

The Works Search and Selection annual Salary Survey

The Works Search and Selection surveyed 750 PR professionals in the Communications industry from January 2013 to March 2014. We chose this time frame to ensure we got all the bonus information required.

The aim of this survey was twofold: firstly to get a clear picture of salaries and bonuses being paid in PR agencies and in-house Corporate Communications teams across London; secondly to gauge the level of satisfaction of PR and Corporate Communications professionals in their current role and company. We also looked into employee satisfaction in the workplace along with some of the issues facing employers. We will delve deeper into these areas in a series of blog posts over the coming months. So please make sure you are signed up to our Weekly Word newsletter. You can also read our half yearly trend analysis for 2014 [here](#).

We looked at the disciplines we specialise in: Corporate and Financial Communications, as well as Consumer PR and Internal Communications. We recruit at board level downwards and our data has come mainly from our clients and candidates, a true blend of in-house Corporate Communications teams and consultancies in London. We also cross-referenced the findings with salary data we are privy to on our database.

Over this time period, we have undertaken an increasing number of search campaigns, with 70% of our client base comprised of in-house Communications teams across all sectors. We have

placed more people in-house than ever before, and Internal Communications is an area we see really taking off over the next year due to its increasing importance. Our agency clients are a mix of international major players and exciting fast-growing specialist boutiques. They have certainly been hiring with momentum and the demand for exceptional talent remains high.

As a business, we are doing more search than ever, proactively headhunting for the best people in the market. Many of our clients are working with us exclusively as they are realising that going a 'mile deep' rather than a 'mile wide' is more likely to deliver great people.

Findings from PR employees

- Salaries have increased in the Communications industry and there is a continued upward trend in bonuses – a reflection of the growing economy and a renewed confidence in the market.
- 68% of the participating PR employees received a salary increase between January 2013 and March 2014. That's a 27-point uplift on the same period from the previous year when 41% received an increase. An improved economy has put more companies in a position to raise the salaries they offer to their employees.
- 55% of the participating employees are on a basic salary of more than £50,000 p.a.

The average salary per annum for the following in-house roles now stands at:

- In-house Corporate Communications Manager £45,000
- In-house Consumer PR Manager £40,000
- In-house Internal Communications Manager £55,000

The average salary per annum for the following agency roles now stands at:

- Agency Account Director in Corporate and Financial £45,000
- Agency Account Director in Consumer £45,000

58% of employees received a bonus, showing an 8% increase on the previous year's findings. This is a further sign that the market is gathering strength and with this comes a stronger desire to retain employee engagement.

- The average bonus for in-house Corporate Communications PRs was 15% across all levels. The largest bonus was 42% for a Global Head of Comms.
- For in-house Consumer PR, the average bonus given was 9%, with the largest bonus of 18% going to a Global Head of Comms.

- In-house Internal Comms employees received an average of 7% in bonus, with a Head of Internal Comms receiving 8%.
- The average bonus in Corporate and Financial PR Agencies was 7% across all levels. The biggest bonus given in this sector was 12% for an Associate Director.
- In Consumer PR Agencies, the average bonus was 4.5% across all levels with the biggest being 10% for a Senior Account Executive.

While more employees are receiving bonuses, the size of the bonus isn't as large as bonuses given in the previous year. The economic upswing has brought a shift in how bonuses are distributed. Employers are widening the net and trying to keep more of their staff happy by looking after more junior and mid-level employees. This has meant a reduction in the bounty for some employees.

- In-house Corporate and Financial Communications PR: 79% of the bonuses given were in the 1%-10% range. 14% were in the 11%-20% range. 7% of bonuses were above 20%. Global Heads of Communications fared best with an average bonus of 42%.
- In-house Consumer PR: 95% of bonuses were in the 1%-10% range. The remaining 5% were between 11% and 20%. Global Heads of Communications again fared the best with an average bonus of 18%.

- Corporate and Financial PR Agencies: 59% of the bonuses were in the 1%-10% range. 29% were in the 11%-20% range. 12% were above 20%. Partners and MDs fared the best with an average bonus of 9%.
- In Consumer PR Agencies: 64% of the bonuses were in the 1%-10% range. 32% were in the 11%-20% range. The remaining 5% were over 30%. Senior Account Executives fared well with bonuses averaging 10%.

