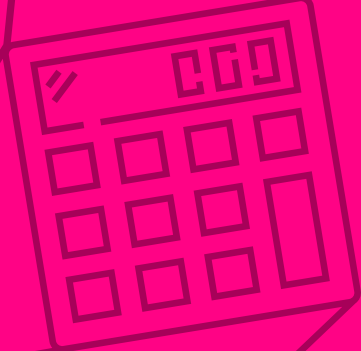


SALARY GUIDE 2020

CREATIVE AND MARKETING



Calculate custom salaries for individual roles with the **Salary Calculator**.

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About The Creative Group

YOUR GUIDE TO STARTING SALARIES FOR 2020



In a job market where skilled creative and marketing candidates can virtually write their own ticket, employers need to be in the know when it comes to emerging hiring trends and what other companies are paying for top talent. The Creative Group 2020 Salary Guide gives you insight into both.

Salary forecasts are based on the job placements we make every day as a professional staffing firm. Our ground-level knowledge of labor market conditions across North America means we often know first where salaries are headed. That gives you a leg up as you plan hiring budgets in the coming year.

Robert Half International Inc., parent company of The Creative Group, has been reporting on compensation trends since 1950. During that time, millions of employers have relied on our annual guides.

Our staffing experts can provide even more insight into the hiring environment in your market. Contact The Creative Group office nearest you [online](#) or at [1.855.750.7260](tel:18557507260).

CREATIVE HIRING TRENDS IN THE UNITED STATES

As unemployment rates remain near record lows in the United States and technology requires shifting skill sets, it's increasingly difficult for firms to secure the creative and marketing talent they need. Our look at hiring trends can help make the task easier.

Companies dive deeper into digital

Organizations are investing in digital marketing and digital transformation to boost efficiency and grow business. Chief marketing officers seek to leverage technology and data to improve operations, deliver personalized customer experiences, and increase user engagement and retention. To stay ahead of the curve, agencies and in-house creative departments are building teams with expertise in areas like analytics, artificial intelligence (AI), automation, content strategy, demand generation, machine learning, social media and voice search.



It's a very tight candidate market. Employers who choose not to streamline their hiring process can lose out on great talent.

— Recruiter at The Creative Group in San Francisco



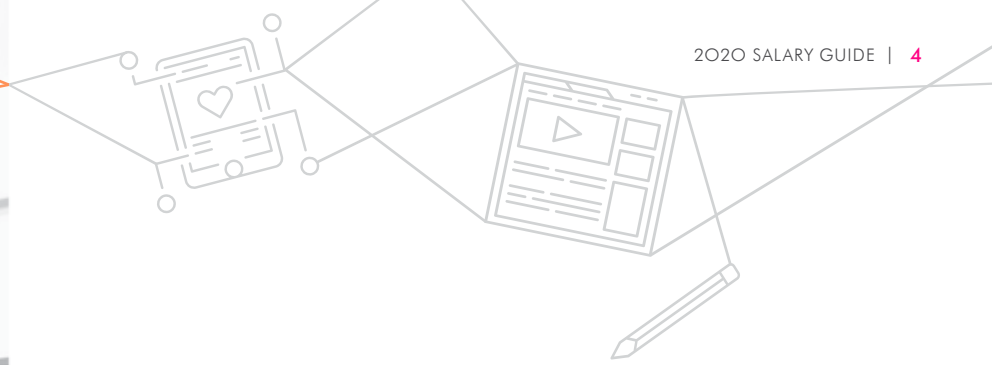
Top creatives won't wait around

Companies that don't act fast with favorite candidates may miss out. According to a Robert Half survey, 69% of job applicants lose interest if they don't hear back within two weeks of an interview. The fact that in-demand creative and marketing professionals often receive multiple offers makes a streamlined hiring process even more critical.

Speed is of the essence

69% of job applicants lose interest if they don't hear back within two weeks of an interview.

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



Negotiations are par for the course

Creative professionals aren't shy about asking for the compensation they want. In a Robert Half survey, 55% of workers said they requested a higher salary with their last job offer. And research from The Creative Group shows nearly half of professionals (49%) would ask for a raise from their current employer if they felt they deserved more pay. If companies are unable to increase the salary for a particular role, they need to consider which noncash perks, such as additional paid time off or a flexible schedule, will satisfy existing and prospective employees.

Virtual teams take over

With experienced professionals in such high demand, firms are expanding their search geographically to find highly skilled talent, resulting in workforces made up of on-site staff, remote employees, consultants, freelancers and other external resources. The ability to manage and collaborate with colleagues spread across borders and time zones is critical as creative teams become more dispersed.

Bonuses help seal the deal

In certain markets, creatives expect pay beyond their base salary. Signing or annual bonuses can make the difference between winning over top candidates or losing them to competing offers. Some companies are even giving early performance reviews and quick salary bumps in an effort to retain top performers.



More candidates are asking for signing bonuses — or won't consider an offer if a bonus isn't part of it.

— Recruiter at The Creative Group in Minneapolis



Reskilling comes to the forefront

As the war for talent escalates and technology continues to change how we work, reskilling and upskilling employees is a bigger focus for companies. Marketing executives aim to develop their teams' abilities with augmented and virtual reality, customer relationship management systems, data analytics tools, voice technology, animation, coding, and video, among other specialties.

HOT JOBS

- » Content strategist
- » Copywriter
- » Customer experience manager
- » Front-end web developer
- » Marketing analytics manager
- » Marketing automation specialist
- » Search engine optimization (SEO)/ search engine marketing (SEM) specialist
- » User experience (UX) designer
- » User interface (UI) designer
- » Visual designer



EMERGING JOBS

- » Augmented reality/virtual reality designer
- » Chief experience officer
- » Content designer
- » Creative technologist
- » Machine learning analyst
- » Voice design specialist



TOP RECRUITING OBSTACLES

Greatest barriers to hiring top creative and marketing talent:

- » Slow hiring process
- » Inadequate compensation
- » Low public awareness of company
- » Noncompetitive perks and benefits
- » Outdated technology
- » Limited learning opportunities
- » Lack of diversity

Source: The Creative Group survey of more than 400 advertising and marketing managers in the U.S.

