

PRNews



SALARY SURVEY

prnewsonline.com

2018 EDITION

PRNews

ISSN 1546-0193

Editor, Seth Arenstein, sarenstein@accessintel.com
Editorial Director, Steve Goldstein, sgoldstein@accessintel.com
Graphic Designer, Jennifer Krause, jkrause@accessintel.com
Executive Editor, Jerry Ascierio, jascierio@accessintel.com
Senior Content Manager, Sophie Maerowitz, SMAerowitz@accessintel.com
Editor (Guidebooks), Hayley Jennings, hjennings@accessintel.com
Content Manager, Justin Joffe, jjoffe@accessintel.com
Director of Marketing, Laura Snitkovskiy, lsnitkovskiy@accessintel.com
Marketing Manager, Jessica Placencia, jplacencia@accessintel.com
VP of Marketing, Amy Jefferies, ajefferies@accessintel.com
SVP/Group Publisher, Diane Schwartz, dschwartz@accessintel.com
Chief Operating Officer, Heather Farley
President & CEO, Don Pazour

Group Subscriptions — Carol Brault, cbrault@accessintel.com

Additional Copies & Article Reprints —
Contact Wright's Media, 877-652-5295;
info@wrightsmedia.com



Published by Access Intelligence, LLC
9211 Corporate Blvd, 4th Floor
Rockville, MD 20850

Client Services:
Phone: 888.707.5814 · Fax: 301.309.3847
e-mail: clientservices@accessintel.com

New York Editorial Office:
40 Wall Street, 50th floor, New York, NY 10005
Phone: 212.621.4890 · Fax: 212.621.4879

For subscribers only: full access
to PR News article archives at
www.prnewsonline.com

Subscription/Renewal Coupon

I want to subscribe to *PR News* for \$797/year or \$1,494/2 years, and receive weekly issues plus unlimited access to the online premium content and archives.

Name: _____
Title: _____
Organization: _____
Address: _____
City: _____ State: _____ ZIP: _____
Phone: _____ Fax: _____
Email: _____

I want to renew my \$797 or \$1,494 subscription to *PR News*. My account number is: _____

Charge my Card No. _____
Exp. _____ Signature: _____

Check enclosed (Payable to Access Intelligence, LLC)
In MD add 5% tax. Postage and processing add/yr:
\$20 within U.S., \$99 outside U.S. Fax to 301.309.3847

EDITOR'S NOTE

If you're looking for happiness in your work and good pay, public relations is a pretty good bet, according to PR News' latest Salary Survey. Of the 900 communications professionals we surveyed in October and November 2017, nine out of 10 people said they were "very" or "moderately" satisfied with their job, and only 11% said they were not satisfied with their job. Just one in 10 respondents told us they were dissatisfied with their compensation.

We'd wager that the possibility of career advancement plays heavily into this job satisfaction, and a career in communications—which encompasses creativity, technological aptitude and, now, data management skills—offers wide horizons. Interestingly, what we found is that PR practitioners still consider written communications and media relations to be far and away the most important skills for career advancement.

We know you'll find more valuable insights in this edition of PR News' annual salary survey, with data broken out by corporate, nonprofit/association/NGO, government, agency and independent practitioner sectors. We wish you even more happiness and satisfaction throughout 2018 and into 2019.

Sincerely,

Steve Goldstein
Editorial Director
PR News

Table of Contents

Chapter 1	3
Overview and Key Findings	
Chapter 2	11
Findings by Position: Corporate	
Chapter 3	16
Findings by Position: Nonprofit/Association/NGO	
Chapter 4	21
Findings by Position: Government	
Chapter 5	26
Findings by Position: Agency	
Chapter 6	30
Findings by Position: Independent Practitioner	



OVERVIEW AND KEY FINDINGS

KEY SURVEY FINDINGS

OVERALL

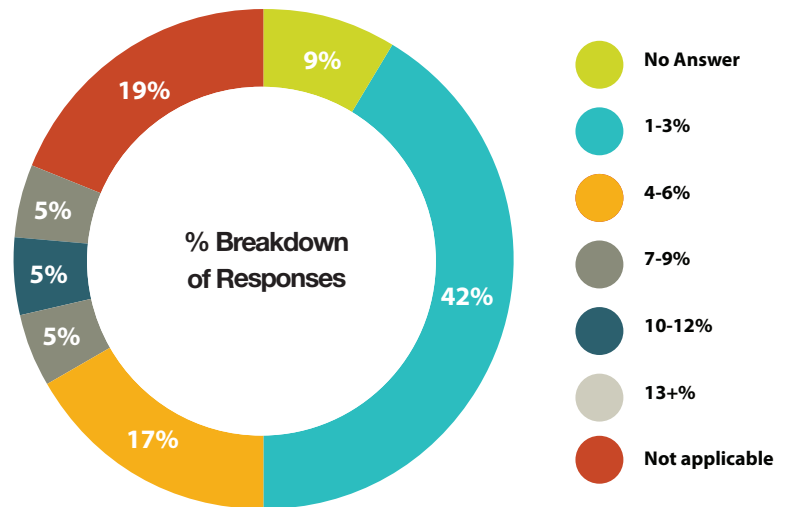
Salary Increases

If you were a communications professional in the nonprofit sector in 2017, it's likely you had a pretty good year. That's one of the findings from PR News' Salary Survey, conducted October-November 2017 (900 respondents). Although most of the PR segments were relatively stable compared to 2016, employees at nonprofits notched nice gains, while still trailing their industry peers.

On an overall basis, the economic landscape looks optimistic. Three out of four PR professionals got a raise last year -- although the majority of those were 3% or less. The 73% who saw a bump in their compensation was on par with the 68% who reported getting raises in 2016. Three in 10 respondents said they received a raise greater than 3%, similar to 2016's findings.

Salary adjustments are still a touchy subject: 28% declined to answer this question. Four out of 10 (42%) reported a 1-3% increase in 2017, reflecting cost of living increases. 17% took home a 4-6% increase last year, while 15% said their salary jumped 7% or more.

