

A COMPLICATED
HIRING LANDSCAPE
/JAPAN

A Q U E N T

2025 SALARY GUIDE

Ecommerce M

Illustrator

Brand Manager

Video Editor

Marketing Manager

Animator

Service Designer



UX Lead

Front-End Developer

Web Designer

Strategist

SEO Manager

Product Designer

Project Manager

Head of Marketing

Social Media Manager



Design Director



Account Director

Data Analyst

Copywriter



Art Director

Account Planner

Concept Artist



UX Researcher

INTRODUCTION

The state of complexity.

In 2025, the world of work is in uncharted territory. Our preconceived notions are evolving, old assumptions are crumbling, and the new normal is still undefined. As we all try to find our footing, salaries are a reflection of these changing realities.

Many forces are reshaping the talent landscape—from economic uncertainty to the reassessment of DEI and the rise of AI. Remote work policies are being scrutinized, with the potential to impact both retention and recruiting. After a long period of talent shortage, many companies are now taking a more creative approach to scaling teams.

It's clear that navigating the hiring landscape is more complex than ever. In this environment, having accurate and up-to-date compensation data is not just helpful—it's essential to adapt to the changing demands of the market and secure the talent you need to thrive.

Our 2025 Salary Guide is an invaluable resource, with data collected from close to 800 creative, marketing, and design professionals and TA personnel across Japan covering 50 distinct job titles. Leverage these insights to make informed compensation decisions and attract and retain top talent in the year ahead.

Flexible and strategic talent acquisition measures that take into account the latest compensation trends are essential.

Job roles are being reconfigured in the fields of Creative, Marketing, and Digital as digitalization accelerates. While the demand for highly skilled professionals is increasing, there is a clear lack of development opportunities available to talents, fueling an intensified competition for mid-career recruitment.

Furthermore, professionals nowadays are becoming more independent and likely to transition to in-demand roles in order to advance their careers, resulting in career change becoming a more accessible option. Flexible and strategic talent acquisition measures that take into account the latest compensation trends are essential.

Ryuichiro Sugimoto

Japan Country Manager, Aquent

BROWSE SALARIES BY:

GEOGRAPHY  P. 6

 P. 20 **GENDER**

EMERGING ROLES  P. 22

HOW TO USE THE SALARY TABLES

Salaries reported for a given role vary according to differences in a candidate's skills and level of experience, geography, demand for the role, and the size and complexity of the hiring company. To understand how this works, reference the example on the right.



SALARIES BY GEOGRAPHY

Event Manager
TOKYO
▲4.0%

UI Designer
OSAKA
▲3.6%

Graphic Designer
TOKYO
▲4.0%

Ecommerce
Manager
FUKUOKA
▲10.0%

Data Scientist
FUKUOKA
▲5.5%

UX Researcher
NAGOYA
▲9.1%

Product Designer
TOKYO
▼3.3%

Web Producer
OSAKA
▲3.3%

Art Director
NAGOYA
▲3.6%





Location matters as return to office gains steam.

Return-to-office mandates have dominated headlines, and the continued scrutiny of remote policies has further added to the complexity for both companies and candidates. While there has been an overall increase in salaries across geographies, roles in cities with a higher cost of living have seen the largest increases. In terms of expertise, the demand for digital, data analytics, and UX-related skills stays strong.

SALARIES BY GEOGRAPHY

TOKYO

Our 2025 Salary Guide has been compiled based on permanent placements we made in 2024 for marketers, creatives and digital specialists in Japan.*

| ROLE | LOW | MID | HIGH | % Δ YOY † |
|------------------------------------|------------|-------------|-------------|-----------|
| Creative & Brand Design | | | | |
| Head of Design | ¥8,000,000 | ¥12,000,000 | ¥14,000,000 | - |
| Head of Creative | ¥8,000,000 | ¥10,000,000 | ¥11,500,000 | - |
| Creative Director | ¥6,750,000 | ¥9,250,000 | ¥11,750,000 | 8.8% |
| Art Director | ¥4,500,000 | ¥6,250,000 | ¥8,000,000 | 4.2% |
| Web Director | ¥4,500,000 | ¥7,250,000 | ¥10,000,000 | -3.3% |
| Web Designer | ¥3,500,000 | ¥5,250,000 | ¥7,000,000 | 5.0% |
| Web Producer | ¥5,000,000 | ¥8,500,000 | ¥12,000,000 | 13.3% |
| UI Designer | ¥5,000,000 | ¥6,500,000 | ¥10,000,000 | 4.0% |
| Graphic Designer | ¥4,000,000 | ¥6,500,000 | ¥9,000,000 | 4.0% |
| Motion Graphics Designer | ¥4,000,000 | ¥5,500,000 | ¥7,000,000 | 10.0% |
| Packaging Designer | ¥3,500,000 | ¥4,750,000 | ¥6,000,000 | 0.0% |
| Industrial Designer | ¥4,000,000 | ¥5,500,000 | ¥7,000,000 | 10.0% |
| Front End Developer | ¥4,000,000 | ¥7,000,000 | ¥8,000,000 | 0.0% |
| Illustrator | ¥3,500,000 | ¥5,500,000 | ¥7,500,000 | 0.0% |
| Video Editor | ¥4,000,000 | ¥6,000,000 | ¥8,000,000 | 14.3% |
| 3D Animator | ¥4,000,000 | ¥5,750,000 | ¥7,500,000 | 4.5% |
| Copywriter | ¥4,000,000 | ¥7,000,000 | ¥8,000,000 | 16.7% |

* Salary data supplemented by additional market research.

