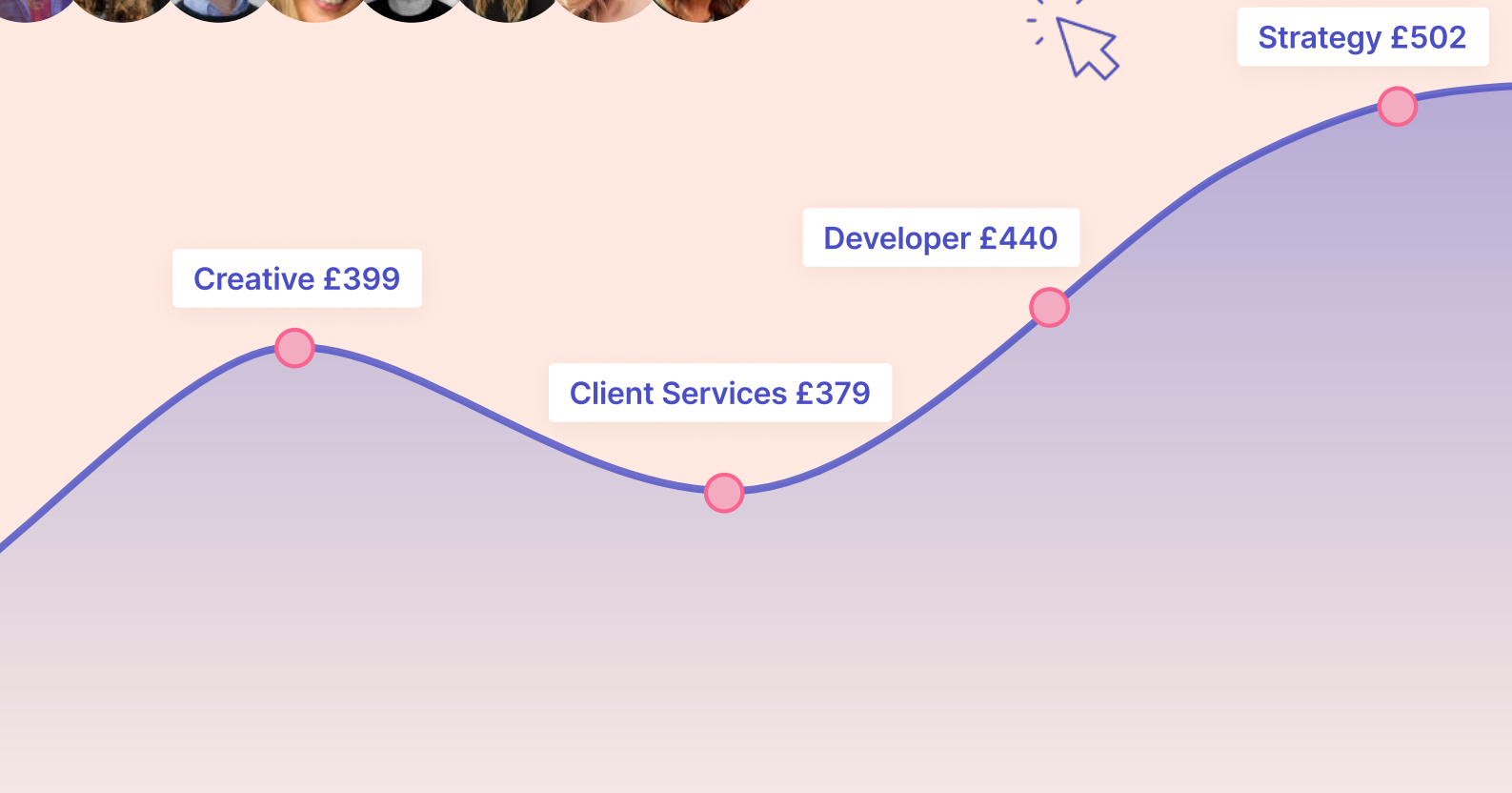
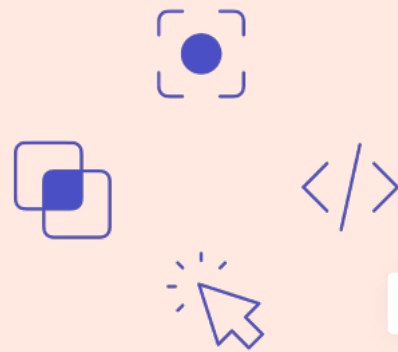


# Freelancer Rates Report

## 2023

Insights into day rates and project lengths amongst the UK's tech and creative freelance community, by the country's largest marketplace of premium talent and leading freelance management platform.



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# Foreword

Ever since our founding, YunoJuno has taken great pride in 'opening the books' when it comes to the freelancer economy. We believe to this day, that transparency has not only the opportunity to educate all those involved in the value exchange, but also breed confidence in what we have always believed to be the future of work. As YunoJuno approaches £750M in freelancer bookings, that belief has not wavered.

We're also very proud to continue to publish this report as a free resource. Our view being: the more widespread the dialogue, the greater the impact for the people who appreciate clarity on the subject of accurate remuneration.

One deviation from previous reports is that the 2023 edition includes data from 2020-22. We believe it's important to include data from the year COVID-19 impacted the freelance economy the most, charted against its subsequent resurgence. And whilst one could argue that some aspects of work/life under the pandemic still exists, such as the transition to remote and hybrid working, it's inspiring to see how the freelance economy has adapted and flourished in the wake of such upheaval.

## A special thank you

As with previous years, this report would not have been possible without the involvement of an incredible freelancer and client community committed to sharing their experiences and advice to educate and inspire. It's their real-world insights that bring the data to life and helps the freelancer economy as a whole, move forward.



Shib Mathew

Founder, YunoJuno

Twitter: @shibmathew



# Methodology

## Data

The data from this report is drawn from approximately 80,000+ bookings made on the YunoJuno platform from the full calendar years from 2020 – 2022.

**Note:** Bookings consist of full time, day rate bookings. Whilst YunoJuno also caters for part-time and non-time-based bookings, these have not been included in this report, in order for the data to preserve consistency across all disciplines.

All client and freelancer comments and quotes are from active participants within the YunoJuno network.

## Glossary

**Year on year growth:** Calculated the yearly growth from 2020 -2022.

**Average day rates:** Calculated by compounding roles relevant to each industry and calculating the average rate charged.

**Average contract booking length:** Calculated by compounding roles relevant to each industry and measuring the average length of each successful booking.

**Volatility calculator:** Volatility was measured by calculating the standard deviation of month-on-month bookings made across 2022.



[yunojuno.com](https://yunojuno.com)

# Synopsis

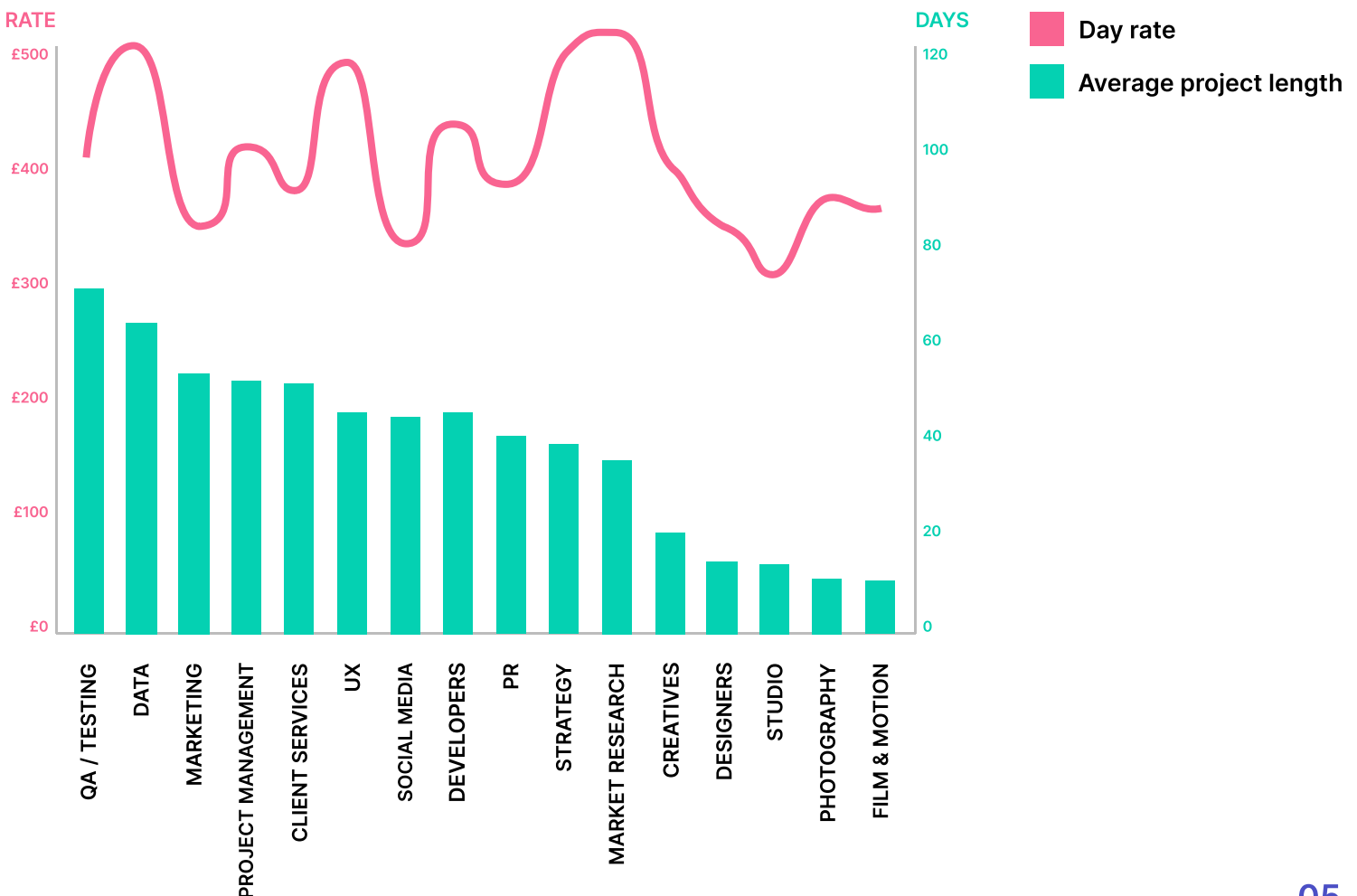
2022 saw an average increase in day rates of around **+4%** year on year, with freelancers earning on average **£438 per day**. The average project length across all disciplines was **44 working days (8+ weeks)**.

This varies significantly across the disciplines with the highest earning fields being Market Research (£518 average per day), Data (£515) and Strategy (£502).

In terms of project lengths, the longest average was for those working in the QA/Testing category, with hirers booking freelancers for just over 3 months (69 working days).

In this report, we will show average day rates across **16 disciplines on the YunoJuno platform**, highlighting the most common day rate ranges, the overall average, including minimum and maximum in each field. Each category is then followed by data regarding project lengths for that discipline. We also look at the most common roles within those disciplines and their average rates.

Freelancer industries measured by contract length and average day rate

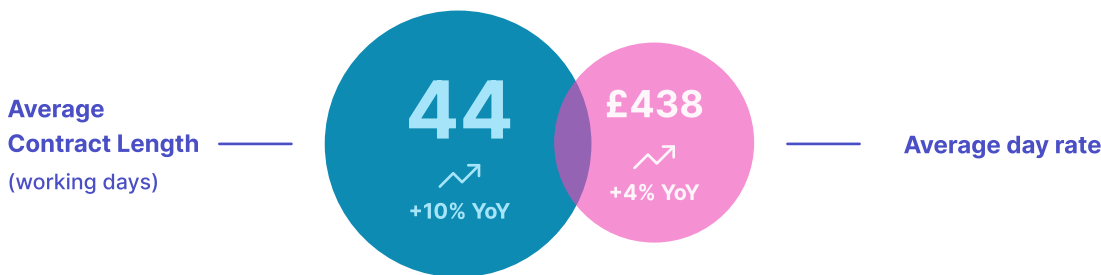


# Average day rate and contract length

## Average day rate

From 30,000+ bookings, across all disciplines, experience levels and contract lengths, the average day rate in 2022 was **£438 per day**, an **increase of +4%** year on year. The average project length was **44 working days**, an **increase of +10%** year on year.


Being in the top 10% across industries varied but on average a senior contract could expect to make around **£618 per day**.



## Average contract length

Similar to the average day rate, the top 10% of contracts also enjoyed a significant increase than the average. The top 10% secured contracts that were **48% longer than average**.





“There are so many benefits to working with freelancers. We’re an innovation unit requiring a lot of specialisations, requiring different types of input, individuals and specialisations. We don’t always have a position or enough work to sustain a FTE. Working with freelancers enables us to plug in those gaps and allows our organisation to be much more flexible. It’s so useful to lean on freelancers.”

Senior Director, Innovation Unit, Haelon



# The Details



**£438**  
average day rate



**+4%**  
year on year

**44**  
avg contract length





# Client Services

Typical roles within this category on the YunoJuno platform:

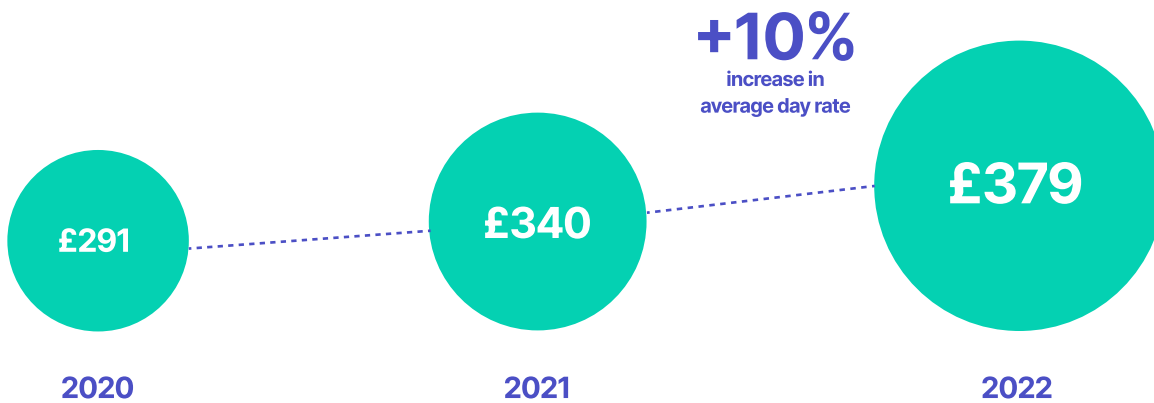
Account Director, Business Director, Business Developer, Account Manager, Client Services Director, Project Manager, Senior Account Director and Senior Account Manager.

## Day rate

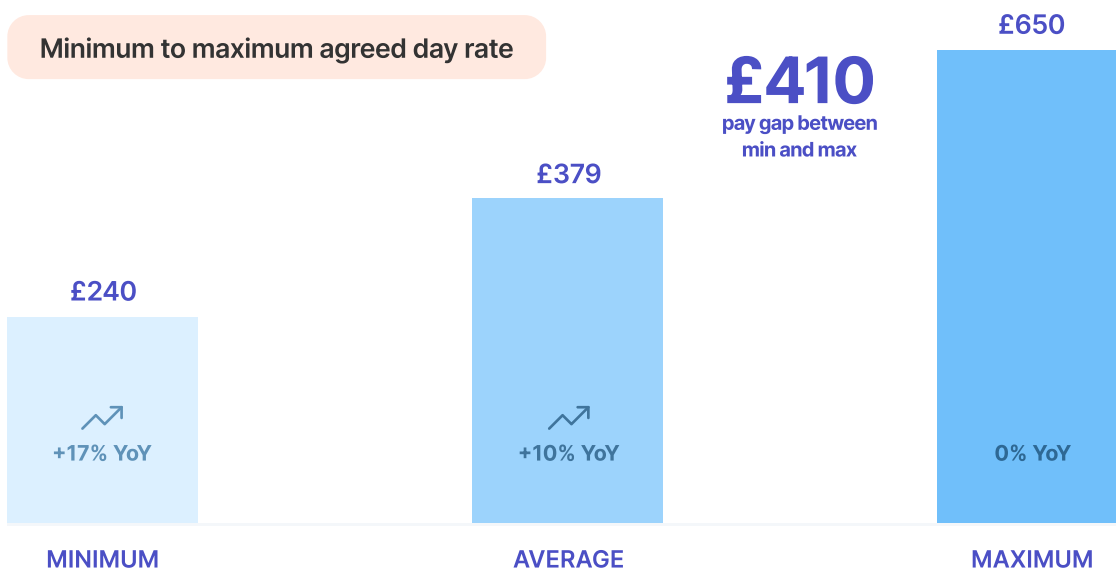
The average day rate for freelancers working within client services increased by +10% since 2021, reaching an average day rate of £379 in 2022.

The minimum rate increased by +17% and the median rate increased by +10% with both being more in demand during 2022.

Average day rate year on year



Minimum to maximum agreed day rate



# Client Services

## Contract length

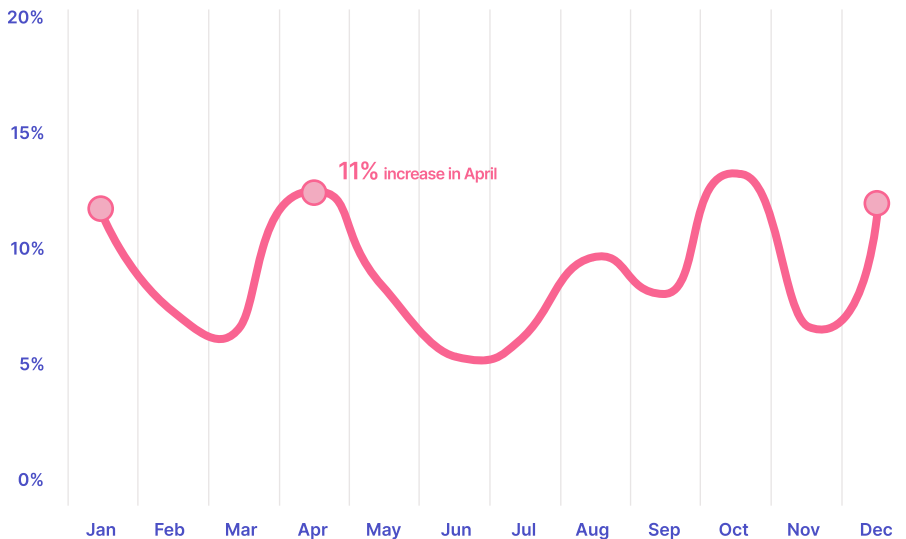
The average contract length was **49 working days (just under 10 weeks)** in 2022, indicating the importance of relationship building and stability within the field of client services. Peaks in booking demand were observed every three months which respects the average booking time. Low volatility across the year signifies a consistent demand for freelancers working in client services.

