
The Works Search

Annual Salary Survey

for PR and Communications Professionals

2015



The Works Search surveyed 850 PR professionals in the Communications industry, using a time frame of January 2014 to December 2014.

The aim of this survey was to get a clear picture of salaries and bonuses being paid in both PR agencies and in-house Corporate Communications teams across London, and also to gauge the level of satisfaction among 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 – which we will examine in more depth in a series of blog posts over the next few months. Make sure you don't miss out by signing up to our Weekly Word newsletter [here](#).

Our findings were taken from the disciplines we specialise in: Corporate Communications, Financial Communications, Consumer PR and Internal Communications. We recruit at board level downwards and our data has come from our clients and candidates – a real blend of in-house

Corporate Communications teams and leading consultancies in London. We also cross-referenced the findings with data and salary details we are privy to from our own database.

Naturally, with an increasing number of respondents working under a more diverse range of job titles than ever across the industry, some of the salary results will seem quite wide-ranging. We therefore looked at the findings and consolidated them with our own knowledge, along with evidence from our database, to come up with suggestions of what we believe the more typical salary ranges would be for particular roles. We based these recommendations on the ranges that we, in our professional capacity, most commonly encounter.



Who were the respondents to the survey?

52%

In-house communications professionals

44%

Agency professionals

90%

Employed full-time, 7% part-time, 3% on leave

90%

Permanent role, 7% on a contract, 3% freelance

Over this time period, we have undertaken an increasing number of search campaigns, with 63% of our clients comprised of in-house communications teams across all industries mainly in the private sector. We have placed more people in-house than ever before, and Internal Communications is an area we see really taking off over the next few years due to its increasing importance. Our agency clients are a mix of international major players and exciting fast-growing specialist boutiques, all based in London. They have certainly been hiring with momentum and the demand for exceptional talent remains high.

As a business, we are doing more proactive search than ever, headhunting for the best people in the market. Many of our clients are working with us exclusively as they realise that going 'an inch wide and a mile deep' is more likely to deliver high performers.

In 2014, we focused more on the quality rather than the quantity of the roles we were filling. Our concentrated efforts doing business with clients and candidates exclusively meant we worked with some exceptional high flyers, many of whom were not active on the market. Everyone we placed during the year passed their probation with flying colours.

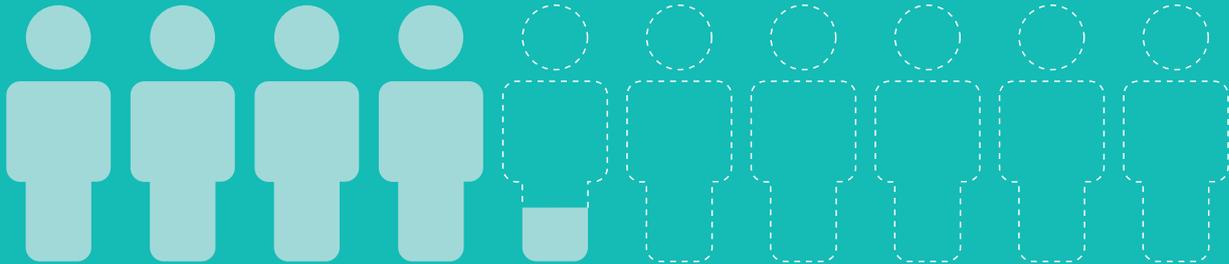
The UK employment market continues to improve and businesses are stepping up hiring efforts, creating new roles and growing their teams to manage expanding workloads. Companies are hiring strategically, looking to bring in professionals who will add value both immediately and over the coming years. With more focus than ever on employee retention, companies are offering more meaningful pay rises. However, PR professionals with niche skills have gained more confidence in their value, which has naturally impacted salary demands.

63%
of our clients are
in-house



42%

of employers
increased the size
of their teams



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.
- 65% of the participating PR employees received a salary increase between January 2014 and December 2014.
- 53% 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	£56,000
In-house Consumer PR Manager	£42,000
In-house Internal Communications Manager	£47,000

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

Agency Account Director in Corporate PR	£54,000
Agency Account Director in Financial PR	£55,000
Agency Account Director in Consumer PR	£46,000

What's the lowdown on bonuses?

