

Providence +1.5%

South Carolina

Charleston-4%

Columbia-6%

Greenville-4%

South Dakota

Sioux Falls..... -16%

Tennessee

Chattanooga-11%

Cool Springs..... +1%

Knoxville-11%

Memphis -4.5%

Nashville +2%

Texas

Austin +9%

Dallas +11%

El Paso-28%

Fort Worth+10%

Houston +9.5%

Midland/Odessa .. +8%

San Antonio +1%

Utah

Salt Lake City +9%

Virginia

Norfolk/

Hampton Roads.. -1.5%

Richmond -1%

Tysons Corner +32%

Washington

Seattle+27%

Spokane -18%

Wisconsin

Appleton..... -15%

Green Bay -13.5%

Madison +1%

Milwaukee +2%

Waukesha..... +1%

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Instantly Calculate Local Salaries

Tailor the listed salaries in this guide to your particular area. Get a custom pay range for more than 550 cities in just a few clicks.

[See Local Salaries](#)

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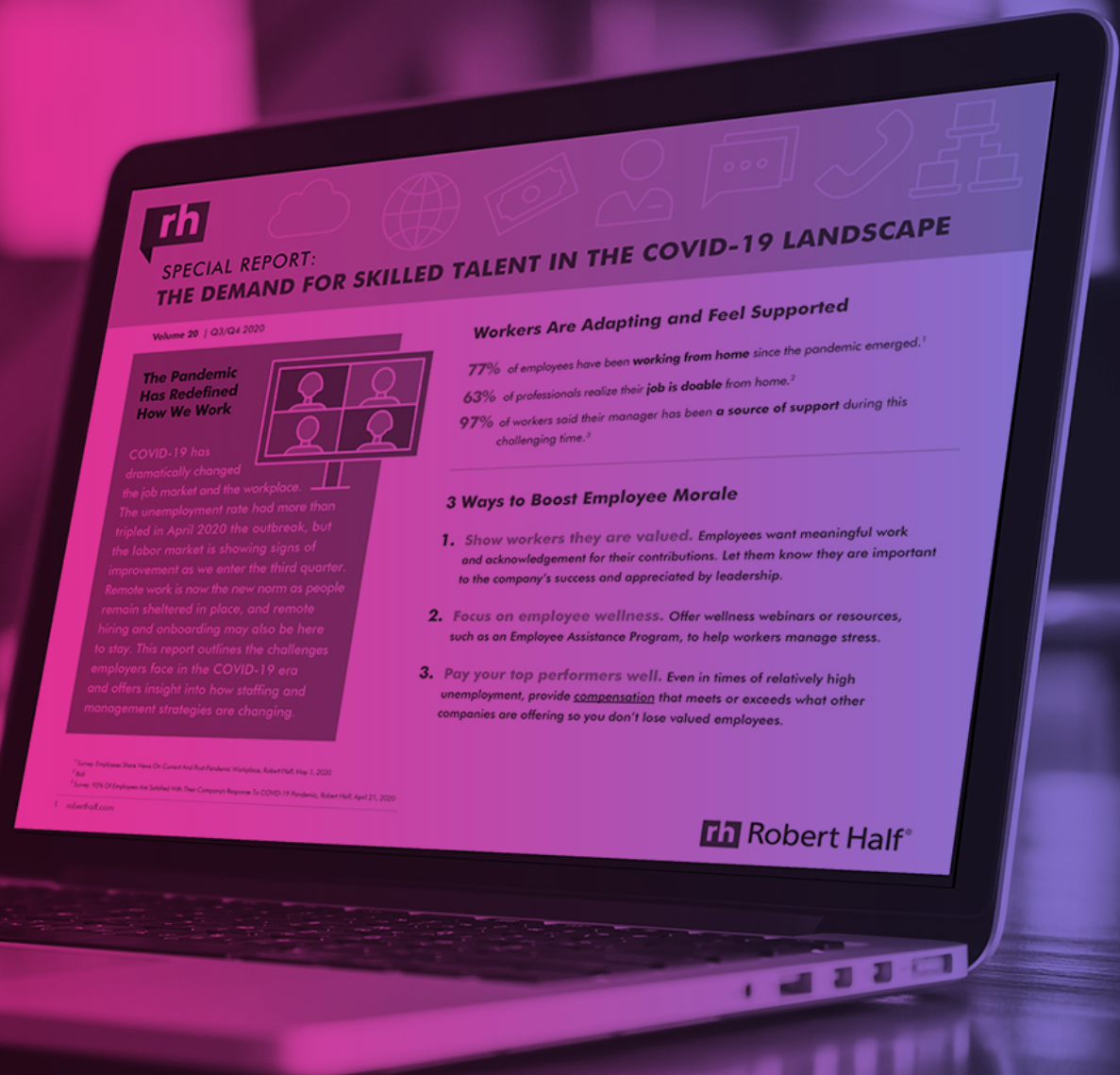
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The Demand for Skilled Talent

