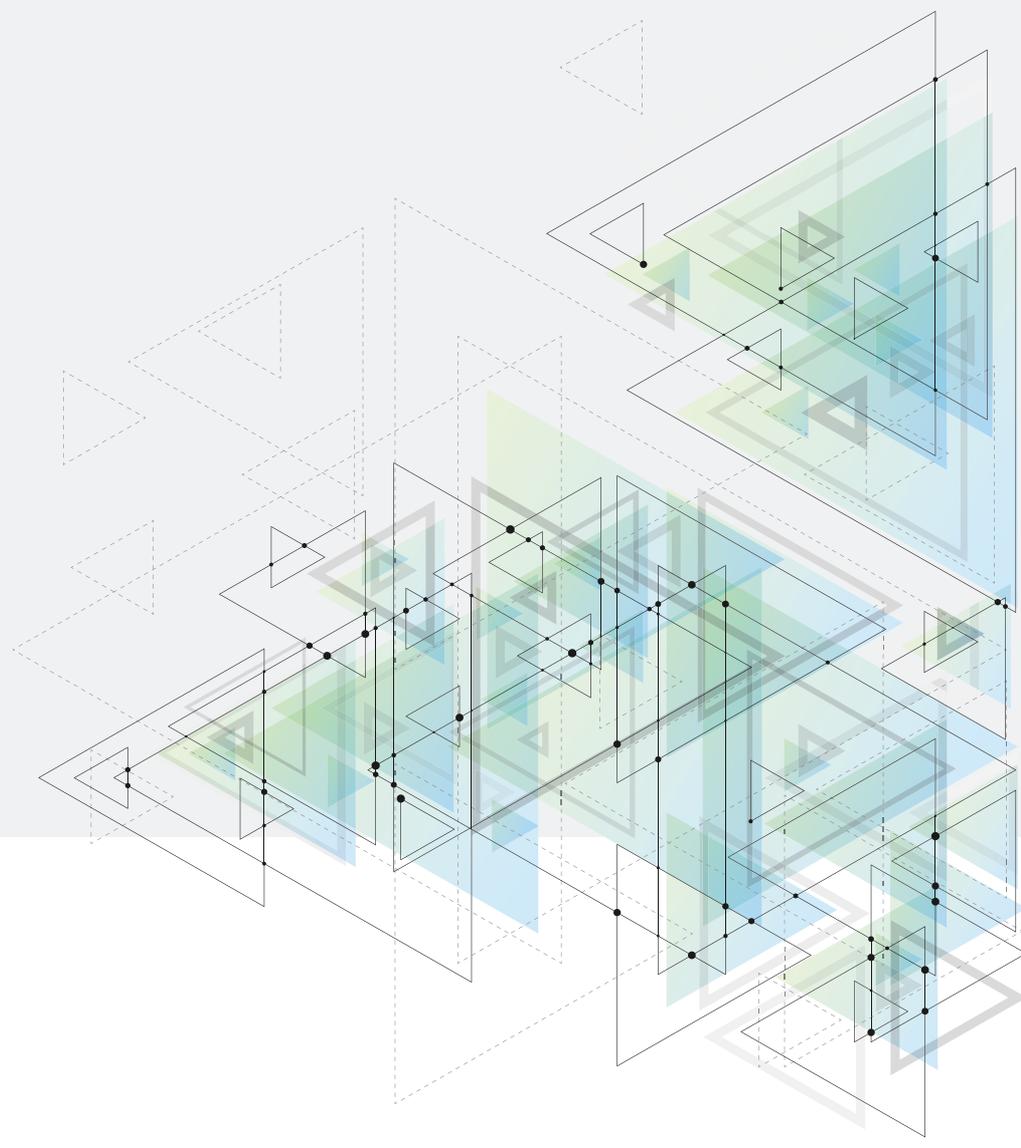
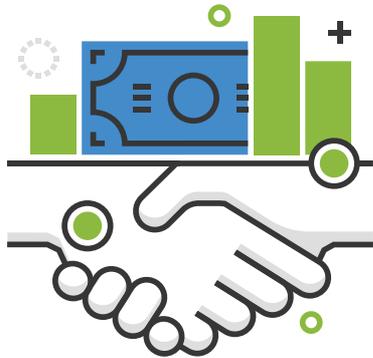


THE 2019 CREATIVE SALARY GUIDE



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Compensation planning – whether to determine annual salaries or hourly wages – is difficult to execute, dependent as it is on a multitude of factors that are ever-changing. Compensation planning in the creative field is no exception and it requires as much art as it does science.