Percentage Salary Increase in Latest Review or Promotion

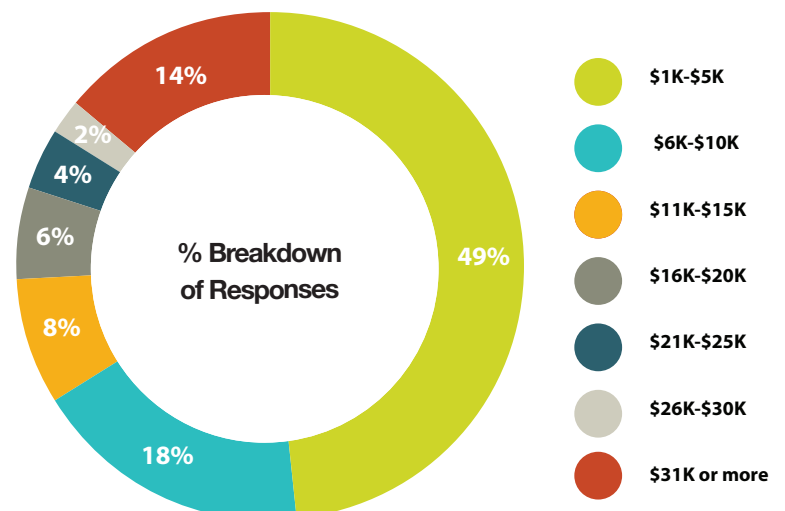


Bonuses

Half (49%) of those who received a bonus in 2017 earned between \$1K and \$5K, a decrease from 57% in 2016. There has been a directional increase among respondents who got \$31K or more as a bonus (14% vs. 11% in 2017 and 2016, respectively).

Despite the prevalence of women in the industry, men are more likely than women to receive larger bonuses – a pattern first noted in the 2016 study. Men are more than twice as likely to receive larger bonuses (\$31K+) – (23% vs. 10%). In contrast, 55% of women earned smaller bonuses (in the \$1K-\$5K bracket) vs. 33% of men. This is probably due to the fact that men are more likely to hold senior positions, and consequently, bring in the largest bonuses.

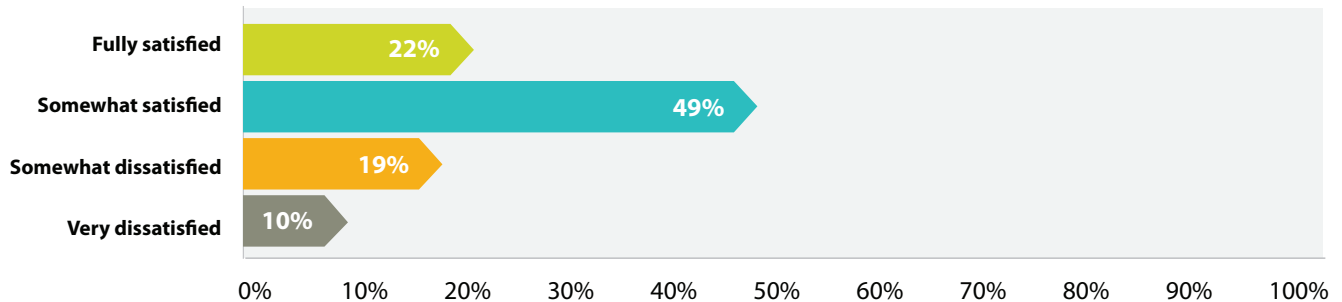
Bonus Received



Compensation Satisfaction

Despite the salary and bonus fluctuations, PR pros are satisfied with their compensation. One-fifth (22%) of PR pros are fully satisfied and one-half (49%) somewhat satisfied. It is notable that dissatisfaction with compensation is now hovering at one in 10 employees. Basically flat with 2016, attention might be directed at the underlying causes for dissatisfaction.

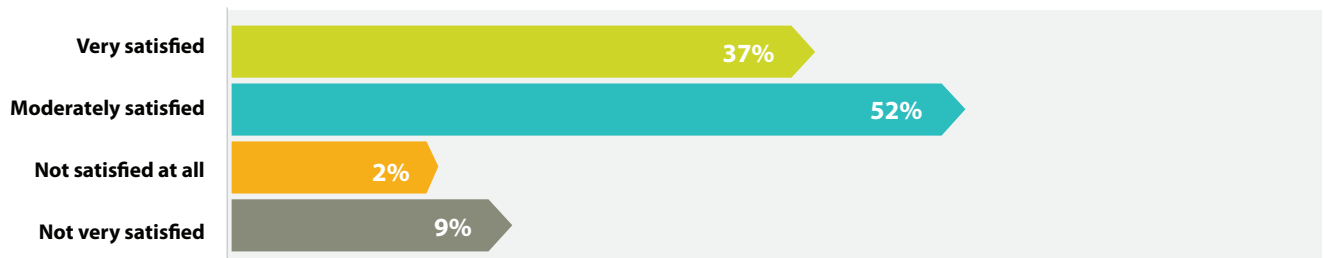
How satisfied are you with your current compensation?



Job Satisfaction

Job satisfaction remains consistent with 2016. Nine out of 10 people said they were "very" (37%) or "moderately" (52%) satisfied with their job. At the other end of the spectrum of job happiness are the 9% who said they weren't satisfied.

Job Satisfaction



PR Skills Most Important for Advancement

PR professionals rank writing skills/content creation and media relations as the top three "must-have" skills to get ahead.

In addition to the "must-haves," PR professionals also need to master secondary skills to advance.

Top Tier

- Written communication (50% in 2017 vs. 57% in 2016)
- Media relations (42% vs. 48%)
- Content creation (34% vs. 46%)

Secondary Skills

- Digital/social media/other (27% in 2017 vs. 36%)
- Crisis management (25% vs. 27%)
- Reputation management (24% vs. 36%)
- Oral communications (21% vs. 22%)
- Measurement knowledge (16% vs. 18%)

Key ‘Soft’ Communications Skills/Attributes

Eight out of 10 respondents cited collaboration and strategic decision-making as important soft skills. As seen in previous years, social responsibility and an ethical outlook received fewer mentions as attributes needed for job advancement.

Soft Benefits Provided by Employers

Insurance, maternity leave and flexible schedules are the soft benefits most commonly provided by organizations. Vacation, insurance and paid sick/personal days top the list. Maternity leave (57%) and flexible work schedules (47%) are widely noted.

Shifts in the incidence of some soft benefits have occurred since last year: telecommuting (-13% points), maternity leave (-12% points) and flexible work schedule (-12% points).

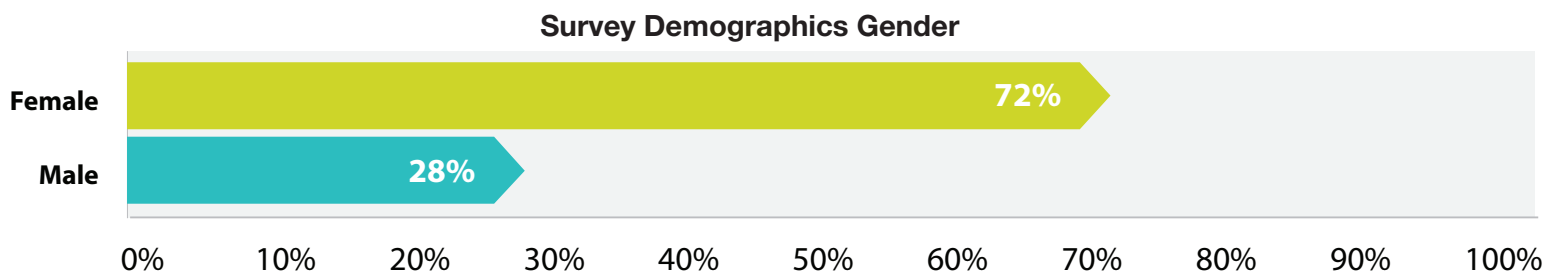
Soft benefits mentioned most often are:

- Paid holidays (83%)
- Vacation (77%)
- Medical (76%)
- Dental (76%)
- Paid sick time (74%)
- Paid personal days (65%)
- Life insurance (65%)
- Vision (63%)
- 401K (60%)

SURVEY DEMOGRAPHICS

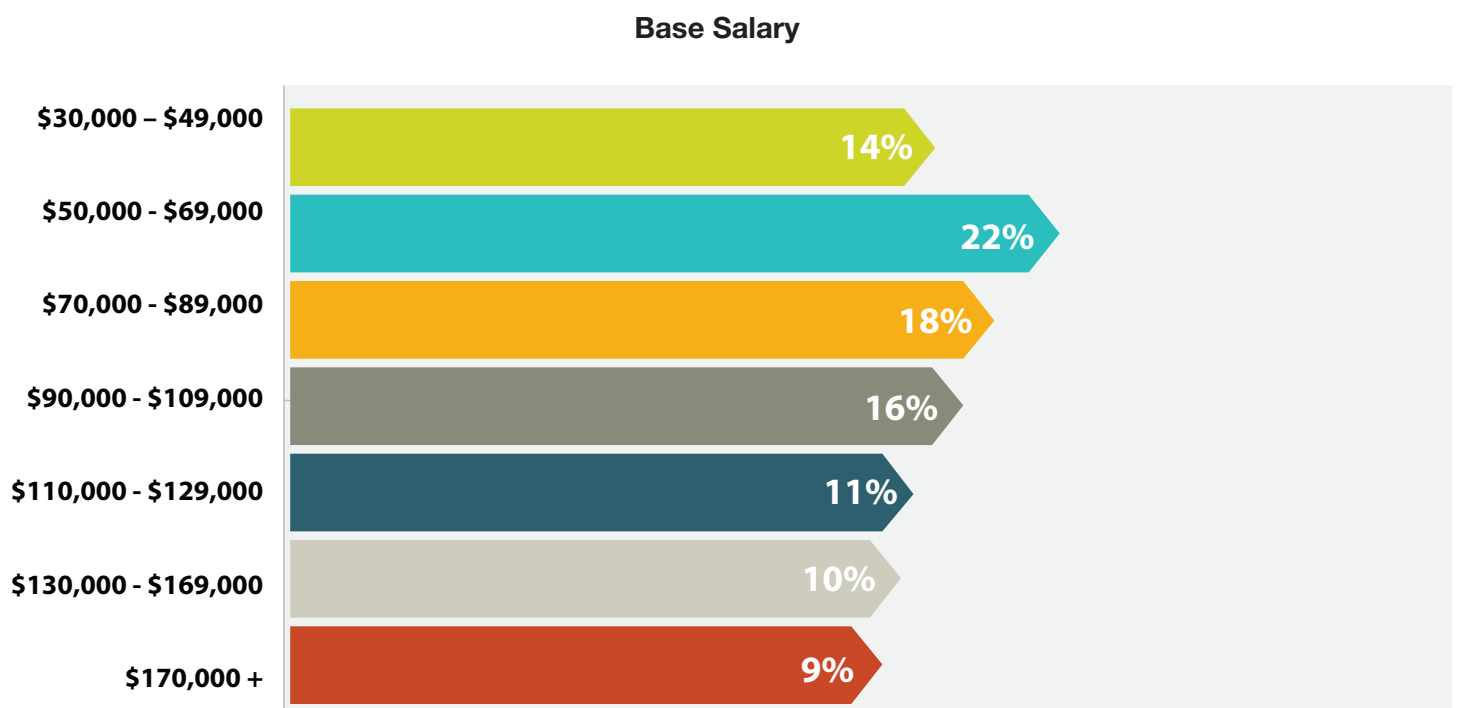
Gender

If you look at just statistics, the PR business is a woman's world: 72% of survey respondents were female. However, more men completed a questionnaire in 2017 than in 2016 (28% vs. 25% in 2016).



Base Salary

The disparity in PR salaries seen in previous surveys continues in 2017. This might be attributed, in part, to seniority and responsibilities. About half of the respondents to the survey said they made \$90K or less. Nearly a third said they took home six figures (\$110K+).



Age of Respondents

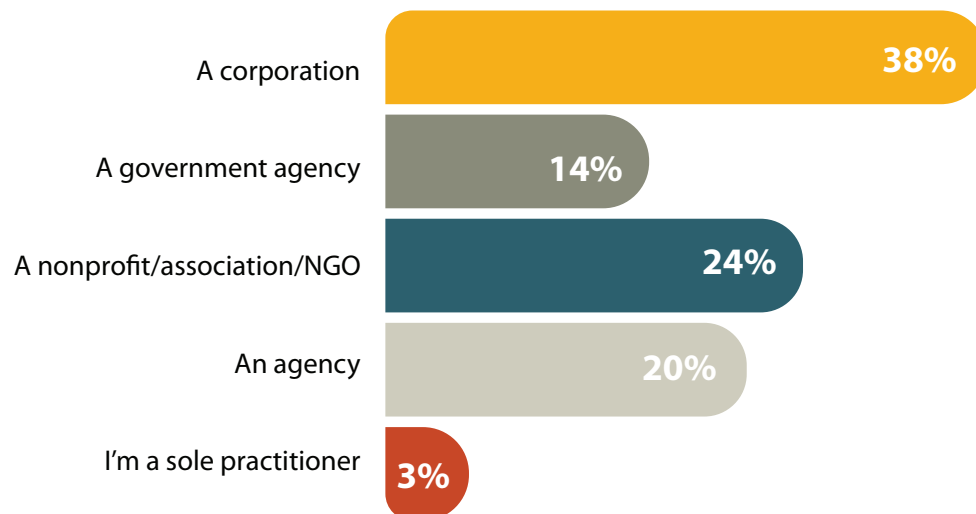
The PR business is dominated by younger professionals: almost 6 in 10 are 45 or younger. That's on par with 2016's results.