Gain insights to help you attract and keep the best talent, plus learn about labor market data and in-demand positions.

[Get Full Report](#)



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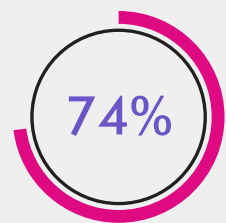
Hiring Trends in Canada

Uncertainty still hangs over many sectors. While B2B marketing companies in Canada are mostly performing well, B2C firms are more sensitive to consumers reining in spending. Amid economic uncertainty, companies' first instinct might be to halt all new initiatives, but creative and marketing teams are more crucial than ever as organizations adapt to current realities. Also, firms that invest in innovative marketing ideas and creative campaigns now are likely to perform better when conditions improve.

All the world is a hiring pool

As more companies embrace remote work options, Canadian businesses are encountering fewer geographic barriers when it comes to

hiring. Firms that can promote telework opportunities are more likely to successfully attract and compete for top talent, particularly among in-demand design and marketing professionals who seek this option along with flexible schedules.



of workers would like to work remotely more frequently after the pandemic ends.

Source: Robert Half survey of more than 500 workers in Canada

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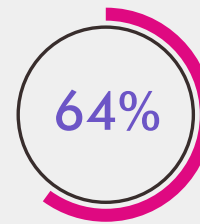
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of professionals who break their day into distinct blocks of business and personal time report improved productivity.

Source: Robert Half survey of 378 workers in Canada who said their companies allow windowed working

Innovation drives demand for creative roles

A wide variety of industries are rethinking how they serve customers. International Data Corporation (IDC) forecasts that

Canadian companies' spending on digital transformation will increase by 7% in 2020, even with the uncertain economy. What's more, IDC predicts a 62% increase in spending on digital visualization by 2023, especially around visualization tools for education.*

As more companies embrace the e-commerce boom to better withstand fluctuations in brick-and-mortar traffic, they need experienced marketing automation professionals and web designers. With virtual meetings, training and education on the rise, jobs for instructional designers, curriculum designers, customer experience experts and other professions connected to e-learning and online events are in high demand.



Hot Jobs

- Communications manager
- Customer experience manager
- Digital marketing manager and specialist
- E-commerce content specialist
- E-commerce web developer
- Instructional designer
- Marketing analytics specialist
- Market researcher
- SEO/SEM analyst
- Social media manager
- UX/UI designer
- Video producer

* Source: Worldwide Digital Transformation Spending Guide, IDC, 2020

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Creative and Marketing Salaries

