

THE WORKS SEARCH

Salary Guide 2019



About The Works Search

The Works Search specialises in finding industry best talent at board and senior level in corporate communications. As executive search consultants, we enjoy nothing more than discovering those hidden 'high calibre' gems. Only the best will do.

We partner with you exclusively on a sole basis to secure a high performer, achieving candidate acceptance in four to six weeks. In 2018, we successfully filled 100% of our Platinum executive search assignments, a service which delivers a top 5% industry best. We delivered on 93% of our permanent roles with our sole agency Gold service which guarantees you will meet 3 high flyers and hire 1, guaranteeing your money is well spent.

We value sharing our expertise, wealth of industry knowledge and we are happy to advise.

The Works Search checked 1,139 database records of corporate communications professionals from across the industry to gather data on salaries and bonuses. They also polled 228 corporate communications professionals to share insights and opinions on their pay, company benefits, pension contributions, and flexible working options on offer. The time frame of the survey was January 2018 - December 2018.

BACKGROUND

The Works Search Salary Guide is widely referred to across the industry as one of the most accurate and detailed surveys for corporate communications professionals.

Now into its tenth year of publication, the aim of this survey was to get a clear picture of salaries and bonuses being paid in corporate communications agencies, as well as in-house corporate communications teams across Greater London.

One of our company values at The Works Search is to offer expert advice, and this survey helps us advise CEOs on what is required to hire and retain a high performing Head of Corporate Communications, Agency Partner and members of their teams. It enables our clients to understand what competitive salaries, bonuses and company benefits look like today, and reveals what's happening with gender pay in both in-house and agencies.

The salary guide also helps us advise communications professionals of their market worth so that they understand what competitive salaries and bonuses look like.

This year's survey results will show the key facts; detailed commentary will be published in a series of forthcoming newsletters. We will look at who received the best salary uplifts and bonuses; the number of communications professionals moving jobs, and where they are moving to; the benefits and pensions they are receiving and the move towards a greater focus on individual health and wellbeing, as well as mental health awareness in the workplace and where the best flexible working options can be found.

To stay informed, make sure you are signed up to receive our Thought Leaders Connected newsletter.

Who were the respondents to the survey?

GENDER



66%
FEMALE



34%
MALE

IN-HOUSE VS AGENCIES

38%
Agencies



62%
In-house

GENERATIONAL COHORT



66%
MILLENNIALS
(Age 23 – 38)



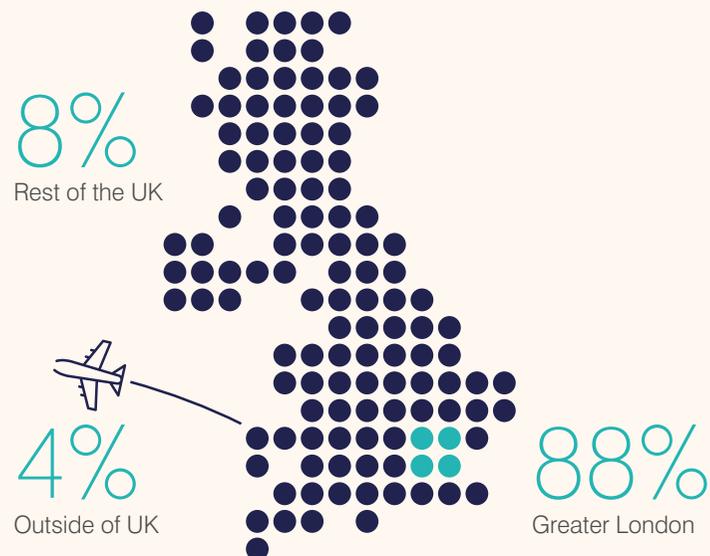
32%
GENERATION X
(Age 39 – 54)