**11%**

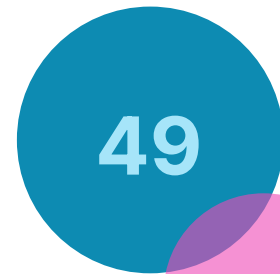
Increase in bookings throughout month of January, April, October

**16%**

volatility measured across 2022



Average Contract Length (working days)

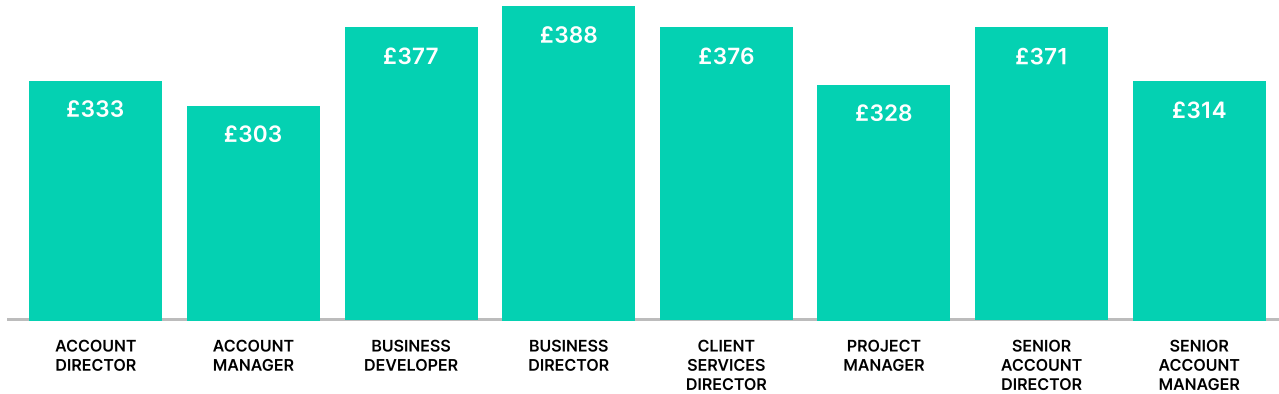


Average day rate (GBP)

# Client Services

## Roles

On average Business Directors took home the highest rate across roles within client services.



“The world of business is ever-changing, and with it, so are the needs of a company’s workforce. Hiring freelancers on long-term contracts provides businesses with the flexibility to adapt to these changes without the commitment of having someone on the payroll full-time. This opportunity is particularly beneficial for smaller businesses that may not have the resources to support a full-time employee with all the associated benefits. By having a selection of strong freelancers to rely on, companies can seize new opportunities and take on larger projects without the constraints of a full-time workforce. This approach is quickly becoming the norm, giving businesses the freedom to produce their best work.”

Ann-Marie Richards  
Integrated Producer

# Creatives

Typical roles within this category on the YunoJuno platform:

Art Director, Creative Director, Copywriter, Content Writer and Creative Strategist.

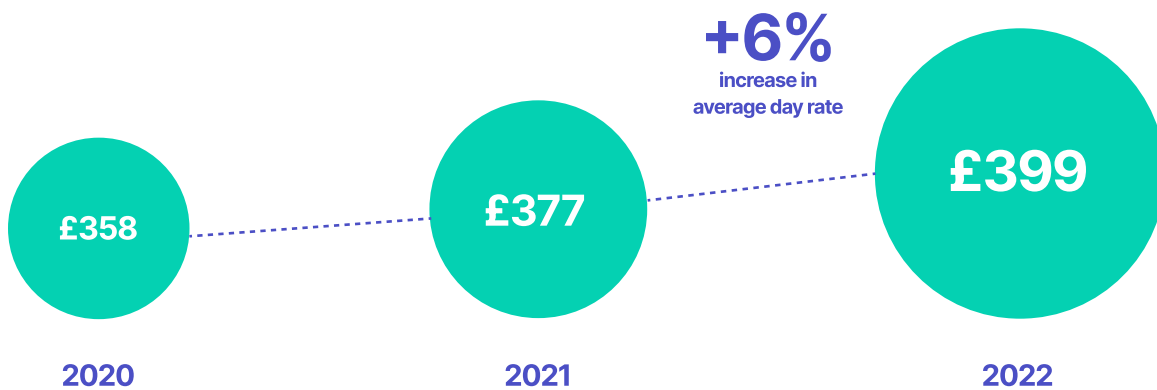
## Day rate

The average day rate for freelancers working within the creative industry was **£399**, experiencing a **+6%** increase since 2021.

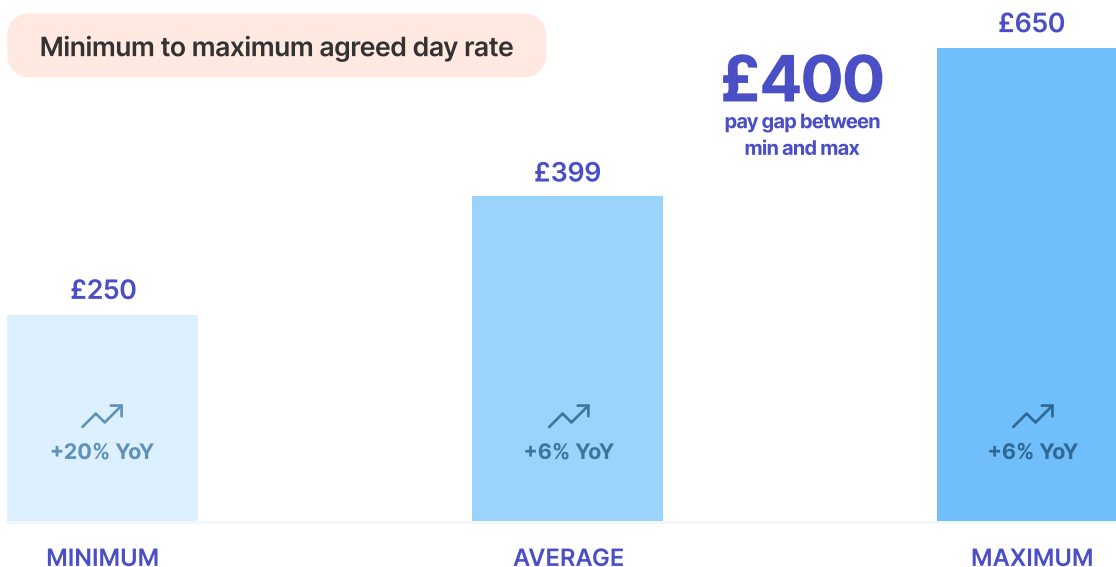
The minimum day rate received in 2022 was **£250**, an increase of **+20%** year on year, whilst the maximum was **£650**, an increase of **+6%** year on year.

The minimum pay increased exponentially since last year showing a high demand for all seniority within the industry.

Average day rate year on year



Minimum to maximum agreed day rate



# Creatives

## Contract length

The average contract length for freelancers within the creative industry in 2022 was **20 working days**, a **+33% increase year on year**.

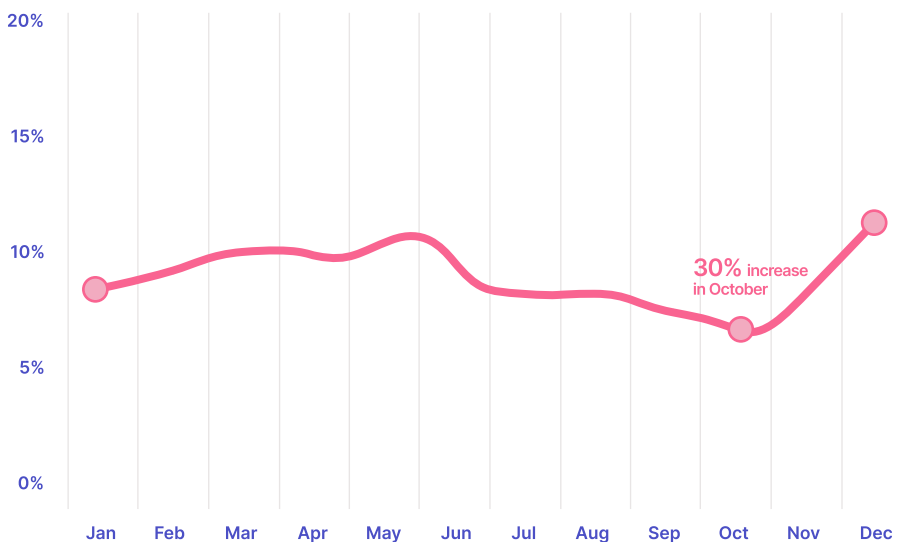
Demand volatility was extremely low with clients consistently needing freelance creative across 2022. Expect consistent booking demand across the year with medium length contract lengths.

**30%**

Increase in bookings above average in October

**43%**

volatility measured across 2022



Average Contract Length (working days)

**20**

**£399**

Average day rate (GBP)



"I make sure that I put a lot of time into client relationships, going the extra mile to be super communicative whilst on a project and thanking them for the opportunity when it's finished. It's those small acts that can really make a difference."

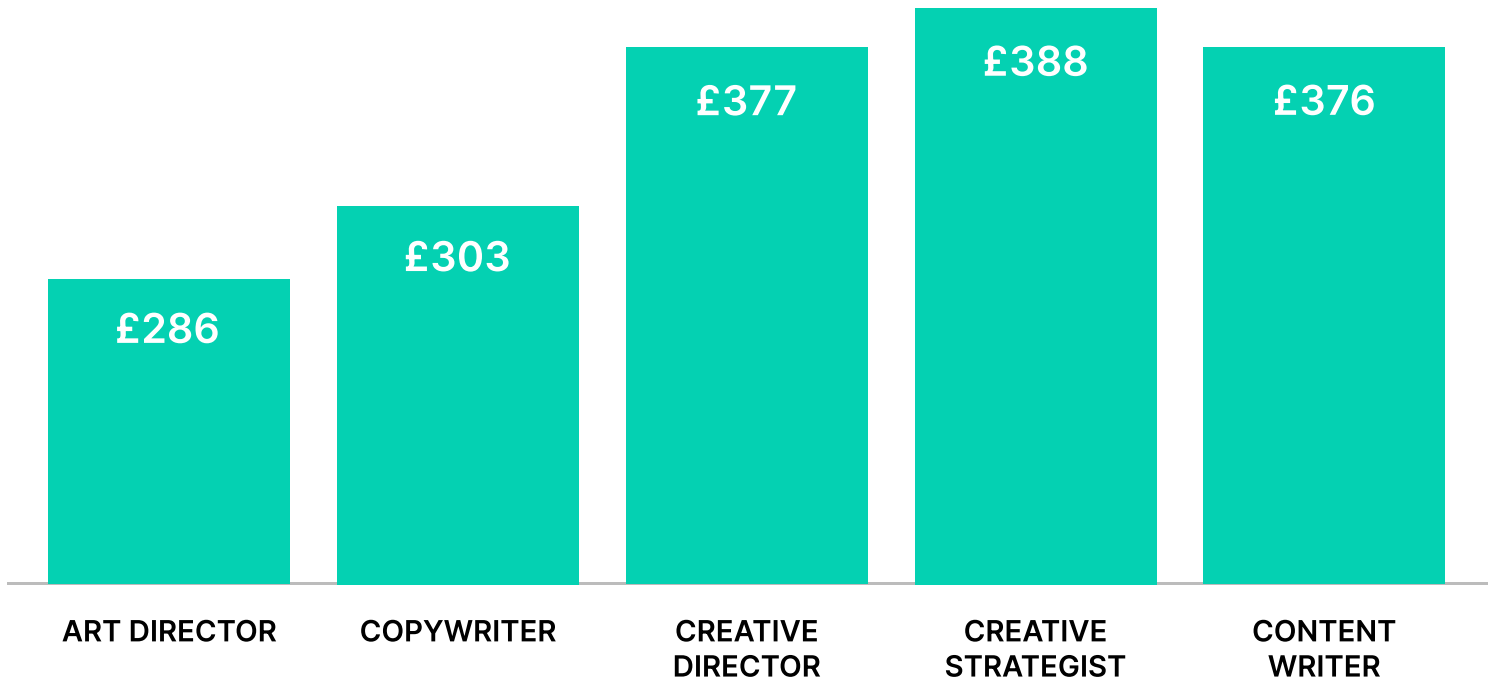
Annabelle Margolis  
Senior Copywriter and Content Designer  
Years working freelance: 4 years

# Creatives

## Roles

Creative Strategists took home the highest average rate across the creative industry.

Content writing drove a higher rate than copywriting.



“Make sure that you draw a line that you're comfortable with. It's not possible to go at full capacity all the time, so I'd recommend making sure that you create that balance for yourself.”

Annabelle Margolis  
Senior Copywriter and Content Designer  
Years working freelance: 4 years

# Data

Typical roles within this category on the YunoJuno platform:

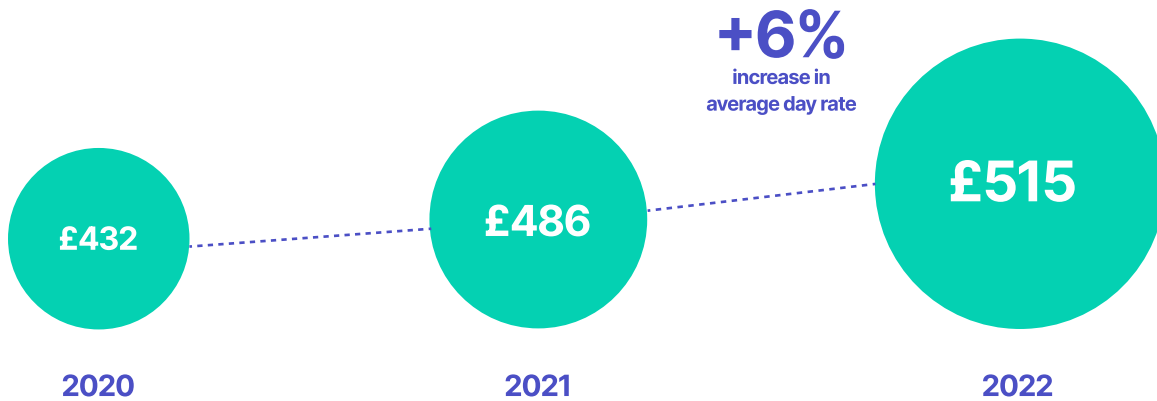
DBA, Business Intelligence (BI), Data Analyst, Data Scientist, Data Engineer, and Data Marketeer.

## Day rate

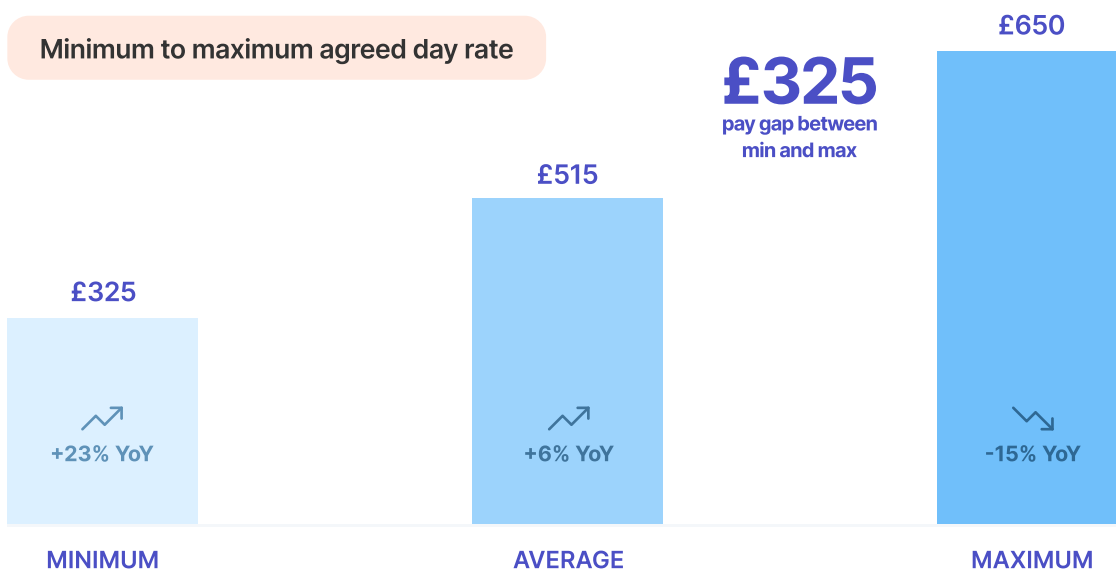
The average day rate for freelancers in data and analytics continued to increase and saw a strong year on year growth of **+6%**. The average freelancer in data earned **£515 per day** in 2022.

The minimum rate saw the highest year on year increase at **+23%** with an average of **£325**. The maximum day rate saw a **-15%** year on year decrease at **£650** per day.

### Average day rate year on year



### Minimum to maximum agreed day rate



# Data

## Contract length

Not only was the day rate above average but so was the average contract length. The average contract length was **63 days**.

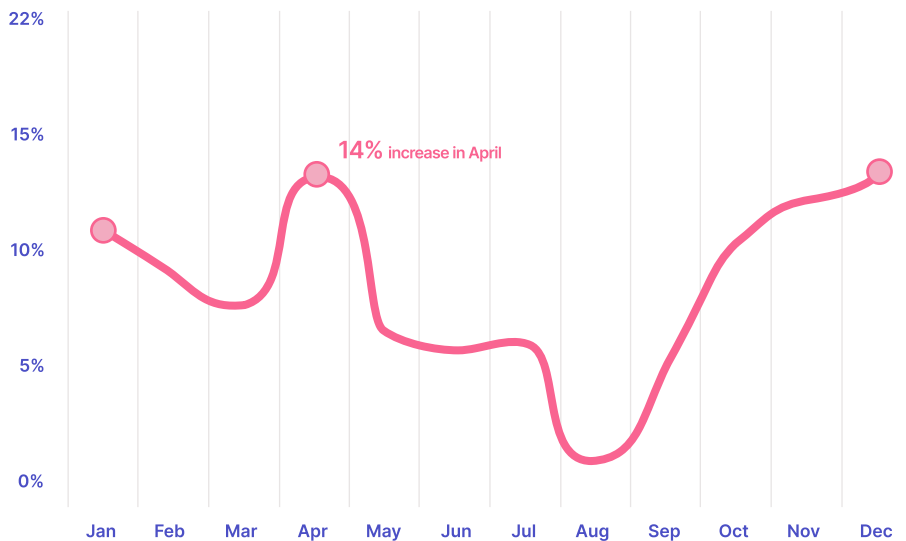
Bookings increased in April and in September through to December. Across the year bookings only dipped during the summer months.

