Departments	Job Level	Example of role		Data Summa	
Departments	Job Level	Example of role	Mean	High	Low
Agency Principal/Management	Chairman		526	2000	200
	President		414	731	220
	Founding Partner		435	2000	140
Roles that specifically involve those who have an executive role and	Chief Executive Officer Chief Operating Officer		361 298	1100 472	100 200
responsibility to make decisions for and on behalf of the agency including C suite	Chief Technology Officer		276	390	150
	Chief Strategy Officer		315	545	133
	Executive Creative Director		327	990	100
	Managing Director		273	1000	100
Client Services/Account Handling	Head of Department	Head of Client Services	240	1250	100
	Director	Managing Partner, Business Director, Group Account Director	218	1250	100
Roles specifically related to the direct servicing of a client and their	Senior	Senior Account Director , Account Director	153	930	85
account	Middle	Senior Account Manager, Account Manager Account Exec, Account Assistant	103	750	51 37
	Junior	Account Exec, Account Assistant	75	590	3/
Project Management Roles specifically related to the development and delivery of the agencies output	Head of Department	Head of Project Management, Head of Delivery Management	222	960	100
	Director	Project Management Director, Operations Director	181	960	90
	Senior	Senior Project Manager, Programme Manager	159	860	73
	Middle	Project Manager, Traffic Manager Junior Project Manager, Project Exec, Trafficking assistant	121 83	750 590	62 44
	Junior	Julio Froject Manager, Froject Exec, Hamouning assistant	83	390	44
Strategy/Planning	Head of Department	Head of Planning & Strategy	266	1250	121
Roles specifically focused on developing the right strategy for a client whether marketing, brand or comms	Director	Planning Director, Strategy Director	213	1250	121
	Senior	Senior Planner, Business Strategist	169	1040	90
	Middle	Planner, Strategist Junior Strategist, Junior Planner	125	980	70
	Junior	Construction of the state of th	89	775	42
Creative	Head of Department	Head of Creative	307	1250	100
	Director	Creative Director, Head of Design, Head of Copy, Head of Art	218	1250	100
Roles specifically related to the conception and development of creative used to deliver the comms strategy	Senior	Senior Designer, Senior Art Director, Senior Copywriter	170	950	80
dood to deliver the commissional diegy	Middle Junior	Designer, Art Director, Copywriter Junior designer, Junior art director, Junior copywriter	130 94	750 650	55 30
	Jui IUI	ounor obsigner, ounor art unector, ounor copywriter	344	000	30
User experience/UX	Head of Department	Head of Creative & UX	257	1250	123
Roles specifically related to the design and development of user experience/UX	Director	User Experience Design Director	221	1250	125
	Senior	Senior UX designer, Senior Experience designer, Senior Visual designer	160	970	90
	Middle	UX designer, Experience designer, Visual designer	132 113	900 760	70 55
	Junior	Junior Designer	113	760	33
Content	Head of Department	Head of Content	232	1250	118
Roles specifically related to the creation of content other than paid for advertising	Director	Content Director	205	1250	86
	Senior	Senior Editor, Senior Writer	158	950	80
	Middle Junior	Content Manager, Video Editor, Writer Junior Video Editor, Editorial assistant	121 76	660 145	60 50
	Julioi	Julio Video Editor, Editorial assistant	70	140	30
Social media/Community management	Head of Department	Head of Social	186	320	110
	Director	Social Media Director, Director of Social Purpose	169	280	90
Roles specifically related to social media and the management of	Senior	Senior Community Manager, Senior Content Manager	129	235	65
Roles specifically related to social media and the management of communities	Senior Middle	Senior Community Manager, Senior Content Manager Social Media Analyst, Social Media Manager	129 100	235 180	65 45
	Senior	Senior Community Manager, Senior Content Manager	129	235	65
	Senior Middle	Senior Community Manager, Senior Content Manager Social Media Analyst, Social Media Manager	129 100	235 180	65 45
communities Production – Digital content	Senior Middle Junior	Senior Community Manager, Senior Content Manager Social Media Analyst, Social Media Manager Blogger, Writer	129 100 72 233 208	235 180 140 1250 960	65 45 40 110 109
communities Production – Digital content Roles that support the execution of communications using digital	Senior Middle Junior Head of Department Director Senior	Senior Community Manager, Senior Content Manager Social Media Analyst, Social Media Manager Blogger, Writer Head of Production Production Director, Executive Producer Senior Producter	129 100 72 233 208 146	235 180 140 1250 960 850	65 45 40 110 109 81
communities Production – Digital content	Senior Middle Junior Head of Department Director Senior Middle	Senior Community Manager, Senior Content Manager Social Media Analyst, Social Media Manager Blogger, Writer Head of Production Production Director, Executive Producer Senior Productor Production Manager, Animator	129 100 72 233 208 146 118	235 180 140 1250 960 850 750	65 45 40 110 109 81 60
communities Production – Digital content Roles that support the execution of communications using digital	Senior Middle Junior Head of Department Director Senior	Senior Community Manager, Senior Content Manager Social Media Analyst, Social Media Manager Blogger, Writer Head of Production Production Director, Executive Producer Senior Producter	129 100 72 233 208 146	235 180 140 1250 960 850	65 45 40 110 109 81
communities Production – Digital content Roles that support the execution of communications using digital	Senior Middle Junior Head of Department Director Senior Middle	Senior Community Manager, Senior Content Manager Social Media Analyst, Social Media Manager Blogger, Writer Head of Production Production Director, Executive Producer Senior Productor Production Manager, Animator	129 100 72 233 208 146 118	235 180 140 1250 960 850 750	65 45 40 110 109 81 60