How salary increases were received

41% of employees receiving a raise in salary were happy with the increase and 33% were neutral about it. This is good news for employers. With the majority (74%) of employees feeling satisfied with a boost in their pay checks, this will have helped with morale, which in turn will have a positive effect on performance.

52% feel as though they are adequately paid, but almost half of the respondents (44%) feel they are underpaid. Only 2% were brave enough to think they were being overpaid!

We've come through a tough few years and pay growth has been low. Many employees stuck it out in their jobs, agreeing to a freeze in pay or no increase. As the economy recovered, we saw a fourfold increase in roles in 2013.

This has led to expectations being higher among employees for big pay rises. While employers have raised salaries, 26% of employees weren't happy with their raise. It appears that these employees feel as though it's not enough to compensate for what they didn't receive during leaner times.

Gripes over salary-related issues aside, overall job satisfaction levels are high, which shows great engagement results.

- 78% of respondents feel as though their opinions count at work
- 70% have had opportunities to learn and develop at work, reflecting how the industry is getting better at offering training and development opportunities

These are very positive findings that illustrate how employees' job satisfaction is not derived wholly from the numbers on their payslips.

Where have the biggest pay rises been in the Corporate and Financial Agencies?

In January 2013, our last survey showed Directors/Partners being paid an average of £90,000 with salaries reaching £140,000. This survey shows that in March 2014, Directors/Partners are being pushed up to £195,000, and the average has increased to £125,000 in Corporate and Financial PR.

Why? Looking after the fee earners is most important as they bring in the business and shape it. Bonuses may not be as large but they are being reworked with better basics, often a preference as bonuses are no longer seen as a guarantee.

Corporate Account Managers, Senior Account Executives and Executives have been the other levels which have benefited from significant increases. The salary range of an Account Manager is £25,000-£50,000, which is incredible— a £10,000 increase at the upper end of the bracket.

Senior Account Executives are also receiving higher basics than ever, being paid up to £35,000 (average £27,000) which again seems unfathomable, and what used to be considered an Account Manager salary.

So why the increase for Generation Y? The answer to this and other questions can be found in our recent blog. I'm sure many of our clients won't believe it but it's happened because the demand is large and many agencies 2-4 years ago were not hiring at anywhere near the rate they are now. Account Managers have made up a large part of the agency briefs we have handled in 2014, making up 27% of the agency roles for Q1 and Q2. This indicates there is a shortage in the market which has led to increases in salaries. Gen Y are the worker bees – a bold, ambitious and feisty generation, not afraid to ask for a pay rise or promotion. The levels with the least movement have been Account Directors and Associate Directors.

What's happened with Consumer Agencies?

As with other areas of PR, once again Consumer PR Directors have received the most significant pay increases with the average of £70,000 in January 2013 moving up to £95,000 in March 2014, and the pay range increasing at the top end of £90,000 in 2013 to £105,000 in 2014.

Senior Account Executives/Account Managers have also seen the most significant increases with the average Account Manager now being paid £35,000 (an increase from £30,000); Senior Account Executives' average pay has increased by £4,000 from an average of £24,000 in January 2013 to an average of £28,000 in March 2014.

Senior Account Managers' salary ranges have broadened, from £30,000-£50,000, an average of £39,000, and although the average hasn't increased as much, the range certainly has in the space of a year. A £50,000 salary was traditionally thought of as an Account Director salary but things have changed, and Senior Account Managers are commanding more.

Once again, the biggest uplifts are at (Senior) Account Manager and Senior Account Executive level, once again due to supply and demand. High-performing Generation Y are flying up the ranks and the traditional timings of promotions are moving too, with many Senior Account Executives getting promoted after just one year, and Account Managers at two years. This is the same in Corporate and Financial PR.

What's happened with In-house Corporate and Financial Communications?

The most significant increases, like agencies, can be seen at the senior level in both Corporate and Consumer teams. The salary ranges have increased again at the upper end in particular, and the average salaries have increased too. A Head of Media averaging £70,000 in January 2013 is now £95,000 in March 2014, with top-end salaries reaching £160,000.

It is interesting to see that the average Corporate Communications PR Manager salary has gone down, which is the same with Press Officers, but the salary brackets have broadened for both levels.

In January 2013, salary brackets for PR Managers were £30,000-£77,000 with an average of £50,000 where now the salary range is £30,000-£80,000, and the average is £45,000. This could well be a reflection of promoting people earlier to keep them happy, bringing the average down.