**14%**

Increase in bookings throughout months of April and September to October

**4%**

volatility measured across 2022



Average Contract Length (working days)

**63**

**£515**

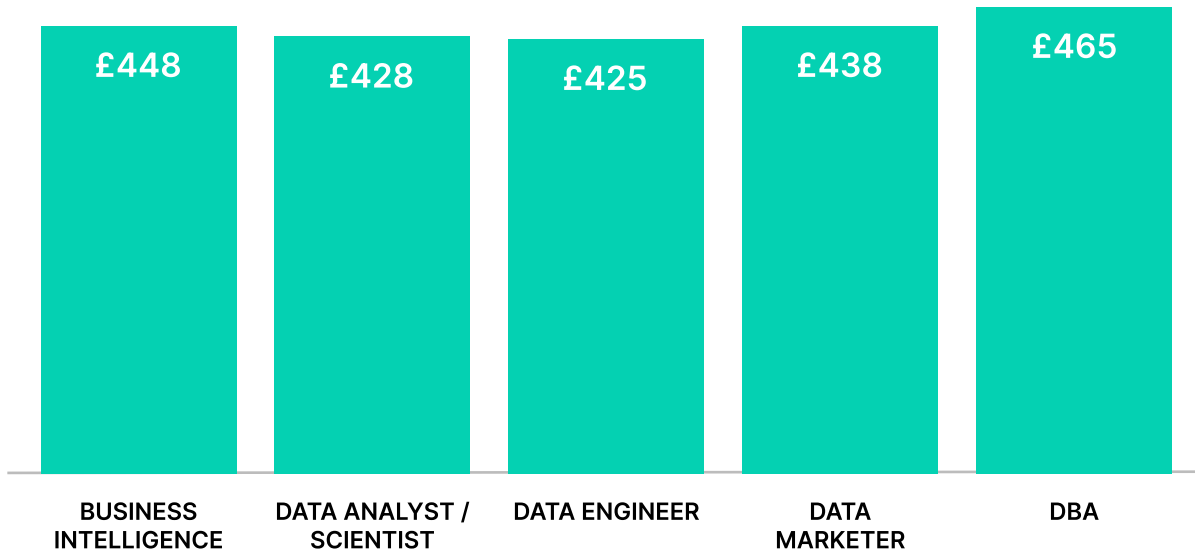
Average day rate (GBP)



# Data

## Roles

Roles with a focus on business analysis, research and intelligence took home the highest average rate across the data industry.



“Bringing in freelancers with diverse experiences across different industries and companies has been a strategic advantage for us. Their varied perspectives and problem-solving approaches have provided us with a fresh outlook on challenges, resulting in more innovative and effective solutions. It’s a reminder that a diverse workforce leads to better outcomes.”

Ann-Marie Richards  
Integrated Producer



“My motto is always to earn or learn. Roles which don't pay your worth should be stepping stones to ensure in the next role, you can increase your rate by expanding your experience.”

Nadine Campbell  
Marketing Consultant / Digital Lead  
Years working freelance: 11 years



# Designers

Typical roles within this category on the YunoJuno platform:

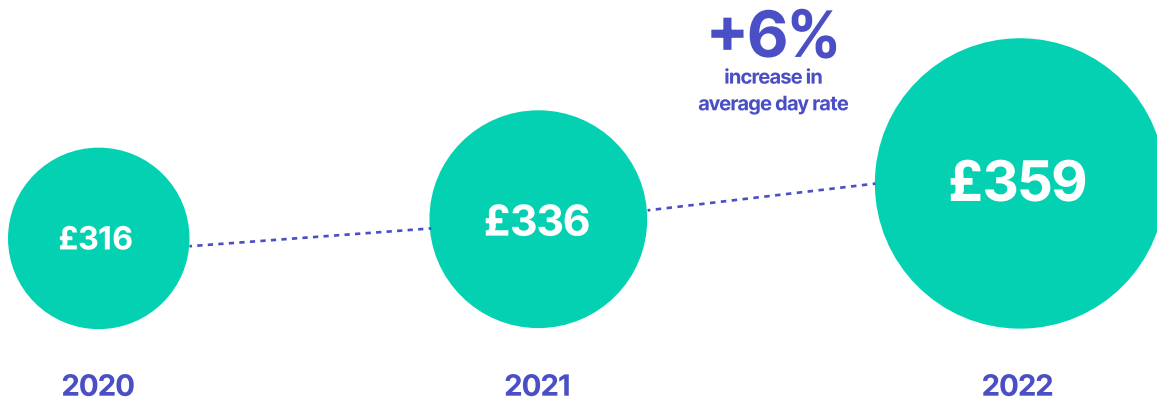
3D Designer, Branding Designer, Artworker, Digital Designer, Graphic Designer, Illustrator, Presentation Designer, Visualiser and Email Designer.

## Day rate

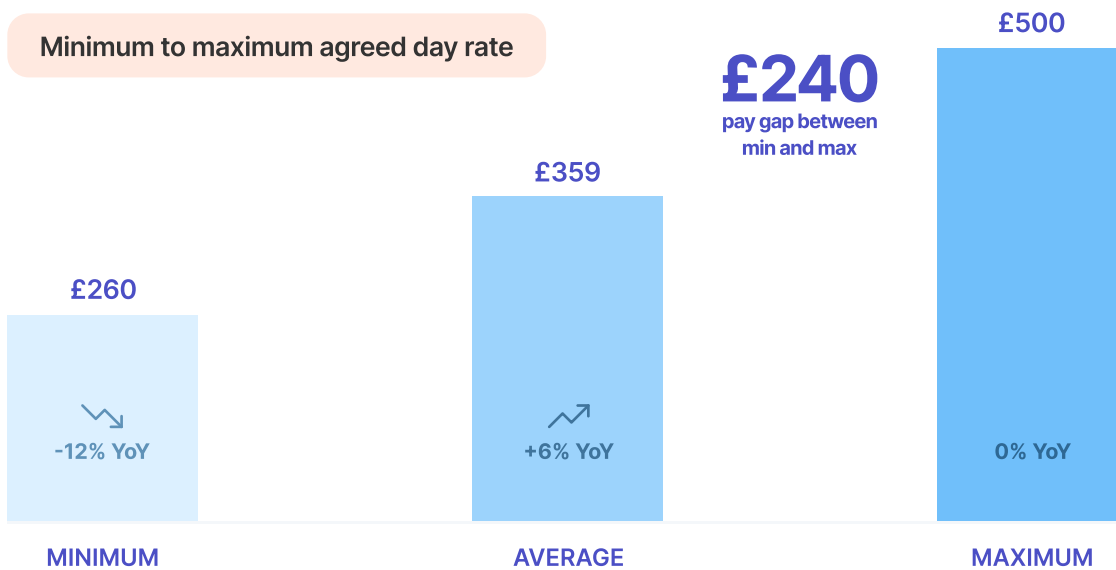
The average day rate for designers hired on YunoJuno in 2022 was **£359** which is a **+6% increase** since last year.

Minimum rates decreased by **-12%** year on year, at **£260** per day, whilst maximum rates didn't see an increase, staying at **£500** per day.

Average day rate year on year



Minimum to maximum agreed day rate



# Designers

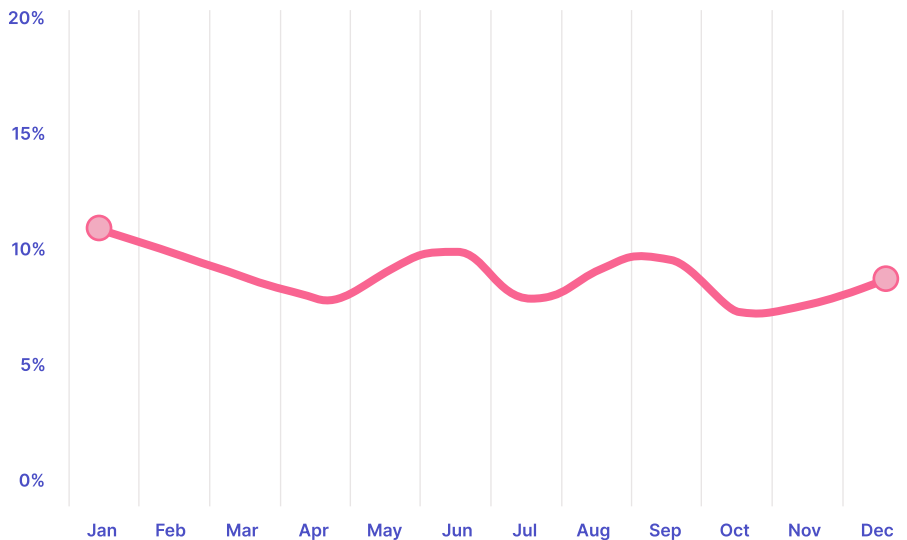
## Contract length

The average contract length was **14 days** with bookings remaining fairly consistent throughout the year with dips occurring only briefly in June and October.

The short contract length shows that the industry has tight turnarounds and a diverse range of projects.

Bookings were consistent throughout the year with small dips in October and June

**63%**  
volatility measured across 2022



Average Contract Length (working days)

14

£359

Average day rate (GBP)



"I usually set my day rate, but if it is a very last-minute job I do adjust my rate. If it's a weekend, I adjust it to time and a half/or double. However when I don't charge a day rate and quote per project, then I do adjust for project length. I also adjust my day rate on an annual basis."

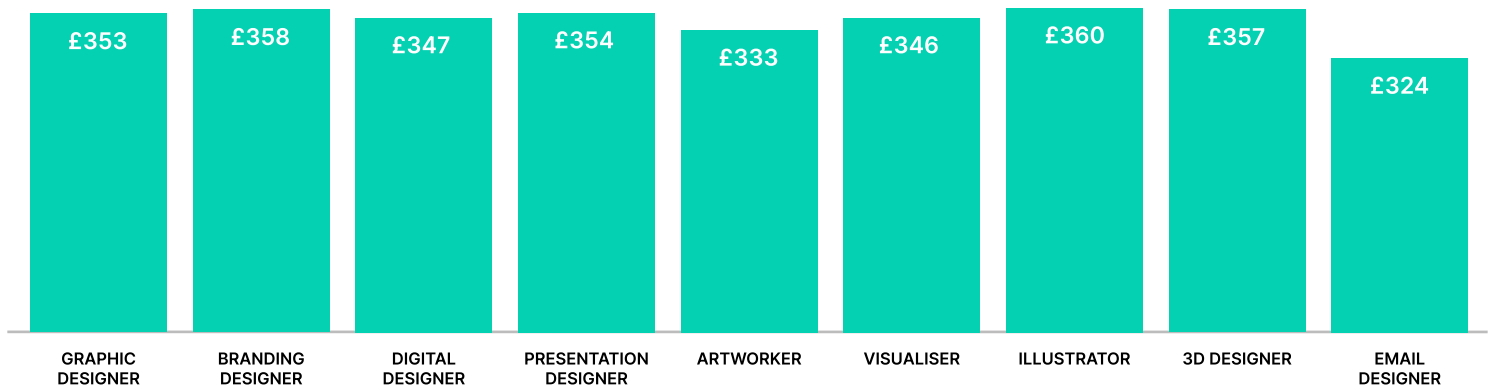
Rasha Radi  
Graphic and Presentation Designer  
Years working freelance: 8 years

# Designers

## Roles

Branding Designers and 3D Designers were the most well-paid designers across this industry.

Illustrators overall took home the highest rate with an average day rate of £360.



“Ensure your portfolio is good, and have case studies of your work so you can talk through what you did. It's really handy to have these ready to go as it's popped up a lot in interviews, rather than just showing finished work.”

Jon Averill  
Creative Director | Brand Designer  
Years working freelance: 15 years

# Developers

Typical roles within this category on the YunoJuno platform:

Back-end Developer, Front-end Developer, Games Developer, Solution Architect, CMS Developer, Email Developer, Full-stack Developer, Mobile App Developer, Creative Technologist, Head of Engineering and Devops/Sysadmin.

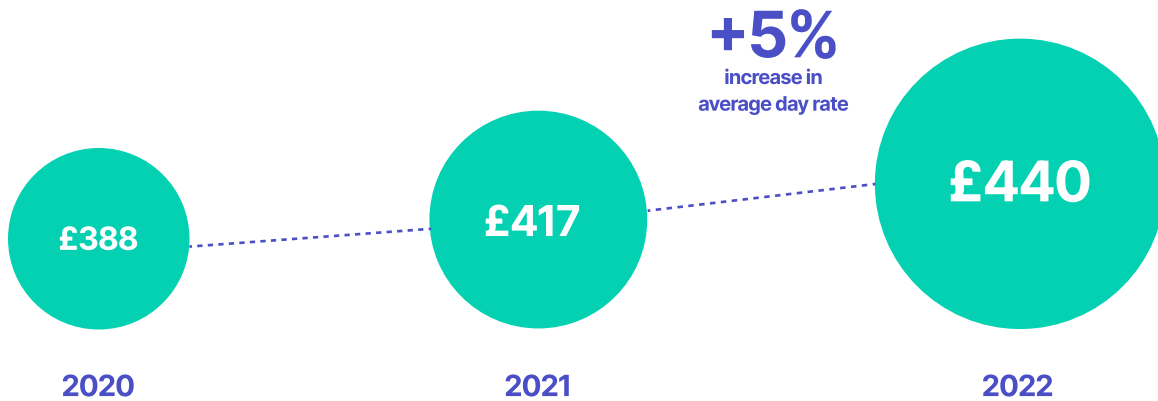
## Day rate

The average day rate charged for a developer was **£440**, a **+5%** year on year increase.

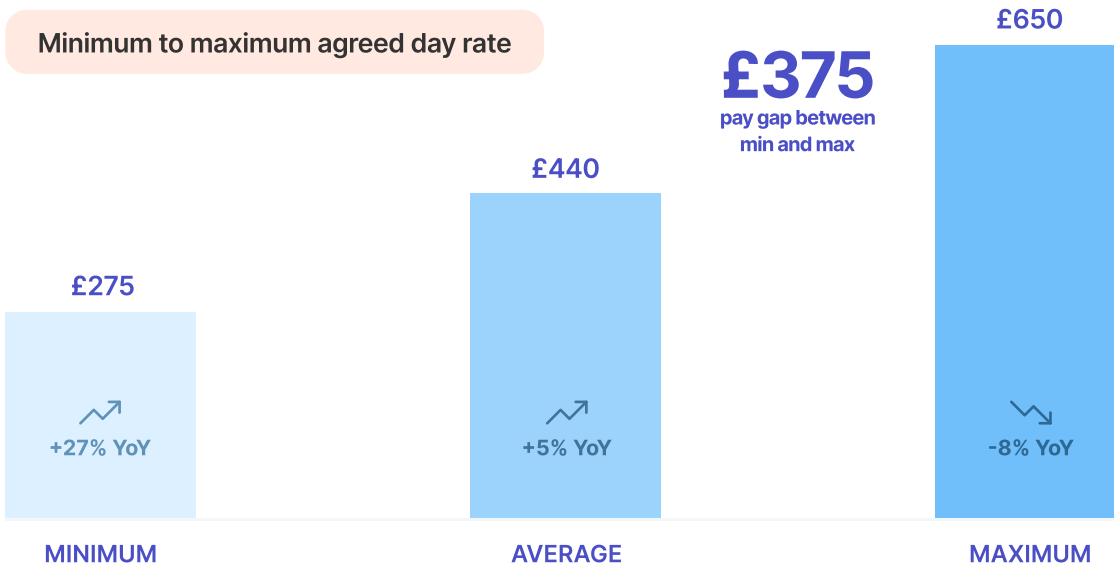
The maximum day rate charged was **£650** per day whilst the minimum was **£275**. This suggests that there are an array of opportunities.

The maximum rate saw a decrease of **-8%**, potentially driven by less digitalisation across industries following a boom during the pandemic.

Average day rate year on year



Minimum to maximum agreed day rate



# Developers

## Contract length

Bookings peaked in the months of January, April and October.

The average contract length was longer than the average with contracts most commonly lasting **42 days**.

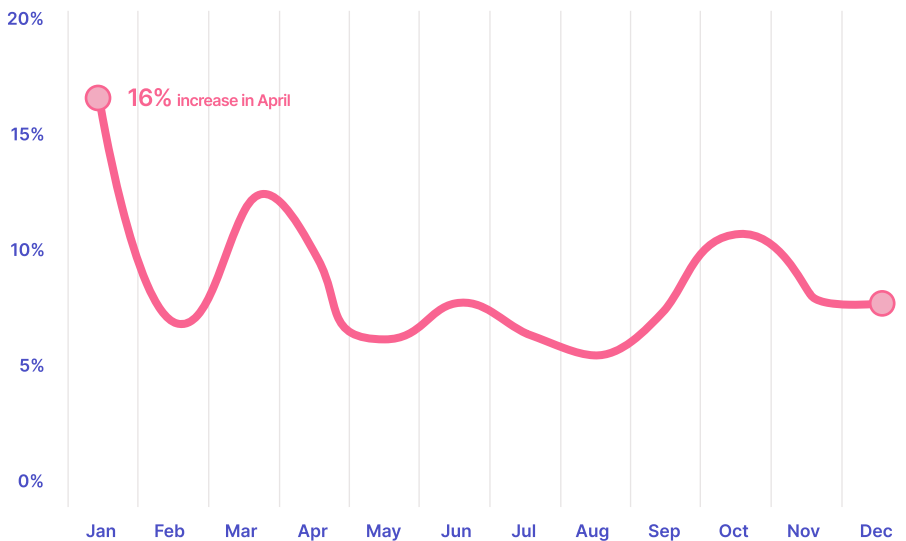
Volatility was high compared to the average and bookings dipped during the summer months.

**16%**

Increase in bookings throughout month of January

**13%**

volatility measured across 2022



Average Contract Length (working days)

**42**

**£440**

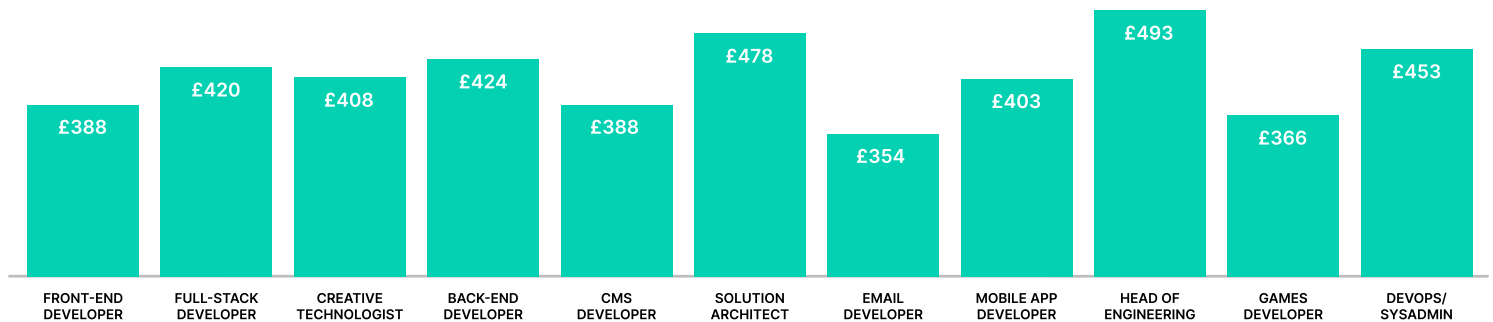
Average day rate (GBP)

# Developers

## Roles

Roles that look at the full-picture of software development acquired the highest average day-rate. These include Full-Stack Developers, Solutions Architect, and Head of Engineering.

Single discipline focused developer projects that drove the best rates were related to gaming and front end development.



