

The Works Search

Salary Guide 2021



The Works Search

– Who are we?

The Works Search is a bespoke executive search specialist for the PR and corporate communications industry where you can expect more.

Our expert knowledge of the sector and thorough approach helps to shape exciting careers for Directors of Corporate Affairs, Global Heads of Comms/Media, Heads of Financial PR, Corporate Comms Managers as well as agency CEOs, MDs, Directors and Associate Directors.

What makes us stand out? Over a decade of expertise and knowledge means that our timetabled, retained searches are smooth and we fill all the roles we handle – even the ones that are impossible to fill. Our candidate shortlists always hit the mark, thanks to our deep network and eye for high performance which means our clients can quickly get back to doing their jobs.

How did recruitment fare in 2020?

When the world faced a global pandemic, and the working world was turned on its head, we did take a deep breath and wonder if it was time to call it a day. However, we can gratefully report that hiring continued in corporate and financial communications throughout the year, and has continued to do so into 2021. It was another year where we placed more comms professionals in-house (60% revenue) compared to sourcing professionals for agencies (40%). Corporate agencies undertook less hiring in 2020, some scaled back, and many froze recruitment and sat tight, waiting to see what was going to happen. The hiring momentum returned after the Government announced the start of the vaccine roll-out, and we have seen more senior hires since the beginning of 2021.

It was evident that many London corporations and their in-house comms teams were less affected than the comms agencies when it came to hiring as they continued to replace staff and, in some instances, built teams from scratch. Successful searches include Klarna, PA Consulting, Morgan Sindall, Alliance Bernstein and BITE Investments to name a few. The sectors where we saw the most hires were financial technology, investment management, construction, management consulting, FMCG manufacturing, real estate, healthcare, and energy.

Welcome to The Works Search Salary Guide 2021

The Works Search is celebrating 12 years of this industry-leading salary guide for corporate communications professionals. We value sharing our knowledge and it is thanks to everyone who has taken part that we are able to deliver these insights.

This Guide is valued as a benchmark by Agency CEOs and Corporate Affairs Directors across the industry, and we regularly hear professionals say how they have successfully used the Guide in pay negotiations.

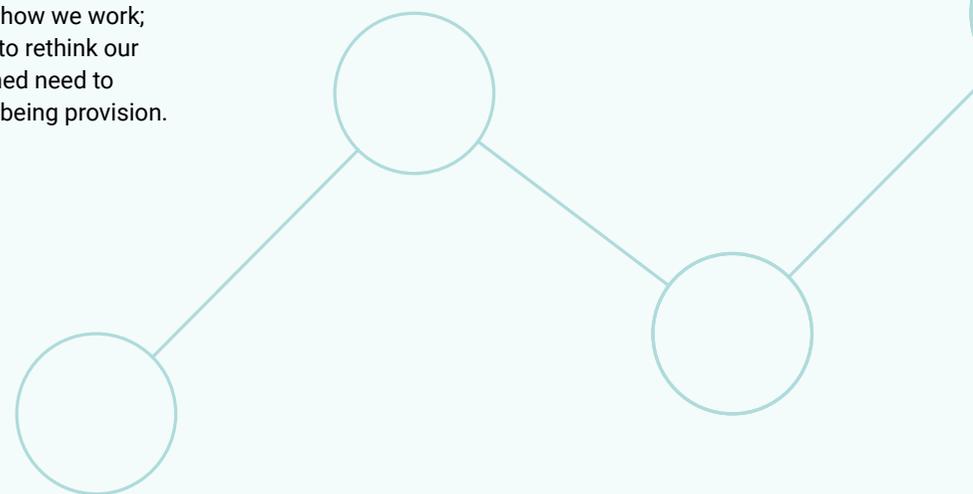
The impact of the COVID-19 pandemic on jobs has been widely documented, with millions of employees made redundant or furloughed across the UK, but for those who have held onto their jobs in corporate comms, how have their salaries, bonuses and benefits been affected?

Our Salary Guide 2021 examines the distribution of salaries, bonuses and benefits, but also looks more closely at how the current crisis has impacted agencies and in-house companies, how men have fared compared to women, and how flexible working is viewed now.

This year's findings are like no other year. As we adapted to working from home, it was a year which has changed the way we work and our view on the way we would like to work in the future.

The pandemic certainly took employee compensation on a rollercoaster ride in 2020 and salaries and bonuses have taken a hit across the industry, for the first time in a very long while. Women have not fared well in many areas.

We review our detailed findings in this Salary Guide plus further insights which can only be read in our weekly Thought Leaders Connected newsletter. If you have not already signed up, you can do so [here](#). To give you a taster, we will take a detailed view on the future of how we work; the impact on career progression; the need to rethink our approach to retaining talent, plus a heightened need to embrace support for mental health and wellbeing provision.



Key Findings

We checked over 2,000 database records and polled over 400 corporate and financial communications professionals to gather these findings and hear their opinion. The time period of the survey was January – December 2020, and we compare results to those of the same time period from 2019.

The findings from the data reflect the economic impact of a global pandemic, with pay rises being cut or revised down.

