

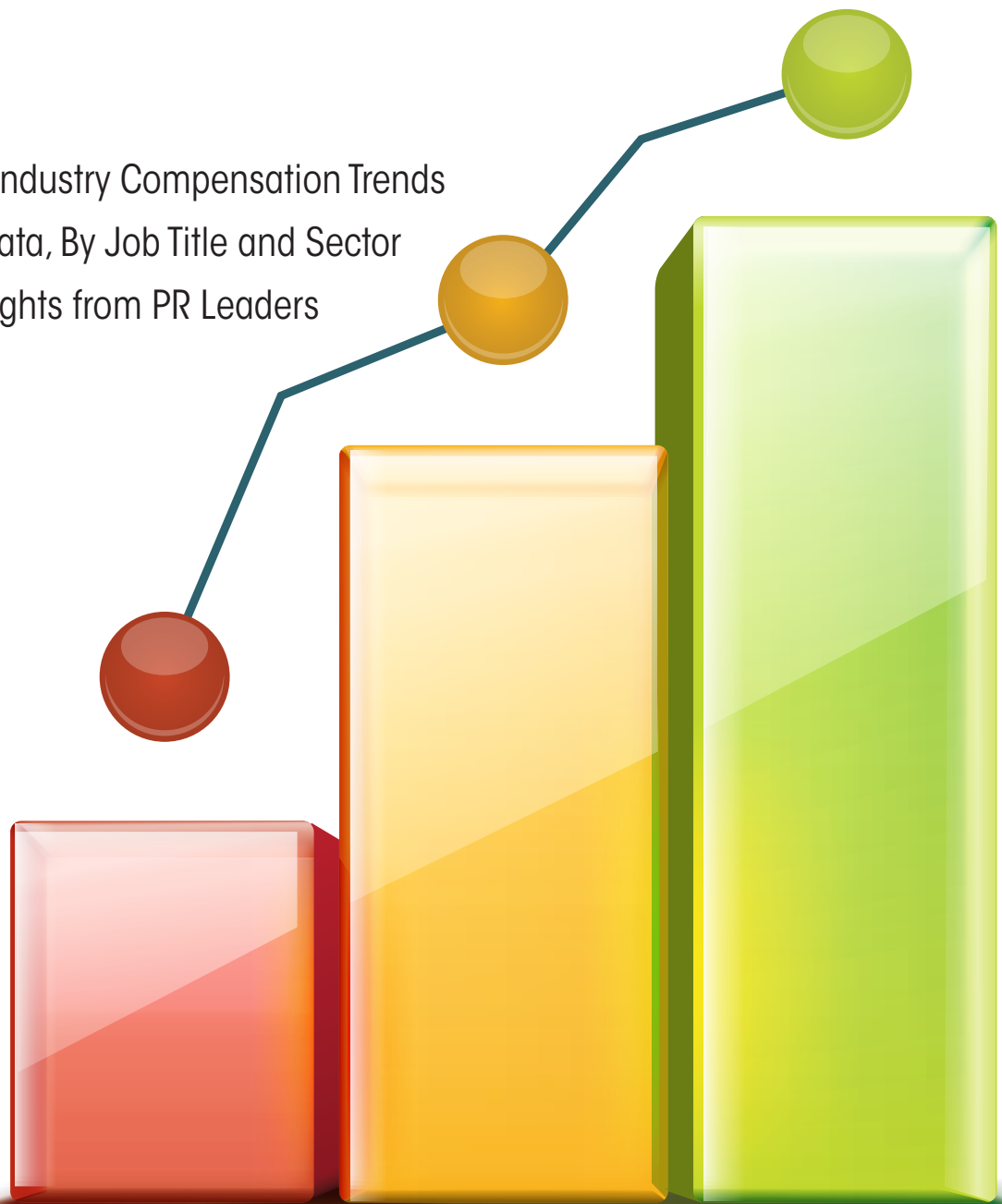
Salary Survey

PR Compensation and Benefits Report

The state of salaries, benefits, and job satisfaction for communications professionals.

