

# Media Contacts

*Helping you make the right connections*



**Salary Survey Results 2021**



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## INTRODUCTION FROM RUPERT

There have been a lot of headlines this quarter about salary inflation, skills/candidate shortages and a rapidly changing employment market post lockdown and our survey evidentially reflects this.

In over 20 years of recruiting for these markets I have not seen such a candidate short market and it is crucial that employers are at the top of their game when it comes to attracting and retaining the right talent. I would stress the importance of retention as much as growth hiring, with a study suggesting that the true cost of replacement (including opportunity cost) is at least 1.5-2 times the individual's annual salary. I would also highlight that the best employers are making resourcing plans for at least 6-12 months ahead to try and keep on track.

**Rupert Wallis**  
**Managing Director**  
**[Rupert.wallis@media-contacts.co.uk](mailto:Rupert.wallis@media-contacts.co.uk)**

# Job Titles\*

## EDITORIAL

Reporter  
Senior Reporter  
Researcher  
Senior Researcher  
Editor  
Editor-in-chief

## HEALTHCARE COMMUNICATIONS

Associate Medical Writer  
Senior Medical Writer  
Account Executive  
Account Manager  
Senior Account Manager  
Account Director  
Senior Director

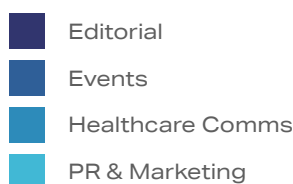
## PR & MARKETING

Junior Copywriter  
Senior Content Writer  
Account Executive  
Account Manager  
Senior Account Manager

## EVENTS

BDM  
Senior Conference Producer  
Head of Content  
Partnerships Manager  
Product Director  
Senior Events Manager  
Head of Events  
Events Director

## Sector Breakdown



\* keep reading for full salary details



## COMMENT FROM BEN

The results of our salary survey show that a competitive hiring market has driven average salaries up, most significantly for junior to mid-level positions.

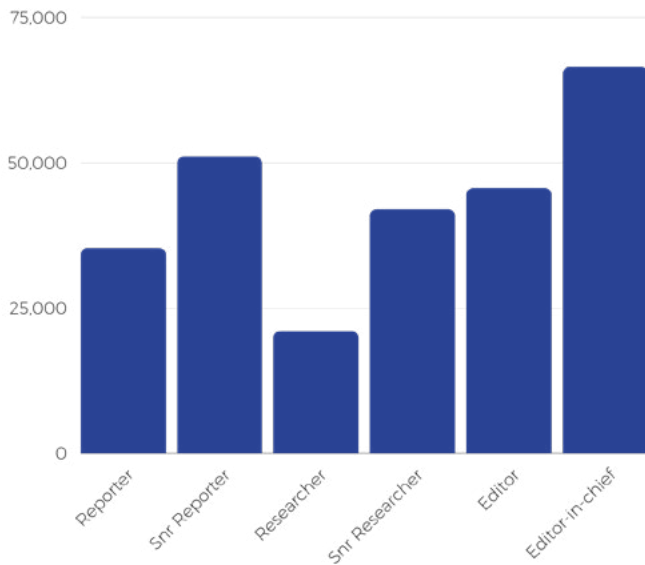
The volume of vacancies for positions requiring around one- and five-years' experience has seen a sharp increase, and the competition for talent in that bracket has rarely been more challenging from an employer's perspective. Historically, we would expect reporter roles to pay between £24,000 - £30,000. Results from our survey suggest the median figure has increased by around 25%.

On the other hand, salaries for senior positions have remained comparatively conservative. Whilst this may be the consequence of a lower sample size in our survey, it is worth noting that the volume of hiring for senior roles is comparatively much lower than for junior-mid level positions. Therefore, external competition to hire senior positions between different companies hasn't put the same pressure on the salary budgets and offers.

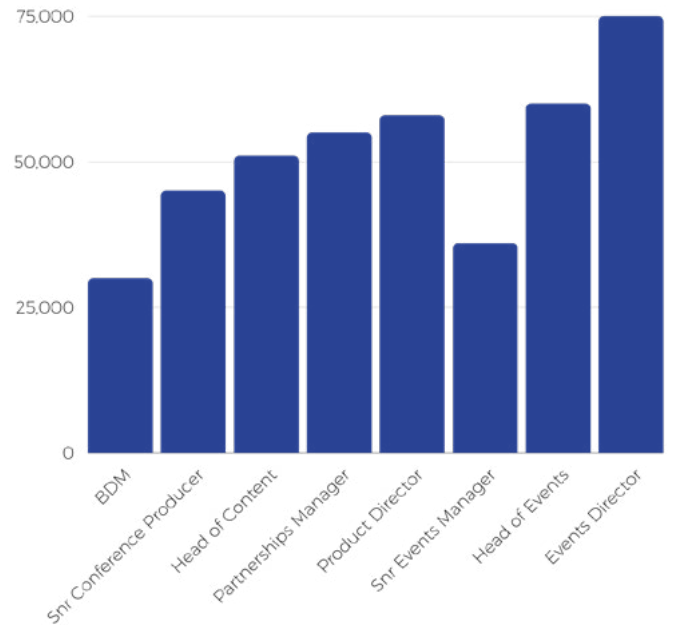
**Ben Galyas**  
**Managing Consultant (Content) & Head of Diversity**  
**[Ben@media-contacts.co.uk](mailto:Ben@media-contacts.co.uk)**