This salary guide is designed to deliver insight into industry trends, employment outlooks, and up-to-date salary data.

Whether you're budgeting for new hires and new creative initiatives or preparing for annual review processes, we hope you can use this data to help you make more informed decisions.

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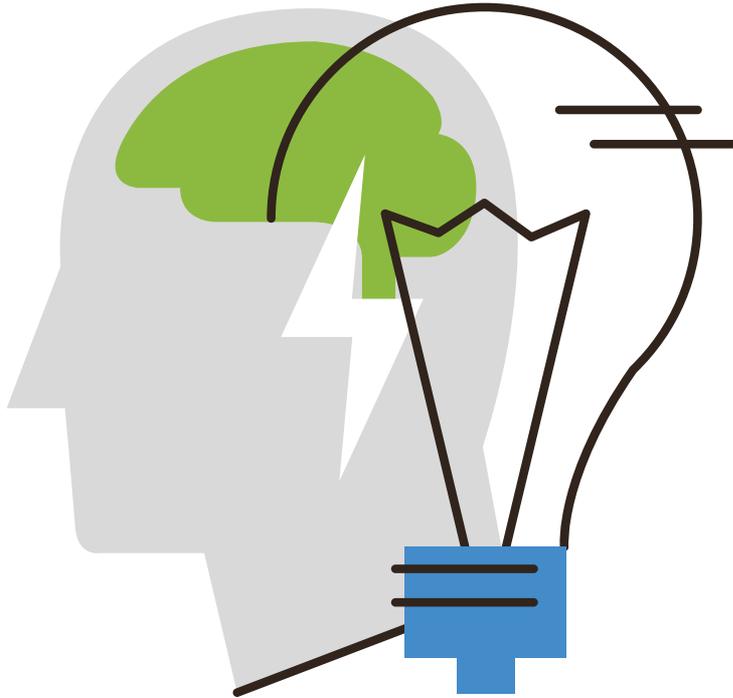
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THE CREATIVE FIELD: AN EMPLOYMENT OUTLOOK

The creative field doesn't often garner the same headlines as the IT or healthcare industries. Yet, positions in web design and development, marketing, advertising, publishing, and packaging are essential to almost every thriving company across a breadth of industries.

Business leaders should be aware of how critical an impact that creative professionals have on a company's brand image and customer perception. As customer habits evolve (along with a renewed focus on customer experience) and digital trends continue to transform the way companies do business, more leaders are investing in creative talent to manage and execute their marketing and branding initiatives.





Demand is soaring, but data from CareerBuilder clearly suggests that the supply of creative professionals trails far behind. In the last year, CareerBuilder reports that 405,571 job postings in the creative field are met by just 57,903 available candidates. This discrepancy is cause for alarm. Competition for top talent is pushed to an all-time high, and, not surprisingly, compensation climbs ever higher to meet the demand. Companies desperate for creative professionals to help them achieve business objectives are forced to spend more time and effort in attracting, recruiting, and retaining employees or freelance labor.

Challenges in hiring creative staff are apparent across all employment models, from direct W2 employees to contractors and freelancers, who are increasing in number thanks to the growth of the gig economy. Below are the most in-demand creative jobs².

MOST IN DEMAND CREATIVE JOBS

1. **Technical Writers**
2. **Interpreters & Translators**
3. **Public Relations Specialists**
4. **Art Directors**
5. **Sound Engineering Technicians**
6. **Actors**

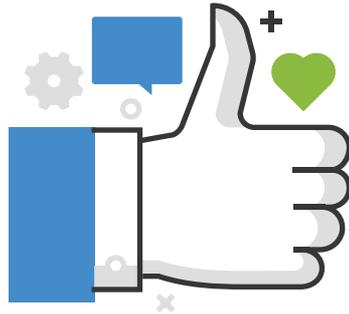
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THE BIGGEST TRENDS IN THE CREATIVE FIELD

A number of movements have risen to the surface in the creative field, changing the way marketers and advertisers reach key demographics.

MOBILE IS A REQUIREMENT

These days, it seems that everybody has an app; and for good reason. The average adult user is spending over 3 hours per day on their mobile devices³. At a time when \$188.9 billion in app revenue is projected by 2020, it's both lucrative and essential for organizations to have a strong mobile presence⁴. Advertisers must go to where the people are, and that means cell phones and tablets. As attention spans diminish and consumers become accustomed to extremely brief messaging, the industry must follow suit.