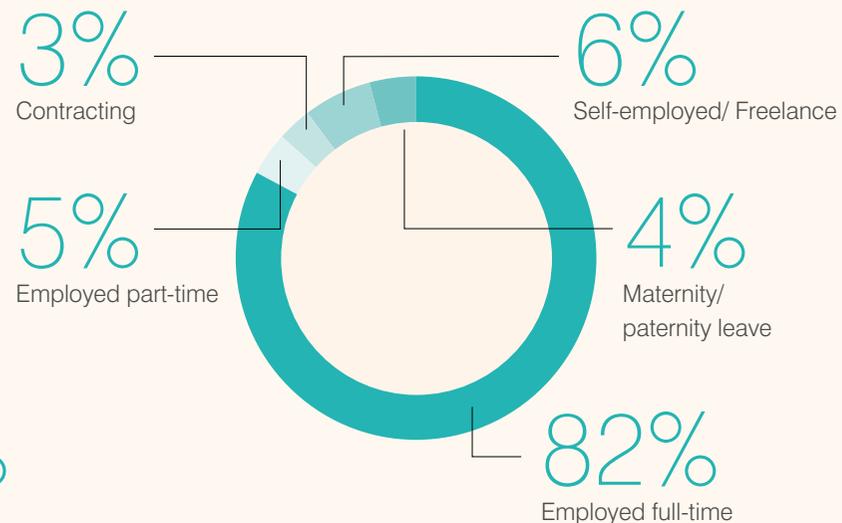
2%
BABY BOOMERS
(Age 55 – 73)

Who were the respondents to the survey?

WHERE WERE THEY LOCATED?



WHAT WAS THEIR EMPLOYMENT STATUS?



WHAT WAS THE SIZE OF RESPONDENTS' COMPANIES/ AGENCIES?

Size of company	Percentage
1 - 25	17 %
26 - 50	7 %
51 - 100	12 %
101 - 200	5 %
201 - 500	16 %
501 - 1000	7 %
1001 - 2000	6 %
2001 - 5000	10 %
5000	20 %

An overview of the salary and bonus findings for communications employees

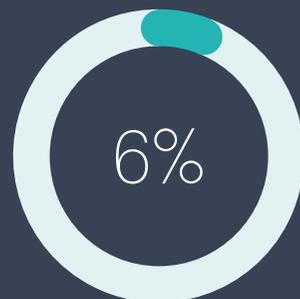
HAVE SALARIES INCREASED?

The results show that the average salary increase for all respondents in 2018 was 6% – this average is the same as the figure we reported for 2017.

The salary ranges taken from the survey results and the average salaries have hardly moved since 2017. We have quoted a ‘typical salary range’ as this is what the majority are paid, according to our expertise. See pages 12-13 for full breakdown of salaries.

One obvious reason for this ‘stagnation’ is Brexit. The full economic consequences of the UK’s vote to leave the European Union will not be realised for many years. But now three years after the referendum, we can see how Brexit is starting to affect the UK economy.

Uncertainty has increased, and this uncertainty makes businesses less willing to invest in new projects, impacting on productivity, employee morale and growth plans. There may have been a few confidence knocks, with employers less inclined to grow their teams and just keep things ticking over – salaries included.



Average salary increase
for all respondents
in 2018

Who fared better: in-house or agency employees?

76% of in-house professionals received a pay rise and over half of them got an increase of up to 5%. However, 5% received a decrease. The average salary increase for in-house employees was 7%, one percentage point up on those working in agencies (6% average increase).

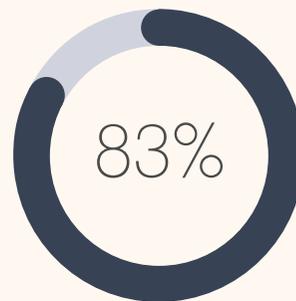
In agencies, more received a pay rise – 83% – and they were larger increases, and no-one had their pay cut. Agencies are more agile when it comes to progressing staff, as there are more layers of progression and opportunities to move up, which could account for the healthy quantity of agency pay increases. Having said that, more agency employees' (17%, as opposed to 11% in in-house) salaries stayed the same, but all in all, the agencies are still faring well despite the current 'cloudy' market, and they are clearly happy to reward their staff and increase their pay. In-house companies, on the other

hand, are acting with more caution than agencies when it comes to how many pay rises they give out. Could this be attributed to the value of communications in major corporates, where they are considered a 'cost centre' to the business and perhaps therefore less vital to increase salaries in comms teams every year (therefore saving money)?

By contrast, agencies are regarded as 'profit centres' (assuming they are making a profit, of course) which means they can afford to increase pay, plus they are more inclined to want to reward and retain their staff as the trend increases for agency professionals to leave for in-house roles.



**In-house professionals
received a pay rise**



**Agency professionals
received a pay rise**

How much movement is there in the market?

29% of respondents moved jobs overall, which sounds healthy to us. What is interesting is that, of those who moved, 37% moved in-house and only 16% moved to an agency.