Production – Digital content Roles that support the execution of communications using digital production Production – TV and Radio	Serior Middle Junior Head of Department Director Serior Middle Junior Head of Department Director Director Middle Director	Senior Community Manager, Senior Content Manager Social Media Analyst, Social Media Manager Blogger, Writer Head of Production Production Director, Executive Producer Senior Producer Junior Producer, Manager, Animator Junior Producer, Production Researcher, Runner/Exec Head of Production Production Director, Executive Production Production Director, Executive Producer	129 100 72 233 208 146 118 91 192	235 180 140 1250 960 850 750 590 349 225	65 45 40 110 109 81 60 40 110 120
Production – Digital content Roles that support the execution of communications using digital production Production – TV and Radio Roles that support the execution of communications using TV and/or	Serior Middle Junior Head of Department Director Serior Middle Junior Head of Department Director Serior Serior Serior Serior	Serior Community Manager, Serior Content Manager Social Media Analyst, Social Media Manager Blogger, Writer Head of Production Production Director, Executive Producer Serior Producer Production Manager, Animator Junior Producer, Production Researcher, Runner/Exec Head of Production Production Director, Executive Producer Serior Production Serior Producer Serior Producer, Specialist technician	129 100 72 233 208 146 118 91 192 158 128	235 180 140 1250 960 850 750 590 349 225 200	65 45 40 110 109 81 60 40 110 120 88
Production – Digital content Roles that support the execution of communications using digital production Production – TV and Radio	Senior Middle Junior Head of Department Director Senior Middle Junior Head of Department Director Senior Middle Junior Head of Department Director Senior Middle Middle	Senior Community Manager Scotal Media Analyst, Social Media Manager Biogger, Writer Head of Production Production Director, Executive Producer Senior Producer Junior Producer, Production Researcher, Runner/Exec Head of Production Production Director, Executive Producer Senior Producer Junior Producer, Production Researcher, Runner/Exec Head of Production Production Director, Executive Producer Senior Producer, Specialist technician Production Manager	129 100 72 233 208 146 118 91 192 158 128	235 180 140 1250 960 850 750 590 349 225 200 180	65 45 40 110 109 81 60 40 110 120 88 60
Production – Digital content Roles that support the execution of communications using digital production Production – TV and Radio Roles that support the execution of communications using TV and/or	Serior Middle Junior Head of Department Director Serior Middle Junior Head of Department Director Serior Serior Serior Serior	Serior Community Manager, Serior Content Manager Social Media Analyst, Social Media Manager Blogger, Writer Head of Production Production Director, Executive Producer Serior Producer Production Manager, Animator Junior Producer, Production Researcher, Runner/Exec Head of Production Production Director, Executive Producer Serior Production Serior Producer Serior Producer, Specialist technician	129 100 72 233 208 146 118 91 192 158 128	235 180 140 1250 960 850 750 590 349 225 200	65 45 40 110 109 81 60 40 110 120 88
Production – Digital content Roles that support the execution of communications using digital production Production – TV and Radio Roles that support the execution of communications using TV and/or	Senior Middle Junior Head of Department Director Senior Middle Junior Head of Department Director Senior Middle Junior Head of Department Director Senior Middle Middle	Senior Community Manager, Senior Content Manager Social Media Analyst, Social Media Manager Biogger, Writer Head of Production Production Detector, Executive Producer Senior Producer Production Manager, Animator Junior Producer, Production Researcher, Runner/Exec Head of Production Production Director, Executive Producer Senior Producer, Specialist technician Production Director, Executive Producer Senior Producer, Specialist technician Production Manager Junior Producer, Production Researcher, Runner/Exec Head of Production, Head of Ant buying	129 100 72 233 208 146 118 91 192 158 128 96 65	235 180 140 1250 960 850 750 590 349 225 200 180 100	65 45 40 110 109 81 10 60 40 110 120 88 60 40
Production – Digital content Roles that support the execution of communications using digital production Production – TV and Ratio Roles that support the execution of communications using TV and/or radio	Serior Middle Junior Head of Department Director Serior Middle Junior Head of Department Director Serior Middle Junior Head of Department Director Serior Middle Junior	Senior Community Manager Social Media Analyst, Social Media Manager Social Media Analyst, Social Media Manager Blogger, Writer Head of Production Production Director, Executive Producer Senior Producer Production Manager, Animator Junior Production Manager, Animator Junior Production Manager, Animator Junior Production Production Researcher, Runner/Exec Head of Production Production Director, Executive Producer Senior Producer, Specialist technician Production Manager Junior Producer, Production Researcher, Runner/Exec Head of Production, Head of Art buying Production Director	129 100 72 233 208 146 118 91 192 158 96 65	235 180 140 1250 960 750 590 349 225 225 200 180 100	65 45 40 110 109 81 60 40 110 88 60 40 70
