

LOOKING FOR A JOB?

THIS MIGHT HELP YOU ; **2021 SALARY GUIDE**



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How to use this salary guide

This salary guide can be used by both employers and job seekers to gauge current market salaries and see where you stand relative to your peers.

If you are an employer, you can use the data to determine if an increase in pay rates may be necessary to find the required skill level for your open position.

If you are a job seeker (or existing employee), you can use this information in your job search to help you negotiate your next salary.

However you use this guide, remember that salary is only one factor in a much bigger picture. Finding stability and fulfillment in your work through pay, benefits, location, work environment and the team you work with should all be considered in attracting talent and finding the right job for you.

Some things to note

- The more specific and niche your job requirement is, the more likely it is that you will need to pay a premium for high-quality talent.
- Location and its impact on cost of living is a major variable when considering a reasonable salary and is therefore important to take this into consideration when reviewing this guide.



Agency

Account Service

Job Title	Low	Median	High
Assistant Account Executive/Coordinator	\$50,000	\$55,000	\$60,000
Account Executive	\$55,000	\$62,500	\$70,000
Senior Account Executive	\$60,000	\$75,000	\$90,000
Account Supervisor	\$70,000	\$90,000	\$110,000
Account Director	\$95,000	\$122,500	\$150,000
Group Account Director	\$110,000	\$142,500	\$175,000
VP Account Director	\$120,000	\$155,000	\$190,000
SVP Account Director	\$150,000	\$187,500	\$225,000
EVP Account Director	\$160,000	\$205,000	\$250,000
Head of Client Service/Account Management	\$175,000	\$237,500	\$300,000



Agency

Creative

Job Title	Low	Median	High
Content Coordinator/Assistant	\$45,000	\$52,500	\$60,000
Copywriter	\$50,000	\$60,000	\$70,000
Graphic Designer	\$60,000	\$70,000	\$80,000
Web Designer	\$70,000	\$80,000	\$90,000
Art Director	\$80,000	\$100,000	\$120,000
Creative Director	\$100,000	\$125,000	\$150,000
Group Creative Director	\$110,000	\$142,500	\$175,000
VP Creative Director	\$120,000	\$172,500	\$225,000
SVP Creative Director	\$140,000	\$207,500	\$275,000
Executive Creative Director	\$150,000	\$237,500	\$325,000
Head of Creative	\$200,000	\$275,000	\$350,000



Agency

Media

Job Title	Low	Median	High
Media Assistant/Coordinator	\$45,000	\$52,500	\$60,000
Assistant Media Buyer	\$55,000	\$62,500	\$70,000
Assistant Media Planner	\$55,000	\$62,500	\$70,000
Media Buyer	\$70,000	\$85,000	\$100,000
Media Planner	\$70,000	\$85,000	\$100,000
Media Supervisor/Manager	\$80,000	\$100,000	\$120,000
Media Director	\$100,000	\$125,000	\$150,000
Group Media Director	\$120,000	\$150,000	\$180,000
VP Media Director	\$140,000	\$170,000	\$200,000
SVP Media Director	\$160,000	\$192,500	\$225,000
EVP Media Director	\$180,000	\$227,500	\$275,000
Head of Media	\$200,000	\$250,000	\$300,000



Agency

Strategy

Job Title	Low	Median	High
Strategy Assistant/Coordinator	\$50,000	\$55,000	\$60,000
Strategist	\$55,000	\$62,500	\$70,000
Senior Strategist	\$65,000	\$72,500	\$80,000
Manager, Strategy	\$75,000	\$87,500	\$100,000
Strategy Director	\$80,000	\$115,000	\$150,000
Group Strategy Director	\$110,000	\$142,500	\$175,000
VP Strategy Director	\$120,000	\$155,000	\$190,000
SVP Strategy Director	\$130,000	\$177,500	\$225,000
EVP Strategy Director	\$140,000	\$195,000	\$250,000
Head of Strategy	\$150,000	\$225,000	\$300,000



Agency

Production

Job Title	Low	Median	High
Project Assistant/Coordinator	\$50,000	\$57,500	\$65,000
Assistant Project Manager/Producer	\$55,000	\$67,500	\$80,000
Project Manager/Producer	\$60,000	\$75,000	\$90,000
Senior Project Manager/Producer	\$75,000	\$92,500	\$110,000
Project Director/Executive Producer	\$85,000	\$117,500	\$150,000
VP Project Management/Production	\$95,000	\$135,000	\$175,000
SVP Project Management/Production	\$110,000	\$152,500	\$195,000
EVP Project Management/Production	\$120,000	\$167,500	\$215,000
Head of Production	\$150,000	\$200,000	\$250,000