† Percentage change year over year.

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| ROLE | LOW | MID | HIGH | % Δ YOY † |
|----------------------------------------|-------------|-------------|-------------|-----------|
| Experience & Product Design | | | | |
| Head of UX Design | ¥6,000,000 | ¥9,500,000 | ¥12,000,000 | - |
| UX Lead | ¥5,800,000 | ¥9,000,000 | ¥11,000,000 | 5.9% |
| UX Designer | ¥4,500,000 | ¥8,250,000 | ¥10,000,000 | 0.0% |
| UX Researcher | ¥4,500,000 | ¥8,000,000 | ¥10,000,000 | 23.1% |
| Head of Product Design | ¥7,700,000 | ¥10,500,000 | ¥13,000,000 | - |
| Product Designer | ¥4,500,000 | ¥7,250,000 | ¥10,000,000 | -3.3% |
| CX Designer | ¥6,000,000 | ¥8,500,000 | ¥10,000,000 | - |
| Service Designer | ¥6,000,000 | ¥9,000,000 | ¥11,000,000 | - |
| Marketing & Communications | | | | |
| Head of Marketing | ¥10,000,000 | ¥15,000,000 | ¥20,000,000 | - |
| Marketing Director | ¥8,000,000 | ¥11,500,000 | ¥15,000,000 | 4.5% |
| Marketing Manager | ¥6,000,000 | ¥9,000,000 | ¥12,000,000 | 0.0% |
| Marketing Specialist | ¥4,000,000 | ¥6,000,000 | ¥8,000,000 | 0.0% |
| Head of Product Marketing | ¥7,500,000 | ¥8,900,000 | ¥12,000,000 | - |
| Product Marketing Manager | ¥7,000,000 | ¥8,500,000 | ¥10,700,000 | - |
| Ecommerce Manager | ¥5,000,000 | ¥6,250,000 | ¥7,500,000 | 8.7% |
| Social Media Manager | ¥5,250,000 | ¥6,000,000 | ¥8,000,000 | 9.1% |
| Content Manager/Producer | ¥4,000,000 | ¥6,000,000 | ¥8,000,000 | 0.0% |
| Brand Manager | ¥5,500,000 | ¥7,500,000 | ¥10,000,000 | 7.1% |

* Salary data supplemented by additional market research.

† Percentage change year over year.

SALARIES BY GEOGRAPHY

TOKYO

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| ROLE | LOW | MID | HIGH | % Δ YOY † |
|-------------------------------------------------|------------|-------------|-------------|-----------|
| Marketing & Communications | | | | |
| Event Manager | ¥4,000,000 | ¥6,000,000 | ¥8,000,000 | -4.0% |
| Project Manager | ¥5,000,000 | ¥7,500,000 | ¥10,000,000 | 15.4% |
| Media Planner / Buyer | ¥5,000,000 | ¥6,000,000 | ¥7,000,000 | - |
| Head of Communications | ¥8,000,000 | ¥11,000,000 | ¥15,000,000 | - |
| PR / Communications Manager | ¥5,000,000 | ¥7,500,000 | ¥10,000,000 | 11.1% |
| Performance, Campaigns & Analytics | | | | |
| Data Analyst | ¥5,000,000 | ¥7,500,000 | ¥10,000,000 | 0.0% |
| Data Scientist | ¥4,500,000 | ¥8,000,000 | ¥11,000,000 | 23.1% |
| SEO Manager | ¥4,000,000 | ¥6,500,000 | ¥9,000,000 | - |
| SEM Manager | ¥4,000,000 | ¥6,500,000 | ¥9,000,000 | - |
| CRM Marketing Manager | ¥5,000,000 | ¥7,500,000 | ¥9,000,000 | 11.1% |
| Agency Account Management & Strategy | | | | |
| Head of Sales/Account Management | ¥8,600,000 | ¥12,000,000 | ¥17,000,000 | - |
| Account Director | ¥7,000,000 | ¥11,000,000 | ¥15,000,000 | 0.0% |
| Account Manager | ¥5,100,000 | ¥8,000,000 | ¥11,000,000 | - |
| Account Executive | ¥4,000,000 | ¥6,000,000 | ¥8,000,000 | - |
| Account Planner | ¥4,000,000 | ¥6,250,000 | ¥8,500,000 | 0.0% |

* Salary data supplemented by additional market research.