Career development takes center stage

In a candidate-short market, companies increasingly look within for talent, and that means investing in their employees' professional development. More employers are also removing some nice-to-have skills from hiring criteria and offering on-the-job training to fill those gaps.

Digital talent is in demand

45% of managers say their team is understaffed in digital areas.

75% of managers say it's challenging to find and retain professionals with up-to-date digital skills.

Source: The Creative Group survey of more than 400 advertising and marketing managers in the U.S.

Workers welcome the robots

Our research shows creative professionals are, for the most part, optimistic about working alongside new technology. Advertising and marketing managers see enhanced productivity and new

career opportunities as some of the top ways AI, robots and other technological advancements will affect jobs at their company. Creatives who commit to continual learning and possess soft skills such as empathy and collaborative and problem-solving abilities will only become more marketable.

Diversity is critical for business growth

The more varied a team's makeup, the greater its ability to innovate and deliver campaigns that resonate with customers. Companies are ensuring they pull the most qualified candidates from a diverse pool so hires represent a wide spectrum of cultural backgrounds, personality types, work styles and life experiences.

Businesses build creative pipelines

To meet shifting company and client demands, hiring managers must maintain access to a flow of creative talent. But how do they do that when faced with worker shortages? More firms are finding that a flexible mix of people, including project professionals working in tandem with full-time employees, serves them best. Collaborating with a managed services provider for major design, digital and marketing initiatives is also becoming more common.



Freelance hiring is heating up

37% of creative teams expect to rely more heavily on project professionals in the next three years.

Source: The Creative Group survey of more than 1,000 workers in the creative and marketing industries in the U.S.

HOW TO USE OUR SALARY TABLES

To help you determine salary levels for new hires, we report starting pay ranges in percentiles, as defined on this page. The salary figures are national ranges; you can adjust the figures on the following pages to your market using the local variances on [Pages 15-16](#) for the United States and [Page 24](#) for Canada. Bonuses, benefits and

other forms of compensation are not built into the starting salary ranges. Compensation is affected by many factors, including labor market demand for the position and individual negotiation during the hiring process. For more guidance on starting salaries, contact your local staffing professional at The Creative Group.

To help set starting pay, determine where your candidate best fits in the four percentiles below.

25TH

The candidate may be new to the role and still developing relevant skills.

The role may be at a smaller organization or one with few business units.

50TH

The candidate may have an average level of experience plus the majority of relevant skills.

The role may be at a midsize organization or one with many business units or moderately complex operations.

75TH

The candidate may have more experience than is typical and most or all relevant skills.

The role may be at a larger organization or one with multiple business units or complex operations.

95TH

The candidate may have a high level of relevant experience and expertise.

The role may be uniquely complex or the candidate may bring a specialized set of hard-to-find skills.

The role may be at a larger organization or one with multiple business units or complex operations.

POSITION	PERCENTILES			
	25 TH	50 TH	75 TH	95 TH
Design and Production				
Creative Director	92,750	116,750	139,750	191,500
Creative Services Manager	69,000	86,250	103,000	125,250

CREATIVE AND MARKETING SALARIES

United States

	POSITION	PERCENTILES			
		25 TH	50 TH	75 TH	95 TH
Design and Production	Creative Director	92,750	116,750	139,750	191,500
	Creative Services Manager	69,000	86,250	103,000	125,250
	Art Director	68,750	85,750	102,750	122,000
	Project Manager	57,250	70,000	82,750	105,500
	Studio Manager	54,000	65,000	77,000	101,250
	Production Manager	50,500	61,250	70,750	91,500
	Graphic Designer	43,250	56,750	67,250	89,000
	Digital Artist	50,500	64,500	82,000	97,000
	Production Artist	42,750	53,500	60,000	73,250
	Production Coordinator	35,500	41,000	50,000	62,000
	3D Animator	59,000	69,000	82,500	105,000
	3D Modeler	51,500	61,750	71,250	94,750
	Environmental Designer	55,500	64,000	81,000	91,500
	Presentation Specialist	50,250	62,500	74,000	92,000
	Package Designer	48,250	58,000	70,750	93,500

**CREATIVE AND
MARKETING
SALARIES**
United States

	POSITION	PERCENTILES			
		25 TH	50 TH	75 TH	95 TH
Design and Production <i>(continued)</i>	Illustrator/Infographics Designer	44,750	54,000	63,750	81,250
	Photo Retoucher	40,750	53,000	70,000	85,000
	Photographer	38,250	52,000	63,750	89,000
	Traffic Manager	45,750	56,000	66,750	82,500
	Traffic Coordinator	34,000	41,750	47,000	55,500
	Digital Asset Manager	45,000	49,500	52,500	77,250
	Desktop Publisher/Layout Artist	34,500	42,750	49,500	68,000
Digital Design and Production	UX Director	110,250	129,250	152,250	195,750
	UX Designer	75,000	96,250	118,000	148,000
	UX Researcher	74,250	87,500	114,000	135,000
	UI Designer	65,000	80,000	97,500	128,750
	Instructional Designer	69,750	83,750	99,250	120,750
	Product Designer	66,250	87,000	109,750	131,500
	Interactive Art Director	77,000	92,500	104,750	125,500
	Interaction Designer	66,500	75,000	89,000	123,250
	Interactive Producer	72,750	80,750	96,750	108,250
	Information Architect	80,000	95,500	115,750	130,000
	Front-End Web Developer	67,000	81,750	99,000	132,000