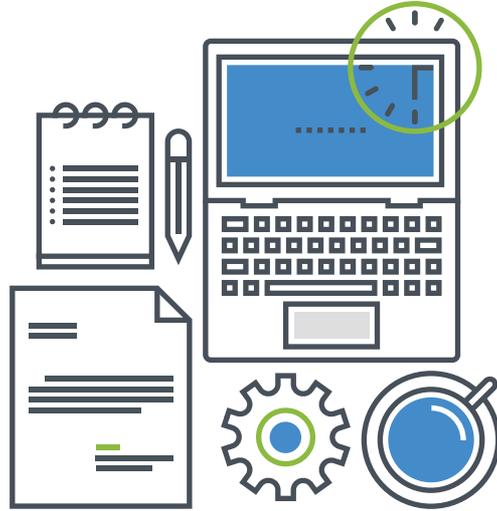


SOCIAL INFLUENCE GROWS IN IMPORTANCE

It's the dream of creatives to directly reach their audience with as few barriers as possible that may distort a message. To this end, nothing is more effective than properly harnessing social media channels. It's no longer an option for an organization to simply have a Facebook or Twitter account. Consumers now expect you to have an active and informative presence. Reaching the right people one-on-one is highly valuable, and social media allows for this. Likewise, this is where the power of influencers can sway a public into purchasing or rejecting your organization's latest product offering. Influencers don't even have to be well-known celebrities. Peer reviews and customer product plugs go a long way in building a strong brand following.

CONTENT MARKETING SHINES

Much to the delight of technical writers across the creative industry, content marketing is finally getting the attention it deserves. An organization that produces original content valuable to its target market becomes a thought leader and attracts people instead of chasing after them. Good content marketing builds relationships with consumers and the numbers prove it. 96% of B2B buyers look for more information from industry thought leaders before buying⁵. This is why 53% of B2B marketers found that content marketing was their top inbound strategy, allocating over a quarter of their budget to content creation. Those who can create fantastic copy optimized for search engines as well as for specific channels are those highest in demand (and receiving the highest salaries).

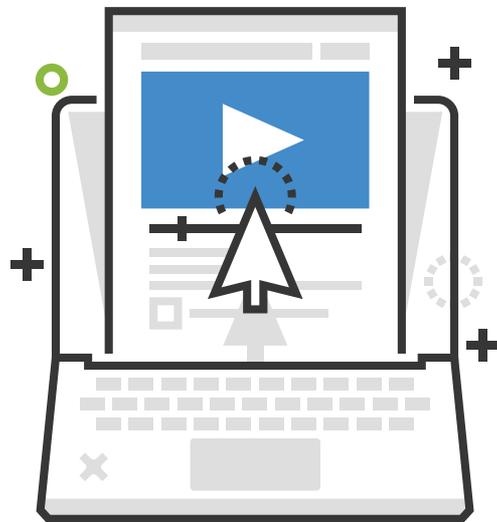


TRUST AND AUTHENTICITY ARE MANDATORY

With an abundance of information at their fingertips, consumers are doing their research before purchasing anything from minor grocery items all the way up to cars and homes. They want to know what they are getting for their money and who they are giving it to. Because of this, brands must strive for the utmost authenticity and transparency in order to build a strong level of consumer trust. Nearly 90% of customers like to read an online review before making any decision on whether or not to purchase a product⁶. That means if you can build trust with just one customer, they will in turn become your advocate and provide you with more sales.

VIDEO AND LIVE STREAMING CAPTURE ATTENTION

One of the best ways to engage with consumers is through video. In fact, 90% of customers say video helps them make buying decisions and 64% say that seeing a video makes them more likely to buy⁷. For creatives, this means the creation of impactful video becomes a top priority while taking into account how it will be consumed. For example, 89% of business-related videos are viewed on desktop browsers, which directly influences how content should be developed. Lastly, since launching Facebook Live, nearly 2 billion users have watched a live-streaming broadcast on the social media platform, suggesting a golden opportunity for marketers to increase engagement with their customer base⁸.