“When quoting, I take the following into consideration:

- Is the client direct or am I subcontracting? Subcontracting (such as for another agency) tends to have tighter margins but they are more realistic about day rates. Working with clients directly can sometimes require you to prove value.
- Size of the client. A local business won't be able to afford the rates paid by a top marketing agencies working on global brands.
- Type of work. As a "full-stack" web developer, there's a lot of different things I can end up doing. I know I can't charge nearly the same rates for converting a Photoshop file into a template than I can for building a complex data processing system.
- Urgency. I do, on occasion, adjust rates based on urgency. "It's 5pm Friday, we need this for 9am Monday" - that's fine but it'll cost you more.”

Ian Stapleton  
Web Solutions Architect & Full-Stack Developer  
Years working freelance: 15 years



# Film & Motion

Typical roles within this category on the YunoJuno platform:

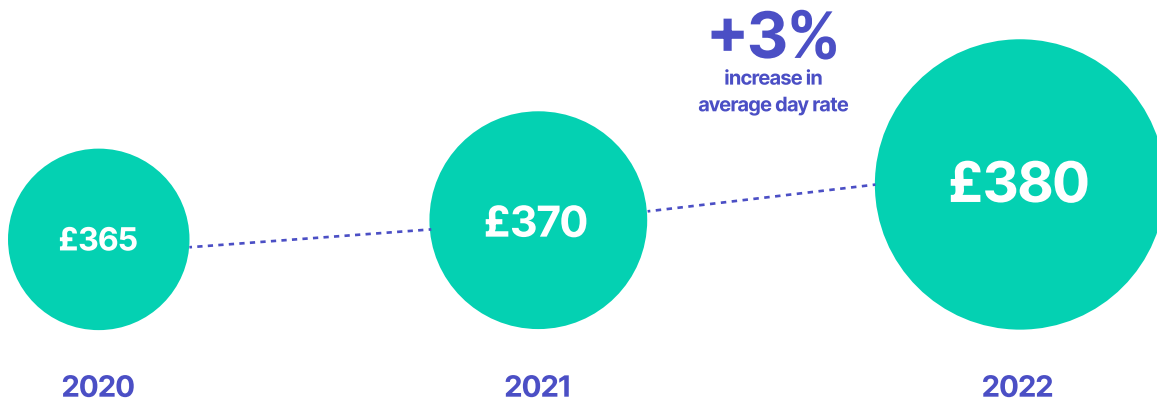
3D Designer, Motion Graphics, Videography, Animation, Sound Designer, Producer, Storyboard Artist and Video Editing.

## Day rate

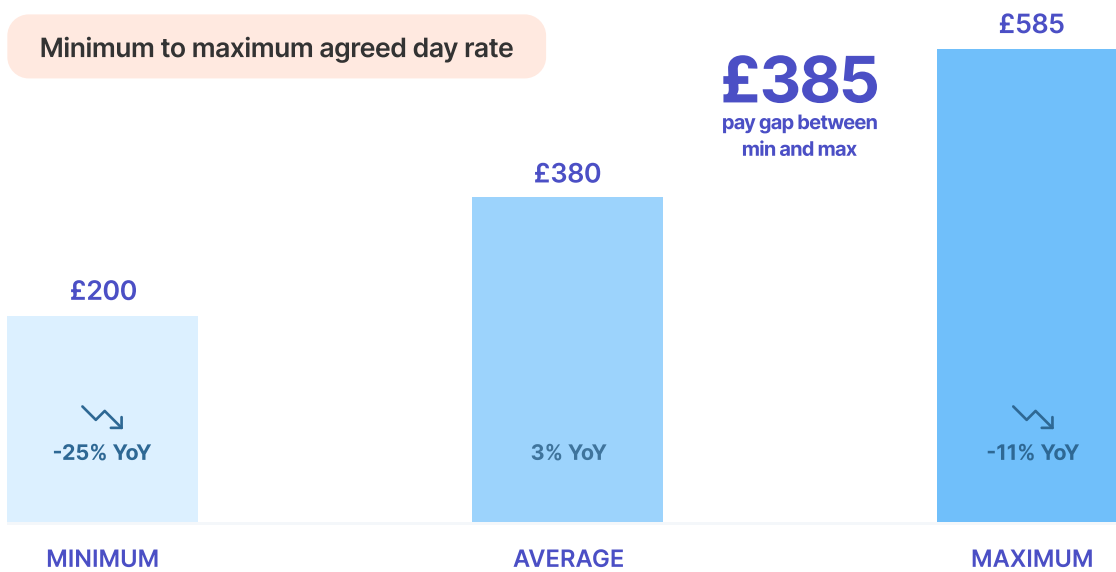
The average day rate for a freelancer working in film and motion was **£380**; this was **+3% more than the average in 2021**.

Average rates for both minimum (-25%) and maximum (-11%) rates decreased year on year.

### Average day rate year on year



### Minimum to maximum agreed day rate



# Film & Motion

## Contract length

Booking contract length was below the average at **9 days**. Film and motion professionals should be prepared for consistent but fast turn-around projects.

Booking frequency across this industry presented low volatility with consistent requests for freelancers across the year.

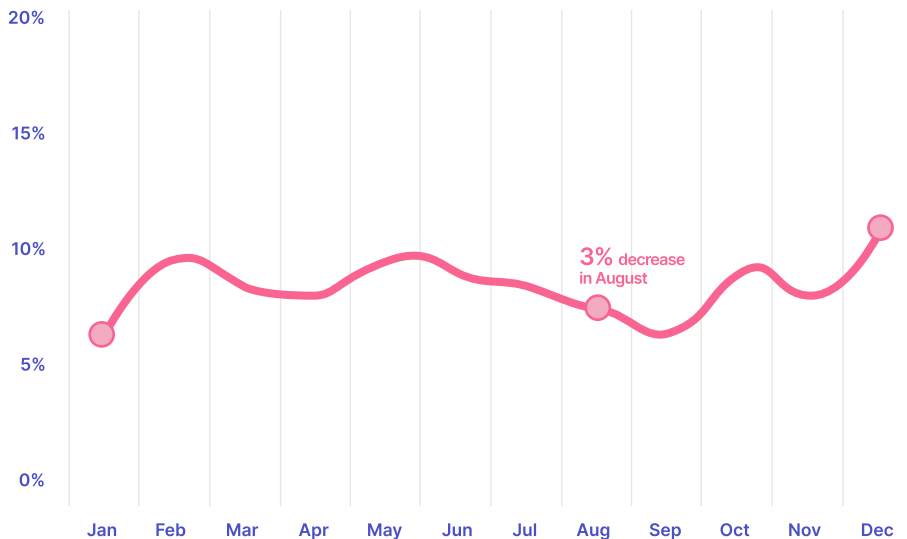
Peaks in bookings were observed in December, February and May.

**3%**

Decrease in bookings in November and August

**5.5%**

volatility measured across 2022



Average Contract Length (working days)

9

£380

Average day rate (GBP)



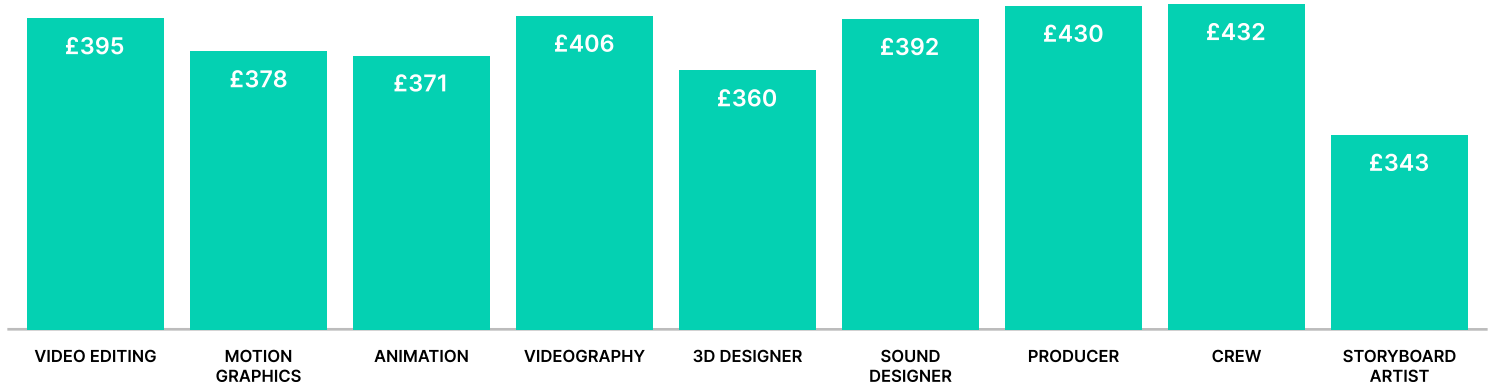
“I would say keeping expenses down to a minimum is very important. As a digital artist, I've found it easy to have many subscriptions you forget about over the years. So making sure you have a list of these is important, to do a clear out if you know you're no longer using any.”

Hashmukh Kerai  
3D & Motion Graphic Designer  
Years working freelance: 10 years

# Film & Motion

## Roles

Producers and Videographers took home the highest rates over 2022 with the industry continuing to grow following the covid shut-down.



“In today’s fast-paced business environment, it’s difficult to anticipate every project requirement at the outset. Leveraging freelancers to support the team at short notice has been a game-changer for us. The diversity of their backgrounds and experiences brings fresh perspectives and ideas to the table, allowing us to deliver high-quality results on time.”

Ann-Marie Richards  
Integrated Producer

“Saving enough to cover rent/ mortgage and bills, etc., could help you just in case the work dries up temporarily. Also, working through YunoJuno ensures that you get paid within 2 weeks. Given that there's the chance of not being paid by a client on time - or at all - if we work directly, it's a risk I'm not willing to take. So I really work hard to make sure all my bookings are through YJ.”

Annabelle Margolis

Senior Copywriter and Content Designer

Years working freelance: 4 years



# Market Research

Typical roles within this category on the YunoJuno platform:

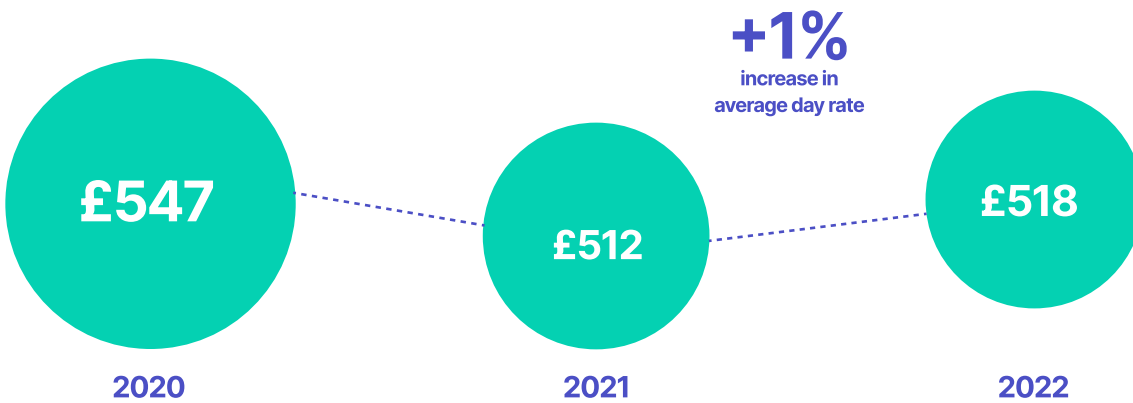
Insights Analyst, Market Research Analyst, Market Research Interviewer, Marketing Data Analyst, Product Research Analyst and Qualitative Research Assistant

## Day rate

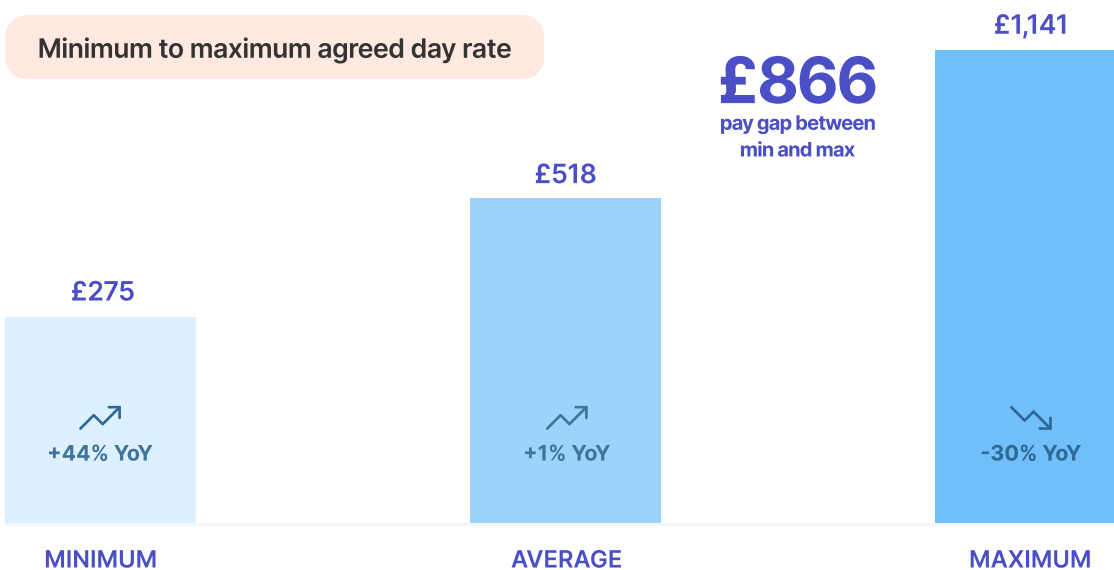
Market researchers charged an average of **£518 per day** in 2022 which was a +1% increase since 2021.

The maximum rate charged was the highest amongst the industries analysed at £1,141 per day and the minimum was amongst the lowest at £275 per day; this indicates that companies are hiring across all different levels of seniority.

Average day rate year on year



Minimum to maximum agreed day rate



# Market Research

## Contract length

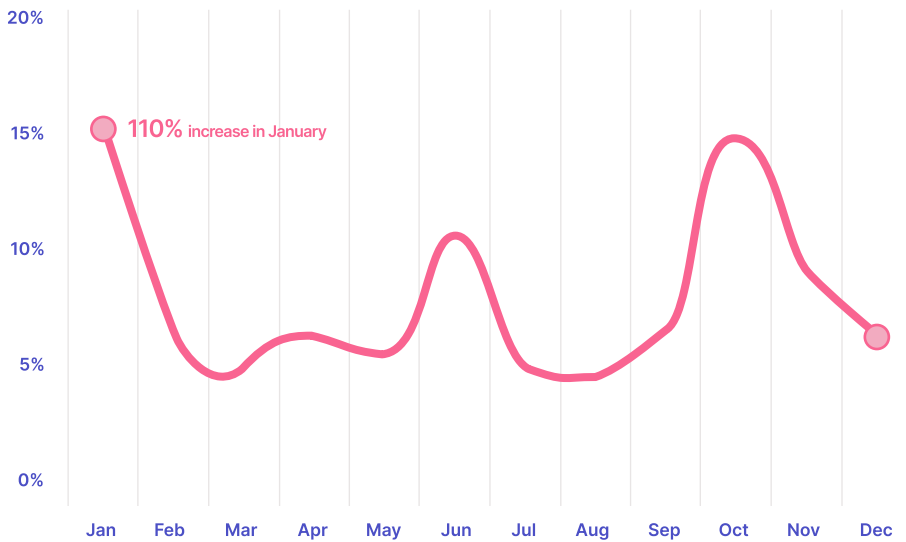
The industry was volatile with a steep increase in bookings in January and then June and October. The average day rate was the highest amongst the industries analysed and the contract length was long with the average contract lasting **33 days**.

**110%**

Increase in bookings above average in January and October

**10%**

volatility measured across 2022



Average Contract Length (working days)

**33**

**£518**

Average day rate (GBP)



“I use the same rate for most clients, but don’t be scared to put your daily rate up if you haven’t for a while.”

Janet Biggar  
Social, Policy and Market Research Professional  
Years working freelance: 12 years

# Marketing

Typical roles within this category on the YunoJuno platform:

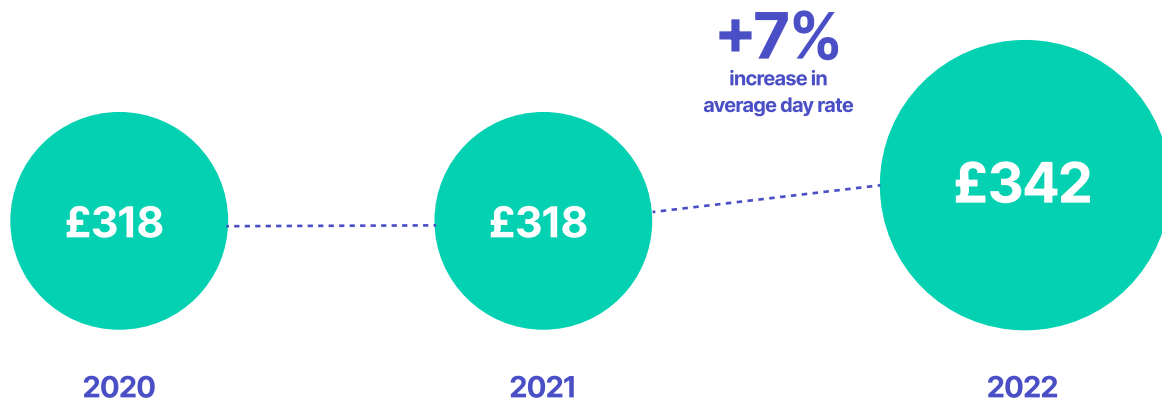
Marketing Consultant, Performance Marketing Manager, Digital Marketing Specialist, Social Media Manager, Growth Hacker / Marketeer, SEO Consultant, Biddable Manager, Data Marketeer, Traffic Manager and Analytics Consultant.

## Day rate

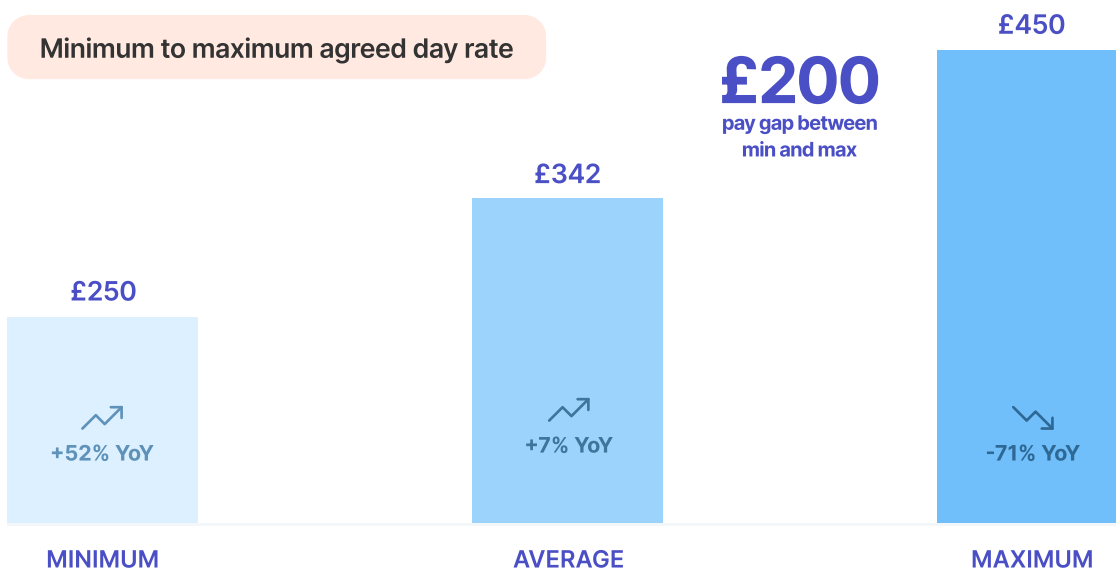
Marketing jobs experienced a **+7% increase** in rate across 2022. Rates jumped from £318 per day to an average of **£342 per day**.