# Average Salary

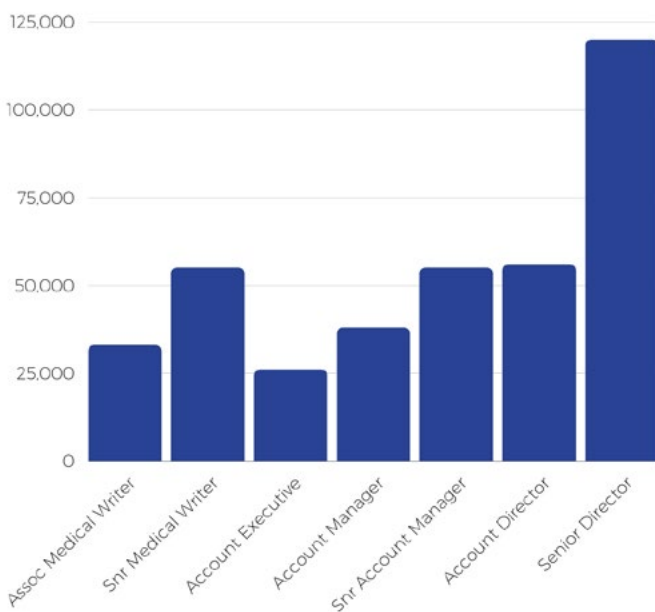
## AVERAGE SALARIES - EDITORIAL



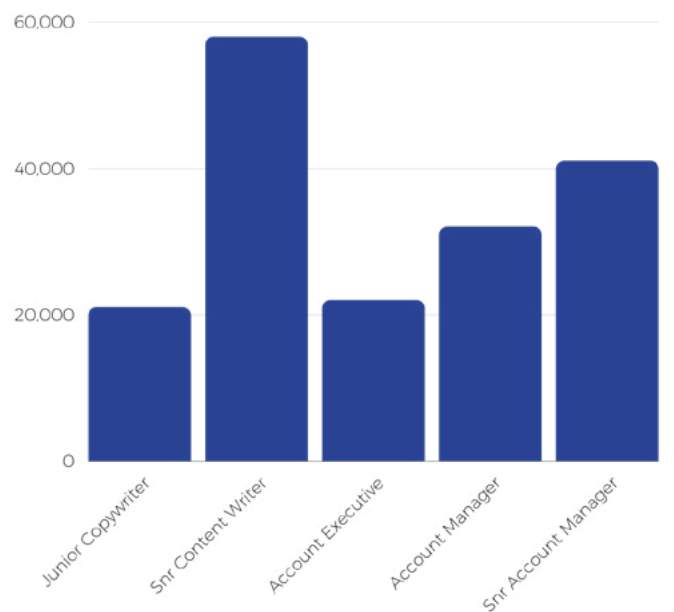
## AVERAGE SALARIES - EVENTS



## AVERAGE SALARIES - HEALTHCARE COMMUNICATIONS



## AVERAGE SALARIES - PR & MARKETING





## COMMENT FROM JONATHAN

We've noticed a real jump in salaries across the board this year. We believe this to have been driven by a combination of factors such as an increasingly competitive hiring market; the rising cost of living; companies struggling to recruit at the level they'd usually position roles at. One exception is with BDMs; due to market conditions, they are hiring less experienced candidates with the salary reflecting that.

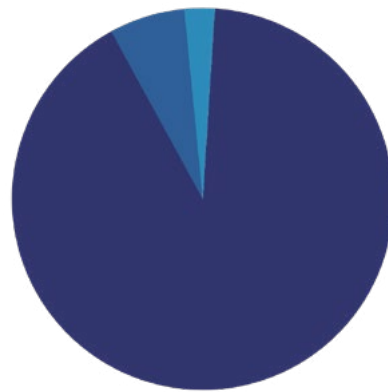
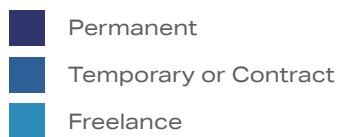
Candidates would like to move but have been hesitant to do so due to the uncertainty that has been brought about by the pandemic. Candidates are still happy to move if the opportunity is truly attractive, and some feel the need to move due to poor company performance or a lack of genuine job security.