CREATIVE AND MARKETING SALARIES

United States

	POSITION	PERCENTILES			
		25 TH	50 TH	75 TH	95 TH
Digital Design and Production <i>(continued)</i>	Mobile Designer	66,000	85,500	100,000	112,000
	Visual Designer	64,500	81,250	100,750	108,250
	Motion Designer	64,500	76,250	90,750	107,000
	Web Designer	57,750	69,250	85,000	104,500
	Multimedia Designer	55,000	72,250	83,250	99,000
	Web Production Artist	44,750	54,000	62,750	77,250
	Video Producer	60,250	74,250	88,000	114,750
	Video Editor	54,250	64,250	78,750	105,750
Content Development and Management	Proposal Specialist	62,500	75,000	83,750	97,750
	Content Strategist	61,250	73,500	87,000	113,250
	Content Manager	55,750	64,750	80,000	102,000
	Web Content Manager	48,500	55,000	66,250	88,000
	Web Content Coordinator	41,000	49,250	53,500	67,000
	Copywriter	58,750	72,000	83,750	108,750
	Interactive/Web Copywriter	53,500	64,500	83,000	104,000
	Technical Writer	62,000	75,000	82,500	104,250
	Copy Editor	43,250	63,750	71,500	81,250
	Proofreader	41,250	51,500	61,750	72,750

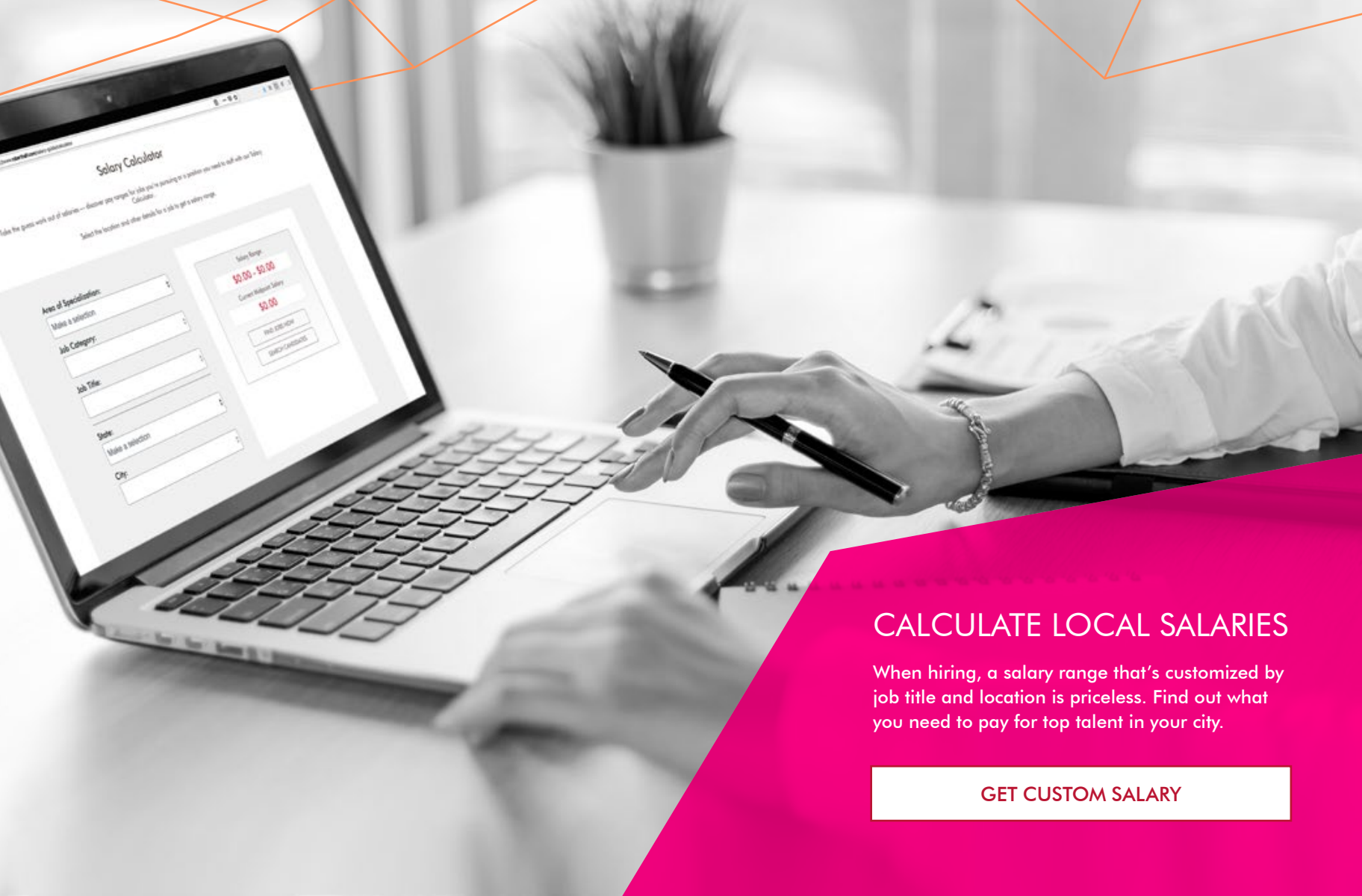
**CREATIVE AND
MARKETING
SALARIES**
United States

