Zebra People Digital Salary Survey 2017–18

A salary survey with a difference – how does sector affect earnings?

Contents

Introduction

Welcome to Zebra People's third official Digital Salary Survey.

Due to an outstanding and detailed response from our industry, candidates and clients, we have been able to create our most detailed salary survey yet. So thank you.

We have continued to explore how salary differs between disciplines, then how this differentiates depending on level of experience, type of contract and even what industry you work in. This year however, we have changed the survey structure slightly, notably incorporating User Research as its own separate entity due to the undeniable increased demand for good researchers.

Analysing our results from over 1000 respondents, as well as our extensive network and database of 22,500 industry professionals, we've been able to identify key themes within salaries, not just looking at how industry, disciplines and experience affects salaries but also exploring the bonus, benefits and pay rise culture.

We want to know what it is that really makes you tick! Is salary the most important part of a job or do good benefits or flexible working outweigh this?

Our 2017 salary survey explores market attitudes between disciplines, identifying the most important skills sought after by clients and how this correlates with the most desirable factors that come into play when accepting a new role.

So read, share and enjoy. This survey is made by you, for you; whether you're a candidate looking to get hired or a client looking to hire, we want this document to be as useful as possible and assist you on your way. If you have any feedback as to how we could do it better or any further information you think we should include, then please email me at **ben@zebrapeople.com**.

Ben Clarfelt
Director of Zebra People

Findings

UK's digital job market is booming; with over 200,000 digital business' and 1.5 million people already working in the digital sector or in digital tech roles across other sectors.

The number of digital tech roles has grown more than twice the rate of non-digital sectors over past years showing this is an industry not only here to stay, but here to dominate.

London remains one of the largest digital tech hubs in Europe, however, other UK hubs are shining throughout Manchester, Bristol and Reading to name just a few. With the uncertainty of Brexit on the horizon, the digital economy will be a key component in steering Britain through such ambiguous times. The Digital Economy Council has been set up to ensure the UK tech market is still the best place for business' to run their digital operations through offering outstanding infrastructure, highly skilled and high paid jobs.

This confidence in the market seems to be reflected in our respondent's attitudes; with over half stating that they are not concerned about the job market in their field for the year to come, whilst the other half were only slightly concerned and only 1.9% extremely concerned due to a combination of Brexit, IR35 and a slight stagnation in the freelance market.

In terms of salary it is still the finance sector that is paying the highest rates, especially within the permanent sector where salaries are rising to lure people away from freelancing. That said it is the technology sector that has had the biggest increase in permanent salaries over the last year, attracting the best talent with up to a 20% increase in some cases.

Whilst the freelance market seems to have slowed, a cause for concern for some, it is still a highly lucrative market with the public sector and finance paying the highest fees; 72.7% of respondents in the public sector were able to charge over £500 a day.

To support the inflation in permanent salaries, bonus' seem to also be prevalent with respondents in the finance sector receiving the highest amounts; 33% receiving over 10% while 63% of Head/Lead levels received up to 40% bonuses.

However, it's not all about the money! Respondents seem to be coveting a work-life balance with flexible working ranking as the most important benefit, taking precedence over bonuses. Certainly something we have noticed this year, is an increase in companies offering better flexible hours and remote working to help retain and attract staff and stay competitive in the market. This has evolved since last years' salary survey which ranked career progression as the main factor for accepting a new role, with this years' respondents attracted to interesting work/projects as well as team culture.

So to conclude, whilst staying competitive and offering the best salaries is key, it is not the only defining factor as industry professionals strive to take back control of their work-life balance and covert a more Scandi way of life… let's keep dreaming big!

Respondents seem to be coveting a work-life balance with flexible working ranking as the most important benefit in a position taking precedence over bonuses

Salaries by sector

User Experience

Whilst the UX freelance market has stagnated, permanent salaries have increased to attract it's talent. This correlates with our findings that 20% of freelancers are considering moving into permanent positions matched with flexible working hours, benefits and development opportunities.
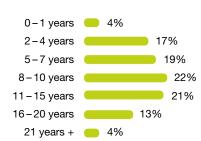
59%

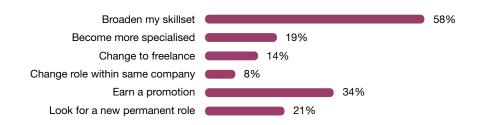of freelancers increased their day rate in the past year, only 7% reduced it.

67%

in permanent roles recieved a pay rise last year. Of those, 20% were large pay rises of over 10%.

User Experience
Discipline findings

NUMBER OF YEARS' EXPERIENCE

0 – 1 years	4%
2 – 4 years	17%
5 – 7 years	19%
8 – 10 years	22%
11 – 15 years	21%
16 – 20 years	13%
21 years +	4%

PERMANENT PLANS FOR NEXT YEAR

Broaden my skillset	58%
Become more specialised	19%
Change to freelance	14%
Change role within same company	8%
Earn a promotion	34%
Look for a new permanent role	21%

FREELANCE PLANS FOR NEXT YEAR

Broaden my skillset	42%
Become more specialised	27%
Change to permanent	16%
Increase my day rate	43%
Set up my own consultancy	11%

MUST HAVE SKILLS

presenting · sketching · interaction design · analytics · information architecture · problem solving · stakeholder management · user testing · business awareness · communication · mobile apps · interviewing · omnigraffle · ucd · coding · psychology · wireframing · workshop facilitation · service design · research · qualitative · data · design · prioritisation · technical knowledge · lean · ui · agile · user research · graphic design · analysis · creative cloud · analytical · empathy · invision · creativity · experience · translating research · business analysis · flexibility · teamwork · photoshop · marvel · learning · axure · prototyping · ethnography · management · branding · strategy · sketch · journey mapping · design thinking · collaboration · soft skills · strategic thinking
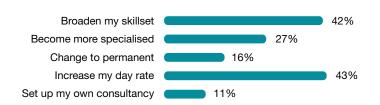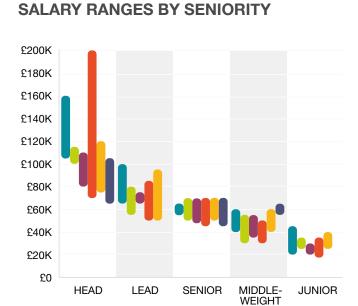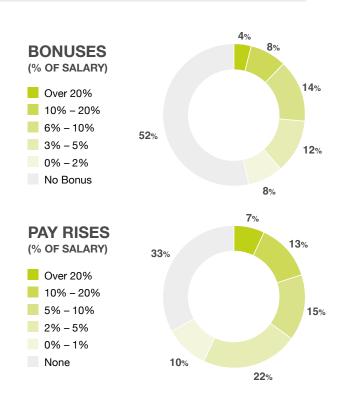
User Experience
Permanent