54% of employees received a bonus, showing that there is continued positivity in the economy with a strong desire to retain employee engagement.

In-house

Corporate Communications

Global Heads of Communications fared the best receiving an average bonus of £58,000. Communications Directors received an average of £27,000 while Senior PR Managers were £16,000 better off after their bonuses.

Financial

Once again, it was Global Heads of Communications bringing in the biggest bonuses, averaging at an impressive £76,000. Communications Directors received an average bonus of £37,000 and Senior PR Managers were given an average bonus of £20,000.

Internal Communications

Heads of Internal Communications were given an average bonus of £25,000. Senior Managers were in receipt of an average bonus of £11,000, with £9,500 being awarded on average to Internal Communications Managers.

Agencies

Corporate PR Agencies

CEOs and MDs fared the best with average bonuses of £35,000 and £30,000 respectively. Associate Directors and Senior Account Directors were the recipients of £4,000 and £3,500 bonuses on average.

Financial PR Agencies

Managing Directors received an average bonus of £45,000 while Board Directors pocketed an average bonus of £35,000. Associate Directors fared well with bonuses of £25,000 on average, with Senior Account Directors bringing in an average of £12,000 in bonus.

54%

of employees received a bonus



Average Bonuses

Corporate

In-house		Agency	
Corporate PR	Average Bonus	Corporate PR	Average Bonus
Global Head of Communications	£58,000	CEO	£35,000
Head of Communications UK/EMEA	£36,000	Managing Director	£30,000
Communications Director	£27,000	Board Director/Partner	£11,000
Head of Media	£18,000	Director/Partner	£10,000
Senior PR/Communications Manager	£16,000	Associate Director	£4,000
PR/Communications Manager	£10,000	Senior Account Director	£3,500
PR Officer	£1,500	Account Director	£3,000
PR Executive	£750	Senior Account Manager	£2,000
		Account Manager	£1,500
		Senior Account Executive	£1,000
		Account Executive	£600

Financial

In-house		Agency	
Financial PR	Average Bonus	Financial PR	Average Bonus
Global Head of Communications	£76,000	Managing Director	£45,000
Head of Communications UK/EMEA	£45,000	Board Director/Partner	£35,000
Communications Director	£37,000	Director/Partner	£30,000
Head of Media	£35,000	Associate Director	£25,000
Senior PR/Communications Manager	£20,000	Senior Account Director	£12,000
PR / Communications Manager	£15,000	Account Director	£7,500
PR Officer	£1,500	Senior Account Manager	£7,000
PR Executive	£700	Account Manager	£3,500
		Senior Account Executive	£3,000
		Account Executive	£2,500

Internal Communications

In-house

Internal Communications	Average Bonus
-------------------------	---------------

Head of Internal Communications	£25,000
---------------------------------	---------

Senior Internal Communications Manager	£11,000
-------------------------------------------	---------

Internal Communications Manager	£9,500
---------------------------------	--------

Internal Communications Executive	£1,000
-----------------------------------	--------

There is no bonus table for Consumer PR as there was not enough data for an accurate assessment. This reflects our view that Consumer tends to pay out fewer bonuses.



The average bonus for a Financial PR
Global Head of Communications is

£76,000

Salary increases – what’s the feeling among PR professionals?

60% of employees receiving a raise in salary were happy with the increase. This shows an uplift of 19% on the previous year’s findings – good news for employers looking to retain their key players and keep their teams feeling satisfied and performing at their best.

- 49% feel as though they are underpaid and a further 49% of the respondents feel as though they are only adequately paid.
- Only 2% thought they were overpaid. The message that has emerged from this is that the management of a 24-hour press office is one that deserves recognition and they don’t feel as though they are getting it. This is clearly an issue that needs to be addressed within the industry.
- We find these results unsurprising when considering the long hours that PR professionals work. Most of them are working considerably longer than typical 9-5 hours and this no doubt has an impact on how happy they feel about their salaries.

It is possible that employees still do not feel that their pay cheques are an adequate reflection of the strengthening economy.