CANADA

	TITLE	25th	50th	75th	95th
Design and Production	Creative Director	118,250	135,500	154,250	180,250
	Creative Services Manager	78,000	88,500	106,500	120,000
	Art Director	71,250	88,000	105,250	114,250
	Project Manager	68,000	79,250	90,000	105,250
	Studio Manager	59,500	65,750	72,250	94,500
	Production Manager	74,250	86,250	91,500	99,000
	Graphic Designer	53,500	64,500	77,250	93,000
	Digital Artist	52,000	62,500	70,000	83,000
	Production Artist	52,500	62,750	73,750	79,500
	Production Coordinator	48,250	53,500	63,500	68,250
	3D Animator	60,250	68,750	85,000	94,000
	3D Modeler	62,500	69,250	75,500	86,500
	Environmental Designer	53,750	58,750	64,000	71,500
	Presentation Specialist	56,000	60,750	66,250	77,250
	Package Designer	59,750	70,750	76,000	85,500

All salaries listed on Pages 24-29 are in Canadian dollars.

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Creative and Marketing Salaries

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	TITLE	25th	50th	75th	95th
Design and Production (continued)	Illustrator/Infographics Designer	52,500	59,750	64,000	72,500
	Photo Retoucher	48,250	54,000	63,500	69,250
	Photographer	46,000	60,250	71,750	81,250
	Traffic Manager	56,750	61,500	64,750	73,000
	Traffic Coordinator	46,500	51,750	56,750	65,500
	Digital Asset Manager	42,250	46,500	52,250	57,500
	Desktop Publisher/Layout Artist	36,500	44,000	47,750	63,000
Digital Design and Production	UX Director	97,000	102,750	119,000	135,250
	UX Designer	72,750	81,750	99,500	110,500
	UX Researcher	68,250	80,500	96,000	118,000
	UI Designer	62,750	74,250	87,500	106,500
	Product Designer	43,500	49,250	54,000	67,750
	Instructional Designer	64,250	70,750	80,750	87,500
	Interactive Art Director	79,250	88,000	95,750	122,000
	Interaction Designer	62,250	68,000	75,000	87,500

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	TITLE	25th	50th	75th	95th
Digital Design and Production (continued)	Interactive Producer	64,000	76,750	90,000	98,750
	Information Architect	77,250	90,250	108,250	133,250
	Front-End Web Developer	68,250	79,500	91,000	105,000
	Mobile Designer	69,000	80,500	96,500	108,500
	Visual Designer	72,500	82,250	89,500	105,750
	Motion Designer	66,000	74,250	83,250	108,250
	Web Designer	62,250	77,500	95,750	116,750
	Multimedia Designer	52,750	66,750	75,250	88,750
	Web Production Artist	46,750	53,750	63,250	77,750
	Video Producer	57,250	64,750	76,750	96,250
Content Development and Management	Video Editor	54,250	61,000	70,500	78,500
	Proposal Specialist	54,500	64,000	75,000	94,000
	Content Strategist	58,000	70,750	83,750	105,250
	Content Manager	52,750	66,500	78,500	97,500
	Web Content Manager	50,250	55,250	60,000	70,500

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Content Development and Management (continued)	Web Content Coordinator	43,750	48,500	54,500	60,750
	Copywriter	56,750	68,000	79,250	101,250
	Interactive/Web Copywriter	55,750	69,500	80,750	98,750
	Technical Writer	56,250	68,000	81,000	93,000
	Copy Editor	54,000	64,000	77,000	96,500
	Proofreader	51,250	61,750	73,500	78,750
Advertising and Marketing – Agency	Account Director	89,000	96,000	113,250	127,750
	Account Supervisor	70,000	75,000	89,750	116,000
	Account Manager/Executive	48,750	64,250	72,500	89,750
	Account Coordinator	39,000	42,750	46,500	53,000
Advertising and Marketing – Corporate	Chief Marketing Officer	142,000	169,500	185,500	210,250
	Vice President of Marketing	122,750	134,000	146,750	175,500
	Marketing Director	93,250	112,500	132,000	151,750
	Marketing Manager	72,750	81,000	88,000	100,000
	Marketing Coordinator	42,750	51,250	59,250	65,250