Salaries

- In response to the pandemic, companies have had to pare back salaries to compensate for lost revenues and freeze costs to safeguard against the unknown; it comes as no surprise that average salary increases in corporate comms remained flat, with in-house reporting a slight salary increase of £1,500
- Agencies reported a salary increase of £4,125 across the board, however, if excluding CEOs, MDs, and Partners, there is a salary decrease of £1,600
- More senior level professionals have faced pay freezes or taken pay cuts compared to their junior colleagues – 11% of senior level professionals were asked to take a pay cut compared to 8% of junior levels in-house; for agencies, the numbers are 31% vs 18%
- Agency salaries have been more impacted than in-house
- 9% of agency professionals reported a drop in salary, compared to 5% of in-house professionals
- 54% of agency professionals moved as a result of redundancy, compared to 20% of in-house professionals
- Women have not fared well during the pandemic – 16% of women were asked to take a pay cut, compared to 12% of men

Bonuses

- Fewer bonuses were given in 2020 compared to the previous year (2019), and 8% of respondents reported that bonus schemes were cancelled in 2020
- Agencies outshone in-house comms teams with more receiving a bonus in 2019; however, the tables have turned in 2020, as 64% of in-house professionals received a bonus compared to 58% of agency professionals
- Agency bonuses have decreased – the average agency bonus is down 3% point from the previous year
- Average in-house bonuses are 17%, up from 14% in 2019
- Women have drawn the short straw again, with more men receiving bonuses (68% of men compared to 54% of women)

Benefits

- Agencies made more cuts to their company benefits than their in-house counterparts
- In-house comms teams deprioritised benefits such as fresh fruit and free breakfast (as we worked from home) in favour of care benefits that better support employees in work and life – private health insurance is now available to 68% of professionals, an increase of 5% since our last survey
- It's a different story in the agencies, with many professionals losing private medical health insurance (9% down on the previous year) as employers scaled back on offering more costly benefits
- In-house and agencies increased their support for mental health and wellbeing provision with 55% of in-house professionals (up 9% on our last survey) and 33% of agency professionals (up 7%) now able to access this support

Background of respondents

Male



38%

Female



62%

White/ White British	88%
Asian	2%
Asian British	2%
Black	1%
Mixed White/ Asian	1%
Other mixed background	2%
Any other ethnic background	4%

