



KingstonStanley

OUR NETWORK. YOUR FUTURE.

SALARY SURVEY 2017

As the region's largest specialist Marketing & Communications Recruitment Firm, we are well positioned to advise on salary brackets within our disciplines of expertise. We have seen a slow and steady growth in salary scales over the last 12 months, above the rate of inflation. As the market matures, we have seen an increase in clients raising their budgets for the right candidate and in turn candidates becoming more flexible to secure the perfect role. Salary expectations are still in the top three of pre-requisites for jobseekers, coupled with career progression, development & training. Employers are looking for stability, industry experience and individuals who can interview exceptionally well, with specific tangible examples of their key achievements.

ADVERTISING / PUBLIC RELATIONS – AGENCY SIDE

JOB TITLE	SALARY AED
Account Executive	11,000 to 13,000
Senior Account Executive	14,000 to 16,000
Account Manager	16,000 to 22,000
Senior Account Manager	22,000 to 26,000
Account Director	26,000 to 32,000
Senior Account Director	32,000 to 38,000
Group Account Director	38,000 to 42,000
Business Director	40,000 to 50,000
Managing Director	50,000 to 80,000
CEO	80,000 +

CREATIVE – AGENCY SIDE

JOB TITLE	SALARY AED
Copywriter	14,000 to 18,000
Graphic Designer	15,000 to 18,000
Senior Copywriter	18,000 to 22,000
Senior Graphic Designer	18,000 to 23,000
Art Director	18,000 to 23,000
Senior Art Director	23,000 to 28,000
Associate Creative Director	25,000 to 33,000
Creative Director	35,000 to 45,000
Executive Creative Director	45,000 to 60,000
General Manager	80,000 +

DIGITAL – AGENCY SIDE

JOB TITLE	SALARY AED
Account Executive	10,000 to 12,000
Community Manager	14,000 to 16,000
Senior Account Executive	14,000 to 16,000
Account Manager	16,000 to 20,000
Social Media Manager	16,000 to 20,000
Senior Account Manager	18,000 to 25,000
Senior Social Media Manager	20,000 to 25,000
Senior Project Manager	20,000 to 25,000
Account Director	26,000 to 35,000
Project Director	30,000 to 38,000
Senior Account Director	32,000 to 40,000
Regional Account Director	35,000 to 45,000
Head of Digital	50,000 to 80,000
General Manager	80,000 +

MEDIA - AGENCY SIDE

JOB TITLE	SALARY AED
Junior Media Buyer / Planner	10,000 to 14,000
Media Buyer / Planner	15,000 to 25,000
Media Manager	20,000 to 40,000
Senior Media Buyer / Planner	25,000 to 38,000
Associate Media Director	38,000 to 55,000
Director of Media	55,000 +

MARKETING & PUBLIC RELATIONS - CLIENT SIDE

JOB TITLE	SALARY AED
Marketing Executive / PR Executive	12,000 to 18,000
Senior Marketing Executive / Senior PR Executive	15,000 to 20,000
Marketing Manager / PR Manager	16,000 to 30,000
Senior Marketing Manager / Senior PR Manager	22,000 to 40,000
Deputy Marketing Director / Deputy PR Director	35,000 to 50,000
Marketing Director / PR Director	50,000 to 70,000
Head of Marketing / Head of PR	50,000 to 70,000
Vice President of Marketing	60,000 to 100,000
Chief Marketing Officer	100,000 +

DIGITAL - CLIENT SIDE

JOB TITLE	SALARY AED
Digital Marketing Executive	12,000 to 16,000
Senior Digital Marketing Exec	15,000 to 20,000
Digital Marketing Manager	20,000 to 30,000
Senior Digital Marketing Manager	30,000 to 40,000
Digital Marketing Director	40,000 to 60,000
Head of Digital	45,000 to 80,000

EVENTS, EXHIBITIONS AND CONFERENCES

JOB TITLE	SALARY AED
Conference Producer	14,000 to 16,000
Exhibition Manager	18,000 to 20,000
Operations Manager	18,000 to 20,000
Business Development Manager	18,000 to 20,000
Event Manager	20,000 to 25,000
Event Producer	20,000 to 25,000
Project Manager	25,000 to 35,000
Event Director	35,000 to 45,000

SALES

JOB TITLE	SALARY AED
Sales Executive	12,000 to 16,000
Sales Manager	16,000 to 22,000
Sponsorship Manager	16,000 to 22,000
Senior Sales Manager	18,000 to 30,000
Sales Director	30,000 to 45,000
Regional Sales Director	35,000 to 50,000
VP of Sales	50,000 +