† Percentage change year over year.

SALARIES BY GEOGRAPHY

OSAKA

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| ROLE | LOW | MID | HIGH | % Δ YOY † |
|------------------------------------|------------|-------------|-------------|-----------|
| Creative & Brand Design | | | | |
| Head of Design | ¥6,000,000 | ¥8,000,000 | ¥11,000,000 | - |
| Head of Creative | ¥6,000,000 | ¥10,000,000 | ¥13,000,000 | - |
| Creative Director | ¥5,500,000 | ¥6,750,000 | ¥9,450,000 | 0.0% |
| Art Director | ¥5,000,000 | ¥6,300,000 | ¥7,700,000 | 5.0% |
| Web Director | ¥4,800,000 | ¥6,000,000 | ¥8,000,000 | 0.0% |
| Web Designer | ¥4,500,000 | ¥5,000,000 | ¥7,000,000 | 0.0% |
| Web Producer | ¥5,500,000 | ¥6,200,000 | ¥8,000,000 | 3.3% |
| UI Designer | ¥4,800,000 | ¥5,700,000 | ¥9,000,000 | 3.6% |
| Graphic Designer | ¥4,500,000 | ¥5,000,000 | ¥7,000,000 | 0.0% |
| Motion Graphics Designer | ¥3,500,000 | ¥4,500,000 | ¥6,950,000 | 0.0% |
| Packaging Designer | ¥4,500,000 | ¥5,500,000 | ¥6,500,000 | 10.0% |
| Industrial Designer | ¥4,500,000 | ¥6,000,000 | ¥7,800,000 | 0.0% |
| Front End Developer | ¥4,500,000 | ¥5,600,000 | ¥7,200,000 | 0.0% |
| Illustrator | ¥4,000,000 | ¥4,500,000 | ¥5,500,000 | 0.0% |
| Video Editor | ¥4,000,000 | ¥5,000,000 | ¥6,000,000 | 0.0% |
| 3D Animator | ¥4,000,000 | ¥4,800,000 | ¥6,000,000 | 0.0% |
| Copywriter | ¥4,000,000 | ¥4,500,000 | ¥5,500,000 | 0.0% |

* Salary data supplemented by additional market research.

† Percentage change year over year.

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| ROLE | LOW | MID | HIGH | % Δ YOY † |
|----------------------------------------|------------|-------------|-------------|-----------|
| Experience & Product Design | | | | |
| Head of UX Design | ¥6,000,000 | ¥8,000,000 | ¥11,000,000 | - |
| UX Lead | ¥5,800,000 | ¥7,200,000 | ¥10,000,000 | 0.0% |
| UX Designer | ¥5,000,000 | ¥6,800,000 | ¥9,000,000 | 4.6% |
| UX Researcher | ¥5,000,000 | ¥6,500,000 | ¥9,000,000 | 0.0% |
| Head of Product Design | ¥7,000,000 | ¥8,000,000 | ¥9,000,000 | - |
| Product Designer | ¥5,000,000 | ¥6,700,000 | ¥8,500,000 | 3.1% |
| CX Designer | ¥5,000,000 | ¥6,500,000 | ¥8,000,000 | - |
| Service Designer | ¥5,000,000 | ¥8,000,000 | ¥10,000,000 | - |
| Marketing & Communications | | | | |
| Head of Marketing | ¥9,000,000 | ¥10,000,000 | ¥15,000,000 | - |
| Marketing Director | ¥7,000,000 | ¥9,000,000 | ¥11,000,000 | 0.0% |
| Marketing Manager | ¥6,000,000 | ¥7,600,000 | ¥10,000,000 | 0.0% |
| Marketing Specialist | ¥4,800,000 | ¥6,000,000 | ¥8,000,000 | 0.0% |
| Head of Product Marketing | ¥7,500,000 | ¥8,500,000 | ¥11,000,000 | - |
| Product Marketing Manager | ¥5,300,000 | ¥7,000,000 | ¥9,000,000 | - |
| Ecommerce Manager | ¥4,600,000 | ¥6,500,000 | ¥7,300,000 | 8.3% |
| Social Media Manager | ¥4,300,000 | ¥6,000,000 | ¥7,000,000 | 0.0% |
| Content Manager/Producer | ¥4,500,000 | ¥5,500,000 | ¥7,500,000 | 0.0% |
| Brand Manager | ¥5,500,000 | ¥7,000,000 | ¥9,000,000 | 0.0% |

* Salary data supplemented by additional market research.

† Percentage change year over year.