Production – Digital content Roles that support the execution of communications using digital production Production – TV and Radio Roles that support the execution of communications using TV and/or radio Production – Print	Serior Middle Junior Head of Department Director Serior Serior Serior Serior	Senior Community Manager, Senior Content Manager Social Media Analyst, Social Media Manager Biogger, Writer Head of Production Production Director, Executive Producer Senior Producer Junior Producer Junior Producer, Producion Researcher, Runner/Exec Head of Production Production Director, Executive Producer Senior Producer, Production Researcher, Runner/Exec Head of Production Production Director, Executive Producer Senior Producer, Specialist technician Production Manager Junior Producer, Production Researcher, Runner/Exec Head of Production, Head of Art buying Production Director Senior Production Director Senior Production Manager, Senior Art Buyer	129 100 72 233 208 146 118 91 192 158 128 96 65 206 233 155	235 180 140 140 960 850 750 590 349 225 200 180 100 1100 950 750	65 45 40 110 109 81 60 40 110 120 88 60 40 70 100 90
Production – Digital content Roles that support the execution of communications using digital production Production – TV and Ratio Roles that support the execution of communications using TV and/or radio	Senior Middle Junior Head of Department Director Senior Middle	Senior Community Manager Social Media Analyst, Social Media Manager Social Media Analyst, Social Media Manager Blogger, Writer Head of Production Production Director, Executive Producer Senior Producer Production Manager, Animator Junior Production Manager, Animator Junior Production Manager, Animator Junior Production Production Researcher, Runner/Exec Head of Production Production Director, Executive Producer Senior Producer, Specialist technician Production Manager Junior Producer, Production Researcher, Runner/Exec Head of Production, Head of Art buying Production Director	129 100 72 233 208 146 118 91 192 158 96 65	235 180 140 1250 960 750 590 349 225 225 200 180 100	65 45 40 110 109 81 60 40 110 88 60 40 70
Production – Digital content Roles that support the execution of communications using digital production Production – TV and Radio Roles that support the execution of communications using TV and/or radio Production – Print Roles that support the execution of communications using print	Serior Middle Junior Head of Department Director Serior Serior Serior	Senior Community Manager, Senior Content Manager Social Media Analyst, Social Media Manager Blogger, Writer Head of Production Production Detector, Executive Producer Senior Producer Junior Producer, Production Researcher, Runner/Exec Head of Production Production Manager, Animator Junior Producer, Production Researcher, Runner/Exec Head of Production Production Director, Executive Producer Senior Produce, Specialist technician Production Manager Junior Producer, Production Researcher, Runner/Exec Head of Production, Head of Art buying Production Director Senior Production Manager, Senior Art Buyer Production Manager, Art Buyer	129 100 72 233 208 146 118 91 192 158 96 65 206 233	235 180 140 140 960 850 750 590 349 225 200 180 100	65 45 40 110 109 81 60 40 110 120 88 60 40 70 100 90 60
Production – Digital content Roles that support the execution of communications using digital production Production – TV and Radio Roles that support the execution of communications using TV and/or radio Production – Print	Senior Middle Junior Head of Department Director Senior Middle	Senior Community Manager, Senior Content Manager Social Media Analyst, Social Media Manager Blogger, Writer Head of Production Production Director, Executive Producer Senior Producer Production Manager, Animator Junior Producer, Production Researcher, Runner/Exec Head of Production Production Director, Executive Producer Senior Producer, Specialist technician Production Director, Executive Producer Senior Producer, Specialist technician Production Manager Junior Producer, Production Researcher, Runner/Exec Head of Production, Head of Art buying Production Director Senior Production Manager, Senior Art Buyer Production Manager, At Buyer Production Assistant, Assistant Art Buyer	129 100 72 233 208 146 118 91 192 158 128 96 65 206 233 155 120 68	235 180 140 140 960 850 750 349 225 200 180 100 1100 950 750 90	65 45 40 110 109 81 60 40 1110 120 88 60 40 70 100 90 60 45
Production – Digital content Roles that support the execution of communications using digital production Production – TV and Radio Roles that support the execution of communications using TV and/or radio Production – Print Roles that support the execution of communications using print Production – Studio	Serior Middle Junior Head of Department Director Serior Middle Junior Head of Department Director Serior Middle Junior Middle Junior Head of Department Director Serior Middle Junior Head of Department Director Serior Middle Junior	Senior Community Manager Social Media Analyst, Social Media Manager Social Media Analyst, Social Media Manager Blogger, Writer Head of Production Production Director, Executive Producer Senior Production Manager, Animator Junior Production Manager, Animator Junior Production Manager, Animator Junior Production Production Researcher, Runner/Exec Head of Production Production Director, Executive Productor Senior Production Foscialist technician Production Manager Junior Production Manager Head of Production, Head of Art buying Production Director Senior Production, Head of Art Buyer Production Manager, Senior Art Buyer Production Manager, At Buyer	129 100 72 233 208 146 118 91 192 158 128 96 65 206 233 155 120 68	235 180 140 140 960 850 750 349 225 200 180 100 950 750 660 90 90	65 45 40 110 109 81 60 40 110 88 60 40 40 70 100 90 64 5