Luring people out of the lucrative freelance market, we have continued to see a steady increase in permanent salaries. This is highlighted dramatically within mid-level and senior level where salaries have increased by over 10% and competition between clients for talent has amplified; salaries which were around £45K last year have steadily increased to £50k and even £60K in the technology sector. This shift has mainly derived from the sheer competiveness to get the best talent, frequently a candidate may have 4 or 5 offers on the table hence to compete for the top talent and drive competitors out of the market, salaries have increased. However the damage of not hiring good permanent candidates seems to outweigh the cost.

SALARY RANGES BY SECTOR

	HEAD	LEAD	SENIOR	MIDDLEWEIGHT	JUNIOR
FINANCE	£105k – £160k	£65K – £100K	£55K – £65K	£40K – £60K	£20K – £45K
E-COMMERCE	£100k – £115k	£55K – £80K	£50K – £70K	£30K – £55K	£25K – £35K
MEDIA & PUBLISHING	£80K – £110K	£65K – £75K	£48K – £70K	£35K – £55K	£20K – £30K
AGENCY	£70K – £200K	£50K – £85K	£45K – £70K	£30K – £50K	£18K – £35K
TECHNOLOGY	£75K – £120K	£50K – £95K	£50K – £70K	£40K – £60K	£25K – £40K
PUBLIC SECTOR	£65K – £105K	*Insufficient data*	£45K – £70K	£55K – £65K	*Insufficient data*

SALARY RANGES BY SENIORITY

BONUSES
(% OF SALARY)

- Over 20%
- 10% – 20%
- 6% – 10%
- 3% – 5%
- 0% – 2%
- No Bonus

4%
8%
14%
12%
8%
52%

PAY RISES
(% OF SALARY)

- Over 20%
- 10% – 20%
- 5% – 10%
- 2% – 5%
- 0% – 1%
- None

7%
13%
15%
22%
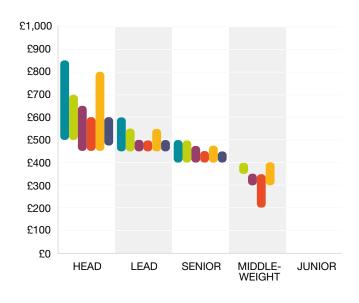10%
33%

User Experience
Contract

Salaries in the UX freelance market seem to have stagnated with fewer opportunities compared to last year. Day rates are still very lucrative and a popular choice with UX Designers with Finance sector still offering the best rates and 37% earning over £501 per day.
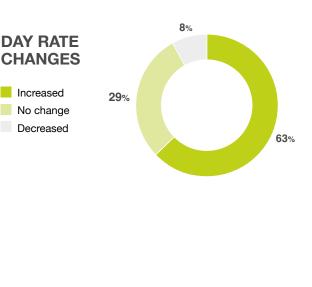
We have also seen a shift towards more specialist areas, so whilst pure UX/I.D contracts have slowed down, User Researcher, Product Designer and Service Designer have been in sharp demand. There is a far more balanced salary structure for freelance UX with a strong correlation between years of experience and day rate.

SALARY RANGES BY SECTOR

	HEAD	LEAD	SENIOR	MIDDLEWEIGHT	JUNIOR
FINANCE	£500 – £850	£450 – £600	£400 – £500	*Insufficient data*	*Insufficient data*
E-COMMERCE	£500 – £700	£450 – £550	£400 – £500	£350 – £400	*Insufficient data*
MEDIA & PUBLISHING	£450 – £650	£425 – £500	£400 – £475	£300 – £350	*Insufficient data*
AGENCY	£450 – £600	£450 – £500	£350 – £450	£200 – £350	*Insufficient data*
TECHNOLOGY	£450 – £800	£400 – £550	£400 – £500	£300 – £400	*Insufficient data*
PUBLIC SECTOR	£475 – £600	£450 – £500	£400 – £450	*Insufficient data*	*Insufficient data*

SALARY RANGES BY SENIORITY

DAY RATE CHANGES

- Increased
- No change
- Decreased

8%

29%

63%

User Research

For the first time since we launched our Salary Survey, we've allocated a separate section specifically for User Research due to the ever demanding increase for both permanent and freelance positions. In User Research it is the freelance market which is proving most lucrative with candidates with fewer than 5 years' experience demanding rates of £400 to £500 a day. Such rates make it hard for the permanent market to compete.
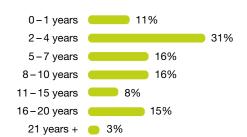
87%

of respondents were degree educated in a related field. 67% have a masters degree and 6% a PhD.
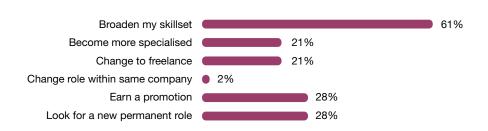
45%

of respondents were not UK citizens, high compared to other disciplines.