Corporate, Nonprofit/NGO, Government and Agency Breakdown

The respondent profile shows that they work in the following types of organizations:

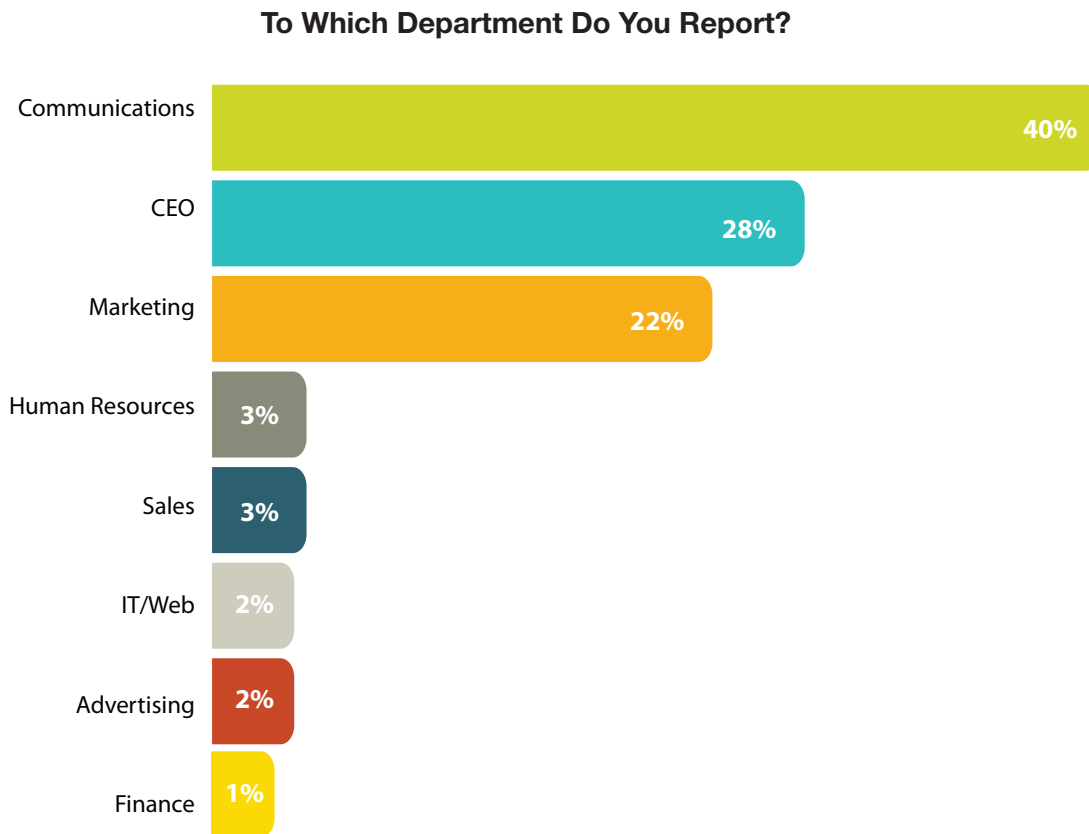
- Corporation (38%)
- Government agency (14%)
- Nonprofit/association/NGO (24%)
- Agency (20%)
- Sole practitioner (3%)

Corporate, Nonprofit/NGO, Government and Agency Breakdown



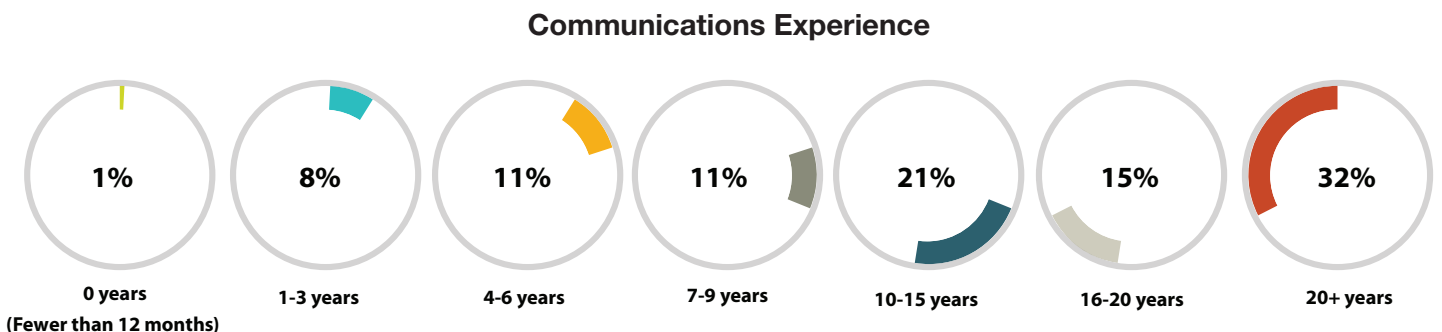
To Which Department Do You Report?

Most survey participants report to Communications (40%), a CEO (28%) or Marketing (22%). HR, sales, advertising IT and finance each accounted for 3% or less of survey respondents.



Communications Experience

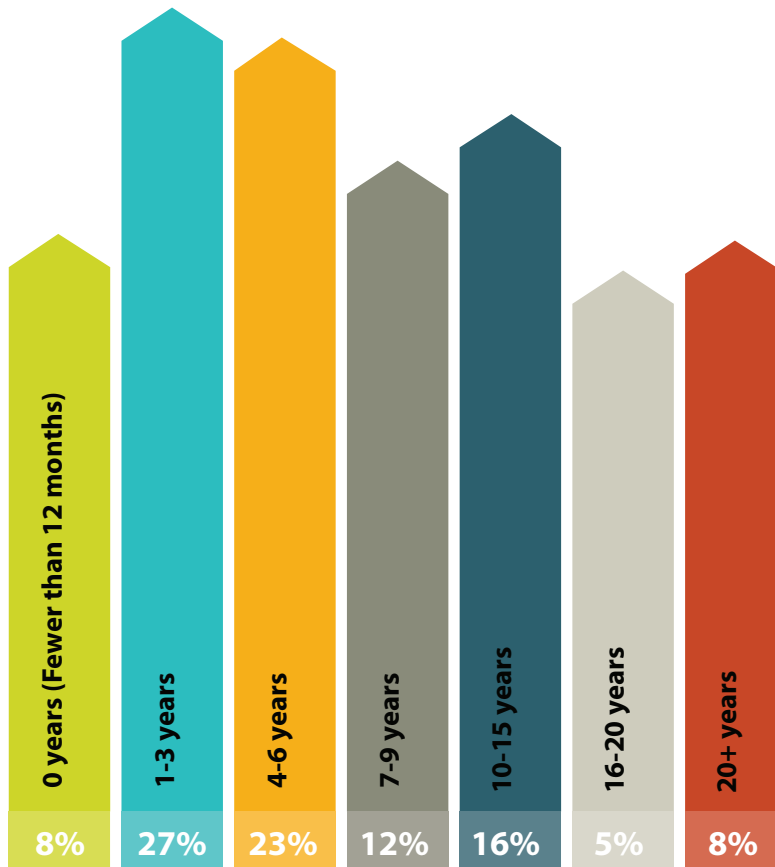
One in three respondents said they have been working in PR for less than 10 years.



Tenure at Current Organization

Nearly six out of 10 respondents have worked at their current organization less than seven years. 29% have been with their organization for 10 years or more.