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| ROLE | LOW | MID | HIGH | % Δ YOY † |
|-------------------------------------------------|------------|-------------|-------------|-----------|
| Marketing & Communications | | | | |
| Event Manager | ¥4,500,000 | ¥5,500,000 | ¥7,500,000 | 0.0% |
| Project Manager | ¥5,000,000 | ¥6,300,000 | ¥9,000,000 | 0.0% |
| Media Planner / Buyer | ¥4,200,000 | ¥5,500,000 | ¥7,000,000 | - |
| Head of Communications | ¥7,000,000 | ¥8,000,000 | ¥11,000,000 | - |
| PR / Communications Manager | ¥4,500,000 | ¥5,800,000 | ¥7,500,000 | 0.0% |
| Performance, Campaigns & Analytics | | | | |
| Data Analyst | ¥5,000,000 | ¥6,500,000 | ¥8,000,000 | 0.0% |
| Data Scientist | ¥4,600,000 | ¥6,300,000 | ¥8,500,000 | 5.0% |
| SEO Manager | ¥4,500,000 | ¥5,500,000 | ¥8,000,000 | - |
| SEM Manager | ¥4,500,000 | ¥5,800,000 | ¥8,000,000 | - |
| CRM Marketing Manager | ¥5,000,000 | ¥6,200,000 | ¥8,500,000 | 3.3% |
| Agency Account Management & Strategy | | | | |
| Head of Sales/Account Management | ¥8,000,000 | ¥11,000,000 | ¥13,000,000 | - |
| Account Director | ¥6,000,000 | ¥8,000,000 | ¥11,000,000 | 0.0% |
| Account Manager | ¥5,500,000 | ¥6,800,000 | ¥8,200,000 | - |
| Account Executive | ¥4,700,000 | ¥5,500,000 | ¥7,000,000 | - |
| Account Planner | ¥4,600,000 | ¥5,900,000 | ¥7,000,000 | 0.9% |

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† Percentage change year over year.

SALARIES BY GEOGRAPHY

NAGOYA

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| ROLE | LOW | MID | HIGH | % Δ YOY † |
|------------------------------------|------------|------------|-------------|-------------|
| Creative & Brand Design | | | | |
| Head of Design | ¥5,500,000 | ¥8,500,000 | ¥10,000,000 | - |
| Head of Creative | ¥6,000,000 | ¥9,000,000 | ¥11,000,000 | - |
| Creative Director | ¥5,000,000 | ¥6,750,000 | ¥9,450,000 | 0.0% |
| Art Director | ¥4,600,000 | ¥5,800,000 | ¥7,400,000 | 3.6% |
| Web Director | ¥4,500,000 | ¥5,800,000 | ¥8,000,000 | 3.6% |
| Web Designer | ¥4,000,000 | ¥5,000,000 | ¥6,800,000 | 2.0% |
| Web Producer | ¥5,000,000 | ¥5,700,000 | ¥7,900,000 | 0.0% |
| UI Designer | ¥4,800,000 | ¥5,900,000 | ¥8,000,000 | 7.3% |
| Graphic Designer | ¥4,000,000 | ¥5,000,000 | ¥6,000,000 | 0.0% |
| Motion Graphics Designer | ¥4,000,000 | ¥4,700,000 | ¥6,950,000 | 0.0% |
| Packaging Designer | ¥3,700,000 | ¥5,000,000 | ¥5,800,000 | 0.0% |
| Industrial Designer | ¥4,000,000 | ¥5,500,000 | ¥6,600,000 | 0.0% |
| Front End Developer | ¥4,000,000 | ¥5,500,000 | ¥7,200,000 | 0.0% |
| Illustrator | ¥3,500,000 | ¥4,500,000 | ¥5,200,000 | 0.0% |
| Video Editor | ¥4,000,000 | ¥4,500,000 | ¥5,850,000 | 0.0% |
| 3D Animator | ¥4,000,000 | ¥4,500,000 | ¥5,500,000 | 0.0% |
| Copywriter | ¥4,000,000 | ¥4,500,000 | ¥5,500,000 | 0.0% |

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† Percentage change year over year.