Including:

- Overview and Industry Compensation Trends
- Breakouts of Data, By Job Title and Sector
- Workplace Insights from PR Leaders





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INTRODUCTION

PR Industry Headed in the Right Direction, But Obstacles Remain



The downturn in PR and marketing communications following the economic crash in 2008 now seems like a distant memory. The PR field is on the right track when it comes to salary and compensation. But there are some challenges ahead too.

The overall outlook for PR salaries and compensation is positive, according to our PR News' 2014 Salary Survey. In 2013, 17.3% of the respondents did not receive a salary increase. But that's down from 23.8% in 2012, and down from a whopping 40% in 2011. Bonus levels were relatively flat in 2013, our survey found, with about half of the respondents reporting a salary increase between 1% and 5%. This is similar to the numbers we found in 2012.

Satisfaction levels with compensation dipped, but only slightly, compared with 2012. In 2013, roughly two-thirds of the respondents in 2013 were either "fully satisfied" or "somewhat satisfied."

Serious challenges remain on the compensation front. As the survey indicates, regardless of the PR position, salary increases seem to be getting harder and harder to come by, with most increases in the range of 1% to 3% and a solid percentage of PR execs not getting a salary increase at all.

PR executives can change that equation by going back to the basics. Despite the explosion in digital and social-media platforms in the last several years, new media skills continue to take a backseat to traditional PR techniques such as media relations and written communications. So the best way to command better salaries in the future is to have a better appreciation for the past. We hope the information in the report will provide you with a roadmap guiding you through the trends in PR jobs, salaries and employment.

Sincerely,

Matthew Schwartz

Group Editor, PR News

Twitter: @mpsjournal

Table of Contents

- Chapter 1 3
Survey Overview and Key Findings
- Chapter 2 16
Compensation and Benefits Survey Results
- Chapter 3 42
Workplace Insights



Survey Overview and Key Findings

Communicators' Salaries, and Strategic Involvement, on Track to Increase in 2014

By PR News Staff

Despite continued headwinds in the economy, PR pros have reason to be cautiously optimistic regarding the state of PR salaries and compensation. They're generally satisfied with both their pay and their jobs. But there are some trouble spots to consider.

While bumps in PR salaries are being seen, the percentages of the increases have been pretty low. Ditto for bonuses; many PR pros received bonuses in 2013 but the amounts were nothing to write home about. Another foreboding trend: Many PR pros, particularly senior-level communications executives, did not get any salary increases; and for those who did get an increase, the percentage increases tended to be minimal.

The 2014 Salary Survey highlights include:

- **Most Satisfied With Pay:** More than half of the respondents said they were either fully satisfied or somewhat satisfied with their compensation, but nearly a quarter said they were somewhat dissatisfied.
- **Job Satisfaction Flat:** The vast majority of respondents are generally satisfied with their jobs, and the needle didn't move much from the 2013 survey.
- **Bonus Discrepancies:** Men continue to reap higher bonuses than women.
- **What's Old is New:** Traditional PR skills, such as writing and media relations, are considered the most important skills for advancement within an organization.
- **Continuing Education:** Attending conferences and seminars remains the most significant objective among PR pros to attain more professional development.

The findings in the 2014 PR News Salary Survey are generally encouraging, with salaries for most jobs in communications trending upward. But there are also trouble spots in PR compensation to consider.

How We Administered the Survey

The fourth annual PR News Salary Survey was administered online, producing a significant number of responses from PR News subscribers, the PR News community and visitors to our website. We used the following methods to invite people to participate:

- PR News subscribers were sent e-mail messages inviting them to participate in the survey.
- Links to the survey were included in various PR News email newsletters.
- Visitors to www.prnewsonline.com were presented with a link inviting them to take the survey (with a frequency cap of once per user).
- Outreach was done to the PR News community on social media channels.

The study was fielded for approximately six weeks, ending December 2013. There were a total of 1,051 respondents, representing a wide variety of industries and PR disciplines. Job titles ranged from president-CEO to account executive, and most every PR job in between.