Tenure at Current Organization





2

FINDINGS BY POSITION: CORPORATE

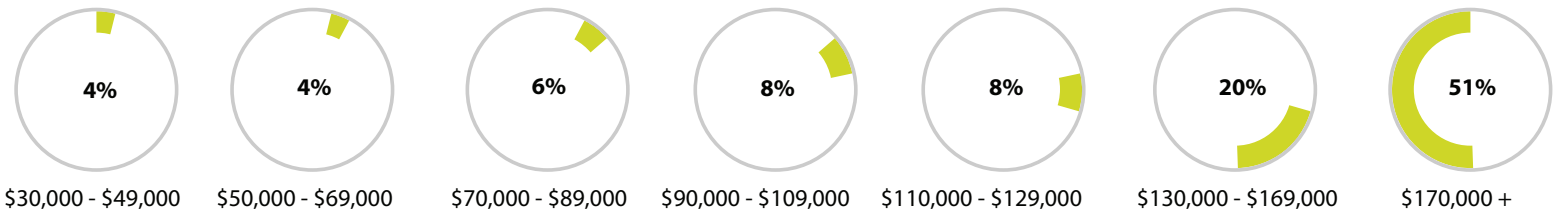
FINDINGS BY POSITION: CORPORATE

C-Suite

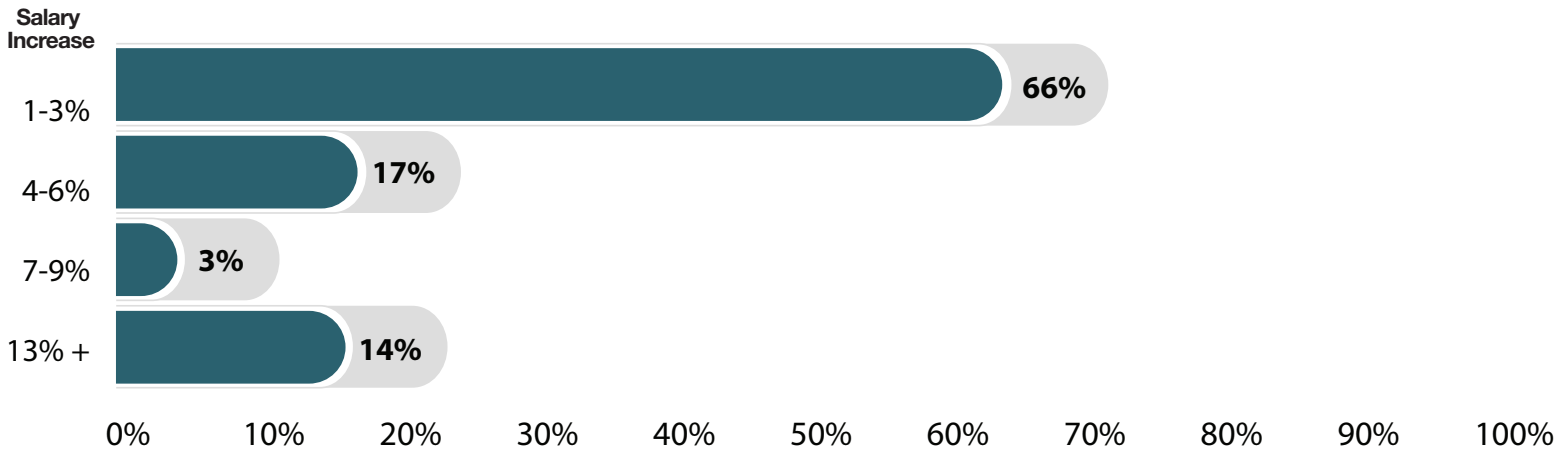
One-half (51%) of these senior communications executives received a base salary of \$170,000+. An additional 20% reported getting \$130K-\$169K. The 2017 average annual salary for these officers was \$161,980.

Salary increase percentages were limited, with two-thirds (66%) of those who received an increase reporting a hike of 1-3%. But it was C-Sweet for the 14% of these senior executives who received a 13%+ raise hike.

Chief Communication Officer, Corporate Responsibility Officer, EVP,VP, General Manager, Chief Content Strategist - Base Salary



Chief Communication Officer, Corporate Responsibility Officer, EVP,VP, General Manager, Chief Content Strategist - Percentage Salary Increase in Latest Review or Promotion



Chief Communication Officer, Corporate Responsibility Officer, EVP,VP, General Manager, Chief Content Strategist - Average Salary

