

# Fabric INSIGHT

At Fabric one of the key factors behind our success in placing high calibre talent in the PR and Communications industry is our ability to draw on personal career experience. Fabric's three Directors all worked in PR prior to entering PR recruitment.

We have now put that experience to use in another way - evaluating current salary averages against the salaries we received in our PR days, which is going back to anywhere between 1994 and 2006. The question we posed is whether salaries in consultancy PR have increased significantly over the years? In our opinion the answer is no.

Some salary surveys have suggested that the recession has brought an end to salary inflation seen over the past decade. We have worked with the UK's leading agencies for that entire period and the salary survey and remuneration levels we discuss with our clients have changed very little through the years. Healthcare and financial PR salaries have increased but in a comparable way to other industries. However the core Account Executive to Associate Director salary brackets are broadly the same as they were in the mid-'90s. Where we have seen a real increase, but by no means an eye watering one, is in the salary of directors. These are now far more commensurate with the role and its degree of responsibility.

There has been a noticeable move amongst agencies towards becoming a more flexible employer. Agencies recognise that every individual they employ will have different priorities and interests outside of work and are offering schemes to reflect this. This can include flexible benefits and working hours. With work/life balance remaining a high-profile issue for PR consultants this move has been welcomed by candidates. However it should be noted that we have not seen an increase in the overall value of those benefits packages. Benefits within the PR consultancy market remain less generous than in-house PR.



## An analysis of UK salaries in PR & Communications Consultancies

### 2012

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PR undoubtedly remains an attractive and rewarding career for many reasons. However there is no denying that in consultancies in particular the hours can be long, the work can be very full-on, yet the financial rewards for many aren't compelling.

The cost of living has certainly gone up in the last 15 years so a key question is whether PR consultancies are still able to attract the best talent on these salary levels or whether they risk losing out to the digital and integrated agencies.

If you would like to discuss any of the topics covered in this salary guide, including employer brands, please feel free to call us on 020 7734 0441.



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Job Title	Sector	Benchmark		
		Highest	Lowest	Average
Assistant Account Executive	Consumer	£19k	£16k	£17.5k
	Corporate	£19k	£17k	£18k
	Technology	£19k	£17k	£18k
	Healthcare	£21k	£17k	£18.5k
	Public Affairs	£20k	£17k	£18k
	Financial	£21k	£17k	£18.5k
Account Executive	Consumer	£22k	£18k	£20k
	Corporate	£23k	£20k	£21k
	Technology	£23k	£20k	£21k
	Healthcare	£25k	£20k	£23k
	Public Affairs	£23k	£20k	£21k
	Financial	£26k	£20k	£23k
Senior Account Executive	Consumer	£28k	£22k	£25k
	Corporate	£28k	£23k	£26k
	Technology	£30k	£24k	£27k
	Healthcare	£32k	£25k	£28k
	Public Affairs	£29k	£23k	£26k
	Financial	£32k	£24k	£27k
Account Manager	Consumer	£35k	£26k	£31k
	Corporate	£37k	£30k	£33k
	Technology	£37k	£30k	£33k
	Healthcare	£42k	£35k	£38k
	Public Affairs	£37k	£30k	£33k
	Financial	£40k	£33k	£36k
Account Director	Consumer	£48k	£38k	£42k
	Corporate	£50k	£40k	£44k
	Technology	£55k	£40k	£45k
	Healthcare	£60k	£40k	£48k
	Public Affairs	£55k	£40k	£44k
	Financial	£65k	£45k	£50k
Associate Director	Consumer	£75k	£55k	£60k
	Corporate	£80k	£55k	£65k
	Technology	£80k	£55k	£65k
	Healthcare	£85k	£60k	£70k
	Public Affairs	£80k	£55k	£65k
	Financial	£85k	£55k	£67k

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Job Title	Sector	Benchmark		
		Highest	Lowest	Average
Director *	Consumer	£150k	£80k	£100k
	Corporate	£160k	£85k	£110k
	Technology	£170k	£90k	£110k
	Healthcare	£170k	£90k	£110k
	Public Affairs	£170k	£85k	£110k
	Financial	£180k	£90k	£120k

\*There is a far greater range for salaries at Director level than at other levels. For the purposes of this guide we have focused on Board Directors in top 20 agencies.