	POSITION	PERCENTILES			
		25 TH	50 TH	75 TH	95 TH
Advertising and Marketing Agency	Account Director	85,750	103,000	118,500	155,000
	Account Supervisor	73,750	84,750	100,250	133,500
	Account Manager	56,000	65,500	79,000	91,000
	Account Executive	45,500	55,000	70,500	87,500
	Account Coordinator	35,250	42,250	50,000	60,750
Advertising and Marketing Corporate	Chief Marketing Officer	136,500	164,000	196,000	247,750
	Vice President of Marketing	120,500	145,000	171,750	219,000
	Marketing Director	86,500	108,000	125,500	155,750
	Marketing Manager	65,500	78,000	87,500	115,250
	Marketing Coordinator	42,750	51,500	60,000	74,500
Advertising and Marketing Agency or Corporate	Media Director	86,000	105,000	123,750	162,500
	Media Buyer	53,750	63,000	75,750	91,500
	Media Planner	49,250	58,750	75,000	87,250
	Marketing Analytics Manager	84,250	96,000	116,750	130,500
	Marketing Analytics Specialist	53,500	68,500	87,500	107,500
	Web Analytics Specialist	64,500	75,750	98,750	112,000
	Digital Marketing Manager	67,000	82,000	95,500	125,750
	Digital Marketing Specialist	46,000	56,250	64,750	92,250
	Brand/Product Manager	72,500	90,500	101,500	132,750
	Digital Project Manager	64,500	83,500	99,000	118,000

CREATIVE AND MARKETING SALARIES

United States

	POSITION	PERCENTILES			
		25 TH	50 TH	75 TH	95 TH
Advertising and Marketing Agency or Corporate <i>(continued)</i>	SEO/SEM Specialist	49,000	64,500	75,000	95,000
	PPC Specialist	41,250	51,250	65,000	80,000
	Market Researcher	52,250	62,500	79,750	102,750
	Digital Strategist	66,500	79,750	94,500	120,000
	Digital Community Manager	48,250	58,000	68,750	92,500
	Social Media Manager	50,500	59,500	75,000	101,250
	Social Media Specialist	42,750	51,750	62,000	82,500
	E-Commerce Marketing Manager	72,000	84,000	102,250	120,500
	Email Marketing Manager	59,750	75,500	91,750	115,500
	Email Marketing Specialist	46,000	55,250	65,750	83,750
	Demand Generation Manager	70,750	88,000	107,000	125,000
	Marketing Automation Specialist	45,500	60,500	75,750	91,000
	Customer Experience Manager	52,250	65,000	79,000	103,750
	Event Manager	45,750	56,500	65,250	88,750
	Event Coordinator	35,500	43,500	50,750	64,750
	Public Relations	Vice President of Public Relations	98,500	118,500	140,250
Public Relations Director		87,500	97,750	116,000	150,250
Public Relations Manager		68,750	80,500	91,750	121,000
Public Relations/ Communications Specialist		47,000	56,750	68,250	86,000



CALCULATE LOCAL SALARIES

When hiring, a salary range that's customized by job title and location is priceless. Find out what you need to pay for top talent in your city.

[GET CUSTOM SALARY](#)

ADJUSTING SALARIES FOR U.S. CITIES

Calculate starting salaries for specific roles with the **Salary Calculator**.

The salary ranges in our guide are backed by The Creative Group data, the expertise of our local staffing professionals, independent research and Robert Half surveys of senior executives across North America. To customize compensation for your area, increase or decrease the national salary reported on previous pages by the percentage for your nearest city. Market variances are reflective of all industries and professions.

Alabama

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

Arizona

Phoenix	+17%
Tucson	+7%

Arkansas

Fayetteville	-5%
Little Rock	-5%

California

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

San Jose	+40%
San Rafael	+32%
Santa Barbara	+27%
Santa Rosa	+22%
Stockton	-13%

Colorado

Boulder	+19%
Colorado Springs	-2%
Denver	+11%
Fort Collins	+0%
Greeley	-11%
Loveland	-5%
Pueblo	-17%

Connecticut

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

Delaware

Wilmington	+5%
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District of Columbia

