



KingstonStanley

OUR NETWORK. YOUR FUTURE.

SALARY SURVEY 2018

Market sentiment for 2018 is refreshingly positive within our area of expertise. With many organizations consolidating the headcount last year, we expect a number of growth opportunities across the region for many businesses. Salaries took a slight dip, but we expect this to level off through the course of this year.

Critical Key Factors that affect salaries:

Years of experience, closeness of experience to the job description, clients handled, clear career progression in CV, stability (lengthy stay in roles), reputation of employer, level of spoken Arabic, level of written Arabic, quality of portfolio, number of award nominations and award wins, technical qualifications. But most importantly how well an individual interviews!

ADVERTISING / PUBLIC RELATIONS – AGENCY SIDE

| JOB TITLE | SALARY AED |
|--------------------------|------------------|
| Account Executive | 10,000 to 13,000 |
| Senior Account Executive | 13,000 to 15,000 |
| Account Manager | 16,000 to 20,000 |
| Senior Account Manager | 20,000 to 25,000 |
| Account Director | 25,000 to 32,000 |
| Senior Account Director | 32,000 to 38,000 |
| Group Account Director | 36,000 to 42,000 |
| Business Director | 40,000 to 45,000 |
| Managing Director | 45,000 to 60,000 |
| CEO | 60,000 + |

CREATIVE – AGENCY SIDE

| JOB TITLE | SALARY AED |
|-----------------------------|------------------|
| Copywriter | 14,000 to 18,000 |
| Digital Designer | 15,000 to 18,000 |
| Graphic Designer | 15,000 to 18,000 |
| Senior Copywriter | 18,000 to 22,000 |
| UX/UI Designer | 18,000 to 22,000 |
| Senior Graphic Designer | 18,000 to 23,000 |
| Art Director | 18,000 to 23,000 |
| Senior UX/UI Design Manager | 20,000 to 25,000 |
| 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 | 60,000 + |

DIGITAL – AGENCY SIDE

| JOB TITLE | SALARY AED |
|-----------------------------|------------------|
| Account Executive | 10,000 to 13,000 |
| Senior Account Executive | 14,000 to 16,000 |
| Community Manager | 14,000 to 17,000 |
| Account Manager | 16,000 to 20,000 |
| Social Media Manager | 16,000 to 22,000 |
| Senior Account Manager | 18,000 to 23,000 |
| Senior Project Manager | 20,000 to 25,000 |
| Senior Social Media Manager | 22,000 to 27,000 |
| Account Director | 26,000 to 35,000 |
| Social Media Director | 30,000 to 35,000 |
| Project Director | 32,000 to 40,000 |
| Regional Account Director | 35,000 to 45,000 |
| Head of Digital | 50,000 to 60,000 |
| General Manager | 60,000 + |

MARKETING & PUBLIC RELATIONS - CLIENT SIDE

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

DIGITAL - CLIENT SIDE

| JOB TITLE | SALARY AED |
|----------------------------------|------------------|
| Digital Marketing Executive | 13,000 to 17,000 |
| Senior Digital Marketing Exec | 17,000 to 22,000 |
| Digital Marketing Manager | 22,000 to 32,000 |
| Senior Digital Marketing Manager | 32,000 to 42,000 |
| Digital Marketing Director | 42,000 to 62,000 |
| Head of Digital | 50,000 + |

EVENTS, EXHIBITIONS AND CONFERENCES

| JOB TITLE | SALARY AED |
|---------------------------------|------------------|
| Conference Producer | 15,000 to 18,000 |
| Exhibition Sales Manager | 15,000 to 18,000 |
| Event Manager | 15,000 to 25,000 |
| Sponsorship Sales Manager | 16,000 to 18,000 |
| Operations Manager | 18,000 to 20,000 |
| Senior Exhibition Sales Manager | 20,000 to 25,000 |
| Project Manager | 20,000 to 25,000 |
| Event Director | 28,000 to 35,000 |
| Group Event Director | 35,000 to 45,000 |

SALES

| JOB TITLE | SALARY AED |
|-------------------------|------------------|
| Sales Executive | 10,000 to 16,000 |
| Sales Manager | 16,000 to 20,000 |
| Sponsorship Manager | 16,000 to 20,000 |
| Senior Sales Manager | 18,000 to 26,000 |
| Sales Director | 26,000 to 45,000 |
| Regional Sales Director | 35,000 to 50,000 |
| VP of Sales | 50,000 + |

INFORMATION TECHNOLOGY

| JOB TITLE | SALARY AED |
|------------------------------------|-------------------|
| System Administrator | 10,000 to 20,000 |
| Network Engineer | 15,000 to 20,000 |
| Applications Developer | 15,000 to 25,000 |
| BI Consultant | 20,000 to 30,000 |
| Security Engineer | 20,000 to 30,000 |
| IT Manager | 25,000 to 35,000 |
| Infrastructure Manager | 25,000 to 35,000 |
| Network Architect | 30,000 to 35,000 |
| Development Manager | 35,000 to 45,000 |
| Software Director | 35,000 to 50,000 |
| Technical Architect | 40,000 to 55,000 |
| Solutions Architect | 40,000 to 55,000 |
| Head of IT | 45,000 to 60,000 |
| IT Director | 50,000 to 70,000 |
| Chief Information Security Officer | 60,000 to 80,000 |
| Chief Technology Officer | 75,000 to 115,000 |
| Chief Information Officer | 80,000 to 120,000 |

** The salaries above are indicative and a number of additional factors need to be considered. The figures are based on basic, housing and transport (without additional bonuses or benefits). This survey is based on Dubai salaries, but generally salaries in Abu Dhabi are slightly higher. Should you require more information please do contact a member of our team.*