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Advertising and Marketing – Agency or Corporate	Media Director	81,750	90,750	99,000	112,250
	Media Buyer	52,000	60,500	74,250	91,750
	Media Planner	42,250	48,500	53,250	67,000
	Marketing Analytics Manager	80,750	92,000	98,750	117,250
	Marketing Analytics Specialist	57,750	72,500	82,500	89,500
	Web Analytics Specialist	57,250	67,500	80,250	95,250
	Digital Marketing Manager	66,000	79,250	94,000	116,500
	Digital Marketing Specialist	42,500	48,750	59,000	65,750
	Brand/Product Manager	60,750	75,000	92,250	116,750
	Digital Project Manager	62,500	84,000	92,000	104,250
	SEO/SEM Specialist	51,500	63,500	74,000	90,000
	PPC Specialist	50,750	58,500	68,750	78,250
	Market Researcher	50,500	60,250	70,750	89,750
	Digital Strategist	67,500	81,250	98,750	122,250
	Digital Community Manager	45,500	56,000	66,750	75,000

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	TITLE	25th	50th	75th	95th
Advertising and Marketing – Agency or Corporate (continued)	Social Media Manager	53,000	65,000	76,250	99,750
	Social Media Specialist	46,500	60,500	70,750	83,000
	E-Commerce Marketing Manager	68,250	82,000	94,000	129,250
	Email Marketing Manager	66,000	79,500	87,500	96,000
	Email Marketing Specialist	44,750	57,250	63,000	77,750
	Demand Generation Manager	75,500	84,500	95,500	115,500
	Marketing Automation Specialist	45,750	60,500	71,000	79,000
	Customer Experience Marketing Manager	56,500	62,000	73,500	80,000
	Event Manager	47,000	57,500	66,500	78,750
	Event Coordinator	40,500	48,250	56,250	67,500
Public Relations	Vice President of Public Relations	113,500	127,500	150,000	179,750
	Public Relations Director	98,500	109,250	119,000	150,000
	Public Relations Manager	83,500	90,750	110,000	119,250
	Public Relations/Communications Specialist	49,000	58,000	67,000	82,000

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Adjusting Salaries for Canadian Cities

Due to cost of living, the availability of talent and other factors, starting salaries vary by market. We place candidates in cities across Canada, and we use what we learn each year to set regional variances to help guide you in determining pay in your area. Simply increase or decrease the national starting salary by the percentage listed for your city.

Alberta

Calgary +3.2%
Edmonton +1.5%

British Columbia

Fraser Valley +0.5%
Vancouver..... +3%
Victoria..... -1%

Manitoba

Winnipeg..... -2.5%

Ontario

Kitchener/
Waterloo +0%
Ottawa..... +0.5%
Toronto..... +3%

Quebec

Montreal..... +2%
Quebec City -4%

Saskatchewan

Regina..... -4%
Saskatoon..... -3%

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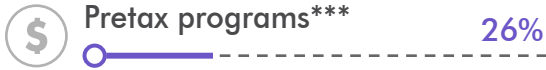
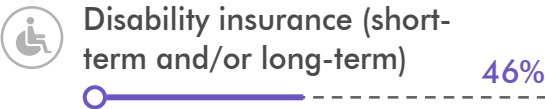
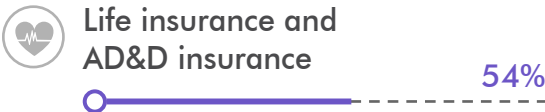
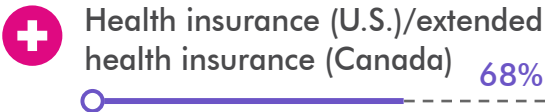
Trends in Benefits and Perks

Benefits and perks can play as significant a role as salary in your ability to attract and retain top talent. See what other firms offer, and what workers want, so you can keep pace.

Health insurance tops workers' benefits wish list*

● Most wanted benefits

■ Percentage of companies offering



Footnotes and survey details are on Page 33.

