

# Fabric INSIGHT

## Introduction

The GCC's economies are on the mend, certainly by most common indicators. One important guide to the overall picture is the health of the recruitment market.

PR, advertising and communications are typically the first budgets to be slashed in a downturn and the first to recover when things improve. We have seen a measured upturn in hiring activity throughout 2012 and in some instances a slight upward trend in salaries. These rises are not dramatic but we believe the whole picture is indicative of a tentative confidence across the market.

With a new year coming, the purpose of this salary guide is to provide hiring managers with real information that we hope will enable them to hire and retain the very best staff for 2013. Please note that this survey is specific to Dubai and Abu Dhabi, with the latter tending to operate at AED 2k higher per salary per month than Dubai.



## UAE PR CONSULTANCY SALARY GUIDE 2013

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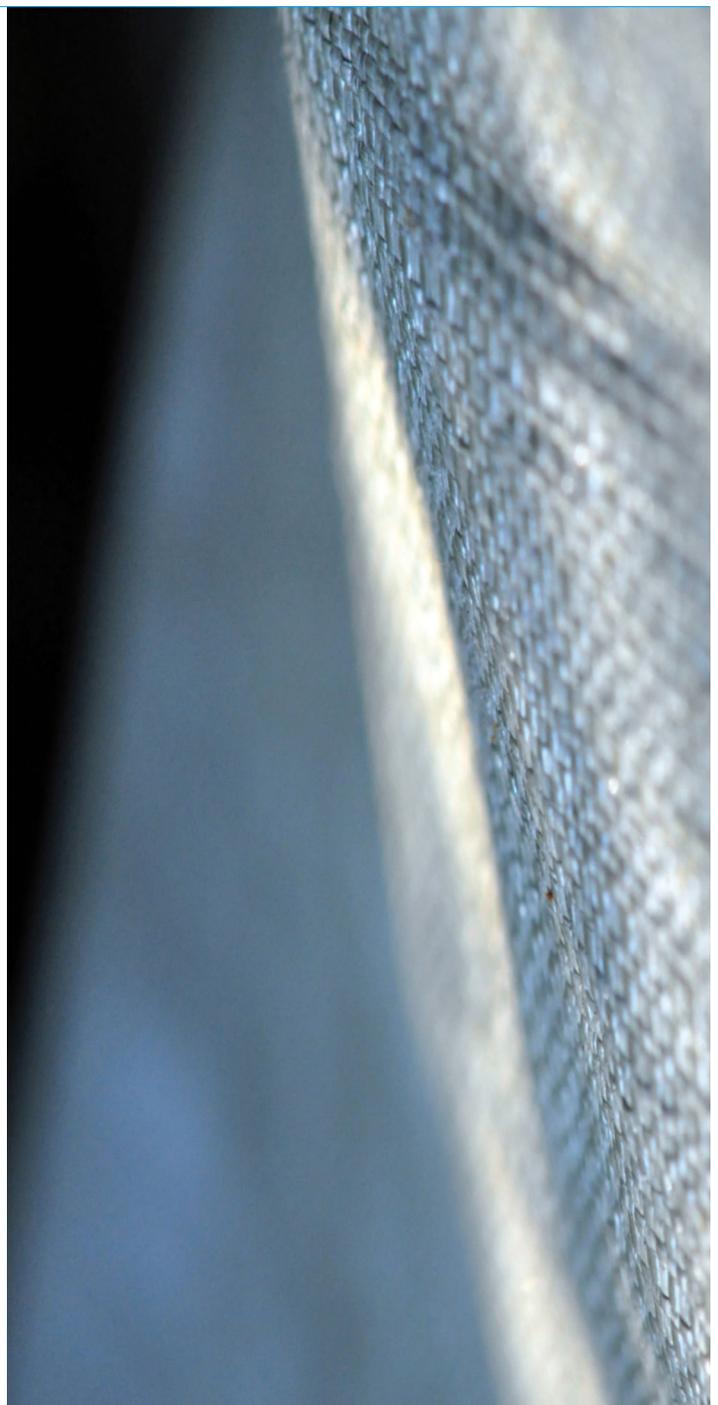
Job Title	Salary
JAE	6,000 – 10,000
AE	10,000 – 14,000
SAE	13,000 – 15,000
AM	14,000 – 20,000
SAM	18,000 – 23,000
AD	24,000 – 35,000
GAD	35,000 – 45,000
Director	40,000 – 55,000
GM	50,000 upwards

All salaries quoted are in UAE Dirhams on a per month basis.

### Comment

Having monitored PR and communications agencies in Dubai and Abu Dhabi during 2012, we have found that whilst most salaries have remained the same, there have been marginal increases for certain roles.

Senior salaries (Account Directors upwards) have largely stayed flat, but we expect to see a gradual rise as more demand comes into the market in 2013. This increase should be tempered however by the growing number of experienced westerners looking to move to the UAE to further their careers, practitioners whose opportunities in the west are currently limited by recession.



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Arabic writers still command a premium as do individuals with strong corporate communications or financial PR experience.

Looking outside of the UAE it is also worth noting that although we have not conducted a thorough survey of Qatar or KSA, it is our experience that salaries in Qatar are broadly in line with the UAE as a whole. KSA roles command more than the rest of the GCC – but this is simply a matter of supply and demand.

We have also learned that in most agencies, packages are currently being apportioned as follows: salary at 70 per cent, housing at 20 per cent and transport at 10 per cent.

We have not tried to compare consultancy remuneration with those of in-house teams due to the huge divergence in salaries and benefits on offer for in-house practitioners. As has always been the case, client-side roles generally pay more than consultancy with government roles offering an even greater premium.

## Summary

Fabric speaks to communications practitioners every day. We are able to constantly update and review our advice, reflecting the changing needs of our clients and the realities of the hiring world. We are pleased to see stability in salaries this year and – naturally – to see growth in some areas. Pay rises do help to retain staff and in an inflationary environment, small rises make all the difference.

If you'd like to talk through any of the issues raised in this salary survey, don't hesitate to get in touch.

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