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| ROLE | LOW | MID | HIGH | % Δ YOY † |
|----------------------------------------|------------|-------------|-------------|-----------|
| Experience & Product Design | | | | |
| Head of UX Design | ¥6,000,000 | ¥8,000,000 | ¥11,000,000 | - |
| UX Lead | ¥5,200,000 | ¥6,400,000 | ¥9,300,000 | - |
| UX Designer | ¥5,000,000 | ¥6,500,000 | ¥9,000,000 | 4.8% |
| UX Researcher | ¥4,800,000 | ¥6,000,000 | ¥8,500,000 | 9.1% |
| Head of Product Design | ¥6,500,000 | ¥8,000,000 | ¥9,000,000 | - |
| Product Designer | ¥4,500,000 | ¥6,200,000 | ¥8,000,000 | 0.0% |
| CX Designer | ¥5,000,000 | ¥6,500,000 | ¥8,000,000 | - |
| Service Designer | ¥5,000,000 | ¥6,500,000 | ¥9,000,000 | - |
| Marketing & Communications | | | | |
| Head of Marketing | ¥7,000,000 | ¥9,000,000 | ¥12,500,000 | - |
| Marketing Director | ¥6,000,000 | ¥8,000,000 | ¥9,000,000 | 0.0% |
| Marketing Manager | ¥5,400,000 | ¥6,350,000 | ¥8,650,000 | 0.0% |
| Marketing Specialist | ¥4,500,000 | ¥5,200,000 | ¥7,000,000 | 0.0% |
| Head of Product Marketing | ¥8,000,000 | ¥10,000,000 | ¥12,000,000 | - |
| Product Marketing Manager | ¥5,500,000 | ¥7,000,000 | ¥8,000,000 | - |
| Ecommerce Manager | ¥4,800,000 | ¥5,650,000 | ¥7,000,000 | 13.0% |
| Social Media Manager | ¥4,000,000 | ¥6,000,000 | ¥6,850,000 | 0.0% |
| Content Manager/Producer | ¥4,000,000 | ¥5,000,000 | ¥6,000,000 | 0.0% |
| Brand Manager | ¥5,000,000 | ¥6,300,000 | ¥7,950,000 | 0.0% |

* Salary data supplemented by additional market research.

† Percentage change year over year.

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| ROLE | LOW | MID | HIGH | % Δ YOY † |
|-------------------------------------------------|------------|------------|-------------|-----------|
| Marketing & Communications | | | | |
| Event Manager | ¥4,000,000 | ¥5,000,000 | ¥6,500,000 | 0.0% |
| Project Manager | ¥5,000,000 | ¥6,300,000 | ¥9,000,000 | 0.0% |
| Media Planner / Buyer | ¥4,300,000 | ¥5,500,000 | ¥6,500,000 | - |
| Head of Communications | ¥6,000,000 | ¥7,800,000 | ¥10,000,000 | - |
| PR / Communications Manager | ¥4,500,000 | ¥5,800,000 | ¥9,000,000 | 0.0% |
| Performance, Campaigns & Analytics | | | | |
| Data Analyst | ¥5,000,000 | ¥6,150,000 | ¥8,000,000 | 0.0% |
| Data Scientist | ¥4,500,000 | ¥6,000,000 | ¥8,500,000 | 0.0% |
| SEO Manager | ¥4,500,000 | ¥5,000,000 | ¥8,000,000 | - |
| SEM Manager | ¥4,000,000 | ¥5,300,000 | ¥7,400,000 | - |
| CRM Marketing Manager | ¥5,000,000 | ¥5,600,000 | ¥7,000,000 | 0.0% |
| Agency Account Management & Strategy | | | | |
| Head of Sales/Account Management | ¥7,000,000 | ¥9,000,000 | ¥11,000,000 | - |
| Account Director | ¥5,500,000 | ¥7,500,000 | ¥9,000,000 | 0.0% |
| Account Manager | ¥6,000,000 | ¥8,000,000 | ¥9,000,000 | - |
| Account Executive | ¥4,500,000 | ¥5,000,000 | ¥6,000,000 | - |
| Account Planner | ¥4,600,000 | ¥6,000,000 | ¥7,600,000 | 2.6% |

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† Percentage change year over year.

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| ROLE | LOW | MID | HIGH | % Δ YOY † |
|------------------------------------|------------|-------------|-------------|-----------|
| Creative & Brand Design | | | | |
| Head of Design | ¥6,500,000 | ¥8,000,000 | ¥9,000,000 | - |
| Head of Creative | ¥8,000,000 | ¥10,000,000 | ¥12,000,000 | - |
| Creative Director | ¥5,000,000 | ¥6,000,000 | ¥7,000,000 | 0.0% |
| Art Director | ¥4,000,000 | ¥5,000,000 | ¥6,500,000 | 0.0% |
| Web Director | ¥4,300,000 | ¥5,500,000 | ¥6,500,000 | 0.0% |
| Web Designer | ¥3,500,000 | ¥4,500,000 | ¥6,200,000 | 0.0% |
| Web Producer | ¥4,500,000 | ¥5,600,000 | ¥7,500,000 | 1.8% |
| UI Designer | ¥4,300,000 | ¥5,000,000 | ¥6,500,000 | 11.1% |
| Graphic Designer | ¥3,800,000 | ¥4,600,000 | ¥5,000,000 | 2.2% |
| Motion Graphics Designer | ¥3,600,000 | ¥4,500,000 | ¥6,000,000 | 0.0% |
| Packaging Designer | ¥3,500,000 | ¥4,500,000 | ¥5,500,000 | 0.0% |
| Industrial Designer | ¥4,200,000 | ¥5,000,000 | ¥6,000,000 | - |
| Front End Developer | ¥3,600,000 | ¥4,500,000 | ¥5,000,000 | 0.0% |
| Illustrator | ¥3,000,000 | ¥4,000,000 | ¥4,500,000 | 0.0% |
| Video Editor | ¥3,800,000 | ¥4,500,000 | ¥5,500,000 | 0.0% |
| 3D Animator | ¥4,000,000 | ¥5,000,000 | ¥5,500,000 | 0.0% |
| Copywriter | ¥4,000,000 | ¥4,500,000 | ¥5,300,000 | 0.0% |

* Salary data supplemented by additional market research.