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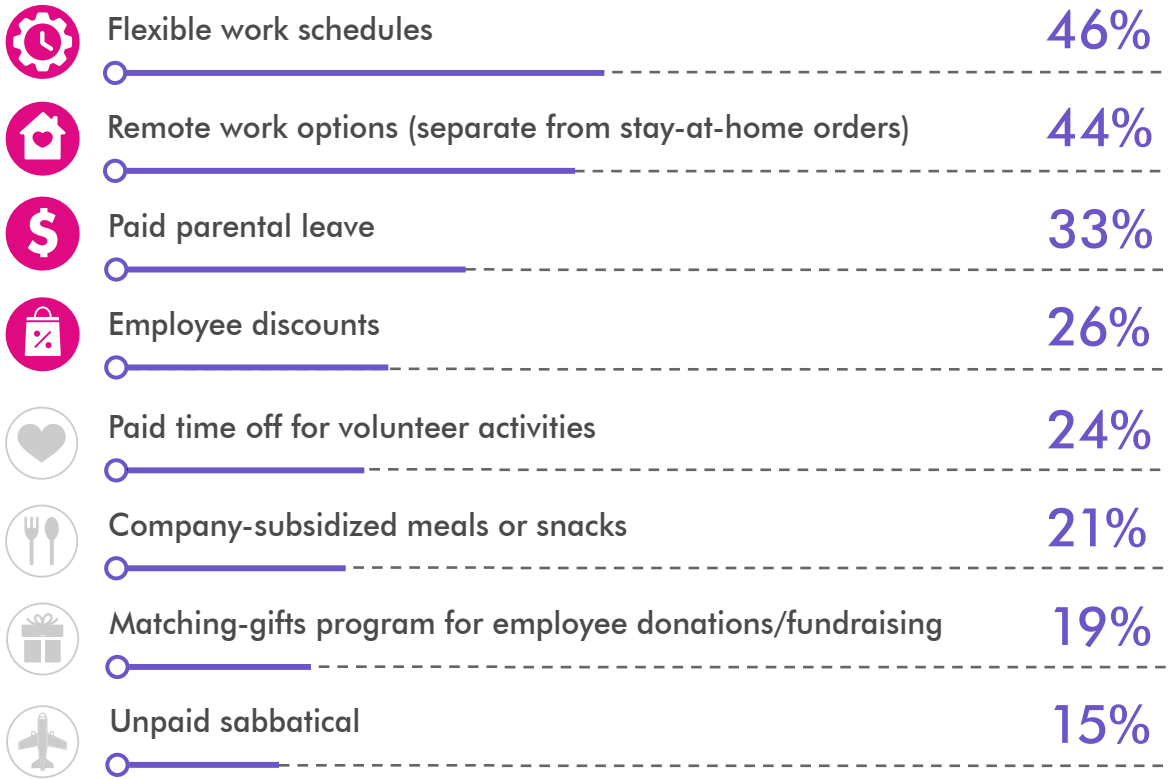
Employees want to work from home more



Average number of days per week employees prefer to work from home after stay-at-home advisories are lifted

Flexible schedules most valued perk*

● Most wanted perks
■ Percentage of companies offering



Footnotes and survey details are on Page 33.