Production – Digital content Roles that support the execution of communications using digital production Production – TV and Radio Roles that support the execution of communications using TV and/or radio Production – Print Roles that support the execution of communications using print	Senior Middle Junior Head of Department Director Senior Middle Junior	Senior Community Manager, Senior Content Manager Social Media Analyst, Social Media Manager Biogger, Writer Head of Production Production Director, Executive Producer Senior Producer Production Manager, Animator Junior Producer, Production Researcher, Runner/Exec Head of Production Production Director, Executive Producer Senior Producer, Production Researcher, Runner/Exec Head of Production Producer Production Director, Executive Producer Senior Producer, Production Researcher, Runner/Exec Head of Production, Head of Art buying Production Director Senior Production Manager, Senior Art Buyer Production Manager, Art Buyer Production Manager, Art Buyer Production Sestiant, Assistant Art Buyer Head of Studio Studio Director Senior Production Manager, Senior Retoucher	129 100 72 233 208 146 118 91 192 158 96 65 206 233 155 120 68 155 120 182 182 182	235 180 140 140 1250 960 850 750 590 349 225 200 100 950 660 90 256	65 45 40 110 109 81 60 40 1110 120 88 60 40 70 100 90 60 45
Production – Digital content Roles that support the execution of communications using digital production Production – TV and Radio Roles that support the execution of communications using TV and/or radio Production – Print Roles that support the execution of communications using print Production – Studio Roles that support the execution of communications using print Roles that support the execution of communications using print	Serior Middle Junior Head of Department Director Serior Middle Junior Head of Department Director Serior Middle Junior Middle Junior Head of Department Director Serior Middle Junior Head of Department Director Serior Middle Junior	Senior Community Manager Social Media Analyst, Social Media Manager Social Media Analyst, Social Media Manager Blogger, Writer Head of Production Production Director, Executive Producer Senior Production Manager, Animator Junior Production Manager, Animator Junior Production Manager, Animator Junior Production Production Researcher, Runner/Exec Head of Production Production Director, Executive Productor Senior Production Foscialist technician Production Manager Junior Production Manager Head of Production, Head of Art buying Production Director Senior Production, Head of Art Buyer Production Manager, Senior Art Buyer Production Manager, At Buyer	129 100 72 233 208 146 118 91 192 158 128 96 65 206 233 155 120 68	235 180 140 140 960 850 750 349 225 200 180 100 950 750 660 90 90	65 45 40 110 109 81 60 40 110 120 88 60 40 40 70 100 90 60 45 85 85
Production – Digital content Roles that support the execution of communications using digital production Production – TV and Radio Roles that support the execution of communications using TV and/or radio Production – Print Roles that support the execution of communications using print Production – Studio Roles that support the execution of communications using agency studio facilities	Serior Middle Junior Head of Department Director Serior Middle Junior	Senior Community Manager, Senior Content Manager Social Media Analyst, Social Media Manager Biogger, Writer Head of Production Production Detector, Executive Producer Senior Producer Senior Producer Junior Producer, Production Researcher, Runner/Exec Head of Production Production Director, Executive Producer Senior Producer, Production Researcher, Runner/Exec Head of Production Production Director, Executive Producer Senior Producer, Specialist technician Production Manager Junior Producer, Production Researcher, Runner/Exec Head of Production, Head of Art buying Production Director Senior Production Manager, Senior Art Buyer Production Manager, Art Buyer Production Manager, Art Buyer Production Assistant, Assistant Art Buyer Head of Studio Studio Director Senior Designer, Senior Retoucher Designer, Artworker, Retoucher Junior Designer, Junior Artworker, Junior Retoucher	129 100 72 233 208 146 118 91 192 158 96 65 206 233 155 120 68 155 120 192 175 175	235 180 140 140 1250 960 850 750 590 349 225 200 100 950 660 90 250 1100 960 720 125	65 45 40 110 109 81 110 120 88 60 40 70 100 60 45 80 85 85 47 45
Production – Digital content Roles that support the execution of communications using digital production Production – TV and Radio Roles that support the execution of communications using TV and/or radio Production – Print Roles that support the execution of communications using print Production – Studio Roles that support the execution of communications using agency studio facilities	Serior Middle Junior Head of Department Director Serior Middle Junior	Senior Community Manager, Senior Content Manager Social Media Analyst, Social Media Manager Blogger, Writer Head of Production Production Director, Executive Producer Senior Producer Jurior Producer, Production Researcher, Runner/Exec Head of Production Production Manager, Animator Jurior Producer, Production Researcher, Runner/Exec Head of Production Production Director, Executive Producer Senior Producer, Specialist technician Production Director, Executive Producer Junior Producer, Specialist technician Production Manager Junior Producer, Production Researcher, Runner/Exec Head of Production, Head of Art buying Production Director Senior Production Manager, Senior Art Buyer Production Manager, Alt Buyer Production Analysis Head of Studio Studio Director Studio Director Stenior Designer, Senior Artworker, Senior Retoucher Junior Designer, Junior Artworker, Junior Retoucher Junior Designer, Junior Artworker, Junior Retoucher	129 100 72 233 208 146 118 91 192 158 128 96 65 206 233 155 120 68 182 144 199 75	235 180 140 140 1250 850 850 750 349 225 200 180 100 1100 950 750 90 1100 950 750 1250	65 45 40 110 109 81 60 40 110 120 88 60 40 70 100 90 45 85 85 85 47 45