The maximum day rate saw a decrease of **-71%** year on year, indicating that the industry may have steered more towards mid-weight positions.

Average day rate year on year



Minimum to maximum agreed day rate



# Marketing

## Contract length

The marketing industry experienced strong volatility across the year with bookings peaking in January, April, July and December. Companies preferred hiring for long term contracts with the average marketing project lasting **53 days**.

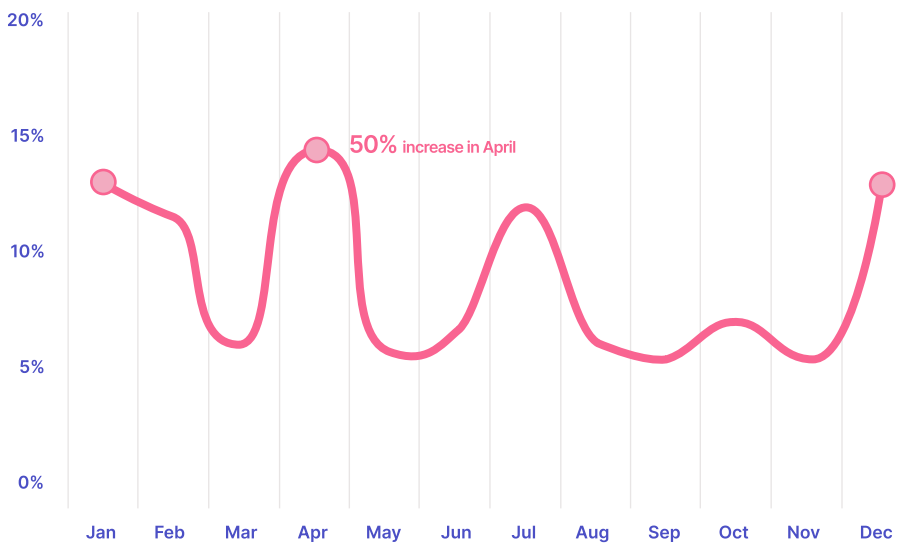
The industry volatility is connected to the long booking length so in this case volatility does not mean that there is less work in the months where we see a dip but rather that contractors are busy in contracts during that time.

**50%**

Bookings happened in Jan, Apr, Jul, and Dec

**8.5%**

volatility measured across 2022



Average Contract Length (working days)

**53**

**£342**

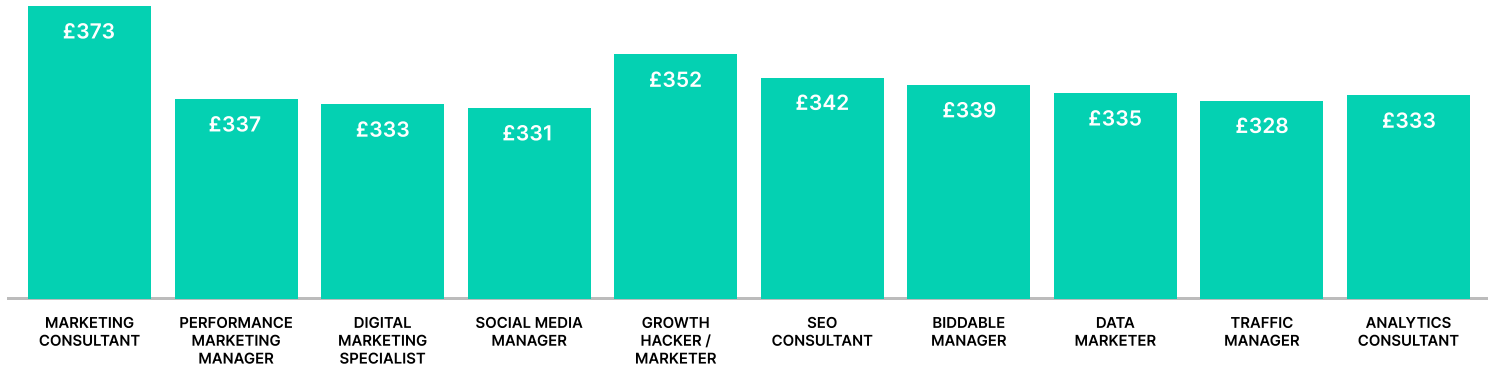
Average day rate (GBP)



# Marketing

## Roles

Marketing Consultants took home the highest average rate across the industry. Growth hacking or growth-related marketers also drove a higher-than-average rate.



“I have a baseline rate and then adjust depending on how complex the project is.”

Jonathan Milanes  
Growth Marketer | Performance Marketing Specialist | Digital Marketing Consultant  
Years working freelance: 2 years



“Set your day as the boss of your career. Have a set start, end time and maintain the days or evenings you work and the days you take off. This separation will reduce stress and burn out, which is very easy to do as a freelancer with no one to check in on you.”

Nadine Campbell  
Marketing Consultant / Digital Lead  
Years working freelance: 11 years



# Photography

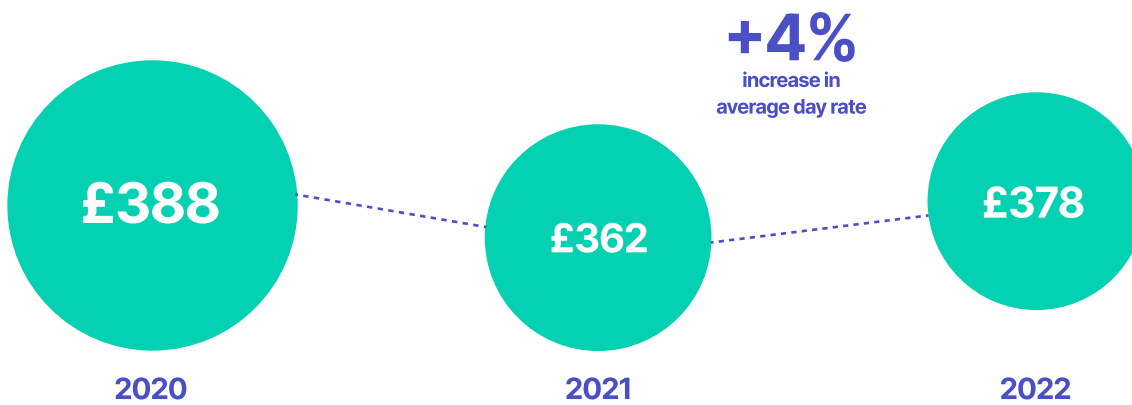
Typical roles within this category on the YunoJuno platform:  
DoP, Photo Editor, Experiential Photographer and Event Photographer

## Day rate

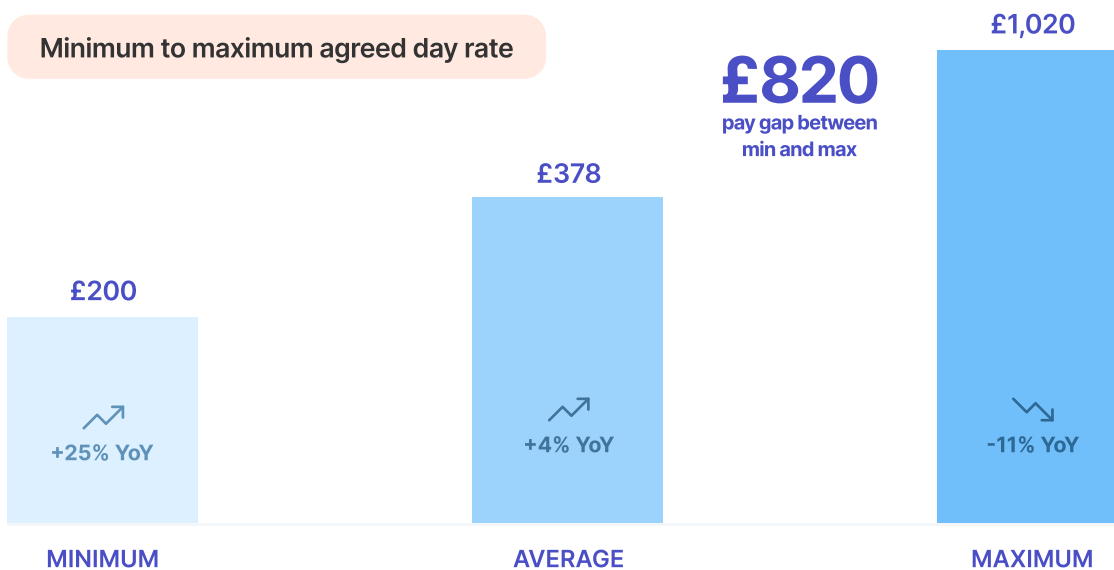
Photography freelance day rates experienced an average **increase of +4%**, charging an average of **£378** per day.

The range between the minimum (£200) and maximum (£1,020) was large, signifying that specific expertise could command a significantly higher day rate.

### Average day rate year on year



### Minimum to maximum agreed day rate



# Photography

## Contract length

The photography industry experienced a large increase in demand throughout the warmer months driven by the event season.

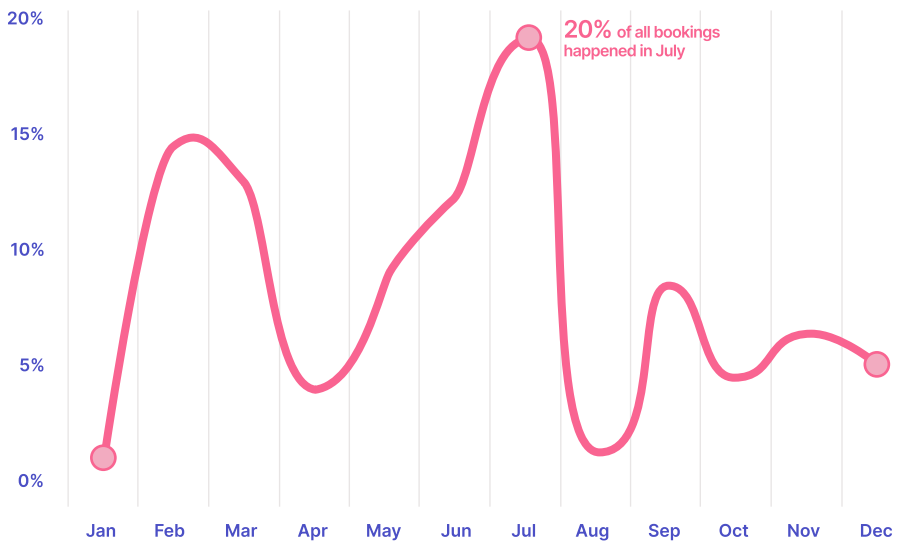
The average contract length was amongst the shortest within the landscape analysed at only 10 days; this reflects the event-based nature of the industry.

20%

Of all bookings happened in July

5%

volatility measured across 2022



Average Contract Length (working days)

10

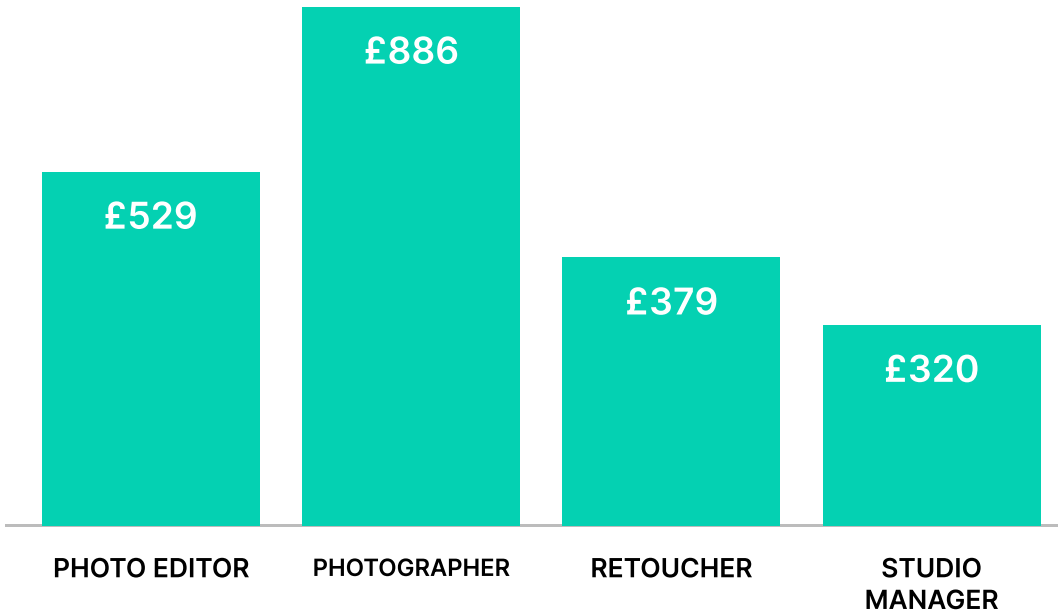
£378

Average day rate (GBP)

# Photography

## Roles

Fully encompassed photographers demanded the highest rate across the industry at £886. The high rate was likely also driven by the short contract length.

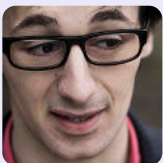


“The freelance world has undergone a shift in recent years, offering businesses greater flexibility in hiring freelancers for various roles. In the past, roles such as copywriters, designers, project managers, and producers typically required longer-term bookings. However, with the emergence of more flexible arrangements, businesses can now tap into talent on a daily or project basis, which allows for more targeted and customised hiring. By having access to a wider pool of talent, businesses can choose the right person for the right job, rather than being limited to booking the same person for an extended period. This approach means that businesses can tailor their hiring based on the specific requirements of each project, resulting in more efficient and effective outcomes. It’s a dream scenario for businesses, providing the flexibility to select the strongest candidates for each job, without the constraints of long-term contracts.”

Ann-Marie Richards  
Integrated Producer

“Every part of the job factors into my rate. I have a standard minimum rate but I will shift it if it's a longer contract or if the work is for example, community management or strategy etc.”

Simon Caine  
Social Media Community Manager  
Years working freelance: 10 years



# PR

Typical roles within this category on the YunoJuno platform:

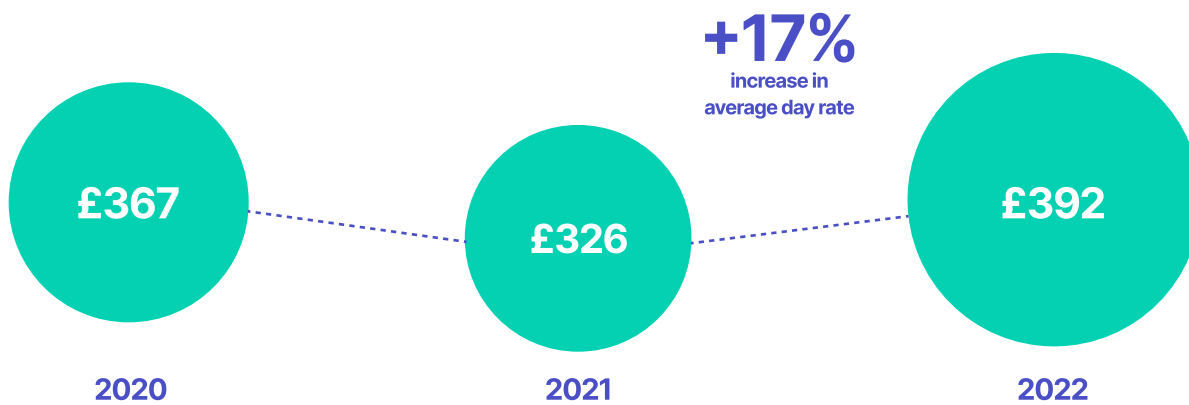
Brand Ambassador, Content Manager, Content Strategist, Director of Public Relations, Editor, Executive Assistant, Event Manager, PR Manager, PR Director, PR Specialist and Relationship Manager.

## Day rate

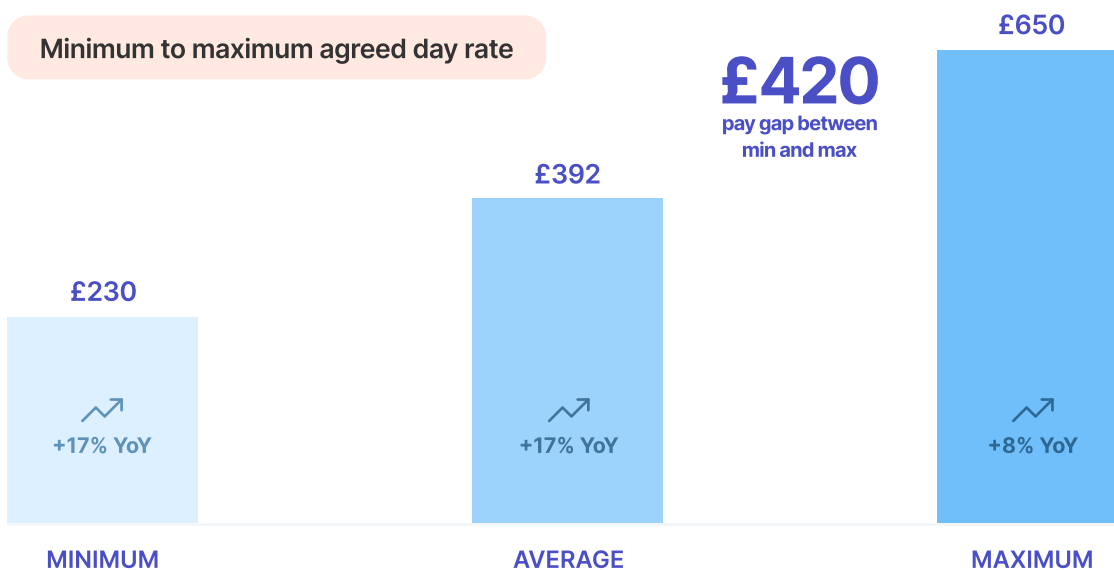
Following a decrease in rates from 2020 to 2021, the PR industry saw a **+17% increase** in day rates in 2022, seeing an average of **£392 per day**.

The highest rate acquired was **£650 per day** which was a **+8%** year on year increase. The minimum saw a **+17%** increase year on year at **£230 per day**. This growth across levels indicates employer demand to hire PR specialists across all levels.

### Average day rate year on year



### Minimum to maximum agreed day rate



## Contract length

The average contract length across PR in 2022 was **38 days**.