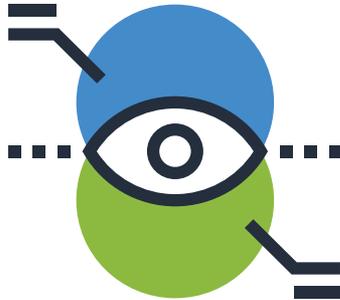
PERSONALIZATION AND BOTS

Throughout each and every trend altering the industry, the drive for personalization is apparent. Whether if it's through mobile, video, or content, people respond more positively to messaging that is specific to their preferences and desires. To an extent, marketing bots are assisting in this by creating automated tasks based on consumer data. As they continue to improve, these bots will provide excellent groundwork for marketers looking to better personalize customer experiences. Ultimately, people don't want to see an advertisement. They want information and entertainment that is relevant to them and marketing bots can assist in this strategic direction.

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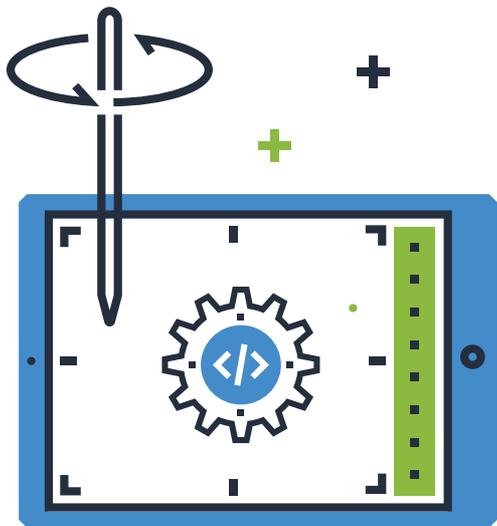
THE RISE OF HYBRID CREATIVE & TECH ROLES

As technology rapidly evolves and innovations provide new opportunities for the creative, advertising, and marketing industries, lines become blurred. Processes that traditionally went from creative conception to the IT department for development and back again for final review in clean handoffs have become rare. Today, tasks that were once distinctly for the IT department are now falling on the desks of Marketing Directors, Copywriters, and Designers. This has created new role responsibilities that bridge tech and creative skill sets.



MARTECH CAREERS

Marketing technology, or MarTech, is a field that has emerged to satiate the demand for hybrid skillsets. Far from just a small niche, there are 6,829 MarTech companies currently in existence, up 27% over last year and from just 150 in 2011⁹. These organizations are primed for helping companies better connect with potential and current customers through the use of technology. With such increased competition for the eyes, ears, and dollars of consumers, it's no wonder this sector is thriving. Positions such as Chief Marketing Technology Officer are being created solely to manage MarTech stacks and make high-level decisions as to what technologies will be best implemented into marketing strategies and operations.



CREATIVE TECHNOLOGISTS

The role of Creative Technologist is one that is appearing with greater frequency in marketing and advertising agencies. This is someone with the professional skill set to be highly creative and brainstorm new products and initiatives, but can also directly translate those ideas into design and development. Few have the ability to work on both the creative and

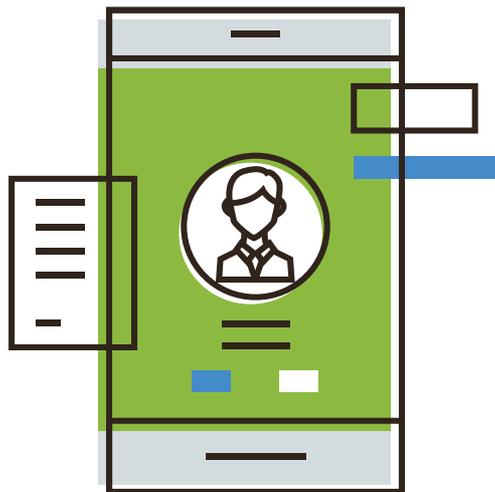
technical sides of the fence, but with each passing day that barrier breaks down further as the need grows for talent that can seamlessly take a project from concept to product. While Creative Technologist responsibilities will vary depending on the organization, many will come from a background in developing, programming, or designing.

MARKETING EDITORS

Even traditional roles such as Marketing Managers are experiencing a change in responsibilities and expectations. Now often billed as Marketing Editors, these positions play a key role in acting as a buffer between technology and reality. While Creative Technologists are focused on the granular level of reaching a consumer, a Marketing Editor keeps a high-level view to ensure that the technology itself does not create an impersonal barrier that would be counterintuitive to organizational messaging and communication goals. While exact titles will differ, the implications for many roles such as Project Managers and Marketing Directors are the same.