\$161,980

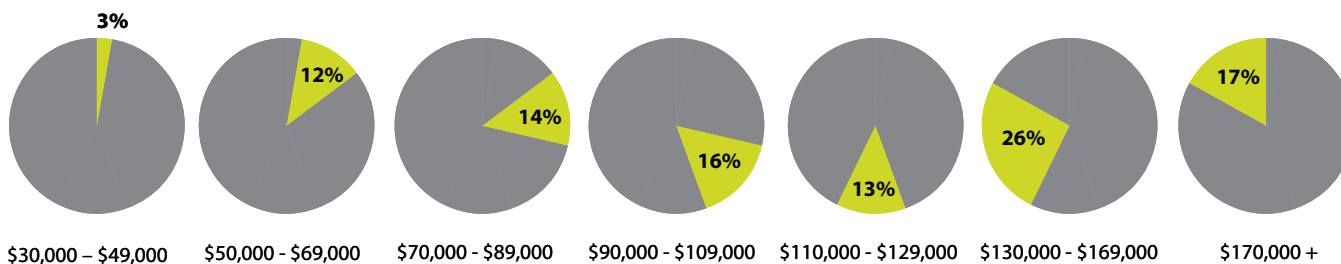
Corporate

Director of Communications

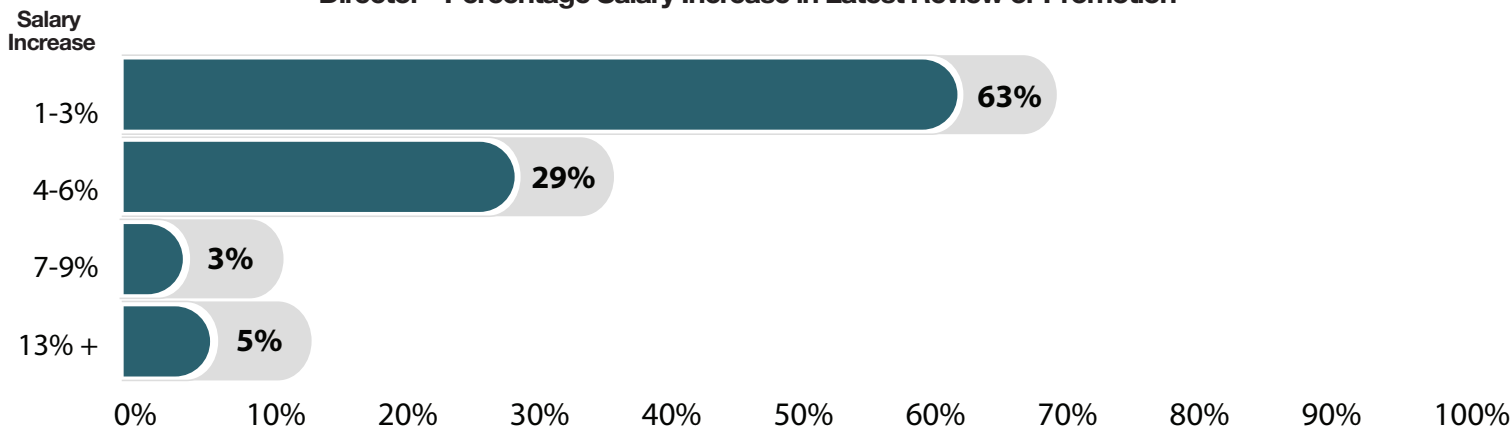
Similar to 2016, one in five Directors (17%) reported a base salary of \$170K+. About 43% earn at least \$130K. Directors' average salary is \$121,656.

Six in 10 Directors reported a 1-3% salary increase in 2017.

Director - Base Salary



Director - Percentage Salary Increase in Latest Review or Promotion



Director - Average Salary

\$121,656

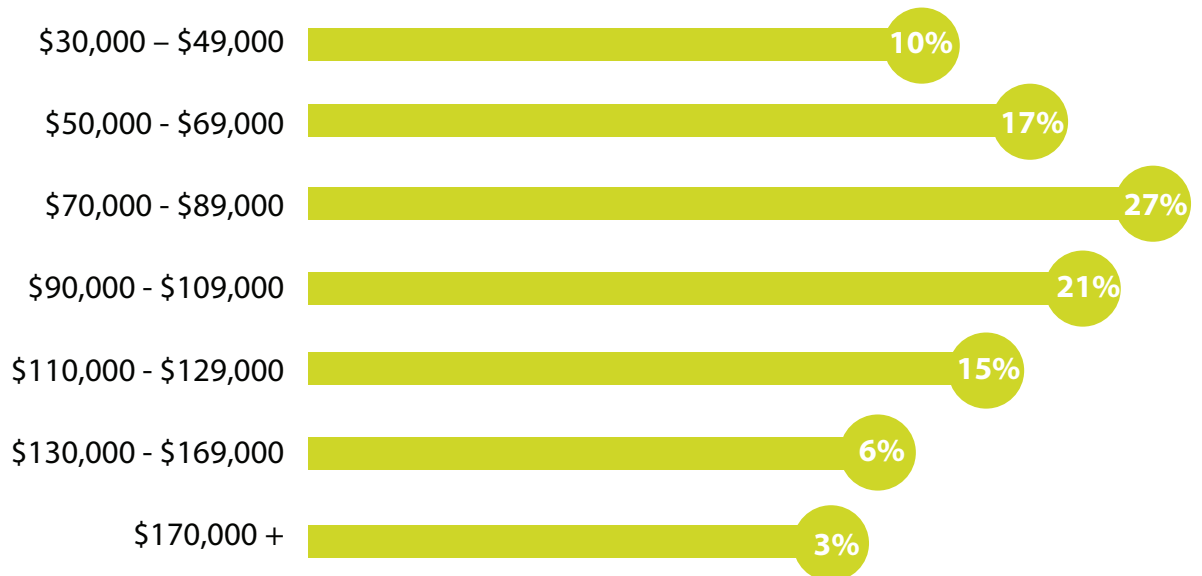
Corporate

Communications Manager

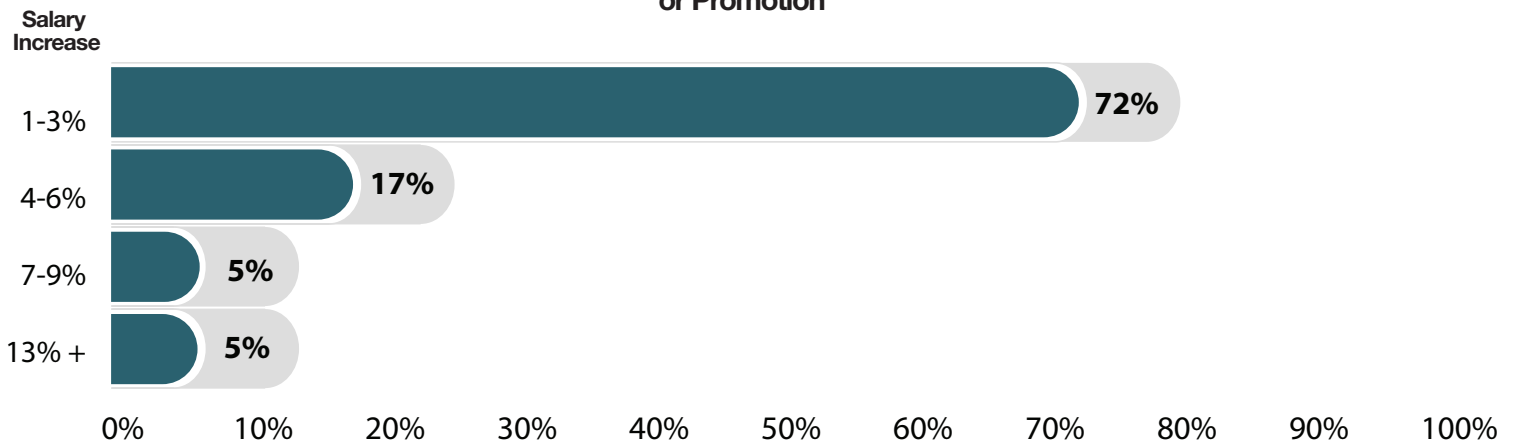
Four in 10 (80%) Managers noted a base salary between \$50K and \$129K. This range comports with 2016 reported salaries. The average 2017 salary was \$88,152.

Salary increases were limited, with 72% of those with a salary increase getting a 1-3% raise.