Production – Digital content Roles that support the execution of communications using digital production Production – TV and Radio Roles that support the execution of communications using TV and/or radio Production – Print Roles that support the execution of communications using print Production – Studio Roles that support the execution of communications using agency studio facilities Data/Analytics	Serior Middle Junior Head of Department Director Serior Middle Junior Head of Department Director Serior Middle Junior Middle Junior Head of Department Director Serior Middle Junior	Senior Community Manager, Senior Content Manager Social Media Analyst, Social Media Manager Biogger, Writer Head of Production Production Director, Executive Producer Senior Producer Junior Producer, Production Researcher, Runner/Exec Head of Production Production Director, Executive Producer Senior Producer, Production Researcher, Runner/Exec Head of Production Production Director, Executive Producer Senior Producer, Specialist technician Production Manager, Senior Anterior Junior Producer, Production Researcher, Runner/Exec Head of Production, Head of Art buying Production Director Senior Production Manager, Senior Art Buyer Production Manager, At Buyer Production Manager, At Buyer Production Assistant, Assistant Art Buyer Head of Studio Studio Director Senior Designer, Senior Antworker, Senior Retoucher Designer, Artworker, Retoucher Junior Designer, Junior Antworker, Junior Retoucher Head of Data, Head of Insight & Analysis Data Director	129 100 72 233 208 146 118 91 192 158 128 96 65 206 233 155 120 68 182 142 109 75 240	235 180 140 140 1250 960 850 750 590 180 1100 960 750 1100 960 720 1100 960 720 125 1250 290	65 45 40 110 109 81 60 40 110 120 88 60 40 100 90 60 45 85 85 47 45
Production – Digital content Roles that support the execution of communications using digital production Production – TV and Radio Roles that support the execution of communications using TV and/or radio Production – Print Roles that support the execution of communications using print Production – Studio Roles that support the execution of communications using agency studio facilities	Senior Middle Junior Head of Department Director Senior Middle Junior	Senior Community Manager, Senior Content Manager Social Media Analyst, Social Media Manager Biogger, Writer Head of Production Production Director, Executive Producer Senior Producer Production Manager, Animator Junior Producer, Production Researcher, Runner/Exec Head of Production Production Director, Executive Producer Senior Producer, Production Researcher, Runner/Exec Head of Production Director, Executive Producer Senior Producer, Specialist technician Production Manager Junior Producer, Production Researcher, Runner/Exec Head of Production, Head of Art buying Production Director Senior Production Manager, Senior Art Buyer Production Manager, Art Buyer Production Assistant, Assistant Art Buyer Head of Studio Studio Director Senior Designer, Artworker, Senior Retoucher Junior Designer, Junior Artworker, Junior Retoucher Junior Designer, Junior Artworker, Junior Retoucher Head of Data, Head of Insight & Analysis Data Director Senior Data Analyst, Senior Data Planner	129 100 72 233 208 146 118 91 192 158 128 96 65 206 233 155 155 155 155 162 142 109 75 240	235 180 140 140 1250 960 850 750 590 100 1100 1100 950 750 660 90 1250 11100 1250 1250 1250	65 45 40 110 109 81 110 120 88 80 40 40 40 110 120 88 88 60 40 40 120 45 80 85 85 47 45 121
Production – Digital content Roles that support the execution of communications using digital production Production – TV and Radio Roles that support the execution of communications using TV and/or radio Production – Print Roles that support the execution of communications using print Production – Studio Roles that support the execution of communications using agency studio facilities Data/Analytics Roles specifically related to the management, analysis and application of	Serior Middle Junior Head of Department Director Serior Middle Junior Head of Department Director Serior Middle Junior Middle Junior Head of Department Director Serior Middle Junior	Senior Community Manager, Senior Content Manager Social Media Analyst, Social Media Manager Biogger, Writer Head of Production Production Director, Executive Producer Senior Producer Junior Producer, Production Researcher, Runner/Exec Head of Production Production Director, Executive Producer Senior Producer, Production Researcher, Runner/Exec Head of Production Production Director, Executive Producer Senior Producer, Specialist technician Production Manager, Senior Anterior Junior Producer, Production Researcher, Runner/Exec Head of Production, Head of Art buying Production Director Senior Production Manager, Senior Art Buyer Production Manager, At Buyer Production Manager, At Buyer Production Assistant, Assistant Art Buyer Head of Studio Studio Director Senior Designer, Senior Antworker, Senior Retoucher Designer, Artworker, Retoucher Junior Designer, Junior Antworker, Junior Retoucher Head of Data, Head of Insight & Analysis Data Director	129 100 72 233 208 146 118 91 192 158 128 96 65 206 233 155 120 68 182 142 109 75 240	235 180 140 140 1250 960 850 750 590 180 1100 960 750 1100 960 720 1100 960 720 125 1250 290	65 45 40 110 109 81 60 40 120 88 60 40 100 90 60 45 85 85 47 45
Production – Digital content Roles that support the execution of communications using digital production Production – TV and Radio Roles that support the execution of communications using TV and/or radio Production – Print Roles that support the execution of communications using print Production – Studio Roles that support the execution of communications using print Roles that support the execution of communications using agency studio facilities Roles that support the execution of communications using agency studio facilities Roles specifically related to the management, analysis and application of data including econometrics, business and behavioural analytics	Serior Middle Junior Head of Department Director Serior Middle Junior	Senior Community Manager, Senior Content Manager Social Media Analyst, Social Media Manager Biogger, Writer Head of Production Production Detector, Executive Producer Senior