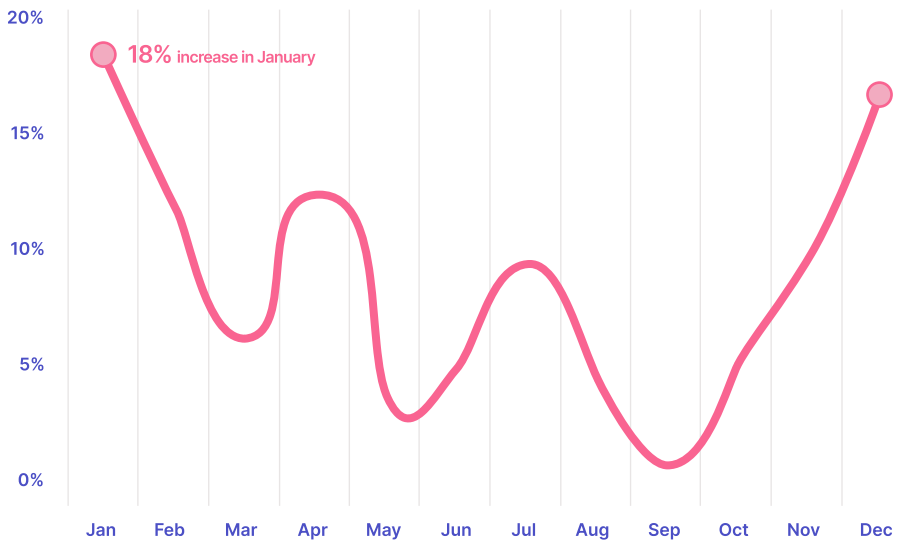
Hires peaked from December to January indicating strong desire for roles within PR over the Christmas period. Bookings also peaked in April and then again in July.

**18%**

Increase in bookings throughout December and January

**5%**

volatility measured across 2022



Average Contract Length (working days)

**38**

**£392**

Average day rate (GBP)



“I work really hard to develop and gain new skills and strengthen already acquired skills/experiences. As a freelancer, no one is monitoring my progression and pushing me to gain further learnings - this is something I do for myself to ensure I'm constantly growing and stay attractive to clients.”

Kaytlyn Mitchell  
Senior Associate and Director  
Years working freelance: 7 years



# Project Management

Typical roles within this category on the YunoJuno platform:

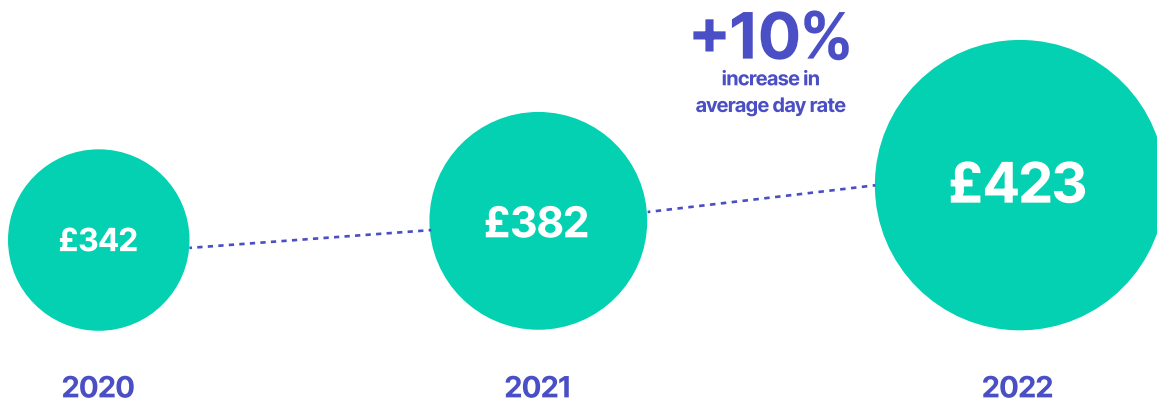
Project Manager, Producer, Project Director, Programme Manager, Creative Services, Digital Project Manager, Product Manager Traffic Manager, Resource Manager and IT Project Manager.

## Day rate

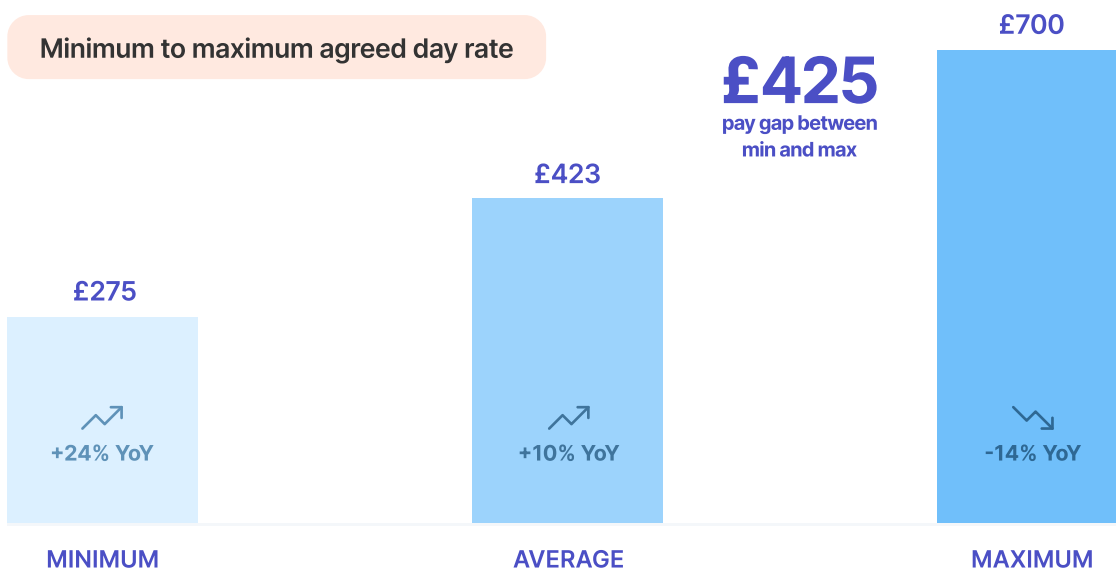
The average day rate for project managers was **£423** with rates experiencing an **increase of +10% since 2021**.

The minimum day rate charged was **£275** and the maximum was **£700**. The high maximum day rate suggests that experience and specific industry expertise can demand a significantly higher rate.

Average day rate year on year



Minimum to maximum agreed day rate



# Project Management

## Contract length

Demand in project management increased in December through to January and then peaked again in April. Furthermore, two smaller peaks occurred in July and October.

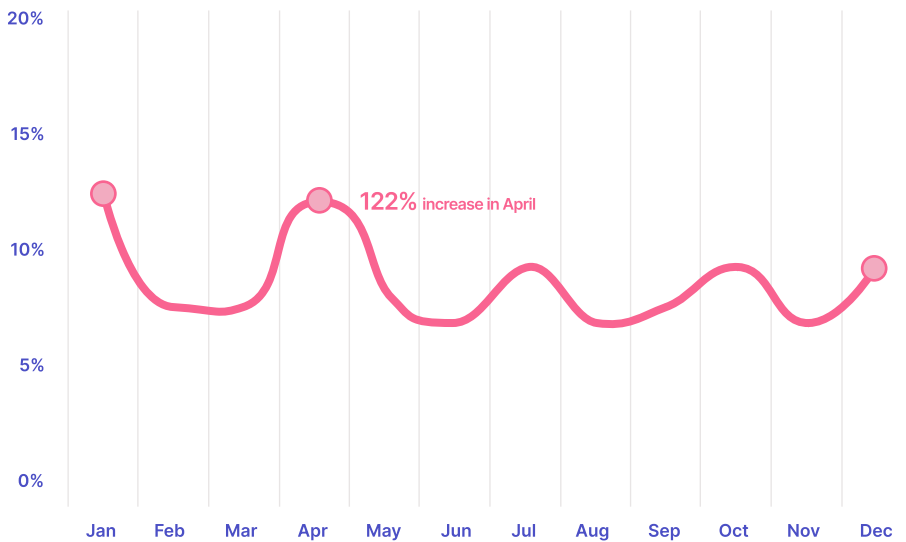
The average contract length in this industry was above average with a duration of **51 days** indicating the importance of building long term relationships with clients.

**122%**

Increase in bookings throughout month of April

**24%**

volatility measured across 2022



Average Contract Length (working days)

**51**

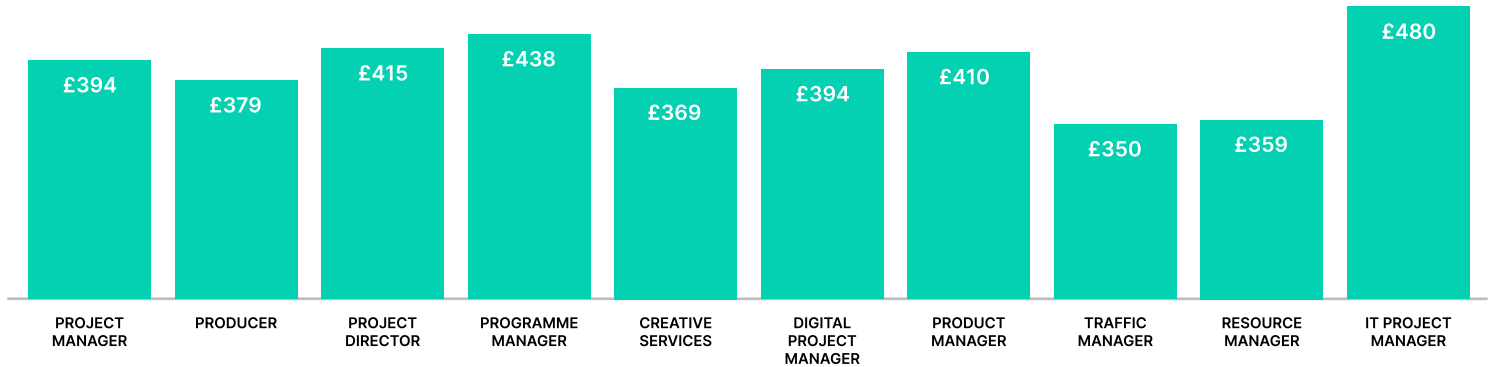
**£423**

Average day rate (GBP)

# Project Management

## Roles

Project management in IT drove the highest rate within the industry. Programme Managers were second to earn the highest day rate, above the discipline average.



“I am skilled at tailoring my rates to match the specific needs of each project. Whether it’s a short-term assignment or a long-term engagement, I always take into account the scope and complexity of the work at hand to ensure that both myself and the client are satisfied with the final rate. By being flexible and adaptable, I am able to provide high-quality work at a fair price, while building lasting relationships with clients.”

Nana Opoku  
Producer / Production Manager / Senior Project Manager  
Years working freelance: 6 years

# QA/Testing

Typical roles within this category on the YunoJuno platform:

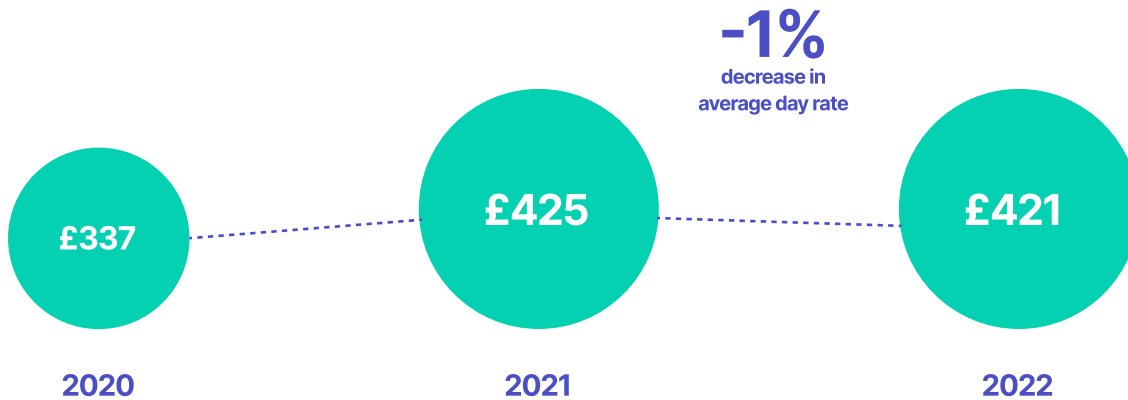
Automation Engineer, Director of Test, Manual QA, Quality Analyst, Test Architect, Test Automation Developer, Test Engineer, Testing Analyst and Test Manager.

## Day rate

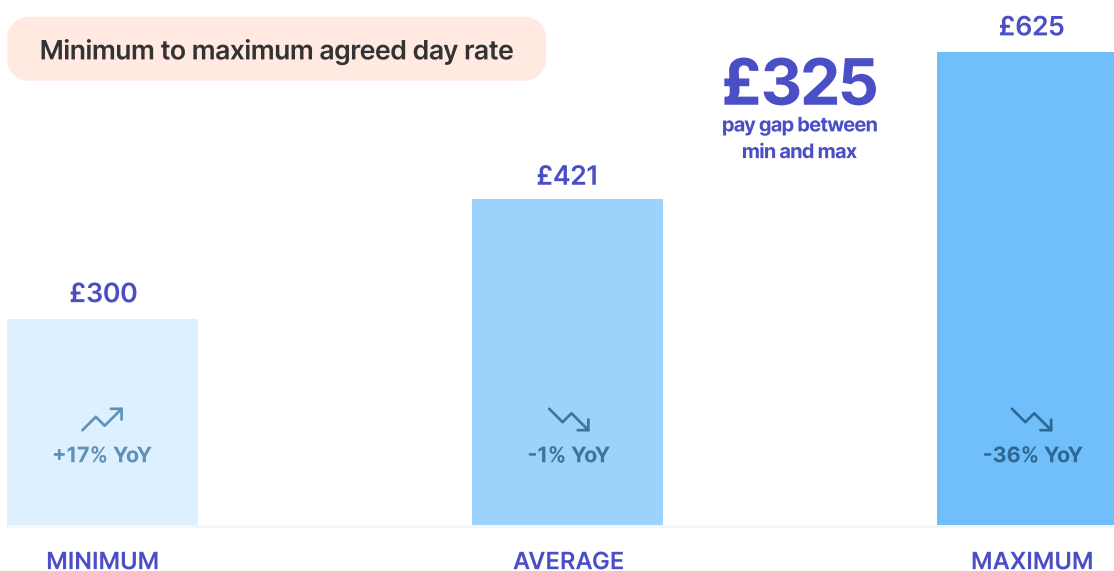
The average day rate for freelancers in QA testing was **£421**. A mild decrease since 2021.

The highest day rate paid on average was **£625**, with the minimum at **£300**.

Average day rate year on year



Minimum to maximum agreed day rate



# QA/Testing

## Contract length

QA testing saw 40% of all bookings happening in January.

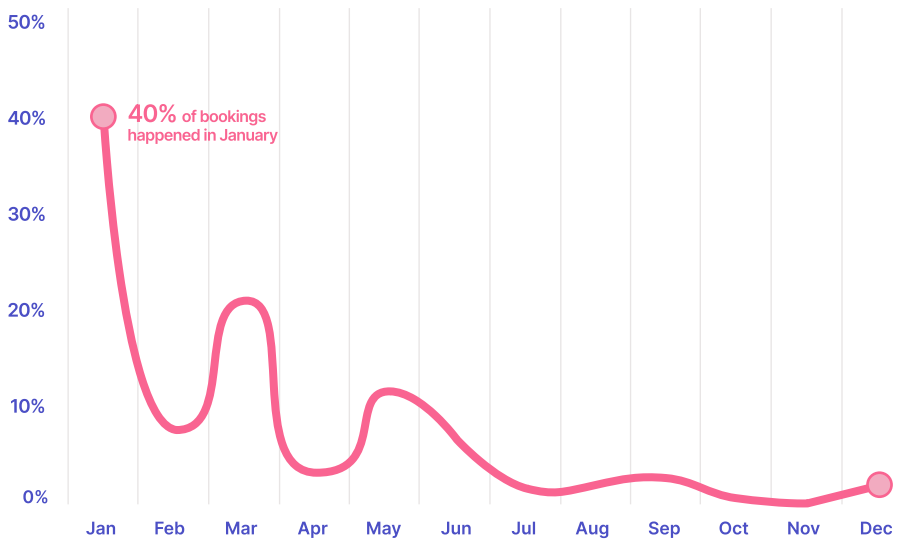
The average contract length was very high at **69 days** which was far above the average, indicating that there is a high demand for long term projects within this field.

**40%**

of bookings happened in January

**50%**

volatility measured across 2022



Average Contract Length (working days)

**69**

**£421**

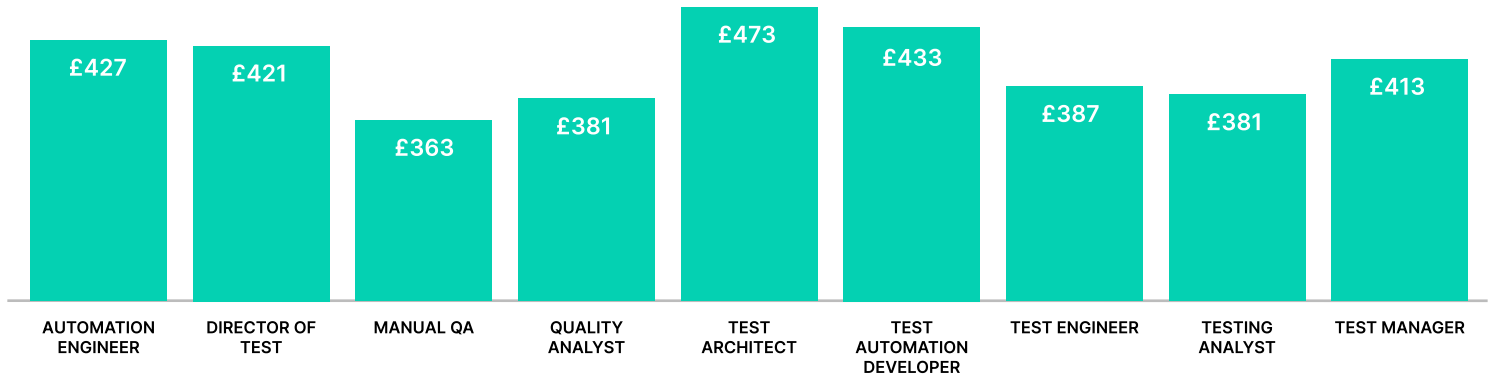
Average day rate (GBP)

# QA/Testing

## Roles

Test Architects brought home the highest average day rate in 2022.

Individuals with expertise in automation also brought home higher than average rates.



“I treat myself as if I am employed for a company, so I take holidays and sick days as per normal employee.”

Larry Goddard  
Test Automation Architect  
Years working freelance: 15 years

“The best thing about freelance? For me it’s the ability to do more than one project at the same time which would not be possible if I was a permanent staff member.”

