

AAR Agency Hourly Rates Data - All Data Summary 2018-2019

| Departments   | Job Level                   | Example of role  | All Data Summary |      |     |
|---|-----------------------------|--|------------------|------|-----|
|   |                             |  | Mean             | High | Low |
| <b>Agency Principal/Management</b>  | Chairman                    |  | 526              | 2000 | 200 |
| Roles that specifically involve those who have an executive role and responsibility to make decisions for and on behalf of the agency including suite | President                   |  | 414              | 731  | 220 |
|   | Founding Partner            |  | 435              | 2000 | 140 |
|   | Chief Executive Officer     |  | 361              | 1100 | 100 |
|   | Chief Operating Officer     |  | 298              | 472  | 200 |
|   | Chief Technology Officer    |  | 276              | 390  | 150 |
|   | Chief Strategy Officer      |  | 315              | 545  | 133 |
|   | Executive Creative Director |  | 327              | 990  | 100 |
|   | Managing Director           |  | 273              | 1000 | 100 |
| <b>Client Services/Account Handling</b>   | Head of Department          | Head of Client Services  | 240              | 1250 | 100 |
| Roles specifically related to the direct servicing of a client and their account  | Director                    | Managing Partner, Business Director, Group Account Director                      | 218              | 1250 | 100 |
|   | Senior                      | Senior Account Director, Account Director  | 153              | 930  | 85  |
|   | Middle                      | Senior Account Manager, Account Manager  | 103              | 750  | 51  |
|   | Junior                      | Account Exec, Account Assistant  | 75               | 590  | 37  |
|   |                             |  |                  |      |     |
| <b>Project Management</b>   | Head of Department          | Head of Project Management, Head of Delivery Management                          | 222              | 960  | 100 |
| Roles specifically related to the development and delivery of the agencies output   | Director                    | Project Management Director, Operations Director                                 | 181              | 960  | 90  |
|   | Senior                      | Senior Project Manager, Programme Manager  | 159              | 860  | 73  |
|   | Middle                      | Project Manager, Traffic Manager   | 121              | 750  | 62  |
|   | Junior                      | Junior Project Manager, Project Exec, Trafficking assistant                      | 83               | 590  | 44  |
|   |                             |  |                  |      |     |
| <b>Strategy/Planning</b>  | 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  | 125              | 980  | 70  |
|   | Junior                      | Junior Strategist, Junior Planner  | 89               | 775  | 42  |
|   |                             |  |                  |      |     |
| <b>Creative</b>   | Head of Department          | Head of Creative   | 307              | 1250 | 100 |
| Roles specifically related to the conception and development of creative used to deliver the comms strategy   | Director                    | Creative Director, Head of Design, Head of Copy, Head of Art                     | 218              | 1250 | 100 |
|   | Senior                      | Senior Designer, Senior Art Director, Senior Copywriter                          | 170              | 950  | 80  |
|   | Middle                      | Designer, Art Director, Copywriter   | 130              | 750  | 55  |
|   | Junior                      | Junior designer, Junior art director, Junior copywriter                          | 94               | 650  | 30  |
|   |                             |  |                  |      |     |
| <b>User experience/UX</b>   | 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           | 180              | 970  | 90  |
|   | Middle                      | UX designer, Experience designer, Visual designer                                | 132              | 900  | 70  |
|   | Junior                      | Junior Designer  | 113              | 760  | 55  |
|   |                             |  |                  |      |     |
| <b>Content</b>  | 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                      | Content Manager, Video Editor, Writer  | 121              | 660  | 60  |
|   | Junior                      | Junior Video Editor, Editorial assistant   | 76               | 145  | 50  |
|   |                             |  |                  |      |     |
| <b>Social media/Community management</b>  | Head of Department          | Head of Social   | 186              | 320  | 110 |
| Roles specifically related to social media and the management of communities  | Director                    | Social Media Director, Director of Social Purpose                                | 169              | 280  | 90  |
|   | Senior                      | Senior Community Manager, Senior Content Manager                                 | 129              | 235  | 65  |
|   | Middle                      | Social Media Analyst, Social Media Manager                                       | 100              | 180  | 45  |