Manager, Account Management, Account Supervisor, Account Executive - Base Salary



Manager, Account Management, Account Supervisor, Account Executive - Percentage Salary Increase in Latest Review or Promotion



Manager, Account Management, Account Supervisor, Account Executive - Average Salary

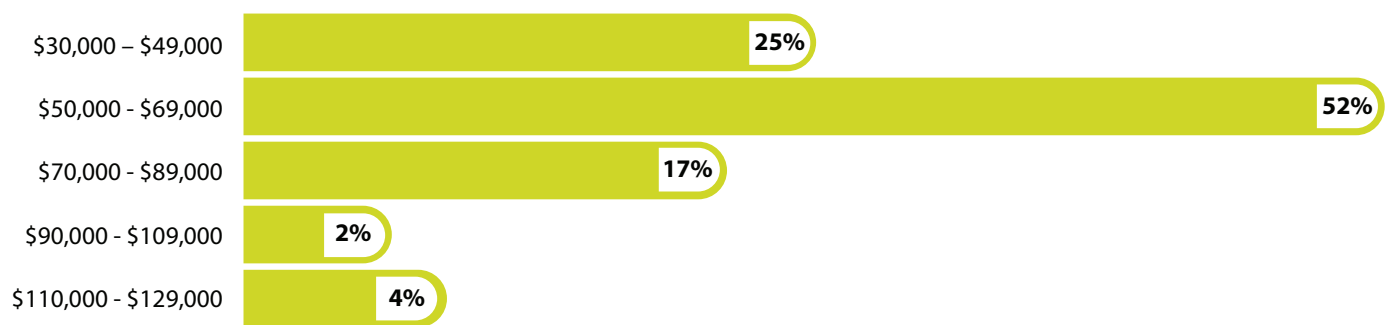
\$88,152

Corporate

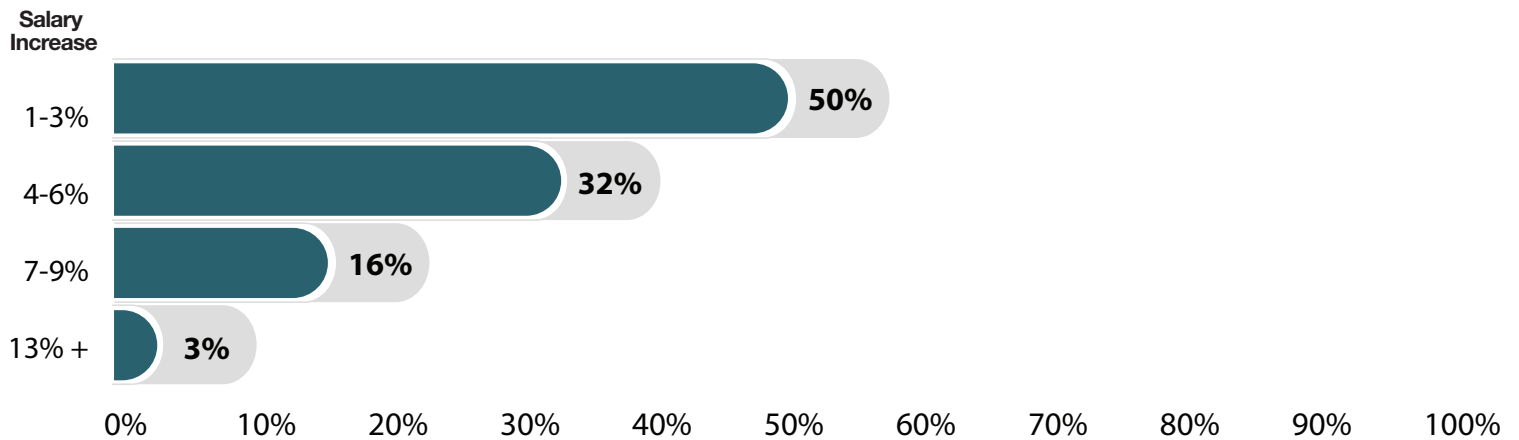
Communications Specialist

A majority (52%) of Communications Specialists were paid \$50K-\$69K base salary. This group averaged \$59,819.

Associates, Specialists & Strategists - Base Salary



Associates, Specialists & Strategists - Percentage Salary Increase in Latest Review or Promotion



Associates, Specialists & Strategists - Average Salary

\$59,819



3

FINDINGS BY POSITION: NONPROFIT/ASSOCIATION/NGO

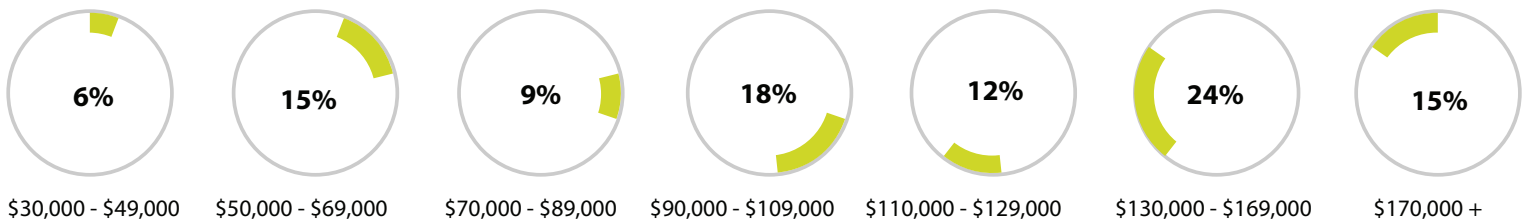
FINDINGS BY POSITION: NONPROFIT/ASSOCIATION/NGO

C-Suite

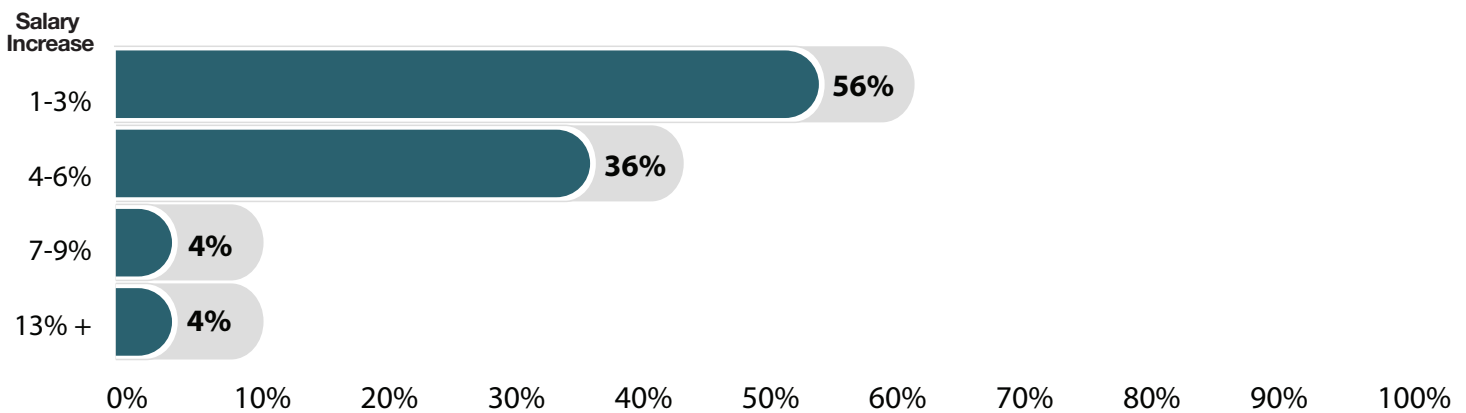
Seven in 10 (70%) senior executives reported a base salary of \$90,000 or more. 15% earned at least \$170K. The 2017 average annual salary for these officers was \$119,515. Salaries are moving up. Only 21% of the C-suite reported a salary of less than \$70K, compared to half of 2016's C-suite.