**Jonathan Richardson**  
**Senior Manager**  
**[Jonathan@media-contacts.co.uk](mailto:Jonathan@media-contacts.co.uk)**

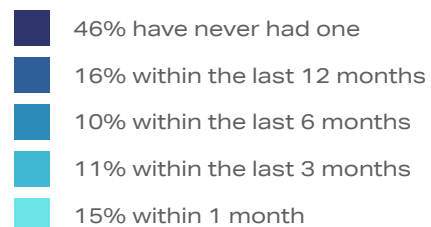
# Differences between permanent, temporary and contract employment

- None of the freelance respondents have ever had a pay review
- **80%** of contract & temporary workers have never had a pay review, while **20%** had one within last month
- Only **43%** of non-perm respondents are looking for a new role right now

## TYPE OF EMPLOYEE



## When was your last salary review?





## COMMENT FROM JULIA

It's interesting to see just how much salaries have risen in the last year, although I am surprised the average for an AD in healthcare isn't higher.

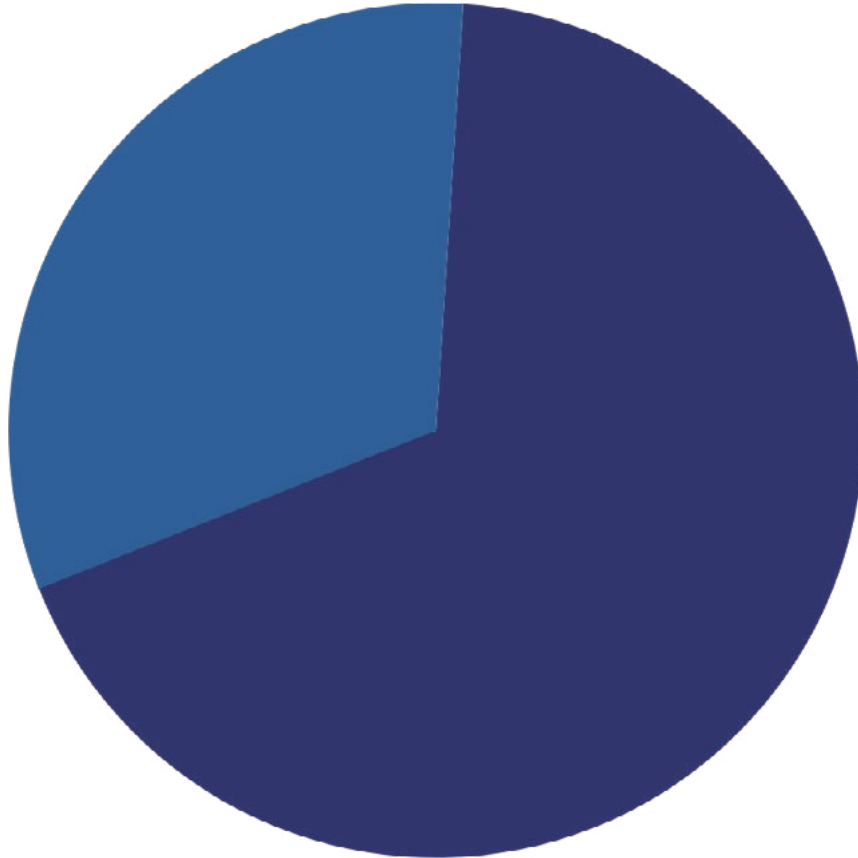
This is symptomatic of the competition for good staff. Healthcare communications agencies are booming just now and doing everything they can to secure talent. As a result salaries have been going up at dizzying speed! (Healthcare has the highest average salary of all sectors at £55,000, compared with editorial £40k, events £45k and PR £46.8k)

**Julia Walton**

**Director**

**[Julia.walton@media-contacts.co.uk](mailto:Julia.walton@media-contacts.co.uk)**

# Are you actively looking for a new job?



■ No ■ Yes

**67% of respondents  
aren't actively looking  
for a new role**

This is likely to change, with many candidates beginning their search in the new year



## COMMENT FROM ELLIE

From the year I've been here, I would say that salaries are now much more candidate-led and competitive, with many of my clients saying that they will pay what they need to get someone. However this is always within reason of course. Even the smaller agencies are starting to realise that they need to be competitive with the rest of the market, although I have found more resistance in boutique agencies, simply due to financial restraints.

The findings for an AE salary are interesting. I would say, from what I am finding, AE's are being hired on £22/£23,000 although with corporate AEs, it is usually higher. AM is again really variable, I was surprised to see £32,000 is the average, most of our AM offers have been around £35,000/£36,000. SAM seems about right to me.