Washington	+33%
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Florida

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

Georgia

Atlanta	+6%
Macon	-18%
Savannah	-15%

Hawaii

Honolulu	+7%
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Idaho

Boise -11%

Illinois

Chicago +24%

Hoffman Estates +12%

Naperville +12%

Rockford -15%

Indiana

Fort Wayne -16%

Indianapolis -3%

Iowa

Cedar Rapids -5%

Davenport -4%

Des Moines +2%

Sioux City -16%

Waterloo/

Cedar Falls -12%

Kansas

Overland Park +1%

Kentucky

Lexington -8.5%

Louisville -8%

Louisiana

Baton Rouge -1%

New Orleans -1%

Maine

Portland -5%

Maryland

Baltimore +3%

Massachusetts

Boston +34%

Springfield +1%

Michigan

Ann Arbor +1%

Detroit +0%

Grand Rapids -14%

Kalamazoo -20%

Lansing -15%

Minnesota

Bloomington +6.5%

Duluth -20.4%

Minneapolis +7%

Rochester +2%

St. Cloud -14%

St. Paul +4%

Missouri

Kansas City -0.5%

St. Joseph -10%

St. Louis +0.5%

Nebraska

Omaha +0%

Nevada

Las Vegas +2%

Reno +1%

New Hampshire

Manchester +12%

Nashua +14%

New Jersey

Mount Laurel +15%

Paramus +30%

Princeton +25%

Woodbridge +26.5%

New Mexico

Albuquerque -8.5%

New York

Albany -4%

Buffalo -6.5%

Long Island +25%

New York +40.5%

Rochester -6.5%

Syracuse -9.7%

North Carolina

Charlotte +3%

Greensboro +0%

Raleigh +4%

Ohio

Akron -11%

Canton -18%

Cincinnati -2.5%

Cleveland -4%

Columbus -2%

Dayton -13%

Toledo -14%

Youngstown -24%

Oklahoma

Oklahoma City -7%

Tulsa -7%

Oregon

Portland +11%

Pennsylvania

Harrisburg -5%

Lehigh Valley +0%

Philadelphia +15%

Pittsburgh -2%

Reading -5%

Rhode Island

Providence +1.5%

South Carolina

Charleston -5%

Columbia -6.5%

Greenville -6%

South Dakota

Sioux Falls -16%

Tennessee

Chattanooga -11%

Cool Springs +0%

Knoxville -11%

Memphis -5%

Nashville +1.5%

Texas

Austin +9%

Dallas +11%

El Paso -28%

Fort Worth +10%

Houston +8%

Midland/Odessa +10%

San Antonio +1%

Utah

Salt Lake City +8%

Virginia

Norfolk/

Hampton Roads -1.5%

Richmond -1%

Tysons Corner +32%

Washington

Seattle +27%

Spokane -18%

Wisconsin

Appleton -15%

Green Bay -13.5%

Madison +1%

Milwaukee +2%

Waukesha +1%



CREATIVE HIRING TRENDS IN CANADA

New creative jobs are popping up everywhere in Canada. But when trying to staff them, businesses are running up against a very tight employment market. According to research from The Creative Group, 79% of advertising and marketing managers said it's challenging to find skilled creative professionals.

Candidates simply have more options available to them today. The most in-demand job seekers will not wait long for a company to make a hiring decision. That means managers must move quickly to secure the talent they need or risk losing them to competing firms.

Compensation packages sweetened

Pay rates are rising, reflecting the strong demand for skilled creative professionals. Savvy employers review salary ranges at least annually to make sure they're keeping up with the market and also consider what else they can put on the table to entice top candidates.

Employers ease job requirements

More managers are looking past formal education and hiring candidates with relevant experience and certifications in lieu of university degrees. This is particularly true for midlevel talent.

Remote working on the rise

Rather than focusing on relocation, more employers are open to the idea of a distributed workforce. Telecommuting is a major draw for full-time employees, freelancers and project professionals.



A lot of candidates are getting multiple offers. Perks can make all the difference when trying to land specialized creative talent.

— Recruiter at The Creative Group in Toronto



HOT JOBS

- » Digital strategist
- » Email marketing specialist
- » Front-end web developer
- » Marketing automation specialist
- » Motion designer
- » Production artist
- » User experience (UX) designer
- » User interface (UI) designer
- » Web designer

CREATIVE AND MARKETING SALARIES

Canada

	POSITION	PERCENTILES			
		25 TH	50 TH	75 TH	95 TH
Design and Production	Creative Director	118,000	135,500	154,000	180,250
	Creative Services Manager	76,750	87,250	104,750	118,000
	Art Director	70,250	86,750	103,750	112,750
	Project Manager	66,750	78,000	88,500	103,500
	Studio Manager	59,250	65,750	72,000	94,500
	Production Manager	73,500	85,500	90,500	98,000
	Graphic Designer	52,500	63,500	75,750	91,500
	Digital Artist	51,250	61,500	68,750	81,500
	Production Artist	51,500	61,750	72,250	77,750
	Production Coordinator	48,000	53,500	63,250	68,250
	3D Animator	59,750	67,750	83,750	92,750
	3D Modeler	61,500	68,250	74,250	85,000
	Environmental Designer	53,000	58,500	64,000	71,500
	Presentation Specialist	55,000	59,750	65,000	75,750
Package Designer	59,000	69,750	75,000	84,500	

All salaries listed on
Pages 19-23 are in
Canadian dollars.

**CREATIVE AND
MARKETING
SALARIES**
Canada

	POSITION	PERCENTILES			
		25 TH	50 TH	75 TH	95 TH
Design and Production <i>(continued)</i>	Illustrator/Infographics Designer	51,500	58,750	63,000	71,250
	Photo Retoucher	47,750	53,500	63,000	68,500
	Photographer	45,750	59,750	71,000	80,500
	Traffic Manager	56,500	61,000	64,500	72,750
	Traffic Coordinator	46,500	51,500	56,250	65,000
	Digital Asset Manager	42,000	46,250	51,750	57,000
	Desktop Publisher/Layout Artist	36,000	43,250	47,000	62,000
Digital Design and Production	UX Director	96,750	102,000	118,500	134,000
	UX Designer	71,500	80,500	97,750	108,750
	UX Researcher	67,000	79,750	94,500	116,500
	UI Designer	61,500	73,000	86,500	105,250
	Instructional Designer	63,000	69,500	79,500	86,750
	Product Designer	42,750	48,500	53,250	66,750
	Interactive Art Director	79,000	87,250	95,000	121,000
	Interaction Designer	61,750	67,750	75,000	86,750
	Interactive Producer	63,750	76,500	89,750	98,000
	Information Architect	76,750	89,500	107,500	132,250
	Front-End Web Developer	66,750	78,000	89,750	103,750
	Mobile Designer	68,500	80,000	95,750	107,500

**CREATIVE AND
MARKETING
SALARIES**
Canada

	POSITION	PERCENTILES			
		25 TH	50 TH	75 TH	95 TH
Digital Design and Production <i>(continued)</i>	Visual Designer	72,000	82,250	89,250	105,500
	Motion Designer	65,000	73,500	82,250	107,000
	Web Designer	61,000	76,250	95,250	116,000
	Multimedia Designer	52,750	66,500	75,000	88,250
	Web Production Artist	46,500	53,500	63,000	77,500
	Video Producer	57,000	64,750	76,250	96,000
	Video Editor	54,000	60,750	70,000	78,500
Content Development and Management	Proposal Specialist	54,750	64,000	75,250	94,250
	Content Strategist	57,250	69,750	82,750	104,000
	Content Manager	52,000	65,500	77,750	97,250
	Web Content Manager	49,250	54,250	59,250	69,750
	Web Content Coordinator	43,000	47,750	53,750	60,000
	Copywriter	55,750	67,000	78,500	101,000
	Interactive/Web Copywriter	54,750	68,250	80,000	98,000
	Technical Writer	54,500	66,750	79,500	88,000
	Copy Editor	53,750	64,000	76,750	96,500
	Proofreader	51,000	61,750	73,500	78,750