† Percentage change year over year.

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| ROLE | LOW | MID | HIGH | % Δ YOY † |
|----------------------------------------|------------|------------|-------------|--------------|
| Experience & Product Design | | | | |
| Head of UX Design | ¥6,000,000 | ¥8,000,000 | ¥10,000,000 | - |
| UX Lead | ¥6,000,000 | ¥7,000,000 | ¥9,500,000 | - |
| UX Designer | ¥4,500,000 | ¥5,000,000 | ¥6,000,000 | 0.0% |
| UX Researcher | ¥4,500,000 | ¥6,500,000 | ¥8,500,000 | - |
| Head of Product Design | ¥6,500,000 | ¥8,500,000 | ¥10,000,000 | - |
| Product Designer | ¥4,000,000 | ¥5,000,000 | ¥6,000,000 | 0.0% |
| CX Designer | ¥5,000,000 | ¥6,500,000 | ¥8,000,000 | - |
| Service Designer | ¥4,500,000 | ¥6,300,000 | ¥8,000,000 | - |
| Marketing & Communications | | | | |
| Head of Marketing | ¥6,000,000 | ¥8,000,000 | ¥10,000,000 | - |
| Marketing Director | ¥5,800,000 | ¥7,000,000 | ¥8,000,000 | 0.0% |
| Marketing Manager | ¥5,000,000 | ¥6,000,000 | ¥7,000,000 | 0.0% |
| Marketing Specialist | ¥3,900,000 | ¥5,000,000 | ¥6,000,000 | 0.0% |
| Head of Product Marketing | ¥6,000,000 | ¥8,000,000 | ¥11,000,000 | - |
| Product Marketing Manager | ¥5,300,000 | ¥6,000,000 | ¥7,700,000 | - |
| Ecommerce Manager | ¥4,500,000 | ¥5,500,000 | ¥7,200,000 | 10.0% |
| Social Media Manager | ¥4,500,000 | ¥5,000,000 | ¥6,000,000 | 0.0% |
| Content Manager/Producer | ¥4,500,000 | ¥5,000,000 | ¥5,500,000 | 0.0% |
| Brand Manager | ¥5,000,000 | ¥5,500,000 | ¥6,000,000 | 0.0% |

* Salary data supplemented by additional market research.

† Percentage change year over year.

SALARIES BY GEOGRAPHY

FUKUOKA

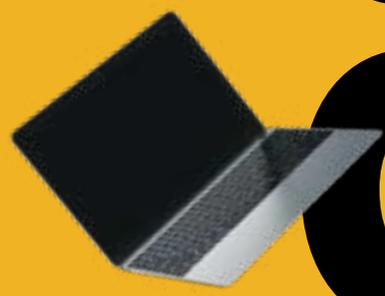
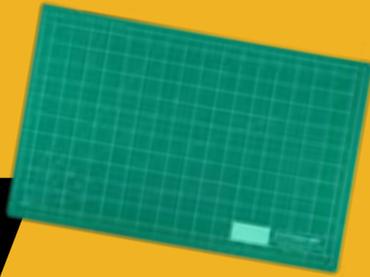
Our 2025 Salary Guide has been compiled based on permanent placements we made in 2024 for marketers, creatives and digital specialists in Japan.*

| ROLE | LOW | MID | HIGH | % Δ YOY † |
|-------------------------------------------------|------------|------------|-------------|-----------|
| Marketing & Communications | | | | |
| Event Manager | ¥4,500,000 | ¥5,000,000 | ¥6,000,000 | 0.0% |
| Project Manager | ¥5,000,000 | ¥6,000,000 | ¥8,400,000 | 0.0% |
| Media Planner / Buyer | ¥4,300,000 | ¥5,000,000 | ¥7,000,000 | - |
| Head of Communications | ¥5,500,000 | ¥6,500,000 | ¥8,000,000 | - |
| PR / Communications Manager | ¥4,500,000 | ¥5,500,000 | ¥6,000,000 | 0.0% |
| Performance, Campaigns & Analytics | | | | |
| Data Analyst | ¥5,000,000 | ¥5,500,000 | ¥6,000,000 | 0.0% |
| Data Scientist | ¥4,700,000 | ¥5,800,000 | ¥7,000,000 | 5.5% |
| SEO Manager | ¥4,000,000 | ¥5,300,000 | ¥7,000,000 | - |
| SEM Manager | ¥4,500,000 | ¥6,000,000 | ¥7,200,000 | - |
| CRM Marketing Manager | ¥5,000,000 | ¥5,600,000 | ¥6,500,000 | 1.8% |
| Agency Account Management & Strategy | | | | |
| Head of Sales/Account Management | ¥6,000,000 | ¥8,000,000 | ¥10,000,000 | - |
| Account Director | ¥5,200,000 | ¥6,500,000 | ¥8,000,000 | 0.0% |
| Account Manager | ¥6,000,000 | ¥7,500,000 | ¥8,500,000 | - |
| Account Executive | ¥4,000,000 | ¥5,000,000 | ¥6,000,000 | - |
| Account Planner | ¥4,500,000 | ¥5,500,000 | ¥7,000,000 | 10.0% |

* Salary data supplemented by additional market research.