USER INTERFACE & USER EXPERIENCE PROFESSIONALS

Nowhere is bridging the gap between creative and tech more important than in UX roles. Seeing what factors impact a company's targeted end user and troubleshooting accordingly is vital to providing a smooth experience and creating a strong brand. Whether it means working backwards from user interface issues into the programming and developing or being involved in conceptual meetings, these roles foster positive connections to consumers. After all, one inconvenience can cause a desired customer to leave your website, app, or product aside and quickly jump to a competitor.



MARKETING AUTOMATION ROLES

Through data analytics, it is now often possible to know exactly when, where, and how to best reach customers. As guesswork is taken out of marketing strategy, automation is poised to thrive. This efficient and effective way to reach people means they are more likely to open and be receptive to messaging as it is tailored to their activity and preferences. Campaigns can encompass multiple platforms such as email, text, phone, and web-based ads, with real-time monitoring and course-correction possible.

4

ATTRACTING AND RETAINING CREATIVE TALENT

Most issues or inefficiencies in businesses today are caused by one distinct challenge: locating and hiring the right talent. Solve that problem, and the positive ripple effects will take care of many others. Luckily, there are several ways to attract and retain creative talent.



BUILD A STRONG CULTURE, THEN SHOW IT OFF

Want to keep your best employees around? That takes keeping them engaged by creating a vibrant culture they never want to leave. As only 15% of employees worldwide are engaged at their jobs, this is a widespread challenge¹⁰. Strive to build a collegial environment by holding all-inclusive events and encouraging internal relationship building. This can include team lunches during the work day and more casual activities outside the office such as a participation in a bowling or softball league. Even seemingly minor improvements make a difference, such as free donut Fridays or a new Keurig machine in the break room. Most importantly, showing off your great culture will attract additional top talent. Use LinkedIn, Facebook, Twitter, and Instagram to share the photographs from all the fun your crew is having to entice others to join in.

TOUT WORK/LIFE BALANCE

Employees are desiring flexibility more and more, with over 80% of millennials evaluating potential job prospects based on how a position will affect their work-life balance¹⁰.

This can take several forms and is often a combination of many factors depending on the exact industry and job responsibilities. Perhaps it means offering employees one remote workday each week or two weeks. Maybe it's extra PTO days or shifting working hours later or earlier in the day. Whatever the form improved work-life balance takes, the point is that creatives especially need freedom to keep their imaginations working at peak levels. Provide this and your talent will stay with you for the long-term.

INCREASE COMMUNICATION

Your workforce isn't just a bunch of social security numbers in a payroll database. It's made up of individuals who are affected by every business decision you make. When a major change blindsides your staff, they can quickly feel alienated. This is why proper communication is critical. It

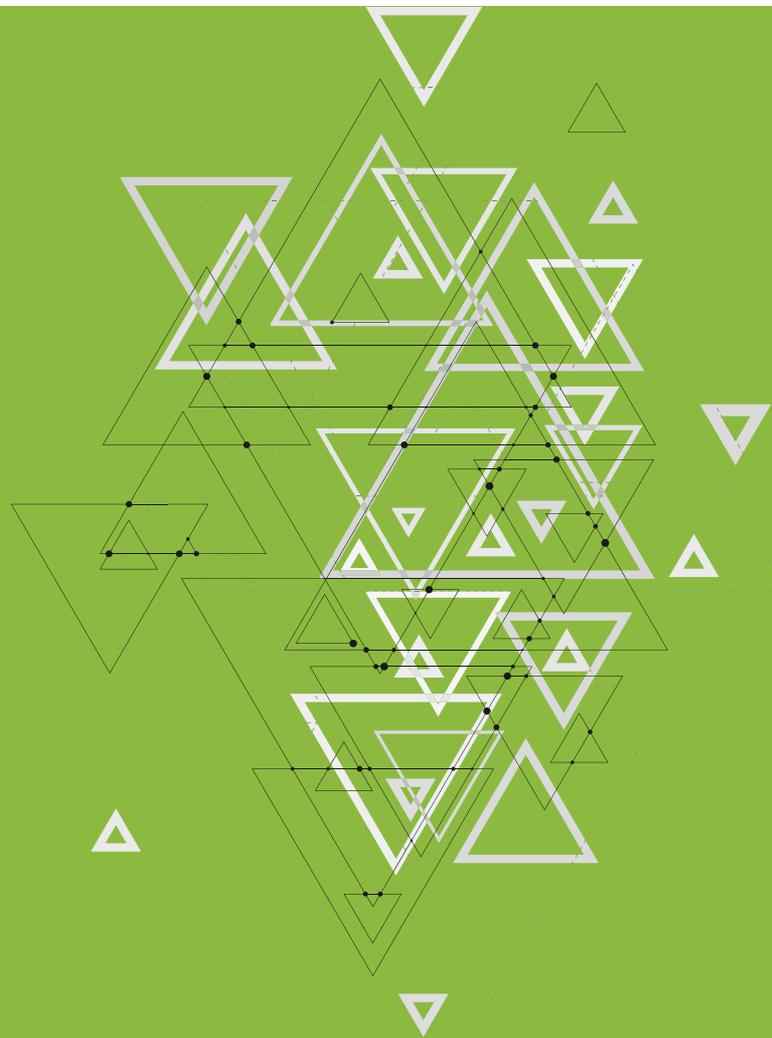
can help prepare employees for any changes and make them feel a part of the process. Opening lines of communication also makes current employees comfortable approaching management with requests or problems before they get to the point where they consider leaving. Likewise, clear communication in the recruiting and hiring process will go a long way in instilling confidence in candidates and make them more likely to accept your job offer.