Expectations among employees continue to run high. While employers have increased salaries, 38% of employees weren’t happy with their raise. That’s 12% more unhappy customers than the previous year. Employees know that they are playing in a niche market with a shrinking talent pool yet they have been faced with a string of poor pay rises for too many years. In this stronger economy, it would appear that employees are not keeping up with the pay expectations of their employees.

60%

of PR professionals said they were happy with their salary increases



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

Corporate PR agencies

Of all the sectors that took part in the survey, it is Corporate PR that is powering ahead with the biggest increases in salaries and upper limits in salary ranges.

- In January 2014 our survey showed that the average salary of a Senior Account Manager in a Corporate PR agency was £35,000. This survey shows that figure moving up to £40,000.
- The salary range for Account Managers now stands at £25,000 - £60,000, which shows an increase of £10,000 at the upper end of the range.
- The highest paid Associate Director now receives £100,000, an impressive 10% uplift on the previous year. However, it is worth noting here that there are very few Associates on a salary this high.
- The average salary for a Corporate Board Director/Partner in an agency is now £130,000, which is giving someone in the same role in a financial agency a run for their money – that's a real turn up for the books!

Corporate PR Agency Salary Results

Corporate PR Agency Job Title	Salary Range	Average Salary	Our Recommended Range
CEO	£60,000 - £200,000	£135,000	£130,000 - £200,000
Managing Director	£55,000 - £150,000	£102,000	£90,000 - £150,000
Board Director/Partner	£80,000 - £250,000	£130,000	£90,000 - £150,000
Director/Partner	£60,000 - £200,000	£100,000	£80,000 - £120,000
Associate Director	£45,000 - £100,000	£70,000	£65,000 - £75,000
Senior Account Director	£40,000 - £68,000	£58,000	£60,000 - £65,000
Account Director	£33,000 - £70,000	£54,000	£50,000 - £65,000
Senior Account Manager	£30,000 - £55,000	£40,000	£38,000 - £48,000
Account Manager	£25,000 - £60,000	£35,000	£35,000 - £45,000
Senior Account Executive	£20,000 - £35,000	£27,000	£28,000 - £30,000
Account Executive	£20,000 - £30,000	£25,000	£24,000 - £28,000

Financial PR agencies

Salaries in Financial PR agencies are still a force to be reckoned with – and employees in this sector are paid the most compared to other sectors although Corporate PR is hot on their heels.

- Associate Directors have benefited from an average uplift of £5,000 with the average salary now standing at £73,000.
- Senior Account Directors have fared particularly well in the past year. They are now on an average of £60,000.
- Board Directors/Partners in financial agencies continue to fare well, now bringing in an average of £140,000.
- The average salary for a Senior Account Manager increased by £10,000 from the previous year, moving up to £45,000.

Financial PR Agency Salary Results

Financial PR Agency Job Title	Salary Range	Average Salary	Our Recommended Range
CEO	£150,000 - £250,000	£170,000	£150,000 - £250,000
Managing Director	£105,000 - £180,000	£150,000	£130,000 - £180,000
Board Director/Partner	£88,000 - £195,000	£140,000	£120,000 - £180,000
Director/Partner	£80,000 - £150,000	£120,000	£100,000 - £150,000
Associate Director	£50,000 - £100,000	£73,000	£80,000 - £90,000
Senior Account Director	£42,000 - £75,000	£60,000	£65,000 - £75,000
Account Director	£40,000 - £75,000	£55,000	£55,000 - £65,000
Senior Account Manager	£27,000 - £80,000	£45,000	£45,000 - £60,000
Account Manager	£36,000 - £45,000	£42,000	£35,000 - £45,000
Account Executive	£24,000 - £32,000	£25,000	£25,000 - £30,000

What's the latest in Consumer Agencies?

The majority of employees in consumer agencies received salary increases, some more than others.

- Board Directors/Partners are bringing in an average of £96,000.
- Senior Account Directors are on average salaries of £55,000.
- Senior Account Executives are pocketing an average £27,000. While the majority in this role received an uplift, 63% of them were not satisfied with their increases.
- Account Executives are on an average of £23,000.