Larry Goddard

Test Automation Architect

Years working freelance: 15 years



# Social Media

Typical roles within this category on the YunoJuno platform:

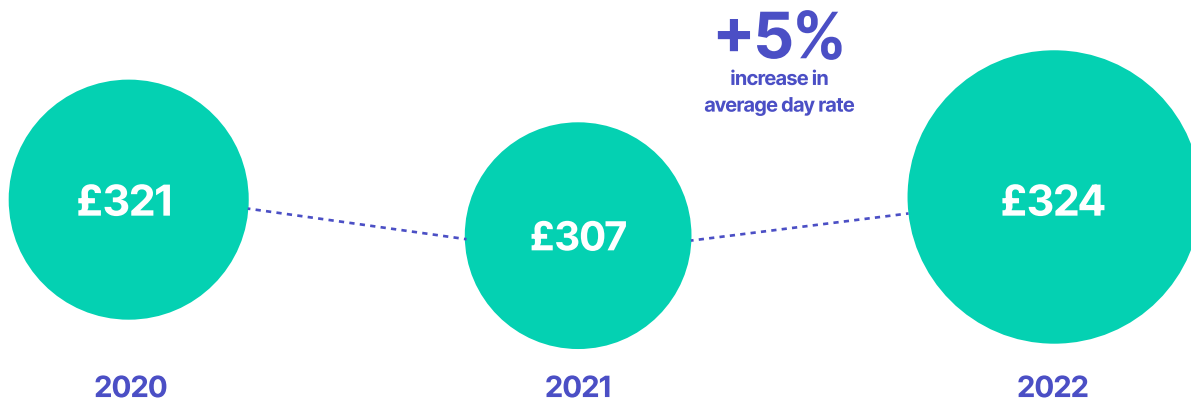
Social Media Manager, Content Writer, Content Strategist, Social Media Analyst, Community Manager, Creative Strategist, Copywriter, Paid Social Specialist and Photo Editor.

## Day rate

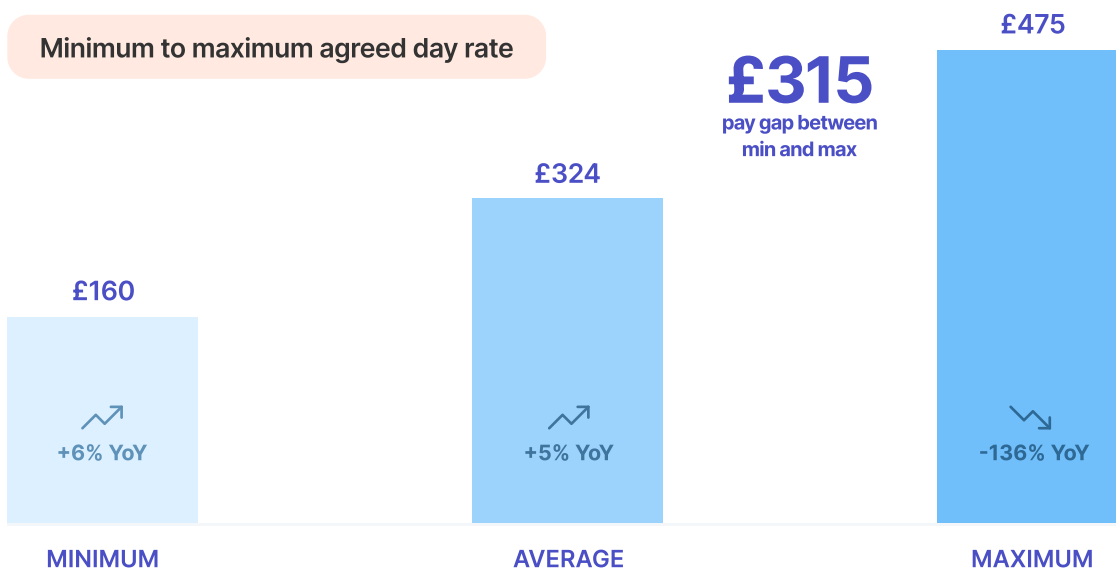
The average day rate for a freelancer in social media was **£324**. This was a **+5% increase** in average day rates since 2021.

The minimum average rate saw a **+6%** increase in rates, at **£160** per day, and the maximum experienced a significant **-136%** decrease at **£475** per day.

Average day rate year on year



Minimum to maximum agreed day rate





# Social Media

## Contract length

30% of all bookings occurred in January and in April, indicating these were the most popular months for employers to seek out social media specialists.

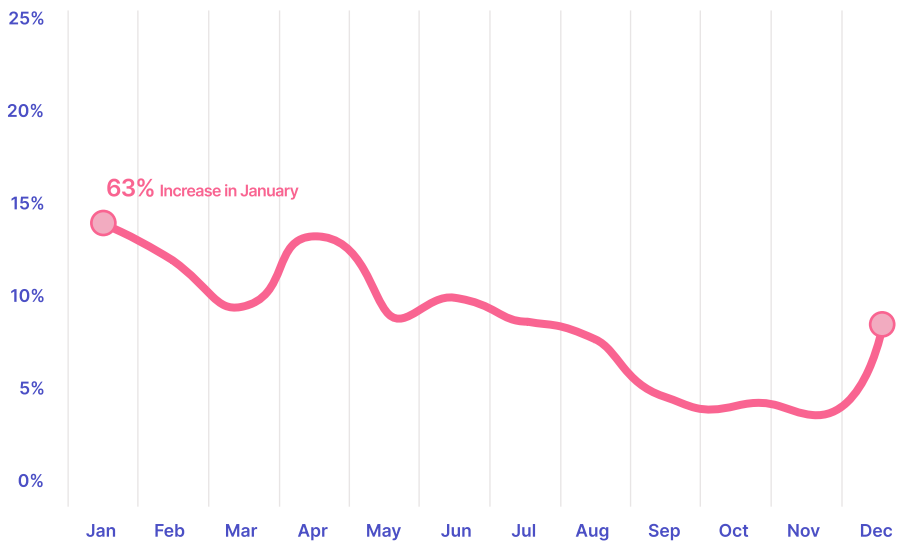
The contract length was long at an average of **43 days** indicating strong opportunities for long-term contracts within this space.

**63%**

Increase in bookings above average in January

**5%**

volatility measured across 2022



Average Contract Length (working days)

**43**

**£324**

Average day rate (GBP)



“Have an emergency saving fund that can pay your bills for 2-3 months. I've been putting 30-35% of my income straight away into a separate savings and tax fund. Make sure you have an understanding of pension, insurance, healthcare options and investing to really secure your money and future.”

Marie Drachsler  
Social Media Manager  
Years working freelance: 5 years

# Social Media

## Roles

Creative Strategists took home the highest rate at £356 per day. Photo editing also drove a high rate.



“In my first 5-7 years I said yes to everything to get as much experience as possible and build up my network - my network is my net-worth. As I had a big portfolio and I knew what clients wanted I had faith I could find work much more regularly.”

Simon Caine  
Social Media Community Manager  
Years working freelance: 10 years

# Strategy

Typical roles within this category on the YunoJuno platform:

Creative Strategist, Brand Strategist, Planner, Content Strategist, Strategy Consultant and Management Consultant.

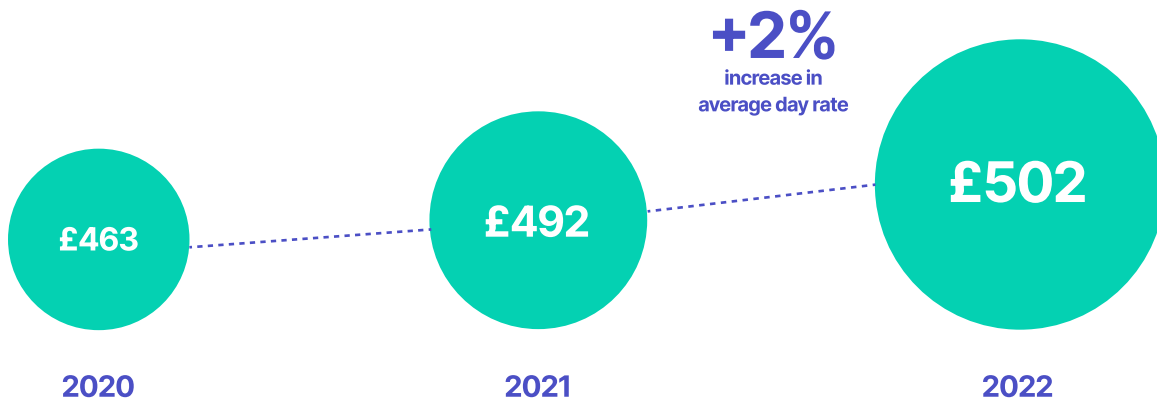
## Day rate

The average day rate charged for a freelancer in strategy was **£502** which was a +2% increase since 2021.

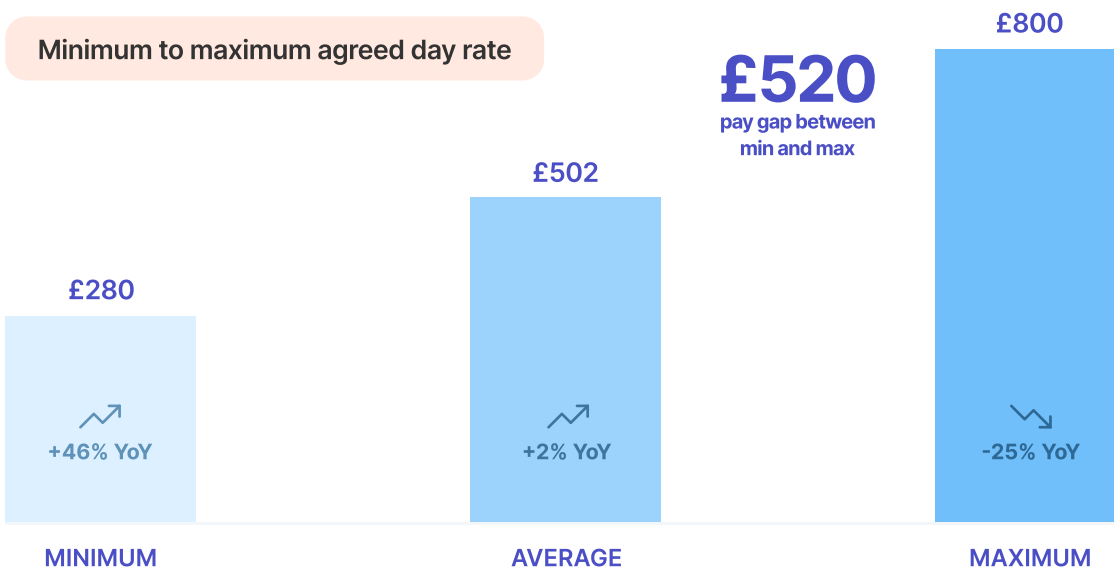
Minimum rates saw an incredible increase in day rates going from an average of £125 per day to £280 per day. This suggests that the industry values junior strategists and is experiencing a high demand.

Maximum rates on average were £800 per day.

### Average day rate year on year



### Minimum to maximum agreed day rate



# Strategy

## Contract length

Bookings experienced peaks in January, April, July and December and project duration on average was **34 days**.

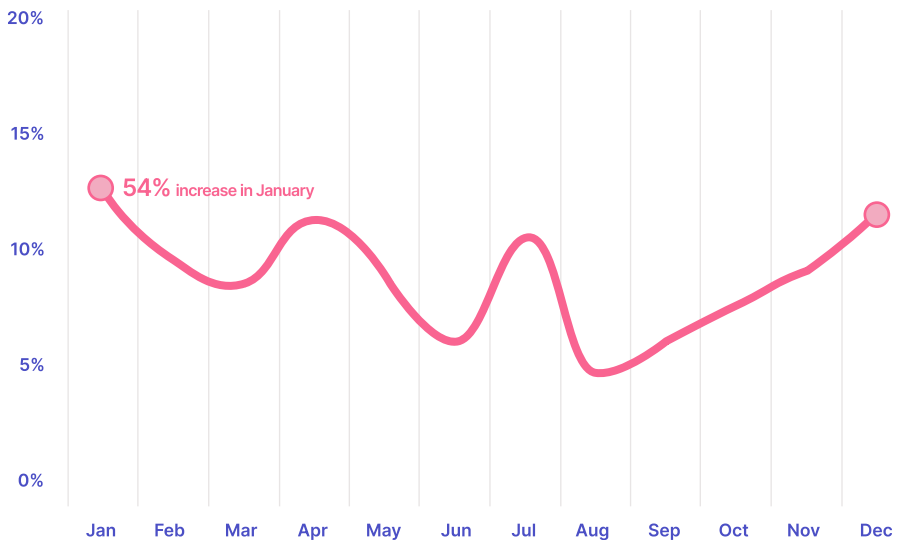
Demand presented some volatility with peaks and dips occurring throughout the year.

**54%**

Increase in bookings throughout month of Jan and Oct

**10%**

volatility measured across 2022



Average Contract Length (working days)

**34**

**£502**

Average day rate (GBP)



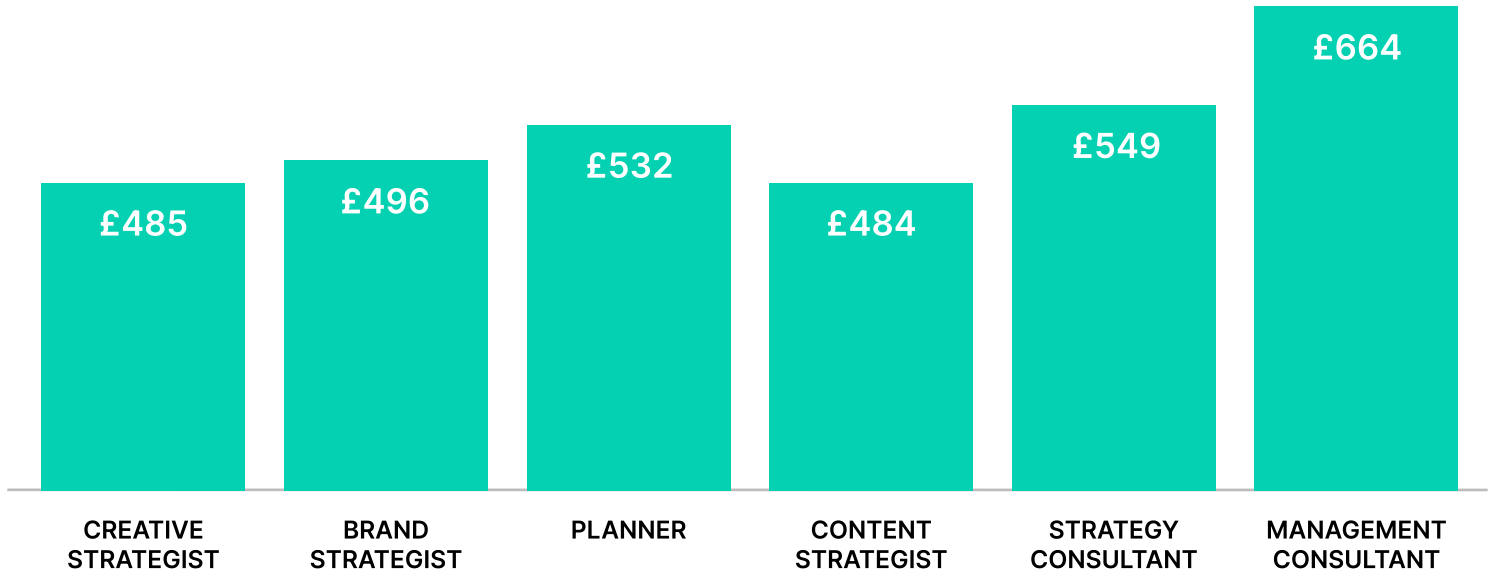
“I think it's sensible to adjust my rate depending on who I'm working with and for how long and asking yourself questions like ‘What doors will it potentially open for me?’ In that way you're considering - your expertise, your passions/interests and the value of the opportunity that might come from a particular gig.”

CJ Tayeh  
Senior Strategist  
Years working freelance: 6 years

# Strategy

## Roles

Management Consultants took home the highest rates in 2022. Strategy Consultants and Planners took home the highest rate in the creative fields.



“1) Make a rough budget. I'm guilty of doing this in my head, but it's much better if you write it down. Know how much your life costs, know what adjustments you can make at short notice, and know how you're going to cover your absolute basics. If your basics are covered for the next 6 months, you're free to take all the chances you want!

2) Workload needs to be a combination of consistent work vs high impact high earning. It's like any portfolio - you have to mix the safe bets with the high earners.”

CJ Tayeh  
Senior Strategist  
Years working freelance: 6 years

# Studio

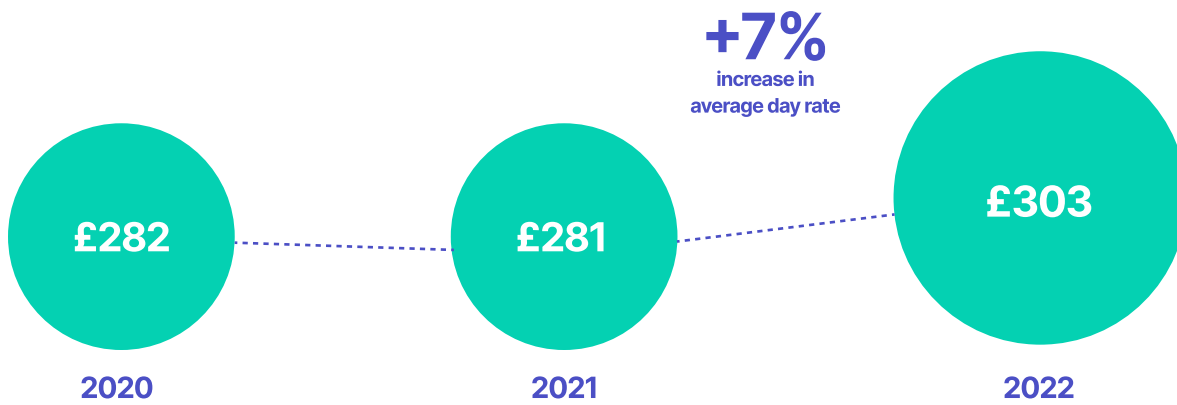
Typical roles within this category on the YunoJuno platform:  
Artworker and Retoucher.