**CREATIVE AND
MARKETING
SALARIES**
Canada

	POSITION	PERCENTILES			
		25 TH	50 TH	75 TH	95 TH
Advertising and Marketing Agency	Account Director	88,750	96,000	113,000	127,750
	Account Supervisor	69,750	75,000	89,500	116,000
	Account Manager	62,750	69,750	75,500	90,000
	Account Executive	48,500	58,000	70,250	88,250
	Account Coordinator	38,500	42,500	46,500	53,000
Advertising and Marketing Corporate	Chief Marketing Officer	141,750	169,500	184,250	210,250
	Vice President of Marketing	122,500	134,000	146,500	175,500
	Marketing Director	93,000	111,000	132,000	151,750
	Marketing Manager	72,500	81,000	87,750	100,000
	Marketing Coordinator	42,500	51,250	59,000	65,250
Advertising and Marketing Agency or Corporate	Media Director	82,000	91,000	99,250	112,500
	Media Buyer	52,000	60,500	74,000	91,750
	Media Planner	42,500	48,750	53,500	67,250
	Marketing Analytics Manager	79,750	90,750	98,500	117,000
	Marketing Analytics Specialist	57,000	71,500	82,000	89,500
	Web Analytics Specialist	56,500	66,750	79,750	95,250
	Digital Marketing Manager	64,750	77,750	92,500	114,750
	Digital Marketing Specialist	41,750	48,000	58,250	65,000
	Brand/Product Manager	60,500	75,000	92,000	116,750
	Digital Project Manager	61,500	82,750	90,750	102,750

**CREATIVE AND
MARKETING
SALARIES**
Canada

	POSITION	PERCENTILES			
		25 TH	50 TH	75 TH	95 TH
Advertising and Marketing Agency or Corporate (continued)	SEO/SEM Specialist	50,750	62,750	73,750	90,000
	PPC Specialist	50,000	57,750	68,500	78,250
	Market Researcher	49,750	59,500	70,500	89,750
	Digital Strategist	66,500	80,000	97,500	122,250
	Digital Community Manager	45,000	55,250	66,000	74,250
	Social Media Manager	52,000	64,000	75,500	98,750
	Social Media Specialist	46,000	59,750	70,000	81,500
	E-Commerce Marketing Manager	67,500	81,000	94,000	129,250
	Email Marketing Manager	65,250	78,500	86,750	95,500
	Email Marketing Specialist	43,750	56,500	62,250	77,750
	Demand Generation Manager	75,500	84,250	95,500	115,500
	Marketing Automation Specialist	45,000	60,000	71,000	78,750
	Customer Experience Manager	56,500	62,000	73,000	79,750
	Event Manager	46,750	57,750	66,750	79,000
	Event Coordinator	40,000	48,250	56,250	67,500
Public Relations	Vice President of Public Relations	113,500	127,250	149,750	179,750
	Public Relations Director	98,500	109,000	118,750	150,000
	Public Relations Manager	82,000	89,500	108,500	118,000
	Public Relations/ Communications Specialist	48,250	57,000	66,000	81,000

ADJUSTING SALARIES FOR CANADIAN CITIES

Calculate starting salaries for specific roles with the **Salary Calculator**.



The salary ranges in our guide are backed by The Creative Group data, the expertise of our local staffing professionals, independent research and Robert Half surveys of senior executives across North America. To customize compensation for your area, increase or decrease the national salary reported on previous pages by the percentage for your nearest city. Market variances are reflective of all industries and professions.

Alberta

Calgary	+5.2%
Edmonton	+3.2%

British Columbia

Fraser Valley	+1.8%
Vancouver	+4.9%
Victoria	-2.2%

Manitoba

Winnipeg	-5%
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Ontario

Kitchener/ Waterloo	-2.5%
Ottawa	+0.5%
Toronto	+5%

Quebec

Montreal	+3.1%
Quebec City	-6%

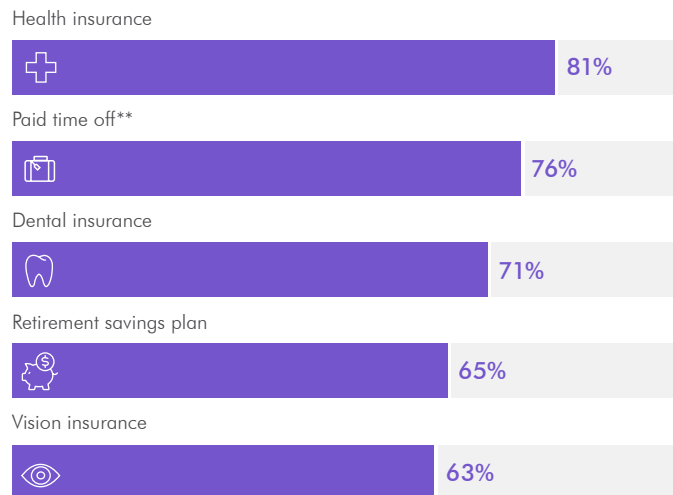
Saskatchewan

Regina	-5.1%
Saskatoon	-3.5%

TRENDS IN BENEFITS, PERKS AND INCENTIVES

MOST COMMON BENEFITS OFFERED BY EMPLOYERS*

Percentage of companies that offer each benefit:






* Multiple responses were permitted. Top responses are shown.