EXTEND COMPETITIVE SALARY OFFERS

Of course, an excellent salary offer is a fantastic differentiator that seems to always catch the attention of the best talent. Compensation cannot attract and retain a highly-skilled professional on its own, but it can easily become a deal-breaker if it isn't on par with market rates. If you truly want to capture the interest of potential creative candidates and give current employees one less reason to entertain competitor job offers, you'll offer an appropriate salary. Best yet, we've already done the research for you.

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COMPENSATION RATES FOR 2019 CREATIVES



	AVERAGE	TOP 25%	TOP 10%
VP, Marketing	\$167,200	\$188,100	\$209,000
Marketing Director	\$135,900	\$156,800	\$182,900
Creative Director	\$125,400	\$146,300	\$167,200
Art Director	\$104,500	\$120,200	\$135,900
Brand Manager	\$115,000	\$125,400	\$135,900
Product Manager	\$109,700	\$125,400	\$141,100
Sr. Animator	\$96,100	\$108,700	\$120,200
Animator	\$60,600	\$73,200	\$85,700
Sr. Copywriter	\$92,000	\$99,300	\$106,600
Copywriter	\$58,500	\$67,900	\$77,300
Sr. Graphic Designer	\$62,700	\$78,400	\$94,100
Graphic Designer	\$50,200	\$60,600	\$71,100
Sr. Illustrator	\$78,400	\$88,800	\$99,300
Illustrator	\$56,400	\$64,800	\$73,200



	AVERAGE	TOP 25%	TOP 10%
Sr. Marketing Specialist	\$77,300	\$85,700	\$94,100
Marketing Specialist	\$54,300	\$62,700	\$71,100
Marketing Coordinator	\$43,900	\$48,100	\$52,300
Sr. Packaging Designer	\$78,400	\$91,400	\$104,500
Packaging Designer	\$50,200	\$56,400	\$62,700
Sr. Production Artist	\$77,300	\$90,900	\$104,500
Production Artist	\$50,200	\$56,400	\$62,700
Sr. Production Manager	\$99,300	\$115,000	\$125,400
Production Manager	\$71,100	\$83,600	\$96,100
Sr. Web Designer	\$78,400	\$86,200	\$94,100
Web Designer	\$50,200	\$58,500	\$66,900
Sr. Web Developer	\$99,300	\$112,300	\$125,400
Web Developer	\$69,000	\$78,400	\$87,800

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ABOUT HIGHMARK COMPANIES

Highmark Companies LLC is a North Carolina limited liability company established in 1999. We are headquartered in the Research Triangle area of North Carolina and have additional offices in Washington, DC, San Diego, New York City, Dallas, Denver, and Salt Lake City metropolitan areas.

Highmark provides full-service recruiting and staffing services to our clients. We deliver well-credentialed executives, managers, and professionals to a client base that are among the most successful companies and organizations in the country. Our reach extends nationwide – with placements in every region of the country.

We have three integrated businesses that specialize in the following areas:

- Finance & Accounting professionals
- Creative talent
- Technology professionals

To discuss your hiring needs, reach out to us at:

Raleigh, NC
(919) 779-3055

Washington, DC
(703) 822-7500

San Diego, CA
(858)-391-1017

Park City, UT
(801) 415-9321

Or visit www.highmarkcompanies.com

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