Producer Production Manager, Animator Junior Producer, Production Researcher, Runner/Exec Head of Production Production Director, Executive Producer Senior Producer, Production Researcher, Runner/Exec Head of Production Producer Senior Producer, Specialist technician Production Director, Executive Producer Senior Production, Head of Art buying Production Manager, Production Researcher, Runner/Exec Head of Production, Head of Art buying Production Director Senior Production Manager, Senior Art Buyer Production Manager, Art Buyer Production Assistant, Assistant Art Buyer Production Assistant, Assistant Art Buyer Production Assistant, Resoucher Junior Designer, Junior Artworker, Junior Retoucher Designer, Artworker, Retoucher Junior Designer, Junior Artworker, Junior Retoucher Designer, Artworker, Retoucher Junior Designer, Junior Artworker, Junior Retoucher Designer, Artworker, Retoucher Data Director Senior Data Analyst, Senior Data Planner Data Analyst, Data Planner Database Exec	129 100 72 233 208 146 118 91 192 158 128 96 65 206 233 155 182 142 109 75 240 197 161 105 86	235 180 140 140 140 150 850 850 750 590 100 1100 1100 950 750 100 1100 950 750 1100 1250 1250 1250 1250 1900 1900 140	65 45 45 40 110 109 81 110 120 88 80 60 40 70 100 90 45 85 85 47 45 121 140 60 55
Production – Digital content Roles that support the execution of communications using digital production Production – TV and Radio Roles that support the execution of communications using TV and/or radio Production – Print Roles that support the execution of communications using print Production – Studio Roles that support the execution of communications using print Production – Studio Roles that support the execution of communications using agency studio facilities Data/Analytics Roles specifically related to the management, analysis and application of data including econometrics, business and behavioural analytics	Serior Middle Junior Head of Department Director Serior Middle Junior	Senior Community Manager, Senior Content Manager Social Media Analyst, Social Media Manager Blogger, Writer Head of Production Production Detector, Executive Producer Senior Producer Production Manager, Animator Jurior Producer, Production Researcher, Runner/Exec Head of Production Production Manager, Animator Jurior Producer, Production Researcher, Runner/Exec Head of Production Production Detector, Executive Producer Senior Producer, Specialist technician Production Detector, Executive Producer Junior Producer, Specialist technician Production Manager Junior Production, Head of Art buying Production Director Senior Production Manager, Senior Art Buyer Production Manager, Art Buyer Production Manager, Att Buyer Production Assistant, Assistant Art Buyer Production Assistant, Assistant Art Buyer Head of Studio Studio Director Stenior Designer, Senior Artworker, Senior Retoucher Junior Designer, Junior Artworker, Junior Retoucher Junior Designer, Junior Artworker, Junior Retoucher Head of Data, Head of Insight & Analysis Data Director Senior Data Analyst, Senior Data Planner Data Analyst, Data Planner Data Analyst, Data Planner Database Exec	129 100 72 233 208 146 118 91 192 158 128 96 65 206 233 155 120 68 155 182 142 109 75 197 161 105 86	235 180 140 140 1250 960 850 750 349 225 200 180 950 1100 950 750 660 90 1250 1250 1250 1250 190 140	65 45 45 40 110 109 81 60 40 110 120 88 80 60 40 100 90 45 85 85 85 85 85 85 85 85 85 85 85 85 85
Production – Digital content Roles that support the execution of communications using digital production Production – TV and Radio Roles that support the execution of communications using TV and/or radio Production – Print Roles that support the execution of communications using print Production – Studio Roles that support the execution of communications using print Production – Studio Roles that support the execution of communications using agency studio facilities Data/Analytics Roles specifically related to the management, analysis and application of data including econometrics, business and behavioural analytics Technology	Senior Middle Junior Head of Department Director Senior Middle Junior Head of Department Director Serior Middle Junior Head of Department Director Senior Middle Junior	Senior Community Manager, Senior Content Manager Social Media Analyst, Social Media Manager Biogger, Writer Head of Production Production Director, Executive Producer Senior Producer Production Manager, Animator Junior Producer, Production Researcher, Runner/Exec Head of Production Production Director, Executive Producer Senior Producer, Production Researcher, Runner/Exec Head of Production, Specialist technician Production Director, Executive Producer Senior Producer, Production Researcher, Runner/Exec Head of Production, Head of Art buying Production Director Senior Production Manager, Senior Art Buyer Production Manager, Art Buyer Production Manager, Art Buyer Production Assistant, Assistant Art Buyer Production Assistant, Assistant Art Buyer Head of Studio Studio Director Senior Designer, Artworker, Renior Retoucher Designer, Artworker, Retoucher Junior Designer, Junior Artworker, Junior Retoucher Designer, Attworker, Retoucher Junior Designer, Junior Artworker, Junior Retoucher Head of Data, Head of Insight & Analysis Data Director Senior Data Analyst, Senior Data Planner Data Analyst, Technology, Head of Testing Director of Technology, Head of Testing Director of Technology, Head of Testing Director of Technology,	129 100 72 233 208 146 118 91 192 158 96 65 206 233 155 120 68 155 120 197 161 105 86	235 180 140 140 1250 960 850 590 349 225 200 180 100 950 660 90 1250 1100 960 720 1250 1250 140 140 1250	65 45 45 40 110 109 81 110 120 88 60 40 40 70 100 60 45 80 85 85 47 45 121 140 70 60 55 5