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

*** The responses do not total 100% due to rounding.

WELLNESS PROGRAMS***

Companies are offering a range of benefits that extend beyond traditional health insurance. Here is a summary of other types of benefits and how costs are allocated:

	 Physical wellness (e.g., gym access)	 Mental wellness (e.g., stress reduction)	 Financial wellness (e.g., retirement planning)
Companies where costs are employer-paid	40%	50%	38%
Companies where costs are employee-paid	12%	10%	14%
Companies where costs are shared	11%	14%	13%
Companies that do not offer these benefits	37%	27%	35%

WELLNESS OFFERINGS WORKERS VALUE MOST***

Percentage of workers that value each option:

Access to fitness facilities or programs	24%
Ergonomic evaluations and equipment	22%
Wellness incentives (e.g., offering prizes for engaging in healthy behavior)	18%
Healthy food options	14%
Stress management resources	14%
On-site vaccinations or health screenings	9%

MOST COMMON PERKS OFFERED BY EMPLOYERS*

Percentage of companies that offer each benefit:



50%

Flexible work schedules or telecommuting options



47%

Paid parental leave



42%

Employee discounts (e.g., auto, home, electronics)



35%

Company-subsidized meals or snacks



32%

Paid time off for volunteer activities



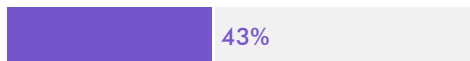
29%

Matching gifts program for employee donations/fundraising

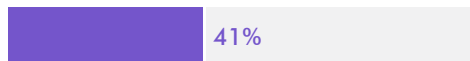
CHANGES TO INCENTIVE OFFERINGS*

Percentage of companies that plan to make the following changes to their incentive offerings in 2020:

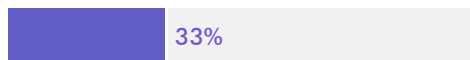
Increase the average dollar amount



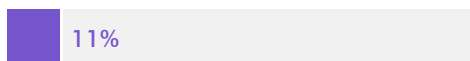
Increase the frequency (e.g., from annual to quarterly)



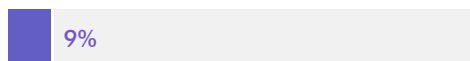
Add new incentives



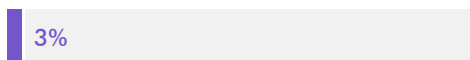
Decrease the frequency (e.g., from quarterly to annual)



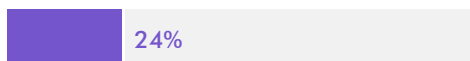
Decrease the average dollar amount



Remove incentives

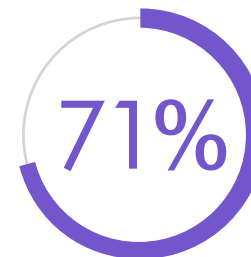


No change



What are incentives?

- Motivational rewards
- Tied to job performance
- Examples: Spot awards, profit-sharing, bonuses, stock



71%
of companies plan to offer incentives to staff-level employees in 2020.

Source: Robert Half surveys of more than 1,000 HR managers and more than 2,000 workers in North America

TOOLS FOR HIRING TOP TALENT

Robert Half's research on hiring and workplace trends gives you the information and guidance needed to recruit the best candidates and retain your brightest employees. To find out more, [download the reports](#).



Jobs and AI Anxiety

Will robots take over human tasks in the coming years? Our exclusive research and expert insights answer questions about the future of work.

- What jobs will advanced technology create or take away?
- What skills will you be hiring for in the future? How soon will you have to think seriously about that?
- Will adoption of new technologies boost or hinder employee retention?



The Demand for Skilled Talent

Take a look at the latest employment market trends, based on government data and Robert Half's surveys of employers across North America.

- How competitive is hiring right now?
- What are the most in-demand positions?
- How do you secure your choice of job candidates and retain your best workers?



Organizational Culture: The Make-or-Break Factor in Hiring and Retention

Your corporate culture speaks volumes about your company — and it can greatly affect your ability to recruit and keep top talent.

- What aspects of company culture are candidates most drawn to?
- How can you create a positive buzz about your workplace?
- What interview questions will help you identify candidates most likely to excel in your work environment?

A LABOR MODEL FOR THE DIGITAL AGE

In 2020, agencies and in-house creative departments must double down on their ability to deliver targeted, data-driven, multichannel marketing campaigns that support their clients' or company's goals. But when complex projects enter the picture, teams often lack the internal expertise and time to go it alone. Many of these endeavors can materialize suddenly, forcing managers to forge ahead without the advance planning and resource gathering they would have liked.

In response, businesses are embracing a new labor model based on a flexible mix of talent: A firm taps one or more outside organizations for additional resources to help with an initiative. The model consists of a scalable combination of freelancers with specialized skills and consultants who offer a strategic plan and advice on the best processes and technologies to get the job done. In some cases, the firm asks the outside resource to completely handle project management and implementation.

Of course, supplementing core teams with temporary workers is nothing new in the creative industry. Adopting a flexible staffing strategy is increasingly common as a cost-effective way for companies to bring in talent for jobs that don't require full-time employees. But large-scale initiatives — especially those prompted by a sudden shift in the market or competitor activity — can overwhelm teams on multiple fronts. This new labor model helps businesses keep key projects moving forward without disrupting day-to-day operations. With internal staff no longer overburdened, it can also boost morale and retention.