User Research
Discipline findings

NUMBER OF YEARS' EXPERIENCE

0 – 1 years	11%
2 – 4 years	31%
5 – 7 years	16%
8 – 10 years	16%
11 – 15 years	8%
16 – 20 years	15%
21 years +	3%

PERMANENT PLANS FOR NEXT YEAR

Broaden my skillset	61%
Become more specialised	21%
Change to freelance	21%
Change role within same company	2%
Earn a promotion	28%
Look for a new permanent role	28%

FREELANCE PLANS FOR NEXT YEAR

Broaden my skillset	65%
Become more specialised	15%
Change to permanent	8%
Increase my day rate	27%
Set up my own consultancy	8%

MUST HAVE SKILLS

ux knowledge
journey mapping strategy
strategic vision user testing session recordings
bravery
workshops stakeholder management
range of methods people skills soft skills service design
abstraction ucd surveys analytics culture
understand people quantitative generative research communication card sorting passion persuasion
design knowledge research design organisation problem solving social data data integration
ethnography co-design experience maps flexibility remote tools engagement
listening interviewing empathy presenting agile/lean synthesis
attention to detail humility a/b testing curiosity user stories storytelling
cognitive psychology statistics data analysis qualitative
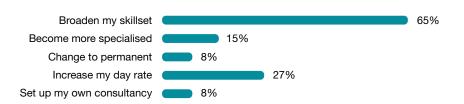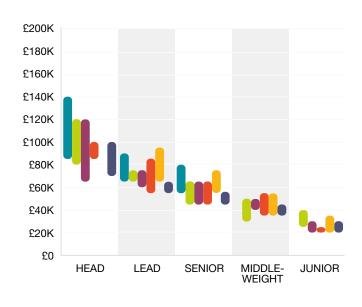commercial awareness collaboration
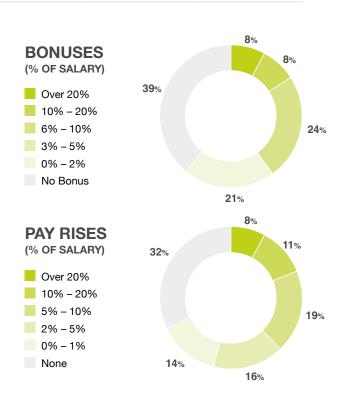
User Research
Permanent

Clients are struggling to match inflated freelance rates and therefore roles are stagnating and sitting on the market for a long time. Similarly they are losing their permanent User Researchers to the freelance game, with 22% of respondents suggesting they would look to transition from permanent in the next year. With this in mind it is key for employees to remember the importance of training, development and support as these are all the permanent quality's which can help combat the lure of higher wages. User Researcher permanent salaries are trying to compete with 60% of respondents receiving a bonus and 68% getting a pay rise, 19% of which was over 10% increase.

With demand far outweighing the supply it is one of the hardest areas to recruit for and has driven up salaries and those with good experience are now able to charge more for their services.

SALARY RANGES BY SECTOR

	HEAD	LEAD	SENIOR	MIDDLEWEIGHT	JUNIOR
FINANCE	£85K – £140K	£65K – £90K	£55K – £80K	*Insufficient data*	*Insufficient data*
E-COMMERCE	£80K – £120K	£65K – £75K	£45K – £65K	£30K – £50K	£25K – £40K
MEDIA & PUBLISHING	£65K – £120K	£60K – £75K	£45K – £65K	£40K – £50K	£20K – £30K
AGENCY	£85K – £100K	£55K – £85K	£45K – £65K	£35K – £55K	£20K – £25K
TECHNOLOGY	*Insufficient data*	£65K – £95K	£55K – £75K	£35K – £55K	£20K – £35K
PUBLIC SECTOR	£70K – £100K	£55K – £65K	£45K – £55K	£35K – £45K	£20K – £30K

SALARY RANGES BY SENIORITY

BONUSES
(% OF SALARY)

- Over 20%
- 10% – 20%
- 6% – 10%
- 3% – 5%
- 0% – 2%
- No Bonus

8%
8%
24%
21%
39%

PAY RISES
(% OF SALARY)

- Over 20%
- 10% – 20%
- 5% – 10%
- 2% – 5%
- 0% – 1%
- None

8%
11%
19%
16%
14%
32%

User Research
Contract

The User Research freelance market is extremely strong with high salaries specifically in the public sector and finance; 34% of people earning over £500 a day and Leads earning up to £550 in some cases. The biggest employer is the public sector, as the government's demand for the best talent for complex projects continues. User researchers with discovery research experience and any prior government experience are able to charge the highest rates. If we compare freelance salaries of User Researchers to UX Designers with the availability of talent, we can see why clients have to pay inflated fees for researchers; with only 22% of UX respondents specialising in user research. This also explains the increase of day rates over the last year as the demand for talent has increased, with 60% of researchers increasing their day rates, majority by £50 or more.
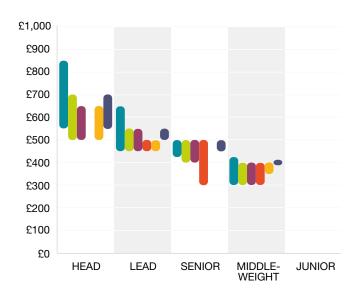
SALARY RANGES BY SECTOR

	HEAD	LEAD	SENIOR	MIDDLEWEIGHT	JUNIOR
FINANCE	£550 – £850	£450 – £650	£425 – £500	£300 – £425	*Insufficient data*
E-COMMERCE	£500 – £700	£450 – £550	£400 – £500	£300 – £400	*Insufficient data*
MEDIA & PUBLISHING	£500 – £650	£450 – £550	£400 – £501+	£300 – £400	*Insufficient data*
AGENCY	*Insufficient data*	£450 – £500	£300 – £500	£300 – £400	*Insufficient data*
TECHNOLOGY	£500 – £650	£450 – £550	*Insufficient data*	£350 – £400	*Insufficient data*
PUBLIC SECTOR	£550 – £700	£500 – £550	£450 – £501+	£400	*Insufficient data*
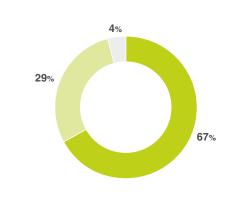
SALARY RANGES BY SENIORITY

DAY RATE CHANGES

- Increased
- No change
- Decreased

- 67%
- 29%
- 4%

Design

Due to increased demand for talented designers salaries have continued to increase, with job titles changing and specialisms emerging creating more permanent roles in the market. One specific area of growth is product designers due to new businesses who require a more hybrid skillset for specific techniques and projects. However it is the freelance market which is favourable amongst designers owing to flexibility, day rates and project variation.
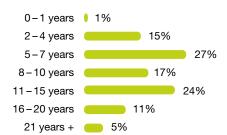
60%

of visual designers had concern about the employment market due to Brexit and a slowth in the freelance market. UX/UI and Product Designers were less worried.