## Day rate

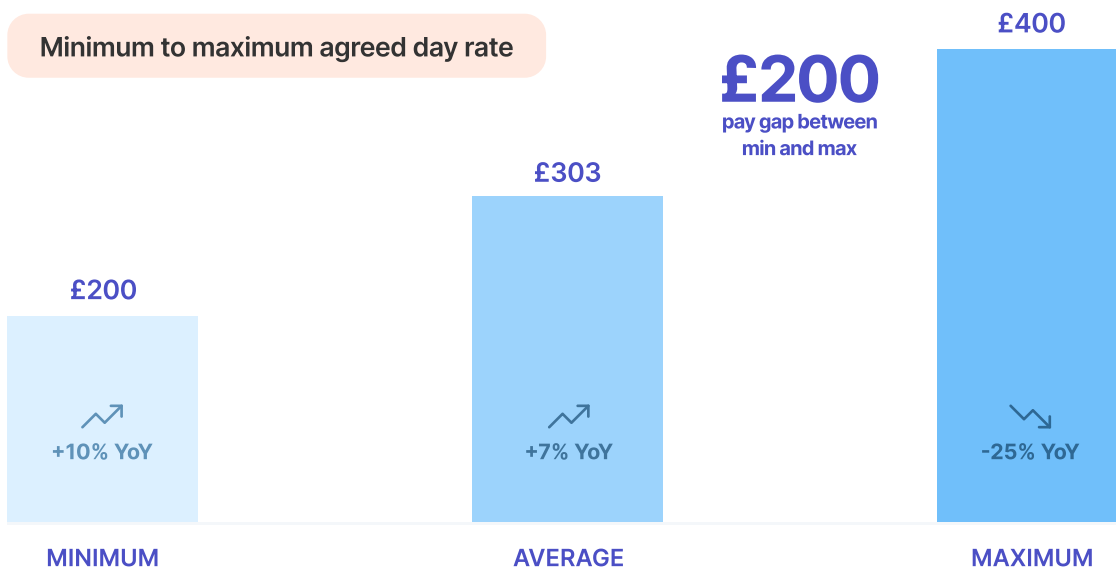
The average day rate for freelancers working within the studio field was **£303**. A **+7% increase** when compared to 2021.

The maximum rate charged was **£400** whilst the lowest was **£200**.

### Average day rate year on year



### Minimum to maximum agreed day rate



# Studio

## Contract length

Demand for studio freelancers was consistent throughout most of the year and experienced a large increase during the summer months.

Booking demand decreased in October through to December.

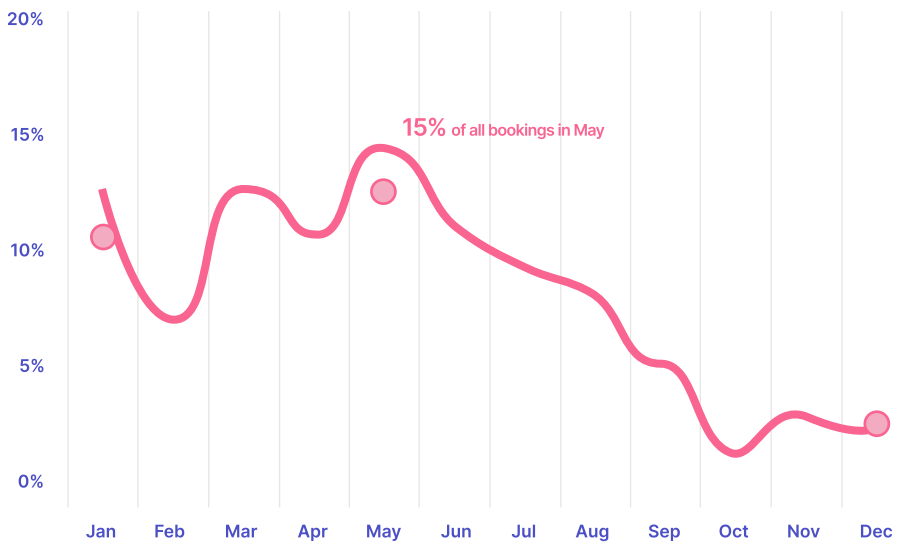
The average contract length was **13 days** which suggests projects require a quick turnaround.

**15%**

bookings occurred in May

**18%**

volatility measured across 2022



Average Contract Length (working days)

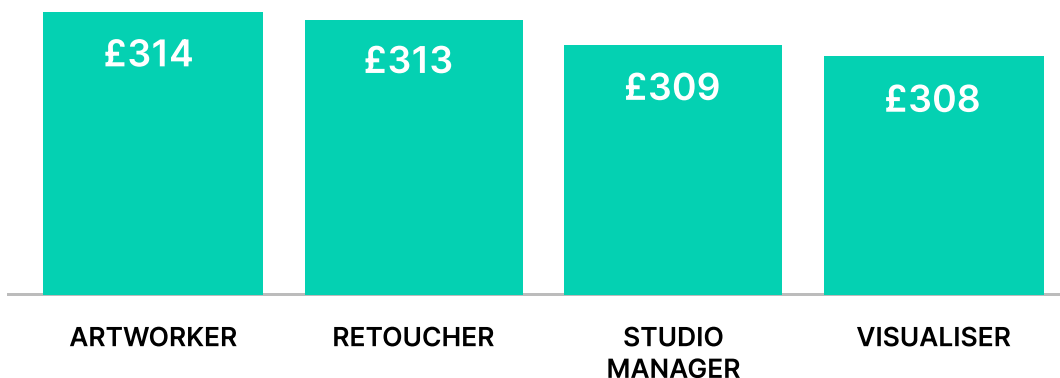
**13**

**£303**

Average day rate (GBP)

## Roles

Artworkers and Retouchers took home the highest rates in the studio.



Typical roles within this category on the YunoJuno platform:

UX Designer, UI Designer, Service Designer, UX Architect, Information Architect (IA) and UX Researcher.

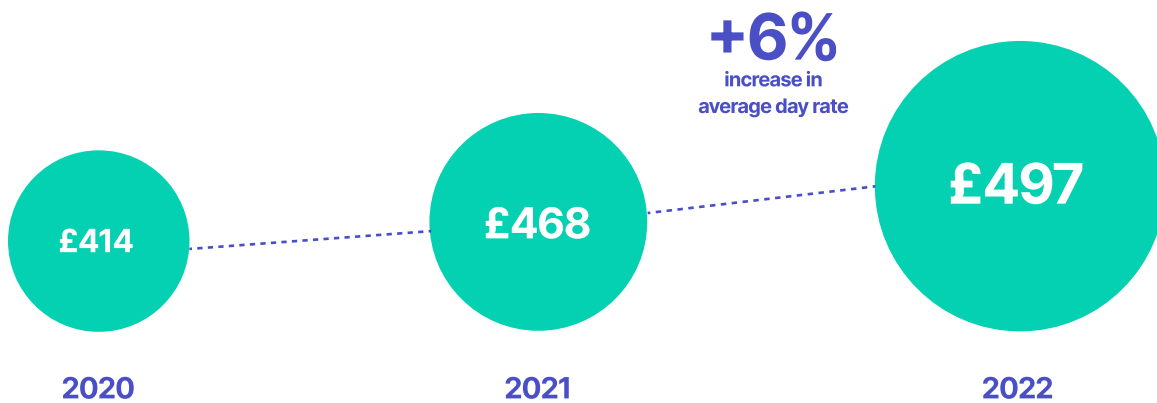
## Day rate

Freelancers within the UX discipline earned an average day rate of **£497** throughout 2022. This was a **+6% increase** since 2021.

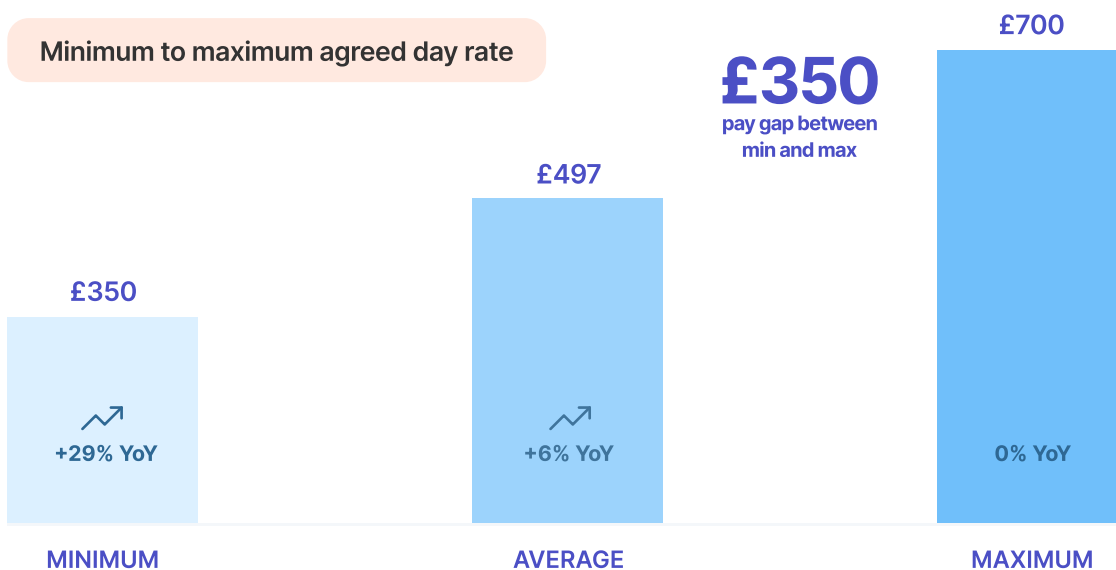
Freelancers across all levels took home better day rates than the year before with minimum rates experiencing the biggest increase in rates since last year at 29% year on year increase.

The maximum rate charged was £700 whilst the minimum was £350 indicating that there is a broad spectrum of experience within this industry and that it is a highly valued field.

Average day rate year on year



Minimum to maximum agreed day rate





## Contract length

Demand for freelancers peaked in April at 46%.

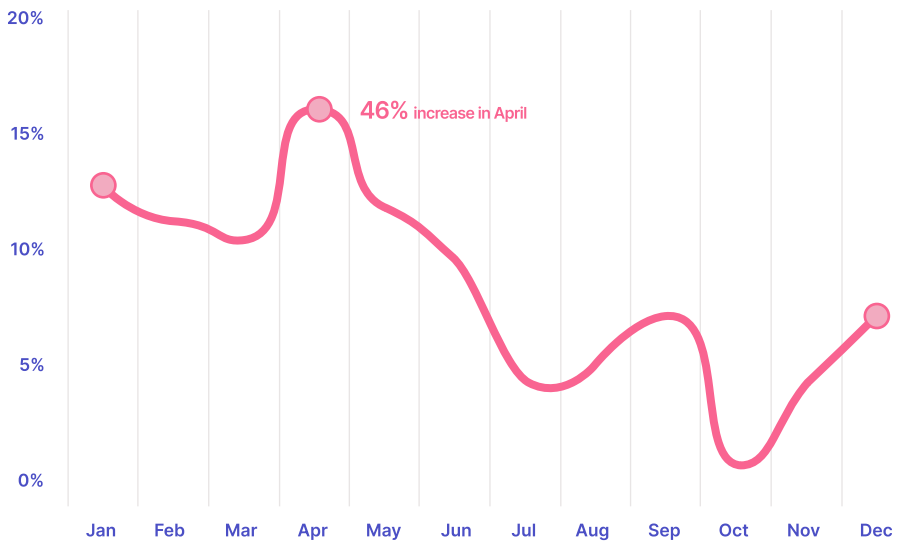
The average contract length is **45 days** indicating that companies preferred to hire for longer term projects.

**46%**

Increase in bookings throughout month of April

**25%**

volatility measured across 2022



Average Contract Length (working days)

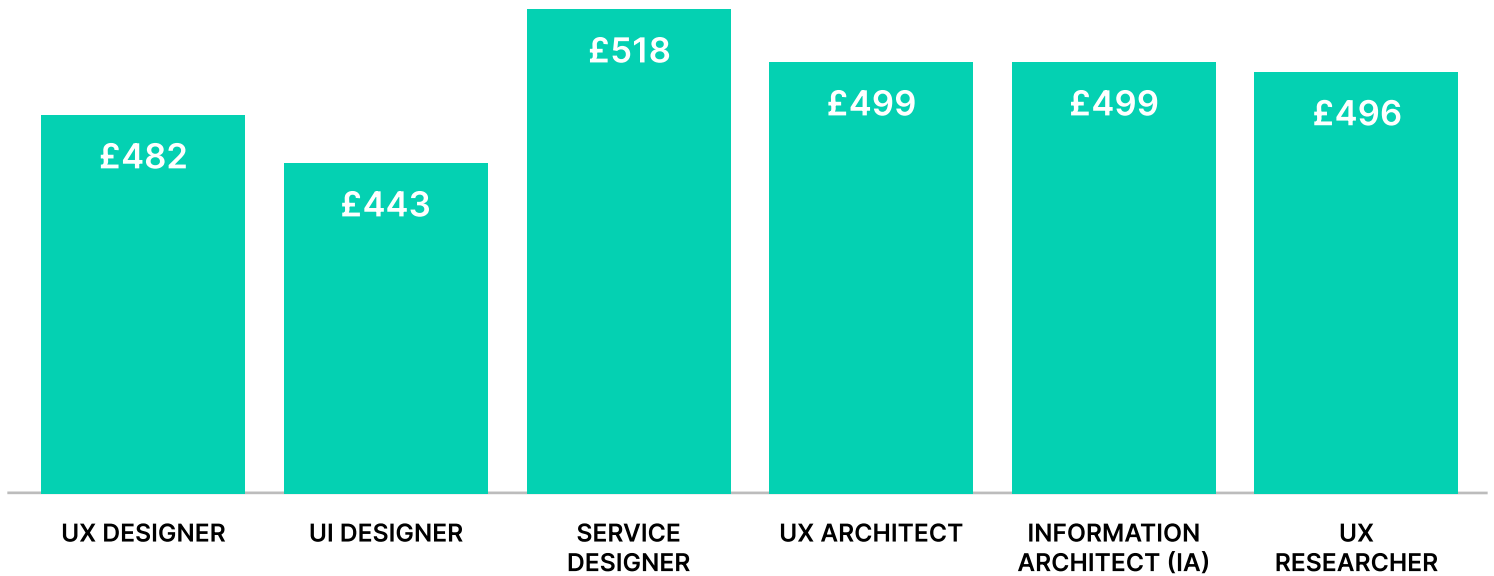
**45**

**£497**

Average day rate (GBP)


## Roles

Service Designers took home the highest average rate at £518. UX and Information Architects secured a higher-than-average rate.



“Budgeting is essential - by carefully managing my income and expenses, I am able to weather financial challenges and plan for the future. Additionally, I have invested in upskilling and expanding my skillset, which has allowed me to take on a wider range of projects and command higher rates. Beyond that, I have found it valuable to explore other opportunities outside of my industry - whether it’s showcasing my work in a different context or taking on freelance work in related fields. By branching out and being open to new possibilities, I have been able to stay competitive and thrive as a freelancer in a challenging market.”

Nana Opoku  
 Producer / Production Manager / Senior Project Manager  
 Years working freelance: 6 years



“As a global organisation, we do business in a lot of different markets. The freelance economy gives us an opportunity to access talent that sit outside of our current geography effectively.”

Senior Director, Innovation Unit, Haelon



# Contributors

## Report team

### Report Design

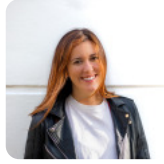


**Koysor Abdul**

Web Designer and Developer /  
Webflow Specialist

[Book Koysor](#)

### Data Analysis



**Pamela Capone**

Analytics & Strategy  
Consultant

[Book Pamela](#)

### Editorial



**Kat Shepherd**

YunoJuno Senior  
Marketing Manager

## Freelancer Contributions



**Annabelle Margolis**

Senior Copywriter and  
Content Designer

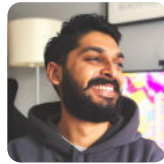
[Book Annabelle](#)



**CJ Tayeh**

Senior Strategist

[Book CJ](#)



**Hashmukh Kerai**

3D & Motion Graphic Designer

[Book Hashmukh](#)



**Ian Stapleton**

Web Solutions Architect &  
Full-Stack Developer

[Book Ian](#)



**Janet Biggar**

Social, Policy and Market  
Research Professional

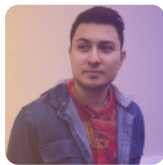
[Book Janet](#)



**Jon Averill**

Creative Director | Brand  
Designer

[Book Jon](#)



**Jonathan Milanes**

Growth Marketer | Performance  
Marketing Specialist | Digital  
Marketing Consultant

[Book Jonathan](#)



**Kaytlyn Mitchell**

Senior Associate and Director

[Book Kaytlyn](#)



**Larry Goddard**

Test Automation Architect

[Book Larry](#)



**Marie Drachsler**

Social Media Manager

[Book Marie](#)



**Nadine Campbell**

Marketing Consultant /  
Digital Lead

[Book Nadine](#)



**Nana Opoku**

Producer / Production  
Manager / Senior Project  
Manager

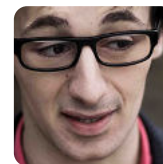
[Book Nana](#)



**Rasha Radi**

Graphic and Presentation  
Designer

[Book Rasha](#)



**Simon Caine**

Social Media Community  
Manager

[Book Simon](#)

# About YunoJuno

YunoJuno is revolutionising the future of work.

YunoJuno is the UK's leading platform for the freelancer economy with over 12,000 clients ranging from start-ups to FTSE 500 companies such as Google, PepsiCo and the BBC, with more than 100,000 freelancers in its curated network. This has resulted in YunoJuno approaching £750 million in freelancer bookings, setting the standard for a complete end-to-end solution for the future of work.

100,000+

Elite freelancers

12,000+

Clients

98%

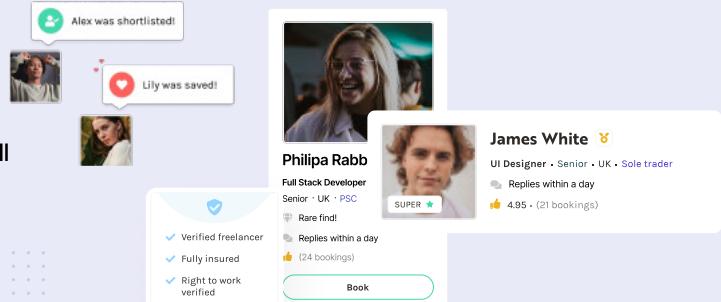
Positive booking rating

8hr

Average match time

## Find and hire the best talent across numerous disciplines

Source from a highly curated freelance network with full transparency - from identity checks to right-to-work, we make sure you hire with confidence.



## Supercharge how you manage and pay your agile workforce

With a global compliance solution, all your freelance relationships and recruitment networks can be managed in one place, taking your assessments and supply chain to the next level.



Kelly Nicholas

Product Designer for iOS App

OUTSIDE IR35

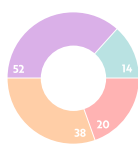


James White

Copywriter for iOS App

INSIDE IR35

STATISTICS AND OVERVIEW  
Open Contracts: 124

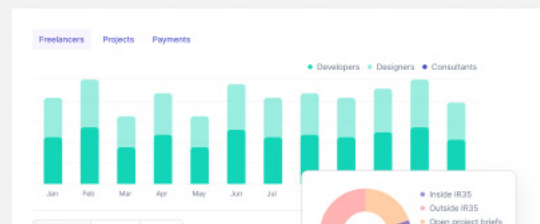


38 working inside IR35  
52 working outside IR35  
20 that may need assessment  
14 open project briefs

## Visibility and control with real-time data

Knowledge is both power and your strategic advantage. The YunoJuno platform tools give you insight, control and peace of mind - all within an easy-to-use interface.

### Data Insights



If you would like to know more about how YunoJuno can solve your talent needs, get in touch. Let us help you unlock the true potential of freelance.



Unlock the true potential  
of freelance.

[yunojuno.com](https://yunojuno.com)