|   | Junior                      | Blogger, Writer  | 72               | 140  | 40  |
|   |                             |  |                  |      |     |
| <b>Production – Digital content</b>   | Head of Department          | Head of Production   | 233              | 1250 | 110 |
| Roles that support the execution of communications using digital production   | Director                    | Production Director, Executive Producer  | 208              | 960  | 109 |
|   | Senior                      | Senior Producer  | 146              | 850  | 81  |
|   | Middle                      | Production Manager, Animator   | 118              | 750  | 60  |
|   | Junior                      | Junior Producer, Production Researcher, Runner/Exec                              | 91               | 590  | 40  |
|   |                             |  |                  |      |     |
| <b>Production – TV and Radio</b>  | Head of Department          | Head of Production   | 192              | 349  | 110 |
| Roles that support the execution of communications using TV and/or radio  | Director                    | Production Director, Executive Producer  | 158              | 225  | 120 |
|   | Senior                      | Senior Producer, Specialist technician   | 128              | 200  | 88  |
|   | Middle                      | Production Manager   | 96               | 180  | 60  |
|   | Junior                      | Junior Producer, Production Researcher, Runner/Exec                              | 65               | 100  | 40  |
|   |                             |  |                  |      |     |
| <b>Production – Print</b>   | Head of Department          | Head of Production, Head of Art buying   | 206              | 1100 | 70  |
| Roles that support the execution of communications using print  | Director                    | Production Director  | 233              | 950  | 100 |
|   | Senior                      | Senior Production Manager, Senior Art Buyer                                      | 155              | 750  | 90  |
|   | Middle                      | Production Manager, Art Buyer  | 120              | 660  | 60  |
|   | Junior                      | Production Assistant, Assistant Art Buyer  | 68               | 90   | 45  |
|   |                             |  |                  |      |     |
| <b>Production – Studio</b>  | Head of Department          | Head of Studio   | 155              | 250  | 80  |
| Roles that support the execution of communications using agency studio facilities   | Director                    | Studio Director  | 182              | 1100 | 85  |
|   | Senior                      | Senior Designer, Senior Artworker, Senior Retoucher                              | 142              | 960  | 85  |
|   | Middle                      | Designer, Artworker, Retoucher   | 109              | 720  | 47  |
|   | Junior                      | Junior Designer, Junior Artworker, Junior Retoucher                              | 75               | 125  | 45  |
|   |                             |  |                  |      |     |
| <b>Data/Analytics</b>   | Head of Department          | Head of Data, Head of Insight & Analysis   | 240              | 1250 | 121 |
| Roles specifically related to the management, analysis and application of data including econometrics, business and behavioural analytics             | Director                    | Data Director  | 197              | 290  | 140 |
|   | Senior                      | Senior Data Analyst, Senior Data Planner   | 161              | 980  | 70  |
|   | Middle                      | Data Analyst, Data Planner   | 105              | 190  | 60  |
|   | Junior                      | Database Exec  | 86               | 140  | 55  |
|   |                             |  |                  |      |     |
| <b>Technology</b>   | Head of Department          | Head of Technology, Head of Testing  | 247              | 1250 | 72  |
| Roles specifically related to front end technical build, Information Architecture and testing   | Director                    | Director of Technology   | 224              | 1250 | 100 |
|   | Senior                      | Senior Systems Architect, Senior Front End Developer, Senior Technical Architect | 165              | 860  | 72  |
|   | Middle                      | Information Architect, Quality Assurance Manager, Creative Technologist          | 132              | 770  | 70  |
|   | Junior                      | Junior Tester, Junior Developer  | 110              | 570  | 50  |
|   |                             |  |                  |      |     |
| <b>Innovation</b>   | Head of Department          | Head of Innovation   | 231              | 350  | 135 |
| Roles specifically relating to innovation or transformation   | Director                    | Director of Innovation   | 182              | 315  | 130 |
|   | Senior                      | Senior Innovation Consultant   | 137              | 265  | 70  |
|   | Middle                      | Innovation Consultant  | 112              | 210  | 53  |
|   | Junior                      | Junior Innovation Consultant   | 82               | 150  | 39  |