43%

of freelancers increased their day rates.

Design
Discipline findings

NUMBER OF YEARS' EXPERIENCE

Experience	%
0 – 1 years	1%
2 – 4 years	15%
5 – 7 years	27%
8 – 10 years	17%
11 – 15 years	24%
16 – 20 years	11%
21 years +	5%

PERMANENT PLANS FOR NEXT YEAR

Plan	%
Broaden my skillset	43%
Become more specialised	30%
Change to freelance	12%
Change role within same company	7%
Earn a promotion	29%
Look for a new permanent role	45%

FREELANCE PLANS FOR NEXT YEAR

Plan	%
Broaden my skillset	47%
Become more specialised	26%
Change to permanent	19%
Increase my day rate	34%
Set up my own consultancy	9%

MUST HAVE SKILLS

creative cloud • ui design • wireframing • collaboration • design thinking • basic coding • animation • user experience • responsive design • design systems • aftereffects • user research • typography • ucd • javascript • illustration • zeplin • open mind • creativity • leadership • presenting • people skills • pragmatism • passion • management • workshop facilitation • sketching • attention to detail • flexibility • communication • visual design • problem solving • mentorship • agile • user flows • native apps • confidence • invision • prototyping • sketch • user testing • interaction design • common sense • principle • empathy • html/css • stakeholder management • mobile-first • eye for detail

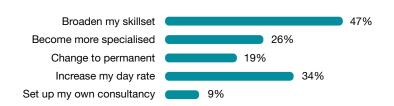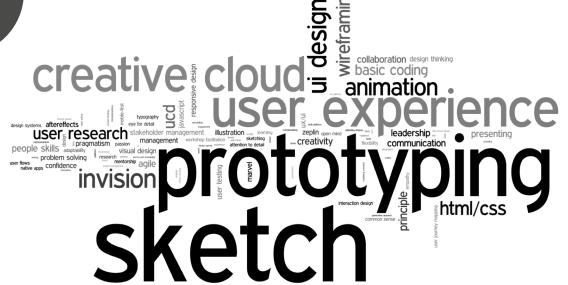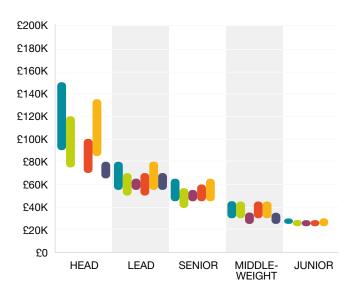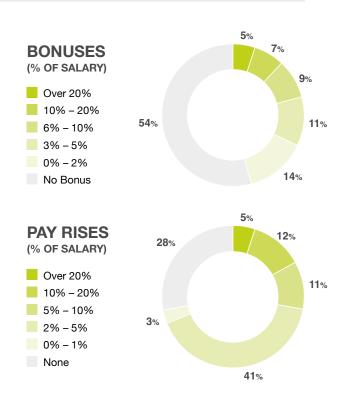# Design
Permanent

There has a steady increase in permanent salaries since last year's survey which is expected to continue, if not increase, due to emerging specialisms such as product design and hybrid UI/UX. With the freelance market luring permanent staff to expand their skill set in more varied projects, the permanent market has been forced to increase salaries in order to compete and maintain resource. Juniors appear to be the least sought after with senior positions far outweighing any other level and mid weight positions staying steady. This could explain the soar in senior salaries, last year averaging £45-50K whereas now they are nearer £60K depending on sector; financial and technology/start up sectors paying more opposed to traditional advertising agencies.

SALARY RANGES BY SECTOR

	HEAD	LEAD	SENIOR	MIDDLEWEIGHT	JUNIOR
FINANCE	£90K – £150K	£55K – £80K	£45K – £65K	£30K – £45K	£25K – £30K
E-COMMERCE	£75K – £120K	£50K – £70K	£42K – £58K	£30K – £45K	£22K – £28K
MEDIA & PUBLISHING	*Insufficient data*	£55K – £65K	£45K – £55K	£25K – £35K	£22K – £28K
AGENCY	£70K – £100K	£50K – £70K	£45K – £60K	£30K – £45K	£22K – £28K
TECHNOLOGY	£85K – £135K	£55K – £80K	£45K – £65K	£30K – £45K	£22K – £30K
PUBLIC SECTOR	£65K – £80K	£55K – £70K	*Insufficient data*	£25K – £35K	*Insufficient data*

SALARY RANGES BY SENIORITY

BONUSES
(% OF SALARY)

- Over 20%
- 10% – 20%
- 6% – 10%
- 3% – 5%
- 0% – 2%
- No Bonus

5%
7%
9%
11%
14%
54%

PAY RISES
(% OF SALARY)

- Over 20%
- 10% – 20%
- 5% – 10%
- 2% – 5%
- 0% – 1%
- None

5%
12%
11%
41%
3%
28%

Design
Contract

The freelance market remains lucrative and fast paced, busier than permanent in terms of volume of roles which we expect will continue as permanent positions struggle to compete with salaries. Specialisms such as software design and product design are particular areas of growth as their skill sets are highly sought after and therefore paying higher rates. Equally Hybrid UX/UI freelancers are able to charge higher day rates due to their wider skillsets and versatility.
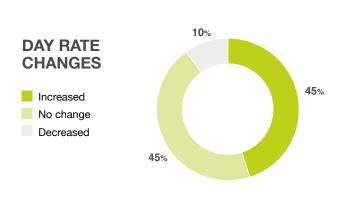
The majority of freelancers seem to transition from permanent when they have 5+ years' experience, if only for an interim periods, due to the high day rates and variation of fast paced projects which broaden their skillsets/portfolio.

