

the pay rates report

A guide to paying
creative freelancers



What is the pay rates report?

At Rachel's List, we often hear the following: 'I'd love to post a job or short gig on your site, but what DO you pay a copywriter?' OR 'I'm about to post a job or short gig, but I have no clue what to pay so I just kept putting it off'.

We get it. It's overwhelming – and can be really hard to find consistent market rates for creative people.

So we've compiled a report of **SUGGESTED** rates you might want to consider. These are based on our pay rates surveys and surveys from other respected industry leaders.

I need a... copywriter

Copywriters may have agency experience or not – there are lots of journalists on Rachel's List who have re-trained as copywriters, so you're likely to find a mixture of backgrounds. A good copywriter may be hired to write anything from sales or marketing copy to ads to taglines – or fresh copy for a website. Rates vary quite a bit depending on the skill and experience of the copywriter you're hiring and some may charge hourly rates or a fixed price for the entire job (worked out on the scope of the project).

Suggested hourly rates (based on our surveys; also check rates published by copywriter Kate Toon):

Junior copywriters	\$50-80/hr
Mid-level copywriters	\$80-120/hr
Senior copywriter	\$120-200/hr

I need a... content writer

A good content writer can research and write on a variety of topics – and undertake a range of digital writing tasks. Think blog posts, content marketing, ghost-writing, editing existing content, penning product descriptions or writing newsletter content. Expect to pay the upper end for a more experienced content writer or if you need the copy optimised with SEO keywords, interviews with employees or experts (because that involves prep time, interview time and transcribing time) or you expect your writer to upload content into a CMS.

Suggested hourly rate **\$50-80/hr**

Basic blog post, 500-700 words, research and writing only **\$300-500/post**

Blog post with research, writing and interviews required and/or optimised for SEO, or involving technical topics **\$400-700/post**

I need a... proofreader, editor or sub-editor

An editor's job is to improve a piece of writing by tweaking the structure, tone, style and flow. Some editors work on magazines, newspapers and digital sites; others specialise in editing book manuscripts, with many types of specialist editors in between. A sub-editor or copy-editor typically subs digital stories or works on magazine or newspaper layouts (checking facts, copy-fitting stories and adding heads, sells, captions etc). Proofreaders are hired to go through a piece of writing (usually at the final stages) with a fine tooth-comb, checking for typos and correct grammar, spelling, punctuation and formatting. Project fees or hourly rates are common.

Suggested rates (based on our surveys and the 2016 Institute of Professional Editors survey):

Proofreaders	\$50-75/hour
Editors	\$50-80/hour (average rate \$67/hour)
Sub-editors	\$40-50/hour

I need a... graphic designer

A good graphic designer turns ideas into visual concepts and may design everything from ads to brochures to magazine pages, book covers, logos and everything in between. They may also offer illustration, web-based design or brand identity services.

Suggested hourly rates based on experience:

Junior graphic designer **\$25-45/hr**

Mid-level graphic designer **\$45-65/hr**

Senior graphic designer / art director **\$50-120/hr**

“But I just need... a logo!”

Expect to pay between \$550-750 for a basic to a complex logo (that should include a couple of concepts and a couple of revisions).

I need a... journalist

Journalists and reporters produce articles and features for print and digital outlets and rates vary.

Suggested hourly rates based on experience:

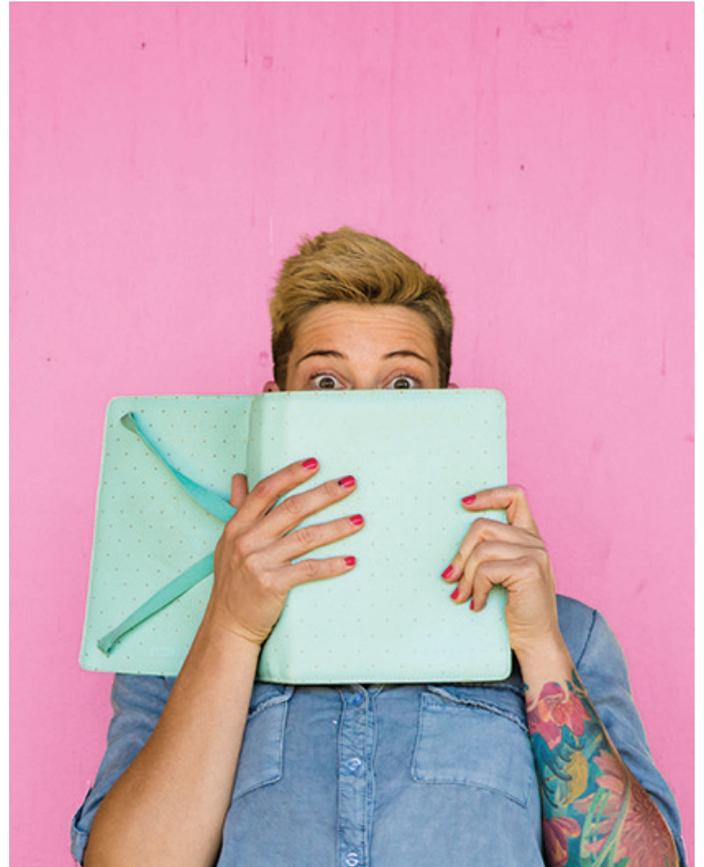
Junior journalist / writer **\$30-45/hr**

Mid-level journalist / writer **\$45-65/hr**

Senior level journalist / writer **\$60-120/hr**

“What do I pay per word?”

Word rates vary wildly from publication to publication. Corporate word rates are usually higher. Writing requiring highly specialised knowledge also pays more. For a basic writing job, not a complex topic, expect to pay anything from... **50-70c/word**



I need a... PR consultant

A PR consultant or someone in comms works as the middle person between an organisation and the public, helping to enhance a company or brand's image, often through placement of positive media coverage. PR rates vary. Some charge hourly rates, many PRs opt for monthly retainers while others charge per media campaign (which includes research, strategy, writing media releases, creating media lists and distributing to those lists, follow-up, interview and photo-shoot set-ups – all depending on what you need / how much you want to spend). While PRIA's 2014 survey found that monthly retainers for PR agencies topped \$12k, smaller agencies charge less and may offer fixed rates for certain things such as media releases, distribution and follow-up or smaller campaigns.

Suggested hourly rates

(depending on experience)

\$80-200/hr

PR campaign rates – depending

on your needs

range anywhere from \$2000+



I need a... social media writer

Hiring someone to 'do your social' could mean a few things. Do you need a community manager to monitor your social media channels and deal with customers? A content writer to churn out six months' worth of Twitter, Facebook and Instagram posts? Or a dedicated digital social media manager to devise a social strategy, write and schedule eye-catching and engaging posts, curate your social channels and analyse metrics? Expect to pay more for social specialists who are great writers, know their way around design programs like Canva and/or Photoshop, and also understand SEO, content marketing and social advertising.

Suggested hourly rates based on experience:

Junior social media writer (just writing posts)	\$50-60/hr
Mid-level social media writer (posts, graphics, some strategy)	\$60-90/hr
Senior social media writer / manager (the full Monty)	\$90-110/hr

"But how many social posts can be done in an hour?"

Short answer: it varies depending on the experience of your social writer or manager. Anecdotally, 2-3 social media posts per hour (visuals, words and hashtags) is probably in the ballpark for a freelancer with mid-level experience.

I need... an intern

Before you ask... yes, you have to pay your intern, especially if they are doing work that would normally be done by paid employees. As a general rule of thumb, the intern should be getting the main benefit of the relationship (as a learning / mentoring situation) rather than the employer. The longer the person interns, the more likely they fall into the category of being an 'employee' for your company.

Expect to pay an
intern minimum wage...

\$18.93/hr

Hang on a tic!

Before you head over to post a job...

This is just a guide based on our research and pay rates surveys. You're likely to come across freelancers of all stages of experience, who charge rates lower or higher than our suggested rates. For this reason always be as upfront as possible about your salary range or the budget you're working with, and if it's negotiable, mention that too. It saves everyone's time.

Looking for something different?

We have lots of other types of creatives on our books. Get in touch if we can help!

hello@rachel'slist.com.au
www.rachel'slist.com.au