The majority of salary increases were between 1% and 3%; 36% were in the 4-6% range.

Chief Communication Officer, Corporate Responsibility Officer, EVP,VP, General Manager, Chief Content Strategist - Base Salary



Chief Communication Officer, Corporate Responsibility Officer, EVP,VP, General Manager, Chief Content Strategist - Percentage Salary Increase in Latest Review or Promotion



Chief Communication Officer, Corporate Responsibility Officer, EVP,VP, General Manager, Chief Content Strategist - Average Salary

\$119,515

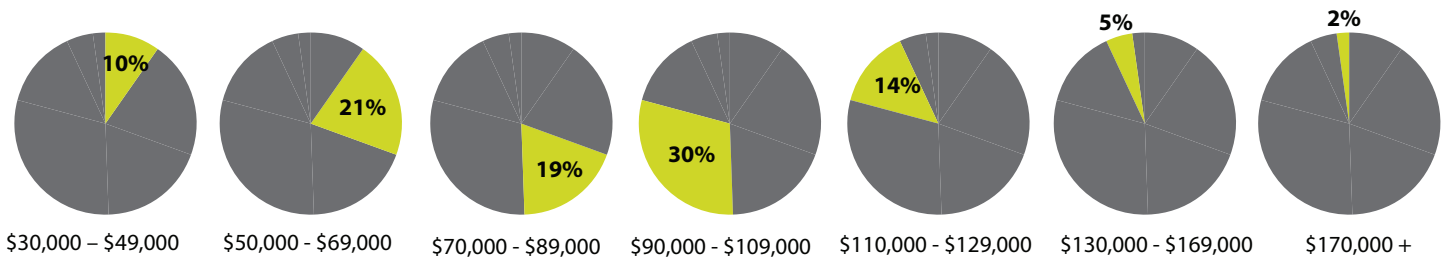
Nonprofit/Association/NGO

Marketing Communications Director

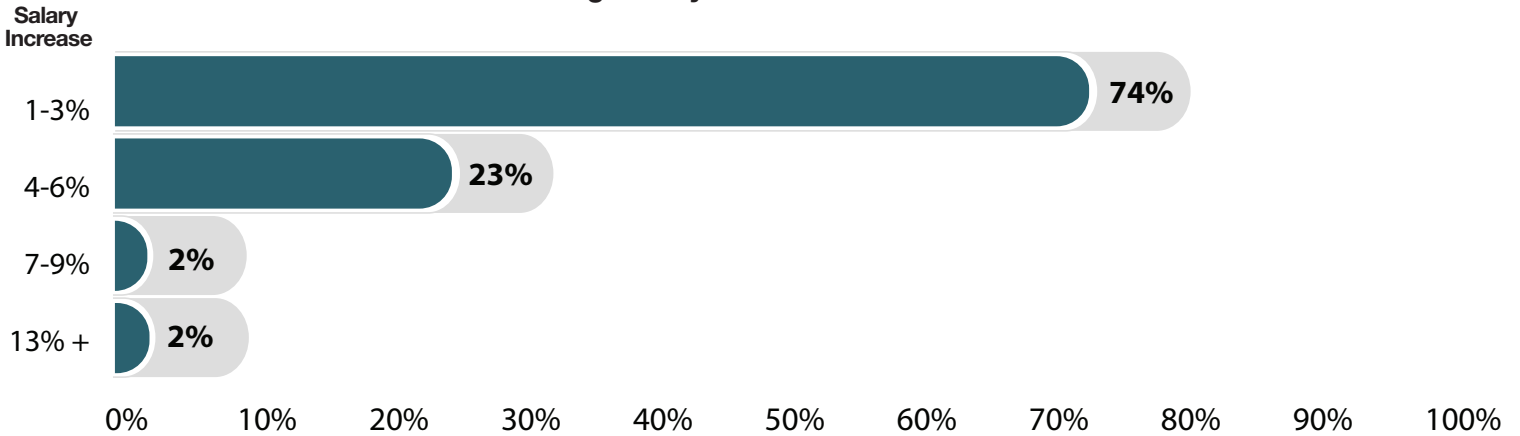
The average 2017 base salary reported by Marketing Communications Directors at nonprofits is \$87,675. Seven in 10 (70%) earn between \$50K and \$109K. One-half (51%) earn at least \$90K, higher than the 28% noted in 2016.

Three-quarters (74%) of salary increases ranged from 1-3%.

Director - Base Salary



Director - Percentage Salary Increase in Latest Review or Promotion



Director - Average Salary

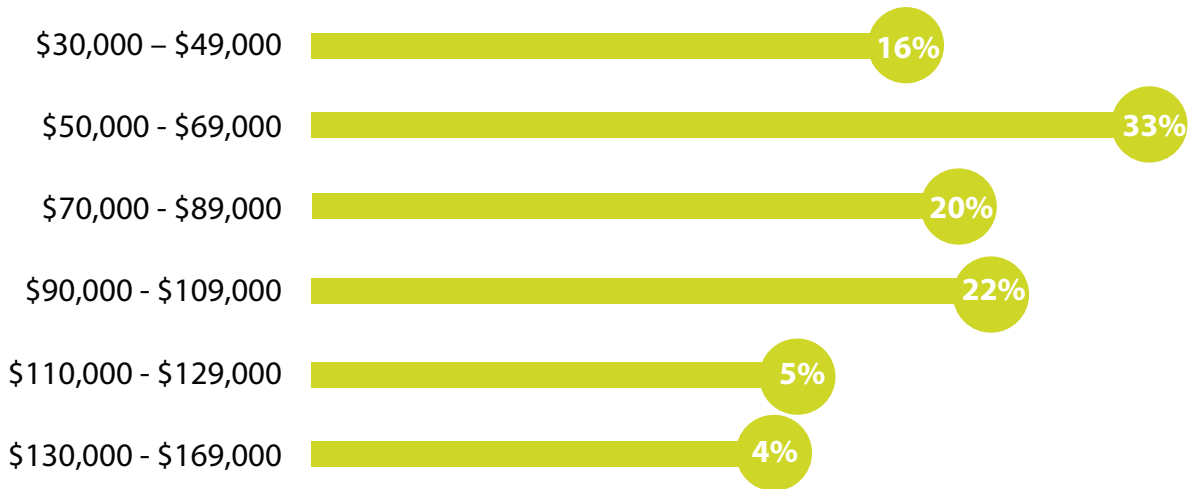
\$87,675

Nonprofit/Association/NGO