SALARY RANGES BY SECTOR

	HEAD	LEAD	SENIOR	MIDDLEWEIGHT	JUNIOR
FINANCE	£500 – £700	£450 – £600	£350 – £500	£300 – £400	£200 – £300
E-COMMERCE	£450 – £550	£400 – £500	£300 – £400	£250 – £300	£170 – £250
MEDIA & PUBLISHING	£450 – £525	£400 – £450	£300 – £400	£200 – £300	£200 – £250
AGENCY	£450 – £550	£350 – £500	£300 – £400	£200 – £300	£180 – £250
TECHNOLOGY	£550 – £650	£450 – £550	£350 – £450	£300 – £375	£200 – £250
PUBLIC SECTOR	£450 – £550	£450 – £500	£350 – £450	£300 – £350	*Insufficient data*

SALARY RANGES BY SENIORITY

DAY RATE CHANGES

- Increased
- No change
- Decreased

10%
45%
45%

Technology

The tech market has stayed confident across both permanent and freelance with male dominance still prevalent, highlighting the need to promote women in STEM. Clients are seeking longevity therefore permanent hires are driving up salaries in order to tempt freelancers. This has seen freelance rates stagnate slightly in the more general technologies however as the popularity of JavaScript continues to grow, due mostly to the fact you can develop from infrastructure to UI in one language, JavaScript developers have seen a steady rise in day rate.
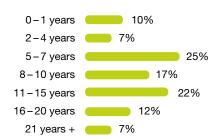
35%

of respondents in permanent roles are hoping to broaden their skillset in the next 12 months (53% of freelancers).

77%

of respondents were male, 14% female and 9% not disclosed, a male-dominated field.

Technology
Discipline findings

NUMBER OF YEARS' EXPERIENCE

0 – 1 years	10%
2 – 4 years	7%
5 – 7 years	25%
8 – 10 years	17%
11 – 15 years	22%
16 – 20 years	12%
21 years +	7%

PERMANENT PLANS FOR NEXT YEAR

Broaden my skillset	35%
Become more specialised	19%
Change to freelance	15%
Change role within same company	12%
Earn a promotion	39%
Look for a new permanent role	46%

FREELANCE PLANS FOR NEXT YEAR

Broaden my skillset	53%
Become more specialised	47%
Increase my day rate	67%
Set up my own consultancy	27%

MUST HAVE SKILLS

javascript laravel testing css html react ios development es6 device specific technologies itc infrastructure ecrm project management industry standards unity apex c node vue angular sass salesforce analytical strong engineering intuition git completely comfortable with ambiguity communication entrepreneurial outlook cloud computing motivational persuasive tdd distributed systems config aws npm full stack microservices jquery innovation webpack soft skills sharepoint problem solving leadership php swift learning visualforce mysql oop principles and patterns dynamics 365 grunt presenting experience
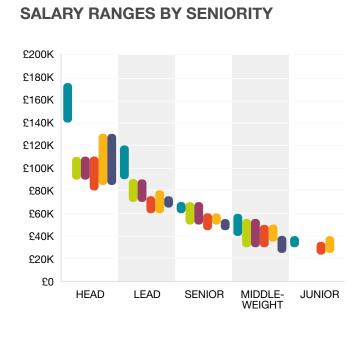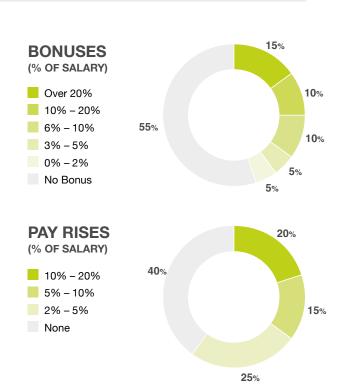
Technology
Permanent

Permanent Tech salaries are rising in order to lure freelances into permanent positions. This seems to have had an effect on the bonus culture which appears to be slowing compared to previous years. Companies are offering a better basic and working conditions in lieu of this. In the battle to retain talent, more companies are also offering flexible working as well as regular pay rises; 20% of tech respondents had received a pay rise greater than 10%. Salary aside, permanent respondents seem keen to explore other opportunities with 46% stating that they are looking to move in the next year, most commonly to broaden their skillset. Python and Java are still popular whilst Golang seems to be there as a secondary technology. PHP is becoming less attractive to candidates wanting to work on newer/more exciting technologies, companies still hiring for PHP roles are paying over the odds to attract staff.

SALARY RANGES BY SECTOR

	HEAD	LEAD	SENIOR	MIDDLEWEIGHT	JUNIOR
FINANCE	£140K – £175K	£90K – £120K	£60K – £90K	£40K – £60K	£30K – £40K
E-COMMERCE	£90K – £110K	£70K – £90K	£50K – £70K	£30K – £55K	*Insufficient data*
MEDIA & PUBLISHING	£90K – £110K	£70K – £90K	£50K – £70K	£30K – £55K	*Insufficient data*
AGENCY	£80K – £110K	£60K – £75K	£45K – £60K	£30K – £50K	£22K – £35K
TECHNOLOGY	£85K – £130K	£60K – £80K	£50K – £60K	£35K – £50K	£25K – £40K
PUBLIC SECTOR	£85K – £130K	£65K – £75K	£45K – £55K	£25K – £40K	*Insufficient data*

SALARY RANGES BY SENIORITY

BONUSES
(% OF SALARY)

- Over 20%
- 10% – 20%
- 6% – 10%
- 3% – 5%
- 0% – 2%
- No Bonus

15%
10%
10%
5%
5%
55%

PAY RISES
(% OF SALARY)