Production – Digital content Roles that support the execution of communications using digital production Production – TV and Radio Roles that support the execution of communications using TV and/or radio Production – Print Roles that support the execution of communications using TV and/or radio Production – Studio Roles that support the execution of communications using print Production – Studio Roles that support the execution of communications using agency studio facilities Postal Analytics Roles specifically related to the management, analysis and application of data including econometrics, business and behavioural analytics Technology Roles specifically related to front end technical build, Information	Senior Middle Junior Head of Department Director Senior Middle Junior	Senior Community Manager, Senior Content Manager Social Media Analyst, Social Media Manager Biogger, Writer Head of Production Production Detector, Executive Producer Senior Producer Production Manager, Animator Junior Producer, Production Researcher, Runner/Exec Head of Production Production Director, Executive Producer Senior Producer, Production Researcher, Runner/Exec Head of Production Director, Executive Producer Senior Producer, Specialist technician Production Manager Junior Producer, Production Researcher, Runner/Exec Head of Production, Head of Art buying Production Director Senior Production Manager, Senior Art Buyer Production Manager, Art Buyer Production Manager, Art Buyer Production Assistant, Assistant Art Buyer Head of Studio Studio Director Senior Production Manager, Senior Retoucher Junior Designer, Junior Artworker, Junior Retoucher Designer, Artworker, Retoucher Junior Designer, Junior Artworker, Junior Retoucher Head of Data, Head of Insight & Analysis Data Director Senior Data Analyst, Senior Data Planner Data Analyst, Data Planner Data Analyst, Data Planner Data Analyst, Data Planner Database Exec Unior Systems Architect, Senior Front End Developer, Senior Tachnical Architect	129 100 72 233 208 146 118 91 192 158 128 96 65 206 233 155 120 68 155 182 142 109 75 197 161 105 86	235 180 140 140 1250 850 750 880 100 1100 1100 1100 1100 950 750 660 90 1250 1250 1250 190 140 140	65 45 45 40 110 109 81 60 40 110 120 88 86 60 40 100 100 90 45 85 85 47 45 121 140 70 60 55
Production – Digital content Roles that support the execution of communications using digital production Production – TV and Radio Roles that support the execution of communications using TV and/or radio Production – Print Roles that support the execution of communications using TV and/or radio Production – Studio Roles that support the execution of communications using print Production – Studio Roles that support the execution of communications using agency studio facilities Postal Analytics Roles specifically related to the management, analysis and application of data including econometrics, business and behavioural analytics Technology Roles specifically related to front end technical build, Information	Senior Middle Junior Head of Department Director Senior Middle Junior Head of Department Director Serior Middle Junior Head of Department Director Senior Middle Junior	Senior Community Manager, Senior Content Manager Social Media Analyst, Social Media Manager Biogger, Writer Head of Production Production Director, Executive Producer Senior Producer Production Manager, Animator Junior Producer, Production Researcher, Runner/Exec Head of Production Production Director, Executive Producer Senior Producer, Production Researcher, Runner/Exec Head of Production, Specialist technician Production Director, Executive Producer Senior Producer, Production Researcher, Runner/Exec Head of Production, Head of Art buying Production Director Senior Production Manager, Senior Art Buyer Production Manager, Art Buyer Production Manager, Art Buyer Production Assistant, Assistant Art Buyer Production Assistant, Assistant Art Buyer Head of Studio Studio Director Senior Designer, Artworker, Renior Retoucher Designer, Artworker, Retoucher Junior Designer, Junior Artworker, Junior Retoucher Designer, Attworker, Retoucher Junior Designer, Junior Artworker, Junior Retoucher Head of Data, Head of Insight & Analysis Data Director Senior Data Analyst, Senior Data Planner Data Analyst, Technology, Head of Testing Director of Technology, Head of Testing Director of Technology, Head of Testing Director of Technology,	129 100 72 233 208 146 118 91 192 158 128 96 65 206 233 155 120 68 155 182 109 75 109 75 240 197 161 105 86	235 180 140 140 1250 960 850 590 349 225 200 180 100 950 660 90 1250 1100 960 720 1250 1250 140 140 1250	65 45 40 110 109 81 110 120 88 86 60 40 70 100 60 45 85 85 47 45 121 140 70 60 60 55 72
Production – Digital content Roles that support the execution of communications using digital production Production – TV and Radio Roles that support the execution of communications using TV and/or radio Production – Print Roles that support the execution of communications using print Production – Studio Roles that support the execution of communications using agency studio facilities Production – Studio Roles that support the execution of communications using agency studio facilities Posta/Analytics Roles specifically related to the management, analysis and application of data including econometrics, business and behavioural analytics Technology Roles specifically related to front end technical build, Information Architecture and testing	Serior Middle Junior Head of Department Director Serior Middle Junior	Senior Community Manager, Senior Content Manager Social Media Analyst, Social Media Manager Biogger, Writer Head of Production Production Director, Executive Producer Senior Producer Junior Producer, Producion Researcher, Runner/Exec Head of Production Production Director, Executive Producer Senior Producer, Production Researcher, Runner/Exec Head of Production Production Director, Executive Producer Senior Producer, Specialist technician Production Manager, Senior Researcher, Runner/Exec Head of Production, Head of Art buying