The trend for moving to a new job in-house is at its highest with 70% of respondents wanting to be in-house if they are to move jobs; 14% would move to an agency, and 16% want the flexibility of freelancing, setting up their own agency or simply feel as though it's time to leave the industry.

The desire for in-house continues to build momentum as corporate communications teams build out their communications functions, bringing in more resources to in-house teams. It's often seen as 'an easier life' although many of those working in-house will refute this.

The impact is felt heavily by agencies hiring and trying to retain their staff as they lose their high performers to in-house and wonder why they are struggling to hire at every level. The desire for in-house is no longer at Account Director level but at every level – junior and more senior alike, who seek the opportunity to work for one brand and get involved in the strategy at the beginning.



Respondents want to be in-house



Would move to an agency

What about bonuses?

Overall 63% of in-house Corporate Comms professionals received a bonus, which is just 1% lower than the previous year.

The agency professionals are better off, with 66% receiving a bonus, compared to 63% of in-house professionals.

Average in-house bonus in 2018 was 19% of the salary – down 1 percentage point on 2017. Average agency bonus in 2018 was 14% of the salary, which was up 2 percentage points on 2017. See pages 12-13 for full breakdown of bonuses.

Agencies are paying out more bonuses than in-house, once again reflecting their desire to try to reward and retain their employees. Bonuses are paid out when companies are making a profit, indicating that agencies continue to fare well in this market.



Average bonus in in-house



Average bonus in agencies

In-house is known for paying better bonuses but the reality is a 5% difference. The 'grass may be greener' where bonuses are concerned, although 7% more agency professionals received a pay rise so perhaps it's not quite as green as it seems.

How big are the bonuses?

In in-house companies, Global Heads of Communications and Comms Directors are taking home the best bonuses, averaging at 30%; in fact, they are taking home double the percentage of most other members of their teams.

PR officers, the more junior members of the team, are faring a little better than their more senior Comms Managers, receiving a healthy bonus of 18% of their salary, compared to 14% for Comms Managers. It would seem that companies are distributing the rewards more evenly and fairly across all levels.

In agencies, the story is even better for those at the top, with Board Directors/Partners being rewarded, on average, with an impressive 55% of their salaries.

Directors lead agencies and their teams, and are key to generating revenue and growth. Associate Directors, however, are not faring as well – their average bonus was 11% compared to 17% for Account Directors, a level below. This begs the question, are Associate Directors the ‘forgotten level’? Maybe there is more value given to those who are doing the day-to-day running of accounts over those training to be future Directors. We know from experience that Account Directors are very sought after and that there is a shortage of them. This could explain why they are being so well looked after. See pages 12-13 for full breakdown of bonuses.



Average bonus for Global Heads of Communications and Comms Directors



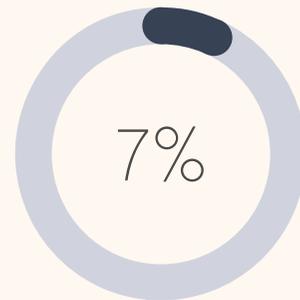
Average bonus for agency Board Directors

How about benefits and pension contributions?

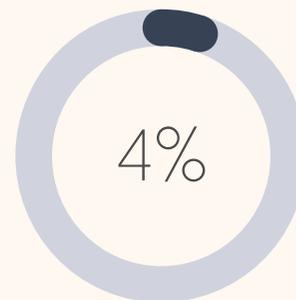
Overall, in-house communications professionals are receiving more 'higher value' benefits, such as contributory pensions, private healthcare, mobile phones and death in service. Agencies do offer these benefits, although not to the extent of major corporates, and the uptake is far less. The most common company benefit provided by agencies is fresh fruit – as it was the previous year.

The better benefits options on offer to in-house employees certainly add to the appeal of taking up a role in-house rather than in an agency. While certain benefits can be quite costly, they're investments worth making to attract and retain employees, and keep the workforce happy, healthy, and more productive. It would appear to be working in Corporate Communications teams in-house.

We found that the average pension contribution for in-house Heads of Comms/Directors by their company is 7%; for Agency Directors/Partners/Heads, their company contributes 4% on average. Once again, in-house company benefits schemes are more attractive. See pages 12-13 for full breakdown of benefits.