- 10% – 20%
- 5% – 10%
- 2% – 5%
- None

20%
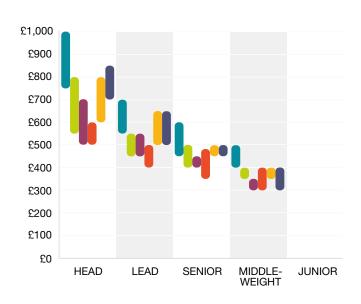15%
25%
40%

Technology
Contract

Freelancers continue to increase their day rate, though at less of an incline than previous years. Over 50% of respondents charge £450 per day, compared to £400 a couple of years ago, with regular annual increases and two thirds stating that they are looking to increase it again in the coming year. Despite the efforts of organisations to attract freelancers back into permanent work, not a single person surveyed said they would consider moving to a permanent role.
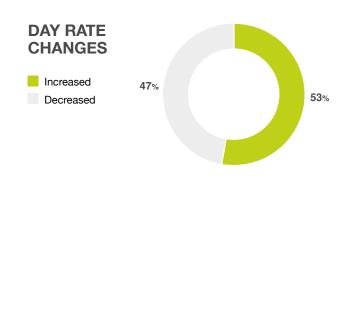
Contractors continue to understand the value in both broadening, yet specialising, their skillset in order to stay ahead of the game. The opportunity to use the latest technologies and not get bogged down in legacy code has played a factor in the decisions of many on whether or not to accept a contract.

SALARY RANGES BY SECTOR

	HEAD	LEAD	SENIOR	MIDDLEWEIGHT	JUNIOR
FINANCE	£750 – £1000	£550 – 700	£450 – £600	£400 – £500	*Insufficient data*
E-COMMERCE	£550 – £800	£450 – £550	£400 – £500	£350 – £400	*Insufficient data*
MEDIA & PUBLISHING	£500 – £700	£450 – £550	£400 – £450	£300 – £350	*Insufficient data*
AGENCY	£500 – £600	£400 – £500	£350 – £480	£300 – £400	*Insufficient data*
TECHNOLOGY	£600 – £800	£500 – £650	£450 – £500	£350 – £400	*Insufficient data*
PUBLIC SECTOR	£700 – £850	£500 – £650	£450 – £500	£300 – £400	*Insufficient data*

SALARY RANGES BY SENIORITY

DAY RATE CHANGES

- Increased
- Decreased

47%

53%

Project Managment

We have seen a continued push for permanent hires, stabilisation of salaries and fewer freelance opportunities across the market in the last year. The trend for Project Managers who can deliver a hybrid methodology has remained constant with Agile, Waterfall and Kanban highly coveted as well as an increase need for Scrum Masters. This partnered with more and more roles seeking candidates to hold a formal project management certification as well as an understanding of user-centric approaches, is demanding that Project Managers really need to stay on top of their game in order to stay relevant.

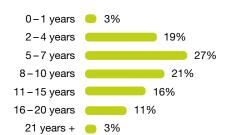**78%**
of respondents were in permanent roles.
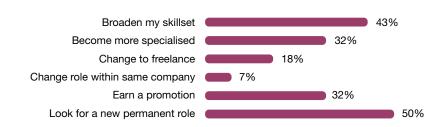
50%
of respondents received a bonus last year.

Project Management
Discipline findings

NUMBER OF YEARS' EXPERIENCE

Experience	%
0 – 1 years	3%
2 – 4 years	19%
5 – 7 years	27%
8 – 10 years	21%
11 – 15 years	16%
16 – 20 years	11%
21 years +	3%

PERMANENT PLANS FOR NEXT YEAR

Plan	%
Broaden my skillset	43%
Become more specialised	32%
Change to freelance	18%
Change role within same company	7%
Earn a promotion	32%
Look for a new permanent role	50%

FREELANCE PLANS FOR NEXT YEAR

Plan	%
Broaden my skillset	63%
Become more specialised	50%
Change to permanent	13%
Increase my day rate	63%

MUST HAVE SKILLS

motivator digital
calm persona
agile
tech knowledge
github
proactive
delivery jira
integration specialism
stakeholder management
organised
data management
leadership
multi-discipline
people skills
crm
people management
project management
communication
decision making
design literacy
organisational skills
tech management
zendesk
service design
proposals
learning digital experience
html5/css
experience
monitoring
mediator
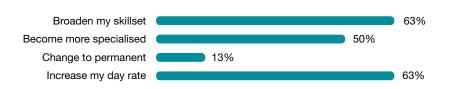time management
team player
technicality
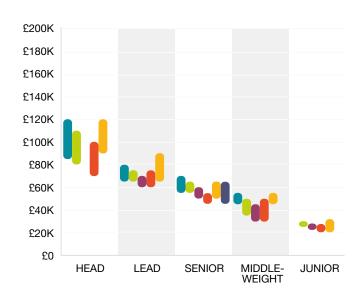budgets

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Project Management
Permanent

There has been a significant push for permanent hires with more and more roles requiring a user-centric profile from candidates, however, hiring managers have highlighted a lack of quality in the market with few people possessing formal Project Management qualifications. This demand corresponds with Project Managers highlighting their largest area of development as training, for example: Scrum, Agile and Kanban.
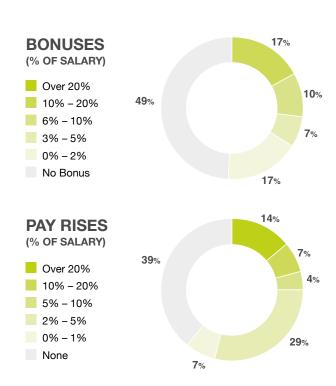
The need to become hybrid and possess a varied skillset of different methodologies correlates with our findings - 43% of Project managers are looking to move in order to broaden their skillset in the next 12 months and 32% wish to become more specialised in areas such as Virtual Reality, Artificial Intelligence and Digital Assets.