Consumer PR Agency Salary Results

Consumer PR Agency Job Title	Salary Range	Average Salary	Our Recommended Range
Managing Director	£60,000 - £180,000	£90,000	£120,000 - £180,000
Board Director/Partner	£85,000 - £120,000	£96,000	£85,000 - £120,000
Director/Partner	£83,000 - £120,000	£95,000	£80,000 - £120,000
Associate Director	£48,000 - £85,000	£65,000	£60,000 - £85,000
Senior Account Director	£49,000 - £60,000	£55,000	£50,000 - £60,000
Account Director	£38,000 - £57,000	£46,000	£40,000 - £55,000
Senior Account Manager	£28,000 - £40,000	£37,000	£33,000 - £40,000
Account Manager	£26,000 - £35,000	£33,000	£30,000 - £35,000
Senior Account Executive	£20,000 - £30,000	£27,000	£25,000 - £29,000
Account Executive	£18,000 - £25,000	£23,000	£18,000 - £25,000

63%

of **Senior Account Executives** in Consumer PR were not happy with their salary increases



What's happened in in-house firms?

In-house Corporate PR

In-house corporate salaries have increased across the board thanks to the ever-increasing importance of reputation management. This year's findings certainly show the high value companies place on PR.

- The top salary given to a PR Officer has increased from £35,000 in the previous year to £45,000.
- The average PR Manager is now earning £56,000, which is £11,000 up on our last survey's results. The highest paid earns a whopping £82,000, which shows just how great the demand has been at this level.
- Communications Directors are averaging £95,000, showing an impressive £20,000 uplift on average.
- Heads of Communications are now earning an average salary of £120,000, showing a £15,000 increase.

Corporate PR In-house Salary Results

Corporate PR In-house Job Title	Salary Range	Average Salary	Our Recommended Range
Global Head of Communications	£100,000 - £250,000	£130,000	£140,000 - £180,000
Head of Communications UK/EMEA	£52,000 - £400,000	£120,000	£110,000 - £170,000
Communications Director	£48,000 - £185,000	£95,000	£90,000 - £150,000
Head of Media	£43,000 - £115,000	£87,000	£80,000 - £110,000
Senior PR/ Communications Manager	£35,000 - £77,000	£65,000	£60,000 - £75,000
PR/Communications Manager	£32,000 - £82,000	£56,000	£45,000 - £60,000
PR Officer	£25,000 - £45,000	£32,000	£30,000 - £40,000
PR Executive	£22,000 - £35,000	£30,000	£25,000 - £30,000

In-house Financial PR

There was another clean sweep in salary uplifts for in-house Financial PR.

- There were noteworthy increases for Global Heads of Communications, receiving on average a very healthy additional £20,000, bringing the average salary up to £150,000.
- Heads of Communications (UK/EMEA) were the beneficiaries of an extra £25,000 on average, compared to the previous year, taking the average salary from £105,000 to £130,000.
- The biggest movement is at PR Manager level with the highest now paid an incredible £113,000 and the average being paid £66,000. This average salary has increased a staggering £23,000 – a big figure that highlights the demand there is at this level.

Financial PR In-house Salary Results

Financial PR In-house Job Title	Salary Range	Average Salary	Our Recommended Range
Global Head of Communications	£97,000 - £225,000	£150,000	£140,000 - £180,000
Head of Communications UK/EMEA	£75,000 - £180,000	£130,000	£120,000 - £170,000
Communications Director	£68,000 - £150,000	£85,000	£90,000 - £150,000
Head of Media	£48,000 - £135,000	£88,000	£80,000 - £120,000
Senior PR/ Communications Manager	£27,000 - £100,000	£70,000	£65,000 - £75,000
PR/Communications Manager	£43,000 - £115,000	£66,000	£50,000 - £70,000
PR Officer	£35,000 - £40,000	£37,000	£35,000 - £40,000
PR Executive	£29,000 - £55,000	£30,000	£25,000 - £35,000

The average salary of a **Head of Communications** in Financial PR is

£130,000

In-house Consumer PR

Consumer PR employees have plenty to smile about ...