It is also interesting to see Head of Comms' (EMEA) salaries have increased in Corporate Comms teams by £20,000 to a top-end salary of £189,000 although the average has stayed the same at £105,000 over the last year.

What's happened with Internal Communications?

As our newest specialist sector at The Works, this is the first year we have looked at the Internal Communications sector in the Salary Survey, and it is interesting to find that the salary levels are roughly equivalent to colleagues' on the external side. A Head of Internal Communications' average salary was shown to be at £85,000, while Senior Internal Communications Managers were shown reasonably close at £70,000, and the average for Internal Communications Managers was found to be £55,000.

Hearing about the value of their work at first hand, it's no surprise to us that internal communications professionals are being remunerated like this. It's also interesting to note that the main request by internal communications professionals we meet is for roles with employers who genuinely 'buy into' the value of internal communications.

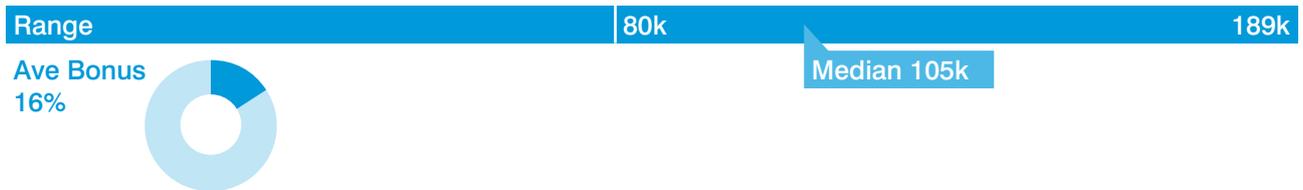
We are looking forward to being able to develop and share our reports on the internal communications trends in the future.