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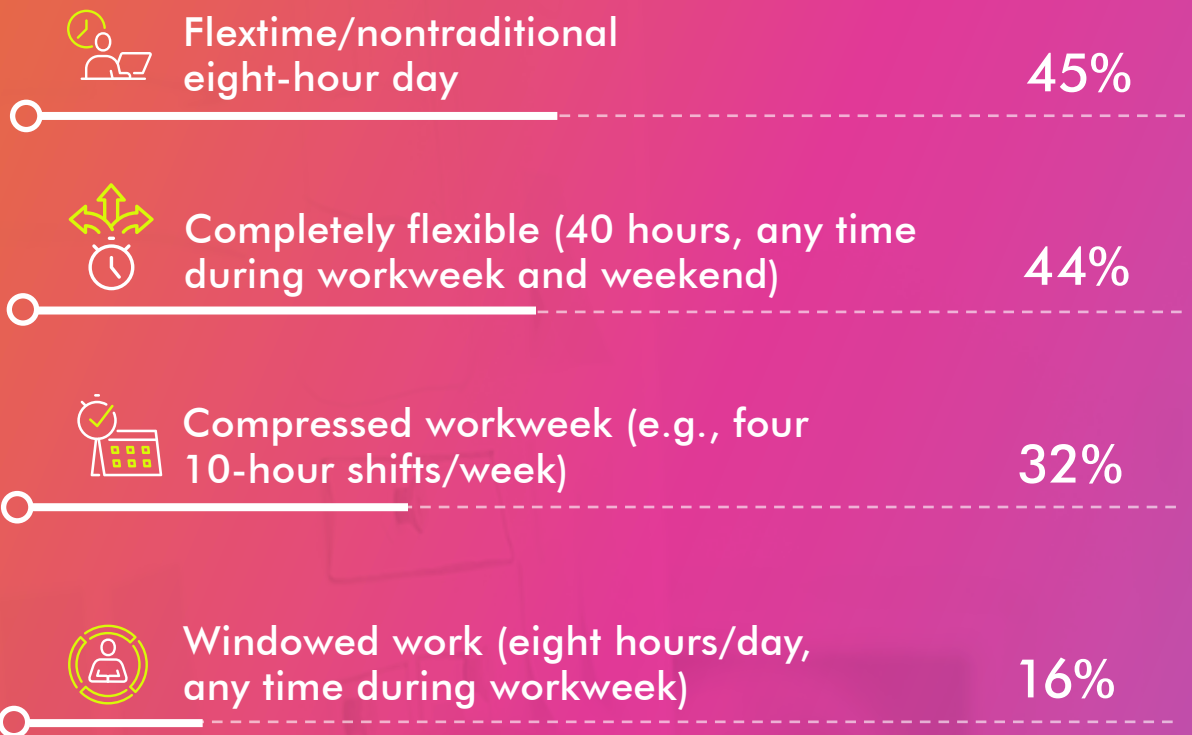
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Employees' preferred flexible work options*



* Multiple responses were permitted. Top responses are shown.

** Paid time off includes vacation, sick days and paid holidays.

*** Examples of pretax programs include commuter benefits, flexible spending accounts and health savings accounts.

Source: Robert Half surveys of 500 HR managers and more than 1,500 workers in the U.S. and Canada

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Additional Resources for Creative and Marketing Professionals



The Creative Group Blog

Learn tips, advice and insights to hire skilled workers or land a new job.

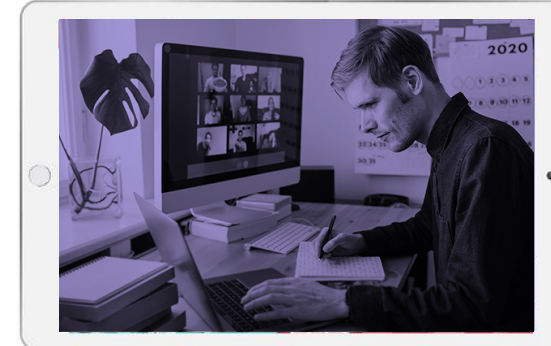
[Visit the Blog →](#)



Creative and Marketing Job Descriptions

Check out the responsibilities, skills and experience needed for many of our most frequently placed roles.

[See the Descriptions →](#)



Managing and Hiring in the COVID-19 Era

Discover 10 lessons learned in the wake of the pandemic and how you can apply them to your organization.