† Percentage change year over year.

SALARIES BY GENDER



Graphic Designer

Concept Artist

Project Manager

Data Analyst

Marketing Manager

Art Director

Account Director

Brand Manager

Strategist

Product Designer

Web Designer

UX Designer

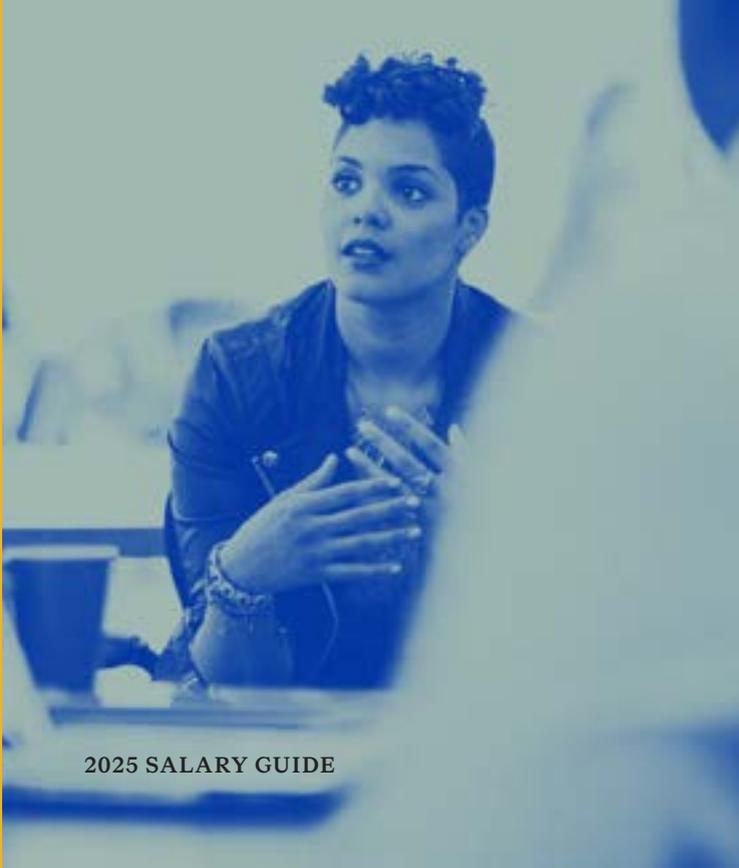
Creative Director

UX Lead

Copywriter

Account Manager

Design Director



The struggle to bridge the pay gap continues.

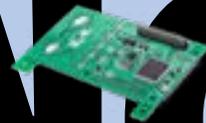
A [recent report](#) showed that female full-time employees in Japan are earning 70 to 80% of what their male counterparts earn. So how does this compare with the roles we work with? Starting on a positive note, this year, female Graphic Designers closed the gap with their male colleagues to -8%, compared to the previous year's -14.7%. Female UX Designers experienced a slight gap of -3.5%. On the other hand, women in roles such as Art Director (-30.9%) and Marketing Manager (-28.6%) experienced a significant gap compared to their male colleagues. There's still a lot of work to be done for companies to achieve gender pay parity.

*The salary data represents individuals identifying as male and female only as there was insufficient data to analyze non-binary.