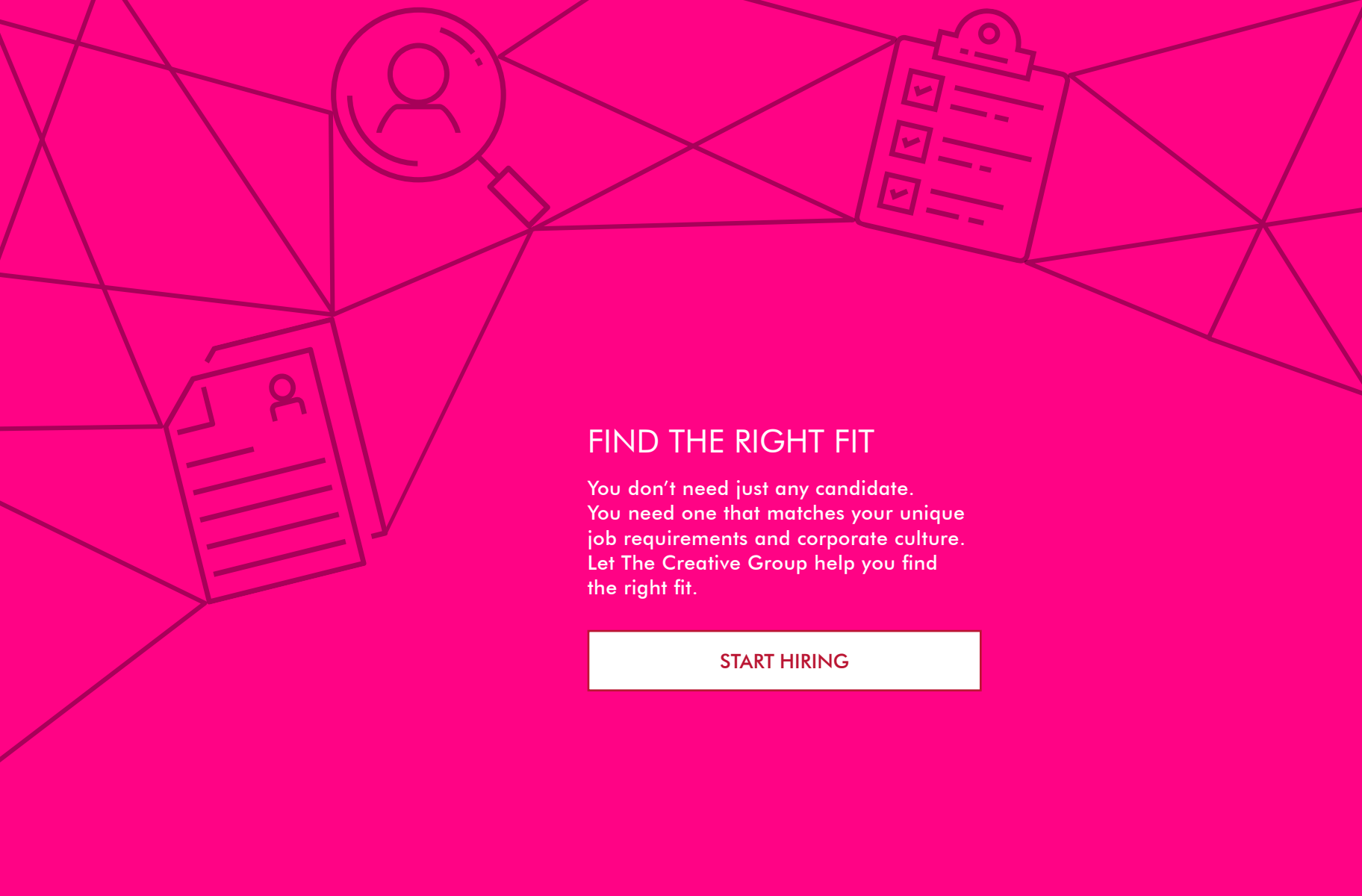


ABOUT THE CREATIVE GROUP

The Creative Group specializes in connecting skilled creative, digital, marketing, advertising and public relations professionals with the best companies on a project, contract-to-hire and direct-hire basis. We also provide full-time consultants for long-term and recurring projects that require more staff continuity.

To help you deliver world-class customer experiences, we offer highly regarded consulting expertise — from concept, design and development to post-delivery support — in partnership with our subsidiary, Protiviti. By working with our sister division Robert Half Technology, we can also help you plan and execute complex digital projects that call for both creative and technical skills.

Our personalized service, combined with proprietary matching technology that incorporates decades of placement data, distinguishes us from other staffing firms. And with locations in major cities throughout North America and Europe, our staffing experts know your local market inside and out and can help you find the right fit quickly. The Creative Group is part of the Robert Half family, which also offers specialized staffing services in technology, accounting and finance, legal, and administration.



FIND THE RIGHT FIT

You don't need just any candidate.
You need one that matches your unique
job requirements and corporate culture.
Let The Creative Group help you find
the right fit.

[START HIRING](#)

LOCATIONS

UNITED STATES

Arizona
Phoenix

California
Los Angeles
Oakland
Orange County
San Diego
San Francisco
San Jose

Colorado
Denver

Connecticut
Hartford
Stamford

District of Columbia
Washington

Florida
Miami

Georgia
Atlanta

Illinois
Chicago

Maryland
Baltimore

Massachusetts
Boston

Michigan
Southfield

Minnesota
Minneapolis

Missouri
St. Louis

New Jersey
Princeton
Saddle Brook
Woodbridge

New York
New York

North Carolina
Charlotte
Raleigh

Ohio
Cincinnati
Cleveland
Columbus

Oregon
Portland

Pennsylvania
Philadelphia

Tennessee
Nashville

Texas
Austin
Dallas
Houston

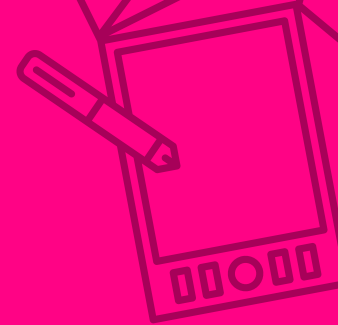
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