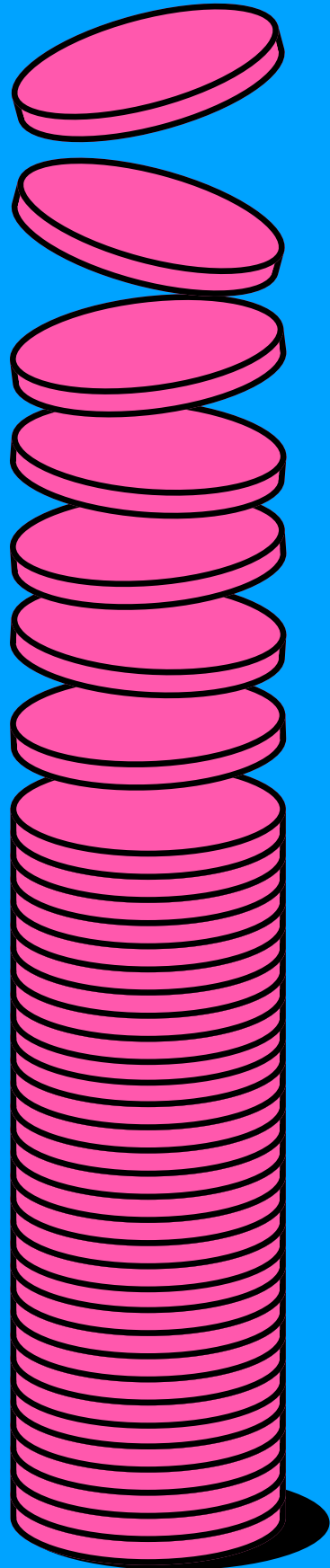


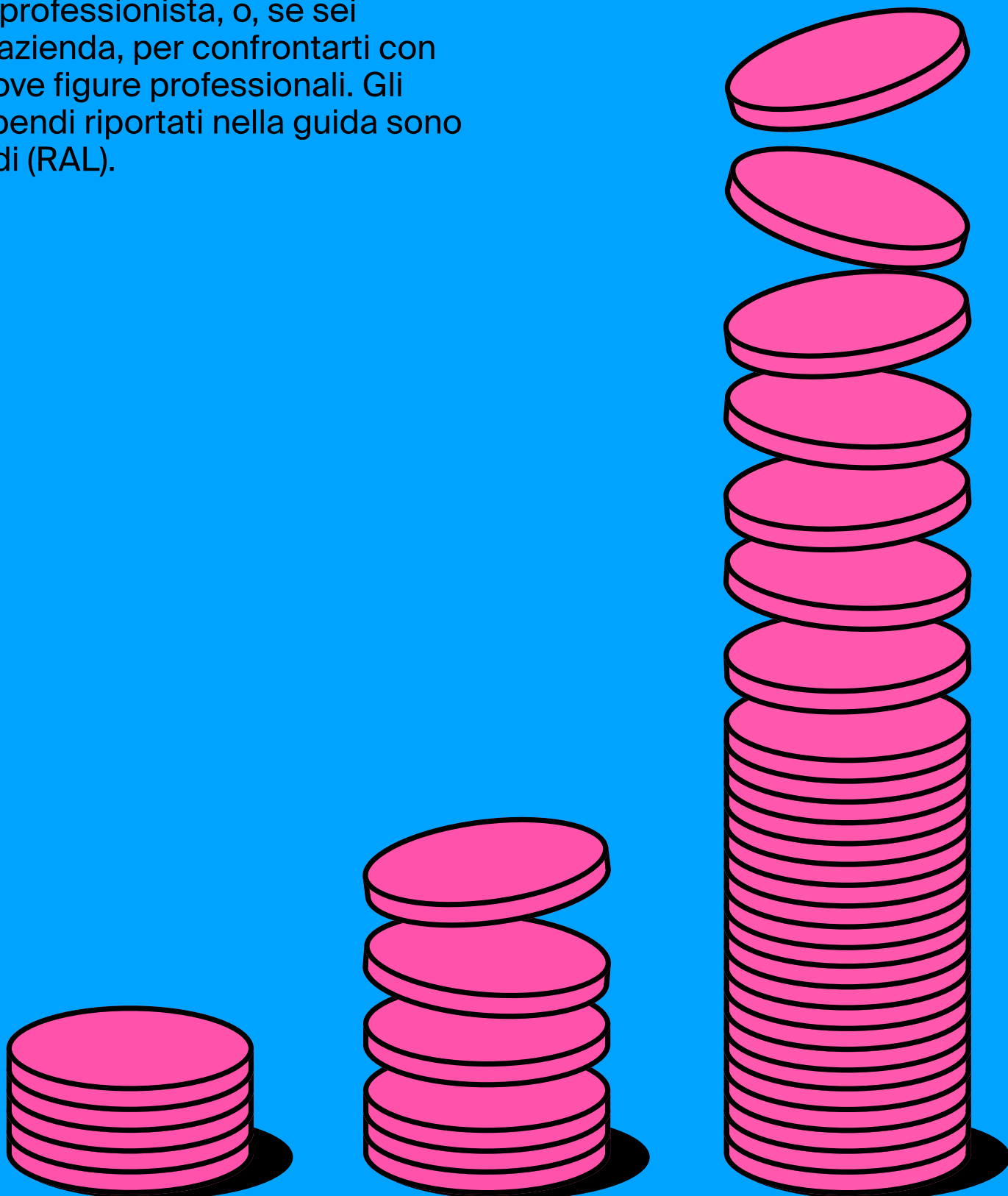
GUIDA STIPENDI 2024

SE
DE
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RE
CE





Da anni, promuoviamo la guida per offrire una maggior trasparenza e chiarezza nel nostro settore. Potrai tenere conto dei risultati della statistica ed eventualmente utilizzarli per negoziare il tuo stipendio, se sei un professionista, o, se sei un'azienda, per confrontarti con nuove figure professionali. Gli stipendi riportati nella guida sono lordi (RAL).