18–23 years old



1%

24–30 years old



15%

31–39 years old



40%

40–55 years old



41%

56+ years old

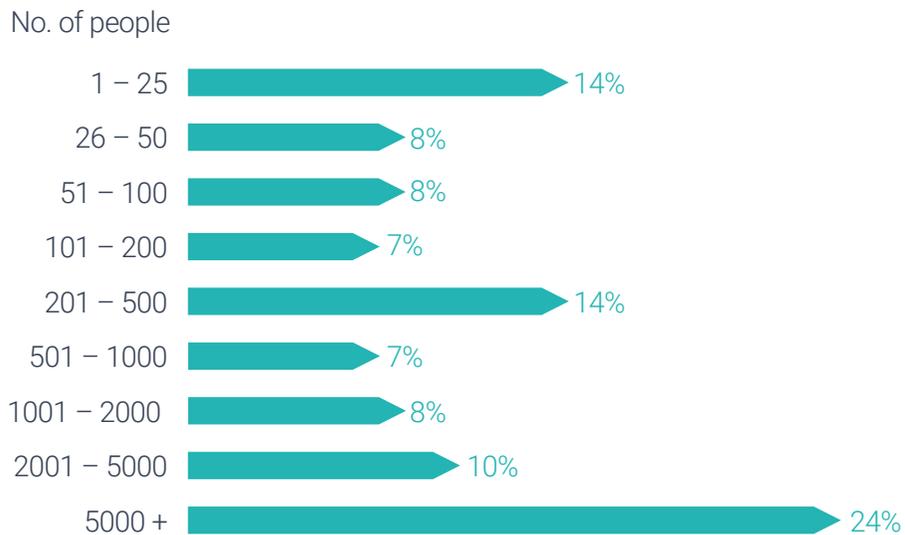


3%

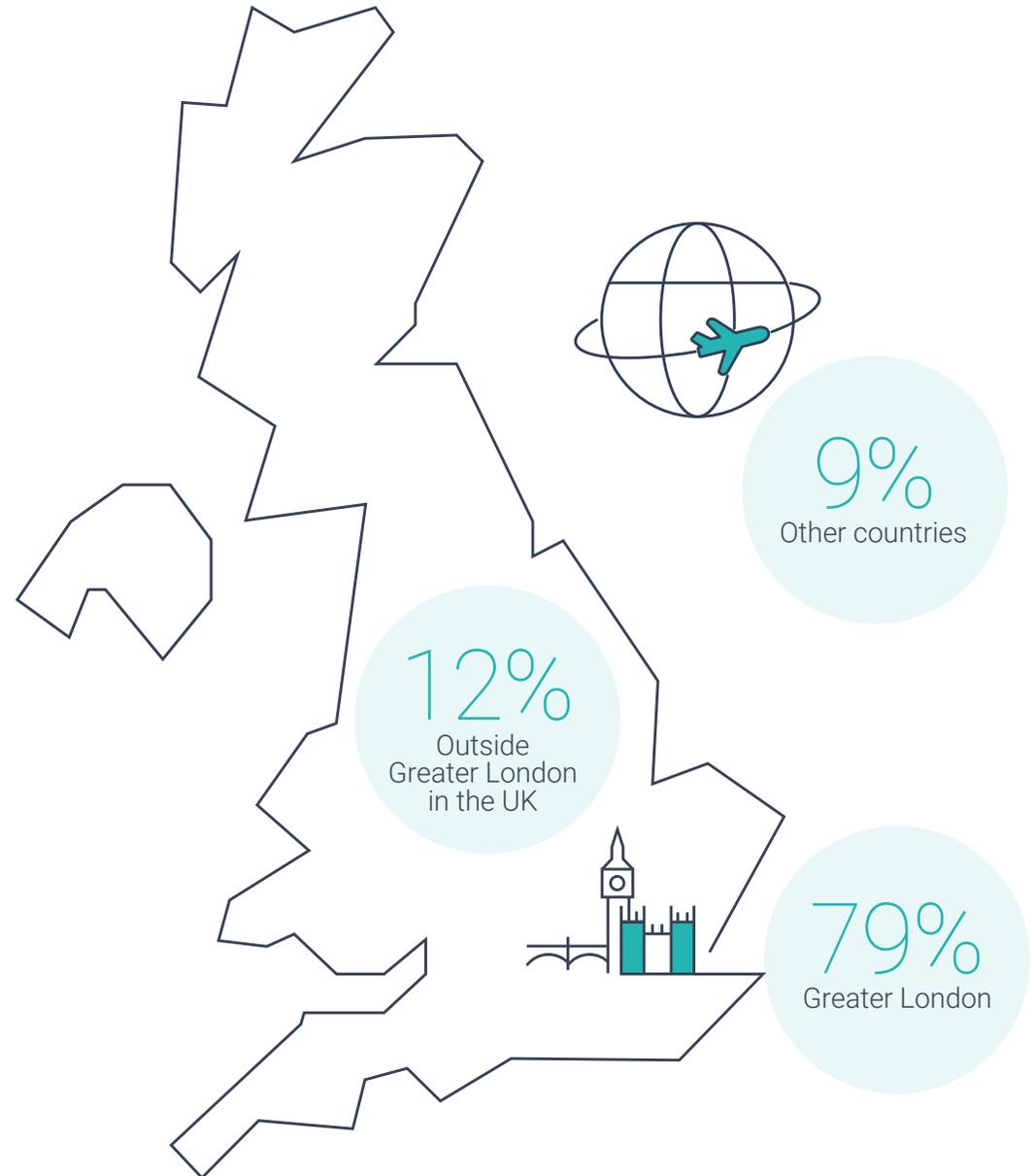
Employment status



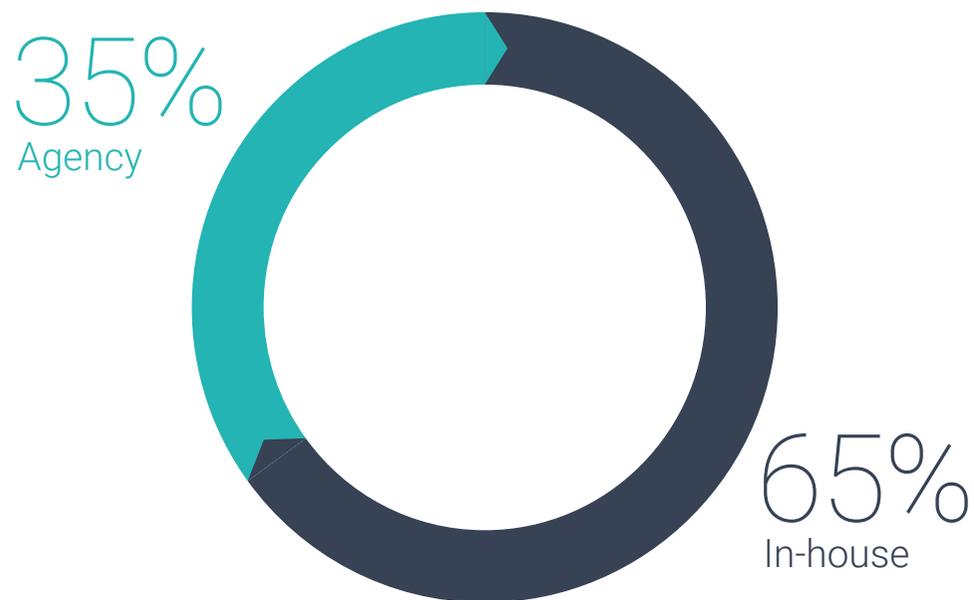
Company size



Where are respondents' companies based?



Where do respondents work?



Who took part in the survey?

In-house		%
Communications Director		19%
Global Head of Comms		10%
Head of Comms UK/ EMEA		22%
Head of Media		5%
Senior PR/ Comms Manager		25%
PR/ Comms Manager		15%
PR Officer		2%
PR Executive		3%

Agency		%
CEO		2%
Managing Director		4%
Board Director/ Partner		9%
Director/ Partner		31%
Associate Director		18%
Senior Account Director		6%
Account Director		18%
Senior Account Manager		6%
Account Manager		3%
Senior Account Executive		2%
Account Executive		1%

How many years of PR/Comms experience do respondents have?

In-house

Job level	Average years of experience	Survey results range	Most common range
Communications Director	18	9 – 20+ years	10 – 20+ years
Global Head of Comms	16	9 – 20+ years	10 – 20+ years
Head of Comms UK/ EMEA	15	4 – 20+ years	10 – 20+ years
Head of Media	18	8 – 20+ years	8 – 15+ years
Senior PR/ Comms Manager	14	3 – 20+ years	7 – 15+ years
PR/ Comms Manager	9	2 – 20+ years	5 – 10 years
PR Officer	4	0 – 9 years	2 – 5 years
PR Executive	3	0 – 5 years	0 – 5 years

Agency

Job level	Average years of experience	Survey results range	Most common range
CEO	18	10 – 20+ years	10 – 20+ years
Managing Director	17	10 – 20+ years	10 – 20+ years
Board Director/ Partner	17	7 – 20+ years	10 – 20+ years
Director/ Partner	15	8 – 20+ years	8 – 20+ years
Associate Director	10	6 – 20+ years	7 – 12 years
Senior Account Director	8	6 – 15 years	6 – 10 years
Account Director	7	2 – 20+ years	5 – 9 years
Senior Account Management	5	4 – 20 years	4 – 6 years
Account Manager	4	3 – 10 years	3 – 6 years
Senior Account Executive	2	1 – 9 years	1 – 2 years
Account Executive	1	1 – 2 years	1 – 2 years