SALARY RANGES BY SECTOR

	HEAD	LEAD	SENIOR	MIDDLEWEIGHT	JUNIOR
FINANCE	£85K – £120K	£65K – £80K	£55K – £70K	£45K – £55K	*Insufficient data*
E-COMMERCE	£80K – £110K	£65K – £75K	£55K – £65K	£35k - £50k	£25K – £30K
MEDIA & PUBLISHING	*Insufficient data*	£60K – £70K	£50K – £60K	£30K – £45K	£22K – £28K
AGENCY	£70K – £100K	£60K – £75K	£45K – £55K	£30K – £50K	£20K – £28K
TECHNOLOGY	£90K – £120K	£65K – £90K	£50K – £65K	£45K – £55K	£20K – £32K
PUBLIC SECTOR	*Insufficient data*	*Insufficient data*	£45K – £65K	*Insufficient data*	*Insufficient data*

SALARY RANGES BY SENIORITY

BONUSES
(% OF SALARY)

- Over 20%
- 10% – 20%
- 6% – 10%
- 3% – 5%
- 0% – 2%
- No Bonus

49%
17%
10%
7%
17%

PAY RISES
(% OF SALARY)

- Over 20%
- 10% – 20%
- 5% – 10%
- 2% – 5%
- 0% – 1%
- None
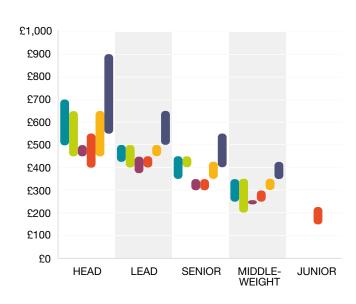

39%
14%
7%
4%
29%
7%

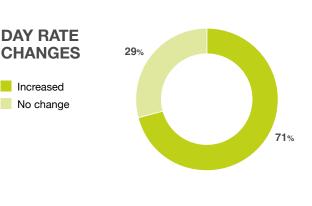# Project Management
Contract

The freelance market has been described as "volatile and competitive" with fewer roles emerging and a definite preference for clients to make permanent hires. Contract lengths have also appeared to shorten with the phrase 'Perma-lancing' phasing out. The lack in roles explains why candidates seem to be looking to secure permanent positions over the next 12 months in order to have stability, career growth and progression. However the freelance market isn't all doom and gloom with 63% of the market being able to secure an increase on their day rates over the last year. The highest paid roles in the market are stepping away from what was deemed traditional project management with roles such as Delivery Managers, Scrum Masters and Agile Coaches taking the lead.

SALARY RANGES BY SECTOR

	HEAD	LEAD	SENIOR	MIDDLEWEIGHT	JUNIOR
FINANCE	£500 – £700	£425 – £500	£350 – £450	£250 – £350	*Insufficient data*
E-COMMERCE	£450 – £650	£400 – £500	£400 – £450	£200 – £350	*Insufficient data*
MEDIA & PUBLISHING	£450 – £500	£375 – £450	£300 – £350	£250	*Insufficient data*
AGENCY	£400 – £550	£400 – £450	£300 – £350	£250 – £300	£150 – £225
TECHNOLOGY	£450 – £650	£450 – £500	£350 – £425	£300 – £350	*Insufficient data*
PUBLIC SECTOR	£550 – £900	£500 – £650	£400 – £550	£350 – £425	*Insufficient data*

SALARY RANGES BY SENIORITY

DAY RATE CHANGES
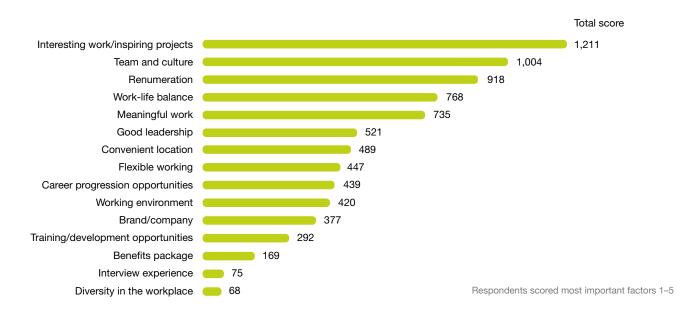
Increased
No change

29%
71%

Cross discipline findings
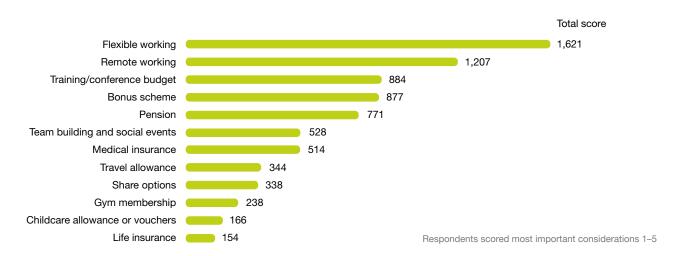
Motivating factors and benefits

WHAT FACTORS ARE MOST IMPORTANT WHEN CONSIDERING A NEW ROLE?

Contrary to belief, remuneration is not the number one factor when considering a new role, ranking third on our priority list. Instead people are seeking a role which excites them and makes them want to get out of bed in the morning; with interesting/inspiring work taking the top spot closely followed by team and culture then work-life balance coming in fourth.

Total score

Factor	Total score
Interesting work/inspiring projects	1,211
Team and culture	1,004
Renumeration	918
Work-life balance	768
Meaningful work	735
Good leadership	521
Convenient location	489
Flexible working	447
Career progression opportunities	439
Working environment	420
Brand/company	377
Training/development opportunities	292
Benefits package	169
Interview experience	75
Diversity in the workplace	68

Respondents scored most important factors 1–5

WHAT BENEFITS ARE MOST IMPORTANT WHEN CONSIDERING A NEW ROLE?