Average pension contribution for in-house Heads of Comms



Average pension contribution for agency Directors

In-house salaries, bonuses and benefits

SALARIES

Job Title	Salary Range	Average Salary	Typical Range	Change In Salary
Global Head of Comms/Comms Directors	£65k – 260k	£140k	£120 – 180k	8%
Head of Comms UK/ EMEA	£55k – 240k	£130k	£100 – 160k	5%
Head of Media	£50k – 120k	£95k	£80 – 120k	4%
Senior PR/ Comms Manager	£35k – 110k	£65k	£60 – 80k	5%
PR/ Comms Manager	£30k – 85k	£57k	£50 – 65k	4%
PR Officer	£30k – 45k	£37k	£30 – 45k	7%
PR Executive	£24k – 41k	£33k	£25 – 35k	3%

BONUSES

Job Title	Bonus (% of salary)
Global Head of Comms/Comms Director	30
Head of Comms/ EMEA	15
Head of Media	13
Senior PR/ Comms Manager	9
PR/ Comms Manager	14
PR Officer	18

BENEFITS

Benefit	Percentage	Benefit	Percentage
Contributory company pension scheme (as opposed to statutory)	65	Annual season ticket loan	17
Private health insurance	49	Life insurance payment	17
Mobile phone	45	Charity/ volunteer days	16
Flexible working	35	Income protection	15
Corporate discounts at shops	32	Training budget	13
Fresh fruit	29	Buy/ sell holidays	13
Gym discount/ membership	23	Equity/ share options	11
Death in service scheme	21	Free breakfast	11
Childcare vouchers	19	Private dental insurance	11
Company car allowance/ cash in lieu	19	Time off in lieu policy	11
Free eye test	18	Complimentary holiday e.g. birthday off	10
		Share save scheme	10
		Summer Fridays (finish early)	9
		Lunch allowance	7
		Mental health/ well-being programme	7
		Cycle to work scheme	6
		Maternity pay (company contributes)	6
		Enhanced sick pay	5
		Mentoring scheme	5
		Profit share scheme	4
		Employee referral (recruitment) scheme	3
		Sabbatical option	2
		Paternity pay (company contributes)	1
		New business bonus	0

Agency salaries, bonuses and benefits

SALARIES

Job Title	Salary Range	Average Salary	Most Common Range
Managing Director	£85k – 250k	£135k	£120 – 250k
Board Director/ Partner	£80k – 250k	£122k	£110 – 180k
Director/ Partner	£60k – 180k	£115k	£100 – 160k
Associate Director	£50k – 94k	£73k	£70 – 90k
Account Director	£35k – 70k	£55k	£50 – 65k
Senior Account Manager	£35k – 50k	£41k	£38 – 45k
Account Manager	£25k – 40k	£34k	£30 – 40k
Senior Account Executive	£25k – 35k	£30k	£28 – 35k
Account Executive	£20k – 30k	£25k	£23 – 30k

BONUSES

Job Title	Bonus (% of salary)
Board Director/ Partner	55
Director/ Partner	14
Associate Director	11
Account Director	17
Senior Account Manager	4
Account Manager	9
Senior Account Executive	8
Account Executive	18

BENEFITS

Benefit	Percentage	Benefit	Percentage
Fresh fruit	52	Training budget	14
Contributory company pension scheme (as opposed to statutory)	38	Free eye test	12
Mobile phone	33	Death in service scheme	10
Flexible working	31	Private dental insurance	9
Complimentary holiday e.g. birthday off	25	Charity/ volunteer days	8
Gym discount/ membership	24	Childcare vouchers	8
Private health insurance	23	Mental health/ well-being programme	8
Free breakfast	18	New business bonus	8
Corporate discounts at shops	15	Cycle to work scheme	7
Time off in lieu policy	15	Employee referral (recruitment) scheme	7
Annual season ticket loan	14	Mentoring scheme	7
		Summer Fridays (finish early)	7
		Life insurance payment	6
		Buy/ sell holidays	5
		Company car allowance/ cash in lieu	5
		Equity/ share options	3
		Lunch allowance	3
		Enhanced sick pay	1
		Income protection	1
		Maternity pay (company contributes)	1
		Paternity pay (company contributes)	1
		Profit share scheme	1
		Sabbatical option	1
		Share save scheme	0

A few final words

We hope that you have found the data and brief commentary useful. In a series of forthcoming blog posts, we will look in more detail at these and other findings of the survey.

**If you would like our advice on benchmarking your team,
hiring a team or discussing your salary in confidence,
contact us on 020 7903 9290**

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