

A man in a grey suit stands on the left, looking thoughtful with his hand to his chin. To his right is a large, dark grey dollar sign (\$) made of sand, set against a light grey background. Below the dollar sign, a row of six smaller figures in various suits stands in a line.

2010 SALARY TRENDS

RIGHT ON THE MONEY

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In a challenging economy, understanding salary trends in the design field can help you negotiate pay for a new position or get a better sense of how your compensation stacks up. Without question, 2009 was a challenging year, and 2010 salaries reflect the overabundance of job candidates competing for fewer jobs. Overall, starting salaries for all creative and interactive positions are projected to decrease by three percent, according to The Creative Group's 2010 Salary Guide. Despite the overall decline, there's some reason for optimism: Some specialty areas are actually seeing salary gains. In addition, one-third of advertising and marketing executives say they plan to make new hires in the next year, while another 55% expect to maintain their current staffing levels.

FOLLOWING IS A CLOSER LOOK AT HIRING TRENDS AND ANTICIPATED COMPENSATION LEVELS IN THE CREATIVE FIELD BASED ON RESEARCH FROM OUR SALARY GUIDE: IN-DEMAND SKILLS. THE PROFESSIONALS BEST POSITIONED FOR SUCCESS IN THE YEAR AHEAD POSSESS THE FOLLOWING SKILLS, ABILITIES AND TRAITS:

IN DEMAND SKILLS

Well-Roundedness

Organizations are expanding their digital presence, allocating more money to e-marketing efforts and developing more integrated campaigns. As a result, hiring managers seek individuals with a traditional background and experience utilizing newer communication platforms. Mid-level professionals possessing solid marketing know-how and management abilities along with new media expertise are proving difficult to find, for example. If you have this potent combination of skills, you have some leverage and employers may be willing to pay more for your services. If you're a graphic designer with only print experience, on the other hand, now is the time to embrace digital learning and expand your skill set.

Flexibility

Employers may be more open to negotiating a higher salary if you've demonstrated versatility in previous roles, since they know you'll be able to handle shifting priorities and fill unexpected needs. Flexibility is especially critical for inhouse creatives because they're typically asked to tackle a diverse array of projects, from advertising and motion graphics to brochures and logo designs. That being said, consistently welcoming a wider range of assignments or duties is helpful in any job today, as it increases your value to your employer and your overall marketability.

Social Media Mastery

Strong social media skills also can increase your value to prospective employers. Knowing how to effectively manage a company's image on Facebook, Twitter and other websites continues to grow in importance. But even when hiring for roles that don't directly involve social media usage or monitoring on a daily basis, firms prize job candidates who can use these tools when needed. It's also worth noting that hiring managers are more frequently turning to networking sites to review a prospective candidate's online presence. Maintaining an active (and professional) digital footprint can work to your advantage when on the job hunt.



HOT JOBS

THE MOST PROMISING JOBS OF 2010 ARE ROLES THAT WILL HELP BOOST THE BOTTOM LINE.

HERE ARE THREE OF THE MOST IN-DEMAND POSITIONS:



Interactive Designer

Organizations are devoting more time and resources to digital campaigns. Interactive designers collaborate with both creative and technical teams on a variety of projects from websites to online banner ads. These professionals are valuable because they have hybrid abilities: strong motion design, user experience and coding skills.

Presentation Specialist

Designers who can create strategically organized and visually appealing presentations using PowerPoint, Flash and Keynote are also in good shape — especially those working in the legal, finance, accounting or insurance sectors. Presentation specialists with one to three years of experience can expect a 4.1 percent pay increase.

Marketing Manager

Employers need marketing leaders who truly understand brand strategy and its connection to the overall customer experience. Again, digital skills are key. Marketing managers with experience developing and executing high-impact web campaigns are sought by employers. Demonstrated knowledge of web analytics and search engine optimization helps significantly, too.

A SAMPLING OF 2010 STARTING SALARIES

THE BRIGHT SPOTS

Position	Salary Range	Percentage Change
PRESENTATION SPECIALIST (1-3 YEARS)	\$38,000 – \$50,000	4.1% INCREASE
LITIGATION GRAPHICS SPECIALIST	\$51,000 – \$73,000	3.3% INCREASE
WEB ANIMATOR (1-5 YEARS)	\$47,750 – \$68,000	3.3% INCREASE
INTERACTIVE CREATIVE DIRECTOR	\$87,500 – \$132,500	2.0% INCREASE

NOT SO BRIGHT SPOTS

Position	Salary Range	Percentage Change
SENIOR COPYWRITER (5+ YEARS)	\$64,000 – \$95,250	6.0% DECREASE
CREATIVE DIRECTOR (8+ YEARS)	\$90,250 – \$148,250	5.8% DECREASE
GRAPHIC DESIGNER (1-3 YEARS)	\$33,750 – \$48,000	4.1% DECREASE
PRODUCTION ARTIST (1-3 YEARS)	\$32,500 – \$45,500	4.0% DECREASE

NOTE: Salary ranges are national averages for each position. Figures are based on The Creative Group's 2010 Salary Guide, which includes creative, advertising, marketing, interactive and public relations positions.

T H R O U G H T H E Y E A R S

SALARY CHANGES FOR A MID-LEVEL GRAPHIC DESIGNER, 2005–2010

2005	2006	2007	2008	2009	2010
1.1% increase	4.1% increase	5.2% increase	5.2% increase	2.8% increase	2.8% decrease





Keep in mind that despite slumping salaries, there's often room for tactful negotiation. Hiring managers expect a bit of haggling so it pays to know your worth.

Review our 2010 Salary Guide to ensure that you don't sell yourself short. Even in this climate, six in 10 hiring managers said they're willing to negotiate higher compensation for qualified candidates, according to a survey our company conducted with CareerBuilder.com. Remember: by the time a firm extends a job offer to you, it has likely gone through the long and arduous process of reviewing countless resumes and interviewing leading applicants multiple times. Having to go back to the drawing board to find a new candidate who is willing to work at a slightly lower salary than you are requesting may not be worth the time, so you could have more leverage than you think. And when money discussions don't go far, keep the big picture in mind. Given the soaring costs of healthcare, a generous benefits package can make up for a lower starting salary. Moreover, you can negotiate for more than just dollars. Telecommuting options, flex-time, extra vacation days and tuition reimbursement may be on the table if you just ask.

To request a complimentary copy of The Creative Group's 2010 Salary Guide, call 1.888.846.1668 for the office nearest you, or visit www.creativegroup.com. In addition, you can find more information on the hiring environment, a list of job descriptions, and a Salary Calculator you can use to customize salary data for your city at www.creativegroup.com/SalaryCenter.

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