Corporate & Financial / In-house

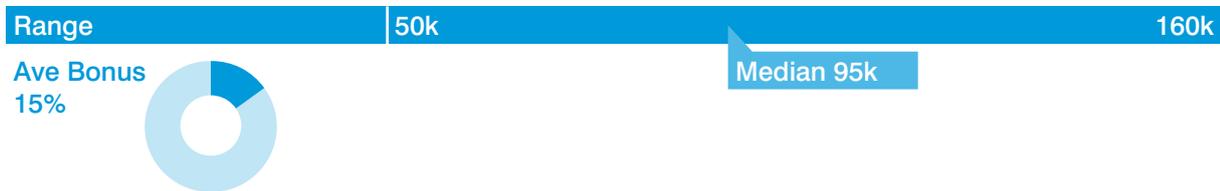
Global Head of Comms



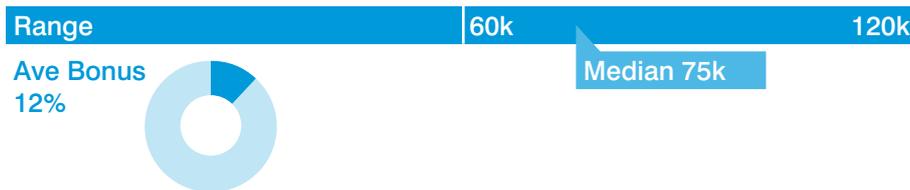
Head of Comms UK / EMEA



Head of Media



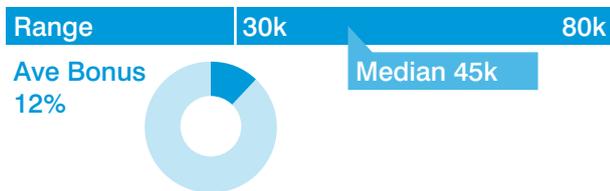
Comms / PR Director



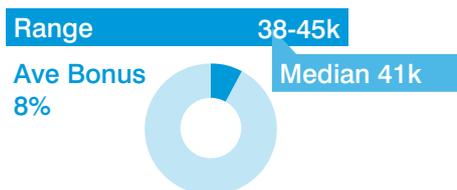
Senior PR / Comms Manager



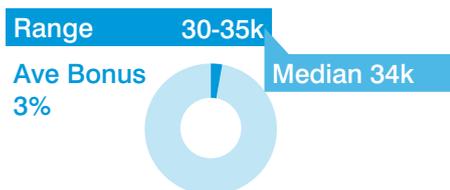
PR / Comms Manager



Senior Press Officer



Press Officer



Corporate & Financial / Agency

CEO / MD



Ave Bonus
9%



Median 135k

Board Director / Partner



Ave Bonus
9%



Median 125k

Associate Director



Ave Bonus
12%

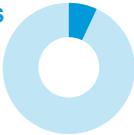


Median 68k

Senior Account Director



Ave Bonus
7%

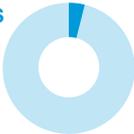


Median 58k

Account Director



Ave Bonus
4%

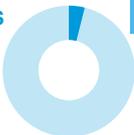


Median 45k

Senior Account Manager



Ave Bonus
4%



Median 35k

Account Manager



Ave Bonus
5%

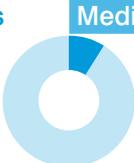


Median 35k

Senior Account Executive



Ave Bonus
9%

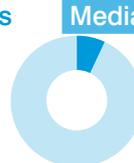


Median 27k

Account Executive



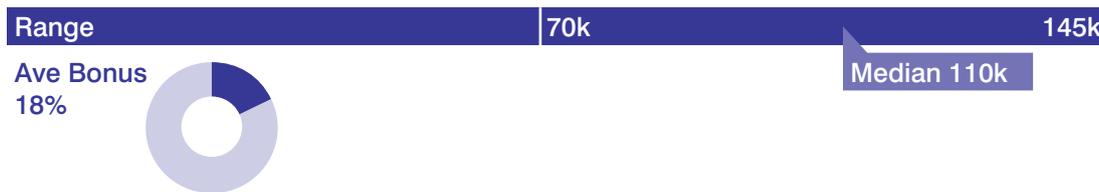
Ave Bonus
7%



Median 25k

Consumer / In-house

Global Head of Comms



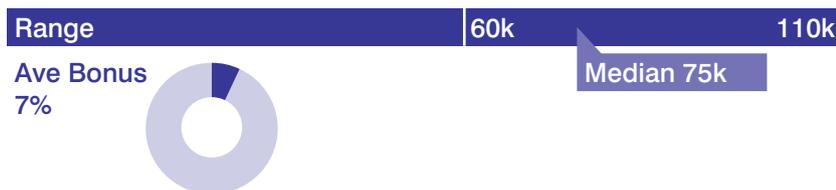
Head of Comms UK / EMEA



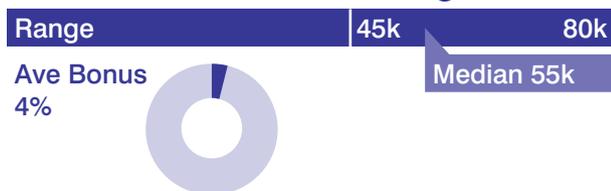
Head of Media



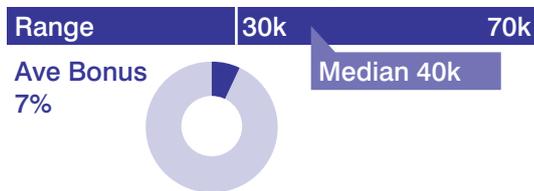
Comms / PR Director



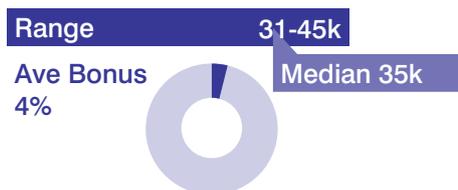
Senior PR / Comms Manager



PR / Comms Manager



Press Officer

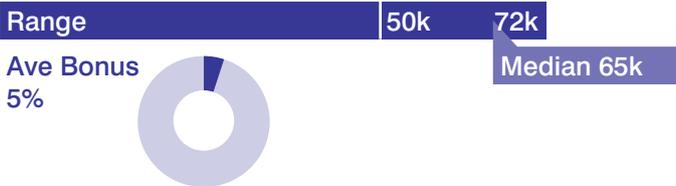


Consumer / Agency

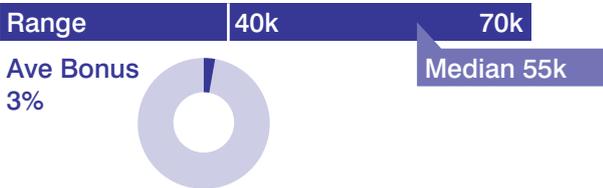
Director / Partner



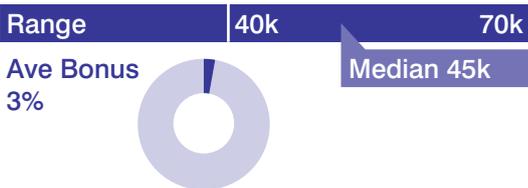
Associate Director



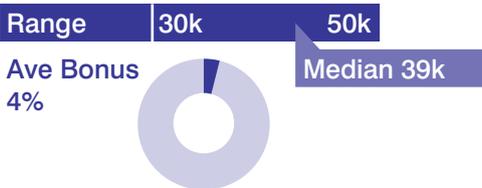
Senior Account Director



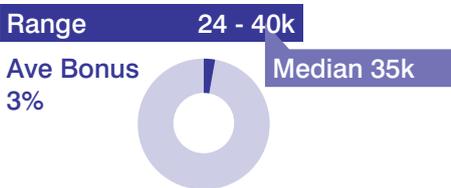
Account Director



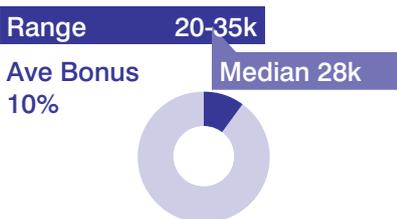