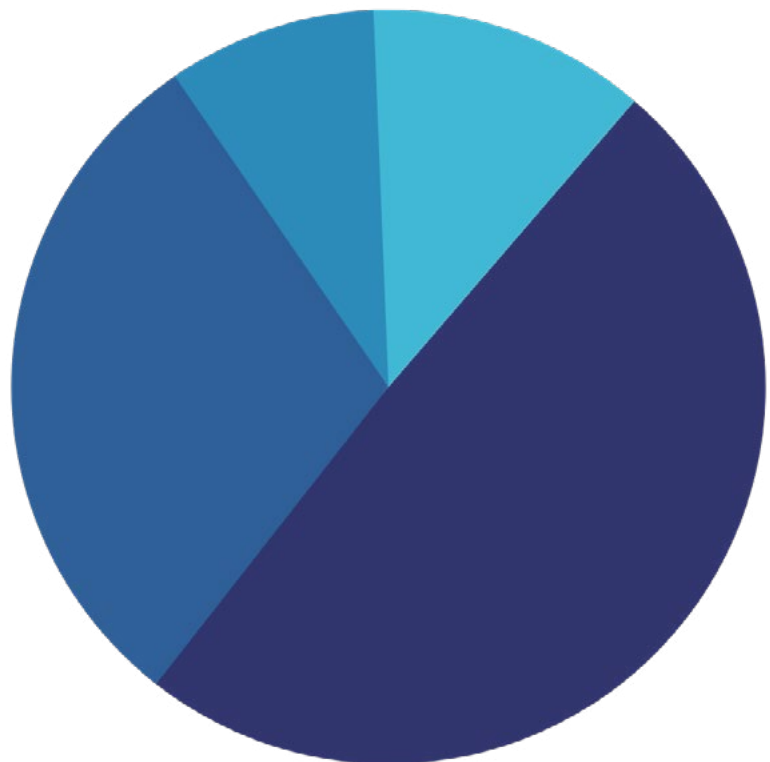
**Ellie Watson**  
**Recruitment Consultant**  
**[Ellie@media-contacts.co.uk](mailto:Ellie@media-contacts.co.uk)**

## How has COVID19 affected your plans for your next role?

- 9% stopped looking due to uncertainty
- 29% still looking for a new role
- 12% feel more insecure
- 49% staying put

## Have your thoughts changed on finding a new role since the pandemic?

- I've decided to stay where I am for the foreseeable future
- No, I'm actively looking
- Yes, I've decided to stop my search until things look more certain
- I don't feel my current role is secure



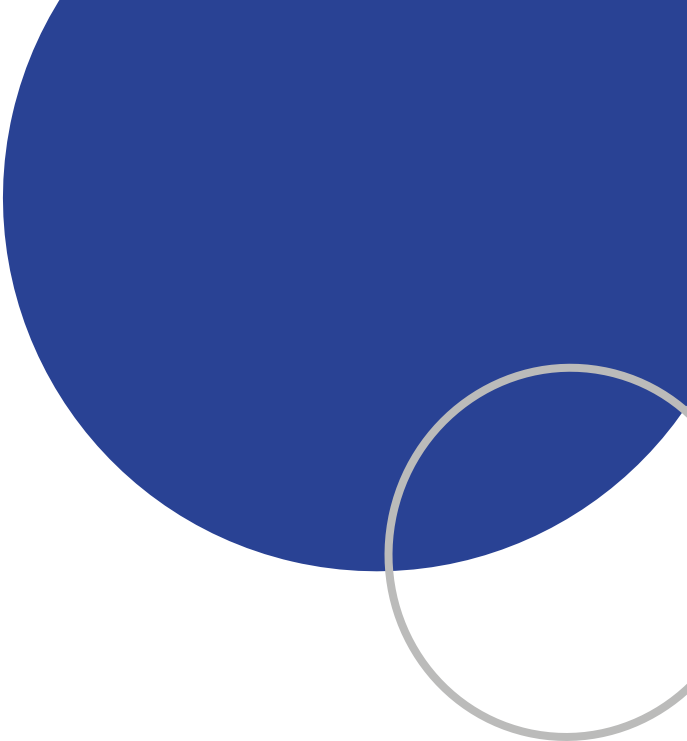


## CONCLUSION FROM HUGH

As we can see from the results of this salary survey, the media market (like many others) is facing its greatest skills shortage in decades. Job vacancies in the UK have hit a 20-year high and were 65% higher in January than before the pandemic. The consequence, like in any market shortfall, is an upward adjustment in salaries. Given that other factors are also in place – Brexit for instance has affected how challenging it is for EU citizens to work in the UK – it's likely that salary increases will continue to be a major talking point in the foreseeable future.

**Hugh Joslin**  
**Chairman**

**[Hugh.Joslin@media-contacts.co.uk](mailto:Hugh.Joslin@media-contacts.co.uk)**



**mc**

[www.media-contacts.co.uk](http://www.media-contacts.co.uk)