Again when looking at benefits, we can clearly see that money is not the "be all and end all" ranking just fourth on our priority list. The lure of a more Scandi-inspired work attitude is prevalent with flexible working and remote working ranking as the most important benefits whilst more remunerative benefits such as life insurance, childcare vouchers, share options and medical insurance taking a back seat.
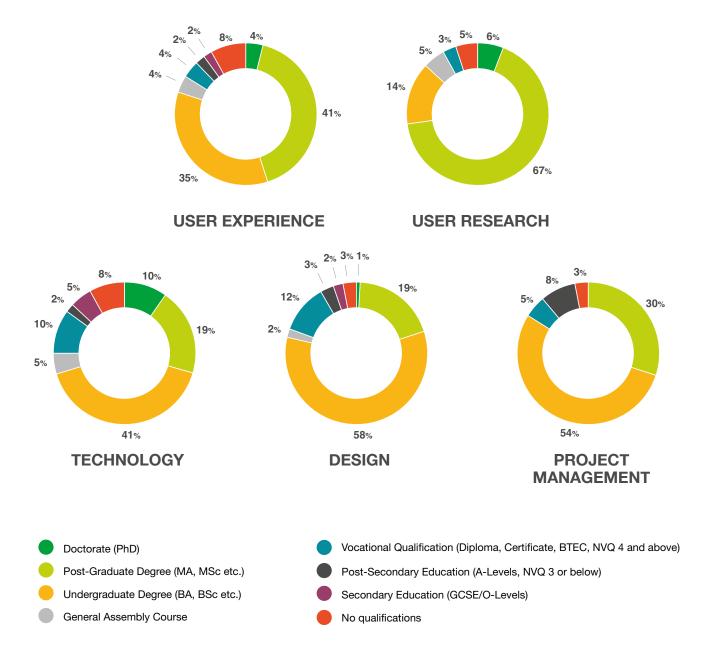
Total score

Benefit	Total score
Flexible working	1,621
Remote working	1,207
Training/conference budget	884
Bonus scheme	877
Pension	771
Team building and social events	528
Medical insurance	514
Travel allowance	344
Share options	338
Gym membership	238
Childcare allowance or vouchers	166
Life insurance	154

Respondents scored most important considerations 1–5

Qualifications by sector

WHAT IS THE HIGHEST LEVEL OF QUALIFICATION YOU HAVE IN YOUR FIELD?

As expected there are higher proportions of respondents with PHDs and Post Graduate Degrees in the most senior positions and obtaining the highest salaries. However, it is still possible to attain senior positions and top tier salary bands without relevant academic qualifications, given pertinent experience within their field.

By sector, Technology respondents held the highest proportions of PHDs with 10% of respondents obtaining one. However in contrast 29% of tech respondents have not obtained qualifications past high school with 8% obtaining no qualifications at all. To speculate, this could be due to the broad nature of the technology sector from self-taught HTML to more complex languages and technologies such as Clojure and Node.js.

The highest proportion of Post Graduate Degrees with a staggering 67% of respondents is User Research followed by User Experience with 41% then Project Management at 30%. Design respondents then had the highest percentage of respondents with an Undergraduate degree at 59% though another 20% with Post Grad and PHds.
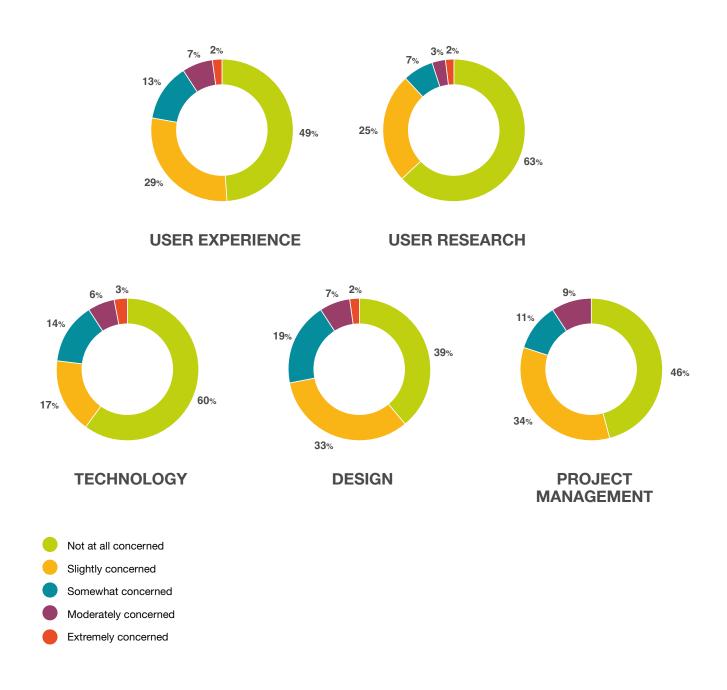
USER EXPERIENCE

USER RESEARCH

TECHNOLOGY

DESIGN

PROJECT MANAGEMENT

- ● Doctorate (PhD)
- ● Post-Graduate Degree (MA, MSc etc.)
- ● Undergraduate Degree (BA, BSc etc.)
- ● General Assembly Course
- ● Vocational Qualification (Diploma, Certificate, BTEC, NVQ 4 and above)
- ● Post-Secondary Education (A-Levels, NVQ 3 or below)
- ● Secondary Education (GCSE/O-Levels)
- ● No qualifications

Market attitude by sector

HOW DO YOU FEEL ABOUT THE JOBS MARKET IN YOUR FIELD IN 2017-18?

Confidence in the employment market, or lack of, is varied depending on sector. Whilst User Researchers seemed the least concerned; 63% of respondents not at all concerned, closely followed by Technology with 60% and UX Designers with 50%, describing the market as buoyant, growing fields and therefore lots of demand. Design seemed more apprehensive with 60% of respondents having some level of concern about the market especially within pure visual/DD as opposed to more hybrid UX/UI or product designers.

The main concerns consistent throughout each sector were highlighted as the uncertainty of Brexit and what this holds as well as IR35 which was introduced to all government roles this year and still lingers as to whether it will roll out across the board. Other concerns were the stagnation of freelance roles as companies try to hire more permanent staff slowing down the freelance market, as well as a lack of entry level roles.

USER EXPERIENCE

USER RESEARCH

TECHNOLOGY

DESIGN

PROJECT MANAGEMENT

- Not at all concerned
- Slightly concerned
- Somewhat concerned
- Moderately concerned
- Extremely concerned

Get in touch

Contact us for more detailed insights into our findings or to discuss how your salary matches up to the rest of the market.

To speak to us about your recruitment needs or for help in finding your next role, please get in touch with the consultant for your discipline.

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