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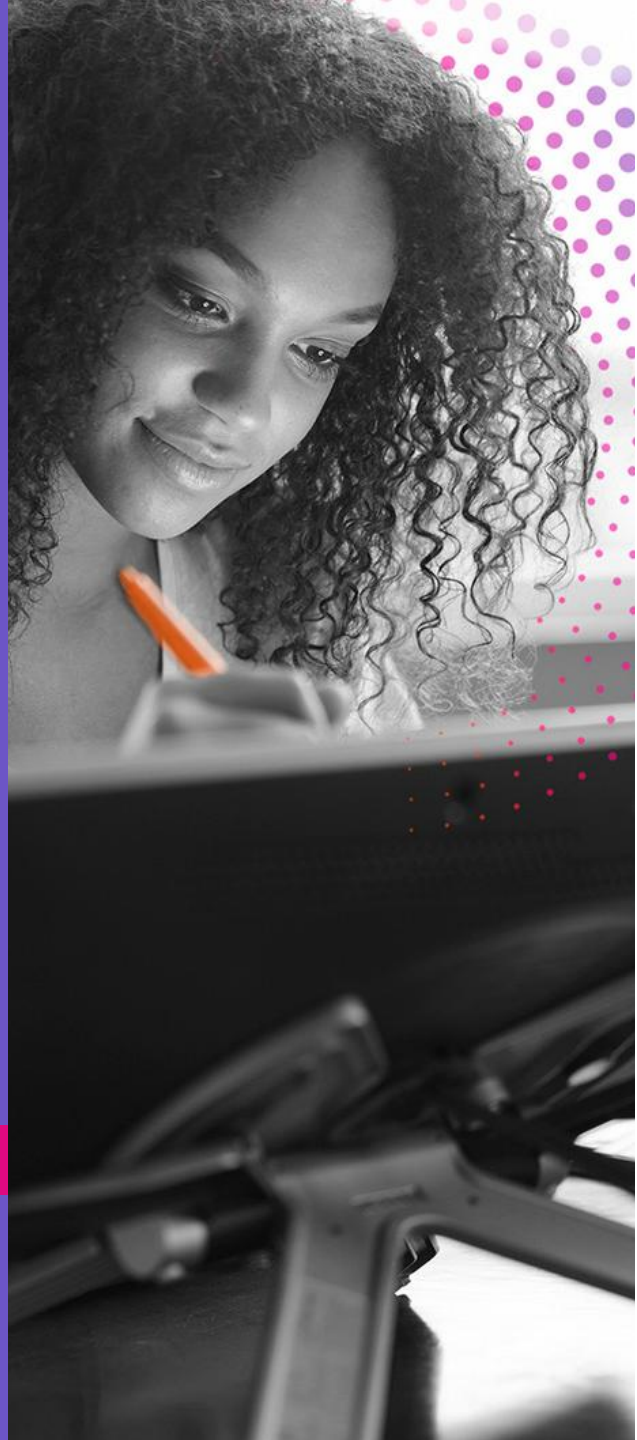
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About The Creative Group

We place highly skilled creative, digital, marketing, advertising and public relations professionals with companies of all sizes on a project, temporary and direct-hire basis. Whether you seek remote or on-site professionals, The Creative Group delivers candidates who can support the wide range of projects you need to innovate and compete in today's rapidly changing business environment.

Our staffing professionals offer personalized service combined with proprietary AI-based matching technology that draws from our decades of placement data. We can help you find highly skilled candidates quickly.

By working with our sister division, Robert Half Technology, we can also help you plan and execute digital projects that call for both creative and technical skills. And to support

your strategic initiatives, we offer project- and program-based solutions through our Robert Half Managed Creative Solutions team.

The Creative Group's parent company, Robert Half, offers specialized staffing in accounting and finance, administrative and office support, technology, and legal services to help meet all your hiring needs. You also have access to world-class consulting and managed solutions through our subsidiary, Protiviti.



Contact your [local office](#) or call 1.877.630.6299 for personalized assistance in locating creative and marketing talent that meets your unique hiring needs.

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Delivering value to you



Remote staffing options — millions of candidates and a seamless setup so they can work securely from anywhere



Single provider for complex projects — strategic plan, project oversight, skilled staff



Flexible, cost-effective staffing services that can scale quickly to meet business demands



Your satisfaction guaranteed*

Hire Talent Today

*Contact your local office for more details.