- Global Heads of Communications are doing well, averaging £115,000 as of the end of 2014 – that’s a 5% uplift on the previous year’s figures.
- Communications Directors received an average 6% uplift, bringing salaries to the £80,000 mark
- Senior PR Managers in this sector fared very well with an average increase of 8%, bringing their salary to a very respectable £51,000.

Consumer PR In-house Salary Results

Consumer PR In-house Job Title	Salary Range	Average Salary	Our Recommended Range
Global Head of Communications	£50,000 - £140,000	£115,000	£100,000 - £130,000
Head of Communications UK/EMEA	£52,000 - £150,000	£90,000	£80,000 - £130,000
Comms Director	£50,000 - £150,000	£80,000	£70,000 - £90,000
Head of Media	£35,000 - £90,000	£57,000	£55,000 - £80,000
Senior PR/ Communications Mgr	£28,000 - £83,000	£51,000	£45,000 - £60,000
PR/Communications Mgr	£26,000 - £65,000	£42,000	£40,000 - £55,000
PR Officer	£26,000 - £46,000	£33,000	£30,000 - £40,000
PR Executive	£22,000 - £30,000	£25,000	£25,000 - £30,000

Consumer PRs have plenty to smile about



How have Internal Communications employees fared?

Last year, we shared our first set of figures generated from our newest sector, Internal Communications. This survey shows a more comprehensive set of data and indicates that employees are well paid.

- Heads of Internal Communications are now averaging £78,000, with top earners bringing in as much as £150,000. Our recommended range for this level is £80,000 - £150,000.
- Senior Managers are receiving an average of £62,000 which falls nicely into the £55,000 - £80,000 range we advise.
- Managers now command a very respectable average stipend of £47,000. We recommend a range of £40,000 - £65,000 for this role.

Internal Communications In-house Salary Results

Internal Communications In-house Job Title	Salary Range	Average Salary	Our Recommended Range
Head of Internal Communications	£50,000 - £150,000	£78,000	£80,000 - £150,000
Senior Internal Communications Manager	£50,000 - £80,000	£62,000	£55,000 - £80,000
Internal Communications Manager	£35,000 - 70,000	£47,000	£40,000 - £65,000
Internal Communications Executive	£27,000 - 38,000	£36,000	£25,000 - £35,000

So are PRs happy at work and feeling challenged?

Moving away from the subject of salaries, overall job satisfaction levels are on the up which shows great engagement results.

- 80% of employees feel as though their opinions count at work.
- 72% have had opportunities to learn and develop at work, showing how the industry continues to focus on offering training and development opportunities in the workplace.

These are both positive and important findings, showing that job satisfaction is derived not just from the figures on a pay slip. While a good basic salary and bonus are still important, the desire for a better work-life balance and working to accommodate personal preferences and needs is becoming increasingly important for employees.

Having a strong team culture has really come to the fore in recent years, a trend which the findings of our survey underline. Over a third of respondents say that team culture is one of the most important factors when considering a new role. With employers having to work harder to attract the top talent, offering a good working culture with healthy team morale is becoming a must.

The overall mood among PR and Communications employees appears to be a very positive one. 79% of respondents say they have a very clear understanding of the values, vision and mission of their employer. In return, they feel trusted and motivated to move their careers forward as more employers see the value in letting talented employees take greater ownership of their roles.

Companies looking to attract and retain talent are keen to make their brands appealing to potential recruits. Based on our findings, we suggest that employers go the extra mile to offer opportunities for training, mentoring and self-development.

A final few words

We hope that you have found the results of our survey useful and informative. We look forward to sharing further insights on the findings relating to engagement and job satisfaction. We will also be looking at the gender gap and what the most important factors are for PR professionals when moving jobs. Make sure you're signed up to our Weekly Word newsletter.

70%
of participating
employees receive
recognition for their work



The Works Search specialises in finding the very best talent in PR and Corporate Communications and enjoys nothing more than finding those hidden gems.

For any more advice, or if you think we can help you, please get in touch.

www.the-works.co.uk / 0207 559 6690

