



CREBS SALARY GUIDE 2022

CREATIVE AND DESIGN

Junior Graphic Designer	16.000€ - 26.000€
Mid-weight Graphic Designer	24.000€ - 36.000€
Senior Graphic Designer	32.000€ - 55.000€
Junior Art Director	16.000€ - 26.000€
Mid-weight Art Director	26.000€ - 42.000€
Senior Art Director	34.000€ - 54.000€
Junior Copywriter	16.000€ - 26.000€
Mid-weight Copywriter	26.000€ - 40.000€
Senior Copywriter	34.000€ - 52.000€
Junior Digital Designer	20.000€ - 28.000€
Mid-weight Digital Designer	28.000€ - 38.000€
Senior Digital Designer	36.000€ - 56.000€
Junior UX Designer	18.000€ - 24.000€
Mid-weight UX Designer	26.000€ - 40.000€
Senior UX Designer	42.000€ - 62.000€
Service Designer	24.000€ - 46.000€
Junior Motion Designer	16.000€ - 24.000€
Mid-weight Motion Designer	24.000€ - 36.000€
Senior Motion Designer	34.000€ - 54.000€
3D Designer	24.000€ - 42.000€
UX Director	50.000€ - 80.000€+
Design Director / Head of Design	50.000€ - 80.000€+
Creative Director	60.000€ - 100.000€+

MARKETING

Campaign Manager	18.000€ - 44.000€
Marketing Assistant	20.000€ - 44.000€
Marketing Manager	32.000€ - 70.000€
Brand Manager	32.000€ - 62.000€
Marketing Director	52.000€ - 100.000€+

DIGITAL AND PERFORMANCE MARKETING

Digital Marketing Executive	24.000€ - 29.000€
Digital Marketing Manager	34.000€ - 56.000€
E-commerce Manager	32.000€ - 56.000€
PPC Executive	24.000€ - 29.000€
PPC Manager	26.000€ - 40.000€
PPC Director	N/A
SEO Executive	20.000€ - 38.000€
SEO Manager	30.000€ - 54.000€
SEO Director	N/A
CRM Executive	24.000€ - 44.000€
CRM Manager	26.000€ - 60.000€

TECHNOLOGY

Junior Front-end Developer	22.000€ - 28.000€
Mid-weight Front-end Developer	28.000€ - 44.000€
Senior Front-end Developer	45.000€ - 62.000€
Junior Back-end Developer	24.000€ - 30.000€
Mid-weight Back-end Developer	28.000€ - 46.000€
Senior Back-end Developer	42.000€ - 62.000€
Full-stack Developer	28.000€ - 62.000€
Mobile Developer	34.000€ - 60.000€
Junior Product Manager	26.000€ - 32.000€
Mid-weight Product Manager	28.000€ - 44.000€
Senior Product Manager	40.000€ - 80.000€
Head of / CTO	70.000€ - 100.000€+

BIG DATA AND ANALYTICS

Digital Analyst	22.000€ - 44.000€
Data Analyst	24.000€ - 44.000€
Data Scientist	24.000€ - 44.000€

CLIENT SERVICES, PRODUCTION AND PROJECT MANAGEMENT

Account Executive	20.000€ - 28.000€
Account Manager	24.000€ - 38.000€
Account Director	36.000€ - 70.000€
Junior PM / Producer	22.000€ - 30.000€
Mid-weight PM / Producer	24.000€ - 38.000€
Senior PM / Producer	36.000€ - 72.000€

SALES AND BUSINESS DEVELOPMENT

Sales Manager	30.000€ - 56.000€
Business Development Manager	32.000€ - 60.000€
Business Development Director	50.000€ - 80.000€+

SOCIAL MEDIA AND CONTENT

Junior Copywriter	16.000€ - 26.000€
Mid-weight Copywriter	24.000€ - 36.000€
Senior Copywriter	32.000€ - 55.000€
Content Manager	20.000€ - 42.000€
Content Strategist	24.000€ - 44.000€
Community Manager	26.000€ - 44.000€
Junior Social Media Manager	16.000€ - 26.000€
Mid-weight Social Media Manager	24.000€ - 34.000€
Senior Social Media Manager	30.000€ - 46.000€
Junior Editor	16.000€ - 24.000€
Mid-weight Editor	22.000€ - 30.000€
Senior Editor	28.000€ - 40.000€
Head Of Social	40.000€ - 64.000€+

STRATEGY AND PLANNING

Junior Data Strategist	24.000€ - 30.000€
Mid-weight Data Strategist	28.000€ - 34.000€
Senior Data Strategist	32.000€ - 48.000€
Junior Strategist	24.000€ - 32.000€
Mid-weight Strategist	28.000€ - 34.000€
Senior Strategist	30.000€ - 50.000€
Head of Strategy	50.000€ - 70.000€+

PR, EVENTS AND COMMS

Press Officer	22.000€ - 52.000€
PR Manager	22.000€ - 50.000€
Event Manager	36.000€ - 54.000€
Account Executive	20.000€ - 28.000€
Account Manager	24.000€ - 38.000€
Account Director	36.000€ - 70.000€

VIDEO AND PRINT PRODUCTION

Video Editor	16.000€ - 38.000€
Videomaker	16.000€ - 44.000€
Motion Designer	16.000€ - 48.000€
Producer	22.000€ - 48.000€