Agency

Sales

Job Title	Low	Median	High
Business Development Assistant/Rep	\$50,000	\$57,500	\$65,000
Business Development Coordinator	\$55,000	\$67,500	\$80,000
Business Development Manager	\$65,000	\$77,500	\$90,000
Senior Business Development Manager	\$75,000	\$92,500	\$110,000
Director of Sales/Business Development	\$85,000	\$105,000	\$125,000
VP Sales/Business Development	\$95,000	\$122,500	\$150,000
SVP Sales/Business Development	\$110,000	\$147,500	\$185,000
EVP Sales/Business Development	\$120,000	\$160,000	\$200,000
Head of Sales/New Business	\$150,000	\$187,500	\$225,000



Agency

Data & Analytics

Job Title	Low	Median	High
Junior Analyst	\$55,000	\$60,000	\$65,000
Analyst	\$60,000	\$75,000	\$90,000
Senior Analyst	\$70,000	\$82,500	\$95,000
Analytics Manager	\$75,000	\$87,500	\$100,000
Senior Manager, Data and Analytics	\$90,000	\$105,000	\$120,000
Director, Data and Analytics	\$100,000	\$137,500	\$175,000
Senior Director, Data and Analytics	\$110,000	\$150,000	\$190,000
VP, Data and Analytics	\$120,000	\$172,500	\$225,000
SVP, Data and Analytics	\$140,000	\$195,000	\$250,000
EVP, Data and Analytics	\$150,000	\$225,000	\$300,000
Head of Analytics	\$175,000	\$262,500	\$350,000



Retail/E-Commerce/Consumer

Sales

Job Title	Low	Median	High
Sales Assistant / Coordinator	\$50,000	\$57,500	\$65,000
Account Executive	\$55,000	\$67,500	\$80,000
Senior Account Executive	\$60,000	\$75,000	\$90,000
Sales Manager (Regional)	\$75,000	\$92,500	\$110,000
Sales Director (Regional or Larger Territory)	\$85,000	\$105,000	\$125,000
Senior Sales Director	\$95,000	\$122,500	\$150,000
Vice President of Sales	\$110,000	\$147,500	\$185,000
Senior Vice President of Sales	\$120,000	\$160,000	\$200,000
Executive Vice President of Sales	\$150,000	\$187,500	\$225,000
Head of Sales	\$175,000	\$212,500	\$250,000



Retail/E-Commerce/Consumer

Marketing

Job Title	Low	Median	High
Marketing Assistant/Coordinator	\$50,000	\$57,500	\$65,000
Marketing Specialist	\$55,000	\$67,500	\$80,000
Marketing Manager	\$60,000	\$75,000	\$90,000
Senior Marketing Manager	\$75,000	\$92,500	\$110,000
Associate Marketing Director	\$85,000	\$117,500	\$150,000
Marketing Director	\$95,000	\$135,000	\$175,000
Vice President of Marketing	\$110,000	\$152,500	\$195,000
Senior Vice President of Marketing	\$120,000	\$167,500	\$215,000
Executive Vice President of Marketing	\$150,000	\$200,000	\$250,000
Head of Marketing	\$175,000	\$237,500	\$300,000



Retail/E-Commerce/Consumer

Merchandising / Category

Job Title	Low	Median	High
Merchandising Assistant/Coordinator	\$50,000	\$57,500	\$65,000
Merchandising Specialist	\$55,000	\$67,500	\$80,000
Merchandising Manager	\$65,000	\$77,500	\$90,000
Senior Merchandising Manager	\$75,000	\$92,500	\$110,000
Associate Merchandising Director	\$85,000	\$117,500	\$150,000
Merchandising Director	\$95,000	\$135,000	\$175,000
Vice President of Merchandising	\$110,000	\$152,500	\$195,000
Senior Vice President of Merchandising	\$120,000	\$167,500	\$215,000
Executive Vice President of Merchandising	\$150,000	\$200,000	\$250,000