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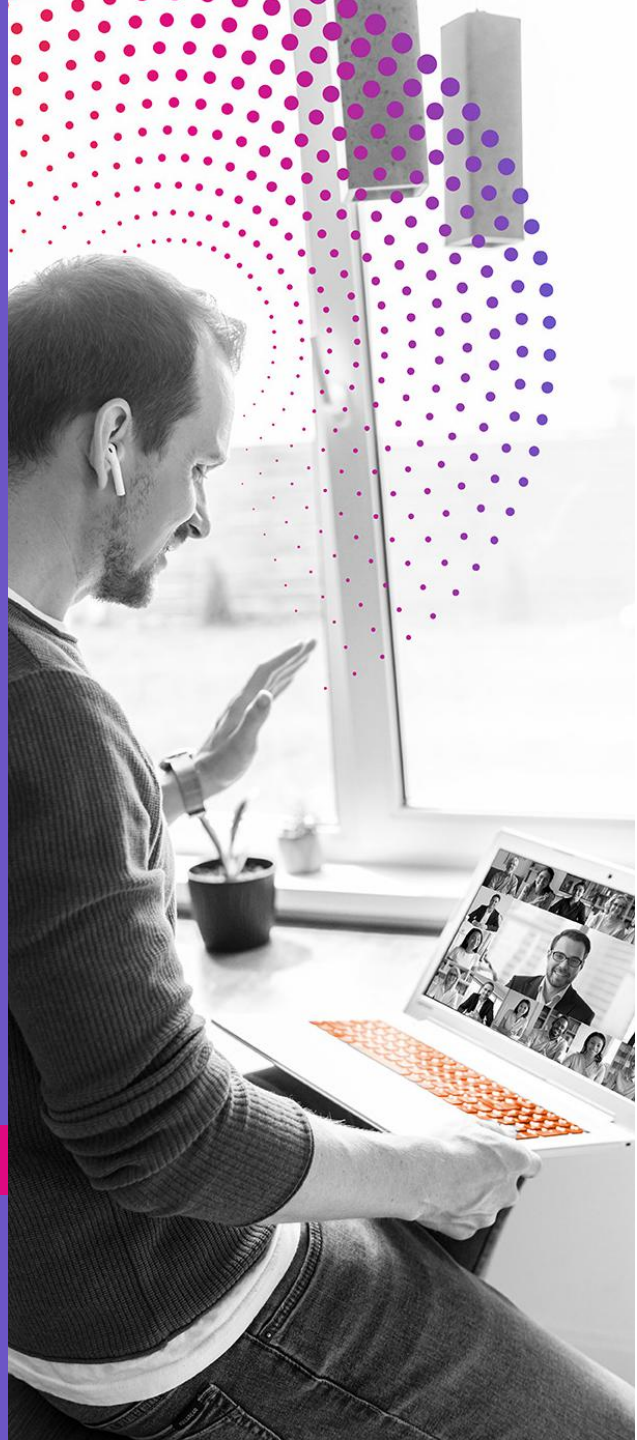
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Denver

Connecticut

Hartford
Stamford

District of Columbia

Washington

Florida

Miami

Georgia

Atlanta

Illinois

Chicago

Maryland

Baltimore

Massachusetts

Boston

Michigan

Southfield

Minnesota

Minneapolis

Missouri

St. Louis

New Jersey

Princeton
Saddle Brook
Woodbridge

New York

New York

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Raleigh

Ohio

Cincinnati
Cleveland
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Oregon

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Philadelphia

Tennessee

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Washington

Seattle

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Milwaukee

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Birmingham
Bristol
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Manchester

A man with glasses is seen from the side, working at a computer. The monitor displays a video editing interface with a dog on the main preview window and a timeline with multiple clips below it. The man is holding a pen over a tablet. The background shows a creative studio environment with various equipment and materials.

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