SALARIES BY EMERGING ROLES

Language Model Product

Prompt Engineer



Data Scientist

Prototyper

Concept Artist

Machine Learning Engineer

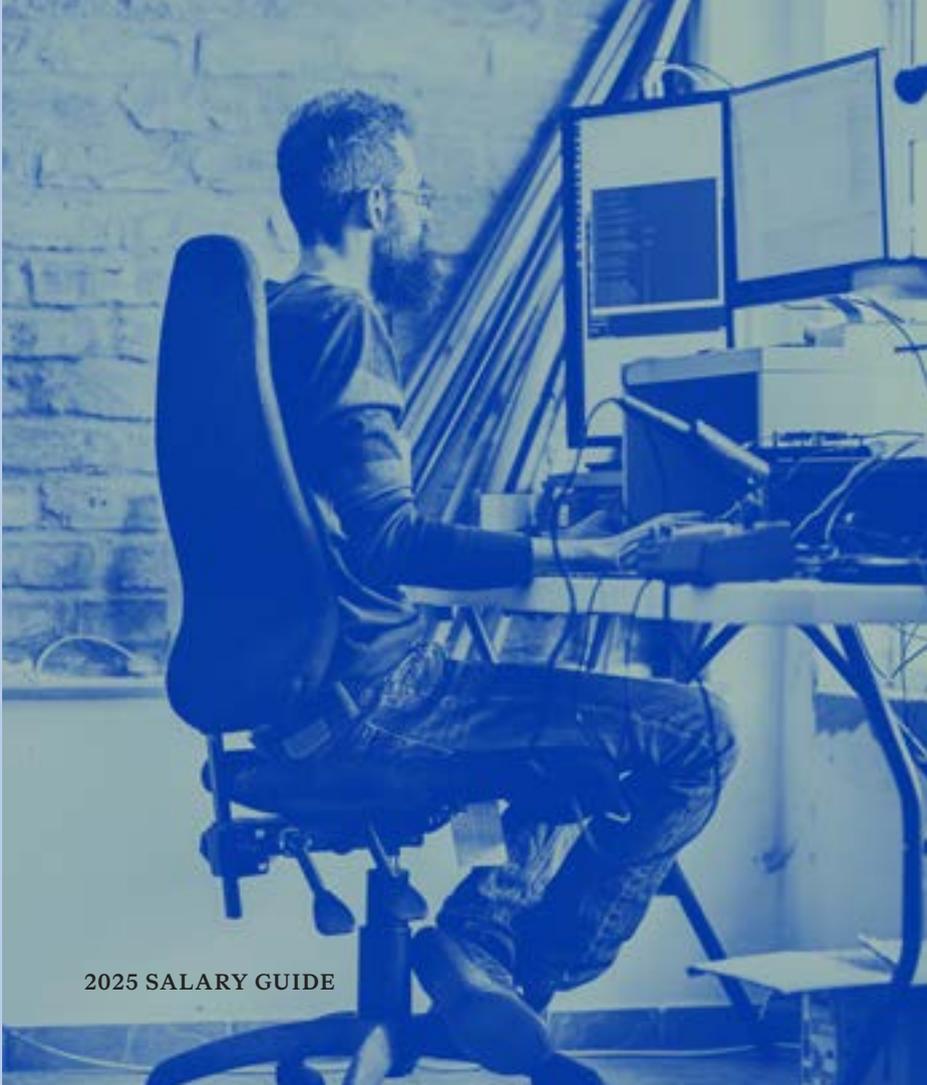
UX Researcher (Immersive)

Technical Artist

Blockchain Engineer

Animator

AR/XR/VR Engineer



The future of tomorrow is being built today.

Some of the hype around AI and immersive technology roles has dissipated, but strategic growth and investment continue to build steam. While the landscape is changing rapidly, there is no doubt that technologies like generative AI will continue to shape the future of work.

SALARIES BY EMERGING ROLES

These roles were selected based on placement frequency witnessed in the U.S. in 2024, as well as their strategic value for the future. [According to a recent report](#), despite a lag of AI adoption in Japan compared to the U.S., interest in applying generative AI to business operations is ever increasing. Leverage these insights to anticipate how roles may evolve in the future, as we begin to see an increase in companies seeking specific skills and experiences from talents they hire.

| ROLE | LOW | MID | HIGH | Sample Size * |
|--------------------------------------|-----------|-----------|-----------|---------------|
| Design | | | | |
| Concept Artist | \$100,000 | \$166,000 | \$230,000 | -- |
| Character Artist | \$85,000 | \$100,000 | \$120,000 | -- |
| Animator | \$85,000 | \$98,000 | \$115,000 | -- |
| Technical Artist | \$95,000 | \$160,000 | \$210,000 | -- |
| Prototyper | \$130,000 | \$185,000 | \$240,000 | -- |
| Engineering | | | | |
| Machine Learning Engineer | \$180,000 | \$255,840 | \$349,440 | -- |
| Natural Language Processing Engineer | \$130,000 | \$160,000 | \$180,000 | -- |
| AR / XR / VR Engineer | \$205,000 | \$287,040 | \$384,800 | -- |
| Blockchain Engineer | \$135,000 | \$210,000 | \$260,000 | -- |
| Prompt Engineer | \$110,000 | \$155,000 | \$320,000 | -- |
| Data Engineer | \$118,000 | \$160,000 | \$220,000 | -- |
| Operations | | | | |
| Language Model Product Manager | \$159,182 | \$186,774 | \$244,080 | -- |
| UX Researcher (Immersive) | \$126,880 | \$170,560 | \$226,720 | -- |
| XR Event Manager | \$95,000 | \$125,000 | \$150,000 | -- |
| AI Content Moderator / Auditor | \$42,449 | \$63,673 | \$74,285 | -- |

*Salary data supplemented by additional market research.



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