Production Director Senior Production Manager, Senior Art Buyer Production Manager, Art Buyer Production Manager, Art Buyer Production Assistant, Assistant Art Buyer Head of Studio Studio Director Senior Designer, Senior Artworker, Senior Retoucher Designer, Artworker, Retoucher Junior Designer, Junior Artworker, Senior Retoucher Head of Data, Head of Insight & Analysis Data Director Senior Data Analyst, Senior Data Planner Database Exec Head of Technology, Head of Testing Director of Technology, Head of Testing Director of Technology, Head of Testing Director Senior Technology	129 100 72 233 208 146 118 91 192 158 128 96 65 206 233 155 120 68 155 142 140 197 161 105 86 247 2247 2244 165 165 132 110	235 180 140 140 1250 850 750 349 225 200 180 100 1100 950 750 90 125 1250 1250 1250 1250 1250 1250 1250	65 45 45 40 110 109 81 60 40 110 120 88 86 60 40 70 100 90 45 85 85 47 45 121 140 70 60 55 72 100 72 70 50
Production – Digital content Roles that support the execution of communications using digital production Production – TV and Radio Roles that support the execution of communications using TV and/or radio Production – Print Roles that support the execution of communications using print Production – Studio Roles that support the execution of communications using print Roles that support the execution of communications using agency studio facilities Roles that support the execution of communications using agency studio facilities Roles specifically related to the management, analysis and application of data including econometrics, business and behavioural analytics	Serior Middle Junior Head of Department Director Serior Middle Junior	Senior Community Manager, Senior Content Manager Social Media Analyst, Social Media Manager Biogger, Writer Head of Production Production Director, Executive Producer Senior Producer Junior Producer, Producion Researcher, Runner/Exec Head of Production Production Director, Executive Producer Senior Producer, Production Researcher, Runner/Exec Head of Production Production Director, Executive Producer Senior Producer, Specialist technician Production Manager, Senior Researcher, Runner/Exec Head of Production, Production Researcher, Runner/Exec Head of Production, Head of Art buying Production Director Senior Production Manager, Senior Art Buyer Production Manager, Att Buyer Production Manager, Att Buyer Production Assistant, Assistant Art Buyer Head of Studio Studio Director Senior Designer, Senior Artworker, Senior Retoucher Designer, Artworker, Retoucher Junior Designer, Junior Artworker, Junior Retoucher Head of Data, Head of Insight & Analysis Data Director Senior Data Analyst, Senior Data Planner Database Exec Head of Technology, Head of Testing Director of Technology, Head of Testing Director of Technology, Head of Insight Assurance Manager, Creative Technologist Junior Tester, Junior Developer	129 100 72 233 208 146 148 91 192 158 96 65 206 233 155 120 68 155 120 68 168 179 181 182 142 109 175 161 105 165 167 240 197 161 105 165 1224 105 132 142 142 142 142 142 142 144 145 145 145 146 147 147 148 148 148 149 149 149 149 149 149 149 149 149 149	235 180 140 140 1250 960 850 750 590 349 225 200 100 1100 960 720 1250 1250 980 140 1250 980 140 1250 980 150 1250 860 770 570	65 45 40 110 109 81 60 40 110 120 88 60 40 70 100 60 45 80 80 45 121 140 70 60 72 72 70 50 50
Production – Digital content Roles that support the execution of communications using digital production Production – TV and Radio Roles that support the execution of communications using TV and/or radio Production – Print Roles that support the execution of communications using print Production – Studio Roles that support the execution of communications using print Production – Studio Roles that support the execution of communications using agency studio facilities Roles specifically related to the management, analysis and application of data including econometrics, business and behavioural analytics Technology Roles specifically related to front end technical build, Information Architecture and testing	Senior Middle Junior Head of Department Director Senior Middle Junior	Senior Community Manager, Senior Content Manager Social Media Analyst, Social Media Manager Biogger, Writer Head of Production Production Derector, Executive Producer Senior Producer Production Manager, Animator Junior Producer, Production Researcher, Runner/Exec Head of Production Production Producer, Production Researcher, Runner/Exec Head of Production Producer Senior Producer, Specialist technician Production Manager Junior Producer, Production Researcher, Runner/Exec Head of Production, Production Researcher, Runner/Exec Head of Production, Head of Art buying Production Manager Junior Producer, Production Researcher, Runner/Exec Head of Studio Senior Production Manager, Senior Art Buyer Production Manager, Art Buyer Production Manager, Art Buyer Production Manager, Art Buyer Production Sesistant, Assistant Art Buyer Head of Studio Studio Director Senior Designer, Artworker, Senior Retoucher Designer, Artworker, Retoucher Junior Designer, Junior Artworker, Junior Retoucher Designer, Attworker, Retoucher Junior Designer, Junior Artworker, Junior Retoucher Senior Data Analyst, Senior Data Planner Data Analyst, Senior Data Planner Designer, Senior Senior Poetion Data Planner Data Production Architect, Quality Assurance Manager, Creative Technologist Junior Tester, Junior Developer Head of Innovation Director of Innovation	129 100 72 233 208 146 148 91 192 158 128 96 65 206 233 155 120 68 155 120 68 155 120 168 155 120 168 155 120 168 168 175 182 199 75 240 75 240 161 105 86 1247 224 165 132 110 110 1231	235 180 140 140 1250 960 850 750 590 180 100 1100 950 1250 1100 1250 1250 1250 1250 1250 12	65 45 45 40 110 109 81 110 120 88 86 60 40 70 100 60 45 85 47 45 121 140 70 60 60 55 72 72 70 70 135
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