Retail/E-Commerce/Consumer

PR

Job Title	Low	Median	High
Public Relations Assistant/Coordinator	\$50,000	\$57,500	\$65,000
Public Relations Specialist	\$55,000	\$67,500	\$80,000
Public Relations Manager	\$65,000	\$77,500	\$90,000
Senior Public Relations Manager	\$75,000	\$92,500	\$110,000
Associate Public Relations Director	\$85,000	\$117,500	\$150,000
Public Relations Director	\$100,000	\$137,500	\$175,000
Vice President of Public Relations/Comms	\$110,000	\$152,500	\$195,000
Senior Vice President of Public Relations/ Comms	\$120,000	\$167,500	\$215,000
Executive Vice President of Public Relations/ Comms	\$150,000	\$200,000	\$250,000
Head of Public Relations/Comms	\$175,000	\$237,500	\$300,000



Retail/E-Commerce/Consumer

Product

Job Title	Low	Median	High
Product Assistant/Coordinator	\$50,000	\$57,500	\$65,000
Product Specialist	\$60,000	\$67,500	\$75,000
Product Manager	\$80,000	\$90,000	\$100,000
Senior Product Manager	\$85,000	\$102,500	\$120,000
Product Director / Lead	\$95,000	\$122,500	\$150,000
Senior Director / Product Lead	\$110,000	\$142,500	\$175,000
Vice President, Product	\$140,000	\$170,000	\$200,000
Senior Vice President, Product	\$155,000	\$190,000	\$225,000
Executive Vice President, Product	\$175,000	\$212,500	\$250,000
Head of Product	\$195,000	\$247,500	\$300,000



Retail/E-Commerce/Consumer

Data & Analytics

Job Title	Low	Median	High
Junior Analyst	\$55,000	\$57,500	\$60,000
Analyst	\$60,000	\$70,000	\$80,000
Senior Analyst	\$70,000	\$82,500	\$95,000
Analytics Manager	\$75,000	\$87,500	\$100,000
Senior Manager, Data and Analytics	\$90,000	\$105,000	\$120,000
Director, Data and Analytics	\$100,000	\$137,500	\$175,000
Senior Director, Data and Analytics	\$110,000	\$150,000	\$190,000
VP, Data and Analytics	\$120,000	\$172,500	\$225,000
SVP, Data and Analytics	\$140,000	\$195,000	\$250,000
EVP, Data and Analytics	\$150,000	\$225,000	\$300,000
Head of Analytics	\$175,000	\$262,500	\$350,000



Retail/E-Commerce/Consumer

Creative/Content

Job Title	Low	Median	High
Content Coordinator/Assistant	\$50,000	\$55,000	\$60,000
Copywriter	\$55,000	\$62,500	\$70,000
Graphic Designer	\$60,000	\$70,000	\$80,000
Web Designer	\$70,000	\$80,000	\$90,000
Art Director	\$80,000	\$100,000	\$120,000
Creative Director	\$100,000	\$125,000	\$150,000
Group Creative Director	\$110,000	\$142,500	\$175,000
VP Creative Director	\$120,000	\$172,500	\$225,000
SVP Creative Director	\$140,000	\$207,500	\$275,000
Executive Creative Director	\$150,000	\$237,500	\$325,000
Head of Creative	\$200,000	\$275,000	\$350,000

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Sales

Job Title	Low	Median	High
Business Development Representative (BDR or SDR)	\$50,000	\$62,500	\$75,000
Account Executive	\$55,000	\$72,500	\$90,000
Senior Account Executive	\$65,000	\$82,500	\$100,000
Sales Manager (Regional)	\$75,000	\$97,500	\$120,000
Sales Director (Regional or Larger Territory)	\$85,000	\$107,500	\$130,000
Senior Sales Director	\$95,000	\$122,500	\$150,000
Vice President of Sales	\$110,000	\$147,500	\$185,000
Senior Vice President of Sales	\$120,000	\$160,000	\$200,000
Executive Vice President of Sales	\$150,000	\$187,500	\$225,000
Head of Sales	\$175,000	\$212,500	\$250,000

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Marketing

Job Title	Low	Median	High
Marketing Assistant/Coordinator	\$50,000	\$57,500	\$65,000
Marketing Specialist	\$55,000	\$67,500	\$80,000
Marketing Manager	\$75,000	\$82,500	\$90,000
Senior Marketing Manager	\$85,000	\$130,000	\$175,000
Associate Marketing Director	\$95,000	\$142,500	\$190,000
Marketing Director	\$100,000	\$105,000	\$200,000
Vice President of Marketing	\$110,000	\$165,000	\$220,000
Senior Vice President of Marketing	\$120,000	\$185,000	\$250,000
Executive Vice President of Marketing	\$150,000	\$212,500	\$275,000
Head of Marketing	\$175,000	\$237,500	\$300,000