Senior Account Manager



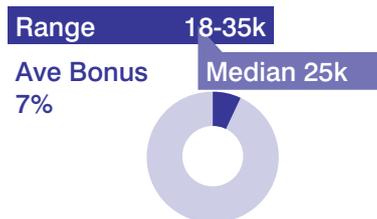
Account Manager



Senior Account Executive

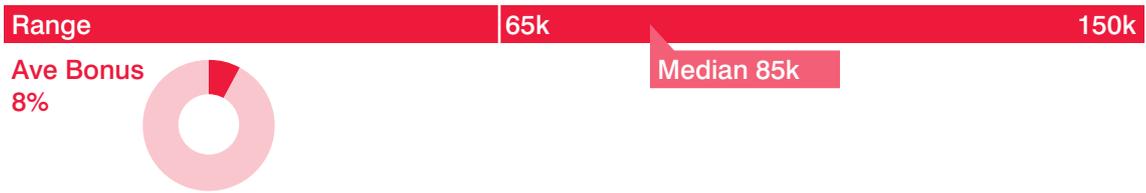


Account Executive

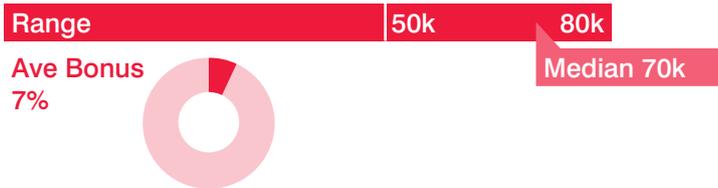


Internal Comms / In-house

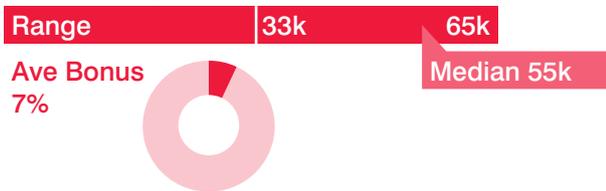
Head of IC



Senior IC Manager



IC Manager



Conclusion

In-house, the main increases have been at the most senior levels, and salary brackets at Communications Manager level have widened. The in-house salaries reflect their industry sector so although the survey states an average PR/Communications Manager is paid between £40,000 and £45,000, we have seen a number of Managers placed on larger basics. For example, we have placed a number of PR Managers in law firms in the £55,000-£60,000 range, and in commercial property in the £45,000-£55,000 range.

What we have noted with our senior level (Heads of Communications, Heads of Media) hires is that our clients have focused a little less on sector expertise and more on skill set and fit, which can be seen as a reflection of more confidence when hiring, and a more open approach.

Agency salaries have certainly increased above market rate which only goes to show how well PR is doing. Over the last five years, agencies have shaped up their businesses to be leaner, smarter and better-run with clearly defined, often broader service offerings. The demand for exceptional talent has been reflected in the broadening and increase of salaries.

The most notable are at Account Manager, Senior Account Executive and Director level. Bonuses haven't been that spectacular but they have been wider-spread, now including junior to senior level professionals.

For more on this year's trends, do take a look at our market analysis blog.

We hope this has been helpful. Please call us if you have any questions. 0207 559 6690