CREATIVE & DESIGN

Ruolo

Stipendio

Junior Graphic Designer	16k € - 26k €
Mid-weight Graphic Designer	24k € - 35k €
Senior Graphic Designer	32k € - 45k €
Junior Art Director	20k € - 24k €
Mid-weight Art Director	30k € - 38k €
Senior Art Director	40k € - 52k €
Junior Copywriter	20k € - 24k €
Mid-weight Copywriter	30k € - 34k €
Senior Copywriter	40k € - 53k €
Junior Digital Designer	21k € - 24k €
Mid-weight Digital Designer	26k € - 36k €
Senior Digital Designer	36k € - 50k €
Junior UX Designer	20k € - 26k €
Mid-weight UX Designer	27k € - 35k €
Senior UX Designer	40k € - 54k €
Service Designer	24k € - 56k €
Junior Motion Designer	20k € - 22k €
Mid-weight Motion Designer	26k € - 29k €
Senior Motion Designer	30k € - 48k €
3D Artist	24k € - 38k €
Design Director / Head of Design	52k € - 80k+ €
Creative Director	54k € - 100k+ €

TECHNOLOGY

Ruolo

Stipendio

Junior Front-end Developer	22k € - 28k €
Mid-weight Front-end Developer	26k € - 36k €
Senior Front-end Developer	36k € - 50k €
Junior Back-end Developer	24k € - 30k €
Mid-weight Back-end Developer	28k € - 42k €
Senior Back-end Developer	40k € - 58k €
Full-stack Developer	30k € - 60k €
Junior Product Manager	26k € - 34k €
Mid-weight Product Manager	30k € - 44k €
Senior Product Manager	40k € - 70k+ €
Head of / CTO	60k € - 100k+ €

MARKETING

Ruolo

Stipendio

Campaign Manager	34k € - 46k €
Marketing Assistant	28k € - 40k €
Marketing Manager	34k € - 90k €
Product Marketing Manager	44k € - 63k €
Digital Marketing Manager	32k € - 75k €
Brand Manager	32k € - 68k €
Product Manager	28k € - 67k €
Marketing Director	60k € - 100k+ €

SOCIAL MEDIA AND CONTENT

Ruolo

Stipendio

Junior Copywriter	20k € - 24k €
Mid-weight Copywriter	30k € - 34k €
Senior Copywriter	35k € - 50k €
Content Manager	22k € - 40k €
Content Strategist	30k € - 44k €
Community Manager	24k € - 40k €
Junior Social Media Manager	18k € - 24k €
Mid-weight Social Media Manager	24k € - 30k €
Senior Social Media Manager	30k € - 50k €
Junior Editor	16k € - 24k €
Mid-weight Editor	22k € - 30k €
Senior Editor	30k € - 44k €
Head Of Social	44k € - 70k+ €

CLIENT SERVICES, PRODUCT AND PROJECT MANAGEMENT

Ruolo

Stipendio

Junior Account	24k € - 32k €
Mid-weight Account	26k € - 44k €
Senior Account	42k € - 68k €
Junior PM / Producer	24k € - 34k €
Mid-weight PM / Producer	30k € - 44k €
Senior PM / Producer	40k € - 72k €

STRATEGY AND PLANNING

Ruolo

Stipendio

Junior Data Strategist	24k € - 30k €
Mid-weight Data Strategist	28k € - 34k €
Senior Data Strategist	34k € - 52k €
Junior Strategist	24k € - 32k €
Mid-weight Strategist	28k € - 34k €
Senior Strategist	36k € - 50k €
Head of Strategy	60k € - 100k+ €

La media è calcolata in base ai dati elaborati dal sondaggio promosso da Crebs (quasi 3000 professionisti, suddivisi secondo le seguenti percentuali: 76.4% al nord, 13.9% al centro, 9.7% al sud e nelle isole). I dati sono da considerarsi approssimativi, puramente indicativi, e non hanno la pretesa di offrire un risultato incontrovertibile o modellizzato, ma possono servire come spunto di riflessione. La forbice tra stipendio minimo e stipendio massimo è ampia, poiché condizionata da molteplici varianti e differenti fattori: il numero di dipendenti dell'azienda, dimensione dell'azienda, posizione geografica, ecc. In futuro, con una partecipazione al sondaggio maggiore e meglio distribuita geograficamente, contiamo di raggiungere un risultato più preciso e organico. Gli stipendi riportati nella guida sono lordi (RAL).

Digital Designer Art Director Copywriter

Designer Social Media Manager UX D

Designer Design Director Service Design

ion Designer Creative Director UI Design

ront-end Developer Community Manage

Content Creator Producer Mobile Develop

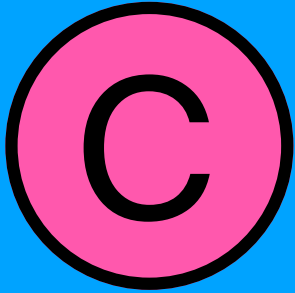
Social Back-end Developer Full-stack D

Manager Videomaker Account Head

ent Service Director Project Manager Ec

ent Manager Content Strategist Video P

CREBS.IT



CREATIVE AND TECH JOBS