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PR/Communications

Job Title	Low	Median	High
Public Relations Assistant/Coordinator	\$50,000	\$57,500	\$65,000
Public Relations Specialist	\$55,000	\$67,500	\$80,000
Public Relations Manager	\$60,000	\$75,000	\$90,000
Senior Public Relations Manager	\$75,000	\$92,500	\$110,000
Associate Public Relations Director	\$85,000	\$117,500	\$150,000
Public Relations Director	\$95,000	\$135,000	\$175,000
Vice President of Public Relations/Comms	\$110,000	\$152,500	\$195,000
Senior Vice President of Public Relations/ Comms	\$120,000	\$167,500	\$215,000
Executive Vice President of Public Relations/ Comms	\$150,000	\$200,000	\$250,000
Head of Public Relations/Comms	\$175,000	\$237,500	\$300,000

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Product

Job Title	Low	Median	High
Product Assistant/Coordinator	\$50,000	\$60,000	\$70,000
Product Specialist	\$60,000	\$75,000	\$90,000
Product Manager	\$80,000	\$100,000	\$120,000
Senior Product Manager	\$90,000	\$120,000	\$150,000
Product Director / Lead	\$100,000	\$137,500	\$175,000
Senior Director / Product Lead	\$120,000	\$160,000	\$200,000
Vice President, Product	\$150,000	\$187,500	\$225,000
Senior Vice President, Product	\$175,000	\$220,000	\$265,000
Executive Vice President, Product	\$190,000	\$245,000	\$300,000
Head of Product	\$210,000	\$305,000	\$400,000

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Data & Analytics

Job Title	Low	Median	High
Junior Analyst	\$45,000	\$52,500	\$60,000
Analyst	\$50,000	\$65,000	\$80,000
Senior Analyst	\$60,000	\$77,500	\$95,000
Analytics Manager	\$70,000	\$85,000	\$100,000
Senior Manager, Data and Analytics	\$80,000	\$100,000	\$120,000
Director, Data and Analytics	\$100,000	\$137,500	\$175,000
Senior Director, Data and Analytics	\$110,000	\$150,000	\$190,000
VP, Data and Analytics	\$120,000	\$172,500	\$225,000
SVP, Data and Analytics	\$140,000	\$195,000	\$250,000
EVP, Data and Analytics	\$150,000	\$225,000	\$300,000
Head of Analytics	\$175,000	\$262,500	\$350,000

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Creative/Content

Job Title	Low	Median	High
Content Coordinator/Assistant	\$45,000	\$52,500	\$60,000
Copywriter	\$50,000	\$60,000	\$70,000
Graphic Designer	\$60,000	\$70,000	\$80,000
Web Designer	\$70,000	\$80,000	\$90,000
Art Director	\$80,000	\$100,000	\$120,000
Creative Director	\$100,000	\$125,000	\$150,000
Group Creative Director	\$110,000	\$142,500	\$175,000
VP Creative Director	\$120,000	\$172,500	\$225,000
SVP Creative Director	\$140,000	\$207,500	\$275,000
Executive Creative Director	\$150,000	\$237,500	\$325,000
Head of Creative	\$200,000	\$275,000	\$350,000



Executive

C-Suite

Job Title	Low	Median	High
Chief Executive Officer	\$150,000	\$475,000	\$800,000
Chief Marketing Officer	\$150,000	\$325,000	\$500,000
Chief Communications Officer	\$150,000	\$325,000	\$500,000
Chief Revenue Officer	\$150,000	\$325,000	\$500,000
Chief Operations Officer	\$150,000	\$325,000	\$500,000
Chief Financial Officer	\$150,000	\$325,000	\$500,000
Chief Technology Officer	\$150,000	\$375,000	\$600,000
Chief Information Security Officer	\$150,000	\$375,000	\$600,000



Executive

Upper Management

Job Title	Low	Median	High
Managing Director	\$120,000	\$210,000	\$300,000
Managing Partner	\$130,000	\$265,000	\$400,000