Key points

- The career trajectory is faster in agencies compared to in-house although there are more steps on the agency career ladder
- A Comms Manager is averaging nine years of experience which is a year less than in the previous year's survey. It's the same trend for PR Officers and Executives – they have less experience now and are moving up the ranks faster.
- The average years of experience to get to Associate Director level in an agency has fallen from 11 years (2019) to 10 years (2020), as agency professionals are also moving up the ranks quicker
- This trend is reflected in agencies at the top, with CEOs now averaging 18 years of experience compared to 21 years only a year before

Salaries

In-house

Job level	Average salary 2019	Average salary 2020	Survey results range 2020	Most common range 2020 (as seen by The Works Search)	Average salary increase % received by respondents 2020
Communications Director	£136k	£145k	£60k - £260k +	£120k - £200k +	5%
Global Head of Comms	£136k	£132k	£55k - £260k +	£90k - £140k	2%
Head of Comms UK/ EMEA	£132k	£125k	£40k - £190k	£75k - £150k	4%
Head of Media	£94k	£93k	£50k - £110k	£70k - £110k	2%
Senior PR/Comms Manager	£67.5k	£73k	£35k - £160k	£60k - £95k	3%
PR/ Comms Manager	£57k	£54k	£25k - £110k	£50k - £75k	2%
PR Officer	£35k	£38k	£20k - £45k	£30k - £45k	8%
PR Executive	£34k	£33k	£15k - £50k	£20k - £40k	5%

Key points

- Average salary increases are down in 2020 on what we reported in the previous year – from 5.5% to 3%
- PR Officers received the best average salary increase (8%)
- Average salaries remained very similar from the previous year. On average, there is a slight increase of salary across the board of around £1,500
- Comms Directors, Senior PR Managers and PR Officers have taken less of a salary hit compared to other levels. Is this saying that these professionals are the most valued in the team?

Salaries

Agency

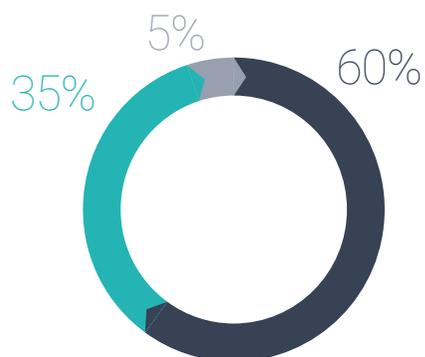
Job level	Average salary 2019	Average salary 2020	Survey results range 2020	Most common range 2020 (as seen by The Works Search)	Average salary increase % received by respondents 2020
CEO	£182k	£200k	£120k - £260k +	£160k - £260k +	-6%
Managing Director	£146k	£155k	£55k - £260k +	£90k - £140k	2%
Board Director/ Partner	£121k	£158k	£110k - £230k	£110k - £200k	1%
Director/ Partner	£111k	£101k	£45k - £180k	£90k - £130k	3%
Associate Director	£73k	£70k	£50k - £95k	£60k - £90k	6%
Senior Account Director	£62k	£56k	£40k - £65k	£50k - £65k	12%
Account Director	£54k	£51k	£35k - £65k	£45k - £65k	4%
Senior Account Manager	£47.5k	£48k	£25k - £80k	£35k - £50k	2%
Account Manager	£37.5K	£40k	£30k - £50k	£30k - £45k	6%
Senior Account Executive	£27.5k	£29k	£25k - £35k	£25k - £35k	10%
Account Executive	£22.5k	£23k	£15k - £25k	£20k - £25k	0%

Key points

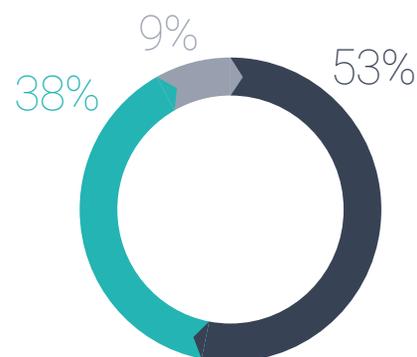
- Agency CEOs have reported a salary drop of -6%, yet their average salaries seemed to have increased
- MDs and Board Directors reported a 1-3% salary increase, however, their average salaries have also increased considerably from the previous year. Account Executives and Account Manager average salaries have also increased.
- Mid-level client handlers have been the hardest hit. An Associate Director's average salary in 2019 was £73k, but it has dropped to £70k; a Senior Account Director's salary average has dropped from £62k to £56k; Account Directors have also been hit, with their salaries dropping from £54k to £51k.
- The largest salary increases have been reserved for Associate Directors (although they were already behind in 2019), Senior Account Directors and Senior Account Executives – all levels key to leading, and the smooth running of accounts

How have respondents' salaries changed?

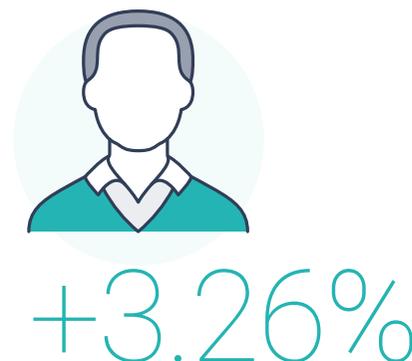
In-house



Agency



Men



Women



- Increased by 0% - 30%
- Stayed the same
- Decreased by 0% - 40%

Key points

- The pandemic has affected agencies more than in-house comms teams with fewer getting a pay increase
- Only 60% of in-house professionals received a pay increase – compared to 2019 where 77% received one
- Only 53% of agency professionals received a salary increase, against 71% the year before – 18% of professionals missing out

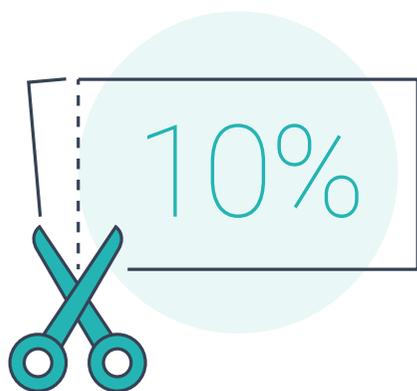
- 9% of agency professionals reported a drop in salary
- More agency professionals stayed on the same salary compared to in-house professionals

Key points

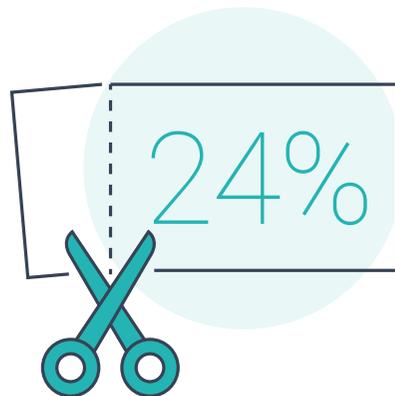
- Men received a 0.3% greater salary increase than women
- On a base salary of £80k, an increase of 3.26% (men) compared to an increase of 2.96% (women) equates to a £240 difference. On a base salary of £120k, the difference is £360 more for men compared to women.

- Once again, men are seeing larger pay increases – it may be marginal, but we are clearly still not there with equal pay; women are missing out compared to their male counterparts

Who took a pay cut?



of in-house professionals took a pay cut



of agency professionals took a pay cut

Who took the biggest pay cuts?

Men



12%

Women



16%

Key points

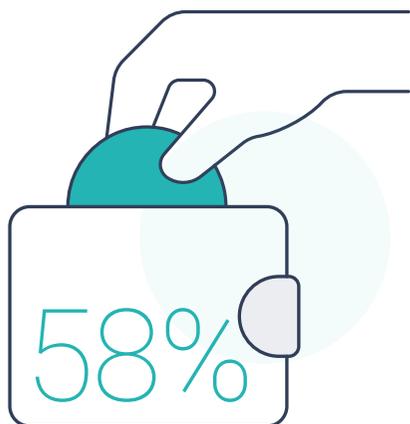
- Nearly a quarter of all agency professionals took a pay cut – clearly a reflection of the economic turbulence of 2020
- Only 10% of in-house professionals took a pay cut – once again, demonstrating that in-house corporate comms teams are fairly robust

- This correlated with our own experience, as many corporate comms agencies lost client revenue at the onset of the pandemic (some reporting 20-30%) and quickly wanted to reduce costs and reserve cash, not knowing what lay ahead. Freelancers had their contracts terminated, and permanent employees were asked to take significant pay cuts across the industry.

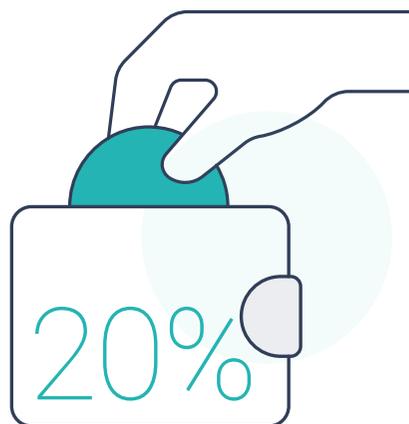
Key points

- Women have once again fared worse than men, with 16% taking a pay cut compared to 12% of men
- Perhaps women were more burdened by childcare duties and home schooling while schools were shut; perhaps they were asked to work reduced hours. They could have returned from maternity leave during the pandemic, and felt that a salary reduction was required to keep their roles.
- The pressures of childcare and home schooling might have meant that women were more likely to accept a pay cut when asked. The lack of childcare support during the pandemic looks as though it may have set women's career prospects back more than men.

How have respondents' situations changed since their pay cut?



Salary restored



Salary restored and company paid back any shortfall



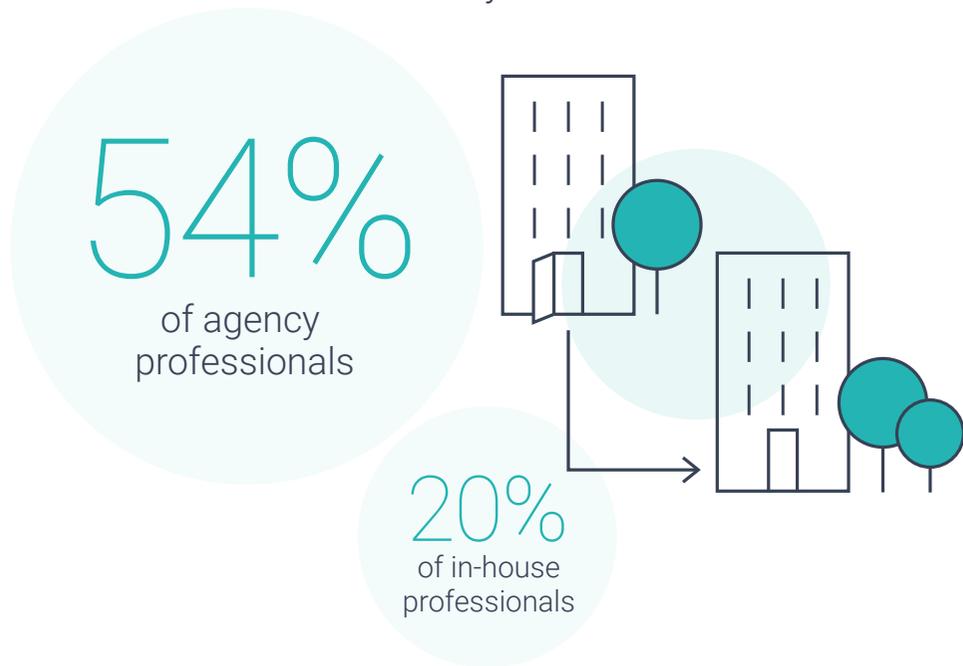
Salary still reduced

Key points

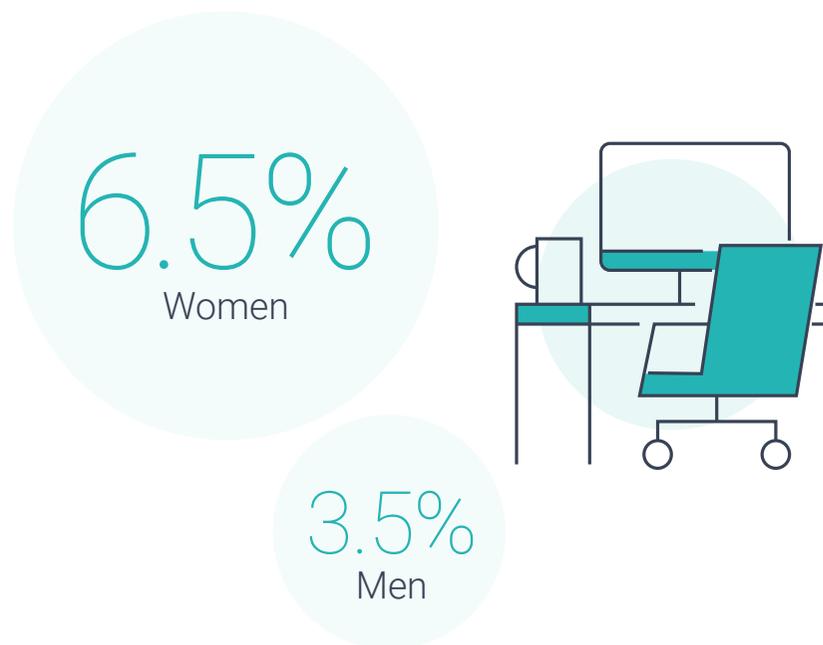
- 78% of professionals who have taken a pay cut have seen their salary restored
- Some agencies reduced salaries for a short time (3-6 months was a common time period) to reserve cash
- 20% of agency professionals who took a pay cut were fortunate that their agencies quickly found their footing and didn't need to reserve this cash, so paid it back
- An eye-opening 22% of comms professionals who took a pay cut are still earning a reduced salary today
- We noticed that hiring confidence started to return for agencies in the late autumn of 2020, with this increasing further in the spring of 2021, as agencies reported profitable revenue streams. However, there is clearly a small pocket of corporate agencies that have not recouped lost revenues as they continue to look to keep costs down.
- We have spoken to several professionals who are looking to move jobs as their salaries have not been restored to pre-pandemic levels

Which companies made redundancies?

What proportion of those who moved jobs was because of redundancy?



What proportion of men and women were made redundant?



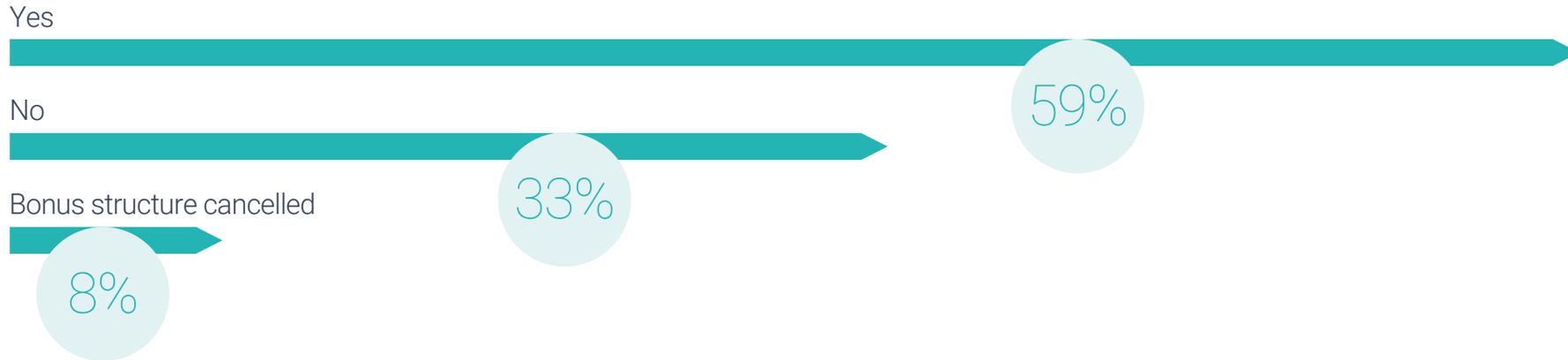
Key points

→ The number one reason for professionals leaving their jobs was redundancy, in both in-house companies and agencies. However there is a staggering difference between the two, with an eye-watering 54% of agency professionals citing redundancy as the reason for their move, compared to 20% of in-house professionals. This further highlights the tough action that many corporate agencies had to take in order to reduce costs.

→ Nearly twice as many women were made redundant compared to their male counterparts. This could be because more women work part-time to help balance childcare needs. When looking to reduce costs quickly, you look to keep your best revenue generators, which is often closely linked to networking, and working part-time is not as conducive to networking. We also saw women who were returning from parental leave having their roles cut – roles with a lighter workload, and therefore more vulnerable when businesses looked to cut costs.

Bonuses

Did corporate comms professionals receive a bonus in 2020?



Average bonus as a percentage of basic salary



Key points

→ The number of Comms professionals receiving a bonus has dropped by 7% (66% in 2019) and there were no cancellations

→ In-house professionals' average bonuses have increased by 3%, while agency professionals have not fared as well, with a 2% average decrease since 2019

Who fared better on bonuses?

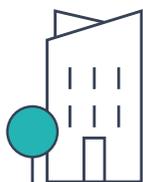
In-house

Yes, got bonus



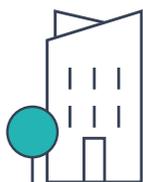
64%

No, didn't get bonus



30%

Bonus cancelled



6%

Agency



58%



32%



10%

Men

Yes, got bonus



68%

No, didn't get bonus



28%

Bonus cancelled



4%

Women



54%



36%



10%

Key points

- The percentage of in-house professionals receiving a bonus remains unchanged at 64% since our last survey – once again, in-house professionals haven't been hit quite as hard by the recession
- Agencies' profits have clearly been affected as only 58% gave bonuses, down from 67% just one year earlier

- 10% of agency professionals have seen their bonuses cancelled, compared to 6% of those working in-house
- Over twice as many women (10%) have had their bonuses cancelled compared to men (4%) – once again, women have been hit harder financially

Bonuses

In-house

	Bonus	No bonus	Bonus cancelled	Average bonus
Communications Director	67%	29%	4%	25%
Global Head of Comms	79%	13%	8%	28%
Head of Comms UK/ EMEA	65%	29%	6%	16%
Head of Media	82%	18%	0%	12%
Senior PR/ Comms Manager	64%	28%	9%	13%
PR/ Comms Manager	48%	48%	4%	10%
PR Officer	20%	55%	25%	7%
PR Executive	50%	50%	0%	6%

Agency

	Bonus	No bonus	Bonus cancelled	Average bonus
CEO	33%	67%	0%	23%
Managing Director	80%	20%	0%	8%
Board Director/ Partner	45%	45%	10%	44%
Director/ Partner	77%	15%	8%	18%
Associate Director	55%	32%	13%	10%
Senior Account Director	57%	29%	14%	15%
Account Director	36%	45%	19%	8%
Senior Account Manager	38%	50%	12%	6%
Account Manager	50%	50%	0%	10%
Senior Account Executive	80%	20%	0%	6%
Account Executive	40%	60%	0%	6%

Key points

- 64% of in-house professionals received a bonus, with Heads of Media, Global Heads of Communications and Communications Directors taking home the lion's share
- Global Heads of Communications received a healthy average bonus of 28%, closely followed by Communications Directors averaging a bonus of 25%. Clearly, senior advice from corporate communications professionals demonstrated its value in a crisis.
- PR Officers took the greatest hit when it came to receiving a bonus, with 25% having their bonuses cancelled
- In the previous year, 60% of Agency CEOs took home a bonus – this figure has almost halved with only 33% receiving a bonus in 2020
- Fewer bonuses were awarded at almost every agency level
- While agency CEOs took home fewer bonuses, MDs fared considerably well as 80% took home a reward. This was closely followed by a healthy 77% of Directors/Partners. No doubt they were rewarding themselves for hard work during an extremely stressful year.
- The largest agency bonuses paid out were to Board Directors/Partners at a whopping 44% although less than half received one. A generous pay out considering MDs averaged only 8%.

Benefits/In-house

Benefit	2020	Change from 2019
Pension	74%	0%
Private health insurance/ health cash plan	68%	5%
Mobile phone	60%	0%
Cycle scheme	58%	5%
Mental health/ wellbeing programme	55%	9%
Flexible working policy	54%	-9%
Death In service scheme	52%	2%
Charity/ volunteer days	49%	3%
Annual season ticket loan	46%	-5%
Buy/ sell additional holidays	43%	0%
Corporate discounts	41%	-7%
Life insurance payment	41%	0%
Gym discount/ membership	40%	-2%
Maternity pay (company contributes)	40%	-1%
Employee referral (recruitment) scheme	38%	0%
Free eye test	37%	-4%
Childcare vouchers	35%	-4%
Private dental insurance	32%	1%

Benefit	2020	Change from 2019
Training budget	30%	-4%
Equity/ share scheme	28%	3%
Company car allowance/ cash in lieu	24%	1%
Enhanced sick pay	24%	6%
Mentoring scheme	24%	-1%
Paternity pay (company contributes)	22%	-5%
Income protection insurance	21%	-1%
Fresh fruit	19%	-20%
Share save scheme	17%	4%
Complimentary holiday eg birthday off	15%	-1%
Time off in lieu policy	14%	-2%
Sabbatical option	11%	-2%
Summer Fridays (finish early)	8%	-2%
Profit share scheme	8%	1%
Free breakfast	7%	-6%
Lunch allowance	5%	1%
New business bonus	1%	-3%

Key points

- In-house companies' benefits have evolved to support employees' health, with mental health and wellbeing programmes (9% up on our previous survey); private health insurance provision (5% up); enhanced sick pay (6% up); cycle scheme (5% up)
- More than half of in-house professionals (55%) are now offered mental health and wellbeing support, an impressive number, up 15% from our last survey
- There has been a decrease in the number of respondents benefiting from flexible working schemes – 9% down since our last survey. Most of 2020 was spent working from home, which may mean that respondents haven't been able to take up flexible working options, or they may not regard enforced WFH as part of a flexible working plan.
- Lockdown brought about a fall in the provision of benefits such as free breakfast, fresh fruit, gym memberships, childcare vouchers, annual season ticket loans and free eye tests, with nurseries, gyms, opticians, cafes and offices closed for much of 2020

Benefits/Agency

Benefit	2020	Change from 2019
Pension	73%	0%
Mobile phone	63%	3%
Private health insurance/ health cash plan	54%	-9%
Annual season ticket loan	42%	-3%
Flexible working policy	40%	-1%
Employee referral (recruitment) scheme	39%	-8%
Cycle scheme	38%	2%
Fresh fruit	38%	-20%
Death In service scheme	34%	8%
Mental health/ wellbeing programme	33%	7%
Training budget	32%	-1%
Complimentary holiday eg birthday off	31%	11%
Time off in lieu policy	30%	6%
Free eye test	26%	-6%
Gym discount/ membership	26%	-17%
Maternity pay (company contributes)	26%	-4%
New business bonus	24%	-2%
Charity/ volunteer days	23%	2%

Key points

- The negative impact of the pandemic on agencies is highlighted in the cuts they have made to some of their company benefits – numbers in receipt of private health insurance, private dental insurance and income protection all down on our last survey – showing just how tough a struggle it has been for them
- On the upside, agencies are focusing more on mental health, with an increase in mental health and wellbeing programmes being offered to 33% of professionals, 13% up since our last survey

Benefit	2020	Change from 2019
Free breakfast	22%	3%
Life insurance payment	22%	3%
Summer Fridays (finish early)	21%	1%
Childcare vouchers	19%	-6%
Mentoring scheme	18%	-4%
Private dental insurance	18%	-45%
Buy/ sell additional holidays	17%	3%
Corporate discounts	16%	-6%
Sabbatical option	16%	3%
Equity/ share scheme	11%	-3%
Paternity pay (company contributes)	11%	-4%
Enhanced sick pay	6%	-2%
Income protection insurance	6%	-5%
Profit share scheme	5%	-1%
Company car allowance/ cash in lieu	2%	0%
Share save scheme	2%	2%
Lunch allowance	1%	-2%

- The uptake of flexible working hasn't decreased as much in agencies (down just 1% on our last survey) as it has in in-house companies. As most professionals are asked to work from home, perhaps many of them do not feel the need to specifically ask for flexible hours. This might explain the larger fall in uptake of flexible working for in-house professionals where flexible working was previously more available to them.
- Agencies saw a greater uptake in taking additional complimentary holidays, time off in lieu, death in service insurance and mental/wellbeing programmes. Professionals are clearly working hard and in need of time off, as well as wellbeing support to stay positive and healthy in these times.

Were respondents happy with their overall pay in 2020?



Who was happier with their pay?

Men



Women



Key points

- There has been a slight drop (2%) in how happy professionals were with their pay in 2020 compared to 2019

Key points

- Women have not fared as well as men when it comes to pay increases, with twice as many women having their bonus cancelled, and more women taking pay cuts, yet more of them say they are happy with their pay. Perhaps they have lowered their expectations as they have juggled work and home life, or just not had the opportunity to have a face-to-face conversation about pay with their boss.
- There has been a 7% decrease in satisfaction among men since our last survey. They too took pay cuts, received fewer and reduced bonuses (in agencies) and a reduced pay rise compared the previous year. It appears they are more likely to vocalise their grievances.

Final words

We hope this Guide will be a helpful resource as you adapt to a new normal, as you look to benchmark your team against others in the industry, think about budgets for new hires, or consider your own salary and market worth.

Throughout the survey, we have discovered that some groups, including women and mid-level agency professionals, have had to bear a greater economic burden from the pandemic. For example, more women were asked to take a pay cut and more had their bonus cancelled compared to men. Fewer women were being promoted compared to men. We encourage our readers to use the data in this guide to inform actions in relation to salary and career reviews going forward. It is important to make sure that professionals across the board are compensated fairly in order to achieve long-term objectives, such as continuing to close the gender pay gap, and address retention issues for agency professionals.

Across the board, the economy was plunged into one of the worst recessions in decades, and salaries, bonuses and benefits have been affected across the corporate communications industry. Despite cuts and reductions, teams have bounced back, and the sector has really shown its value and need for companies to manage their reputations and communication externally and internally. Externally, comms teams have been incredibly busy in communicating their companies' efforts in supporting the community, operating safely, and engaging with investors. Internally, constant engagement with employees and partners has been required as companies navigate remote working, financial volatility, and new health and

safety procedures. In a purpose-led, post-Covid world, we can expect that the emphasis placed on effective communications will only increase.

Although agencies have had been harder hit, most of them have recovered their revenue, taking an impressive short period of around six months to rebuild their client base. This is reflected in our experience as we started to help more corporate agencies to resource for senior and mid-level professionals in the autumn of 2020 to lead client work.

Over the coming months, we will reveal more data and insights in our weekly Thought Leaders Connected newsletter so do sign up at the-works.co.uk/newsroom. Alongside our industry interviews, we will discuss the future of working, examine how the pandemic has impacted career progression, consider the need to rethink our approach to retaining talent, plus a heightened need to embrace support for mental health and wellbeing provision.

Thanks again to all those who have taken part; we are very grateful for your contribution.

If you would like our advice on benchmarking your team,
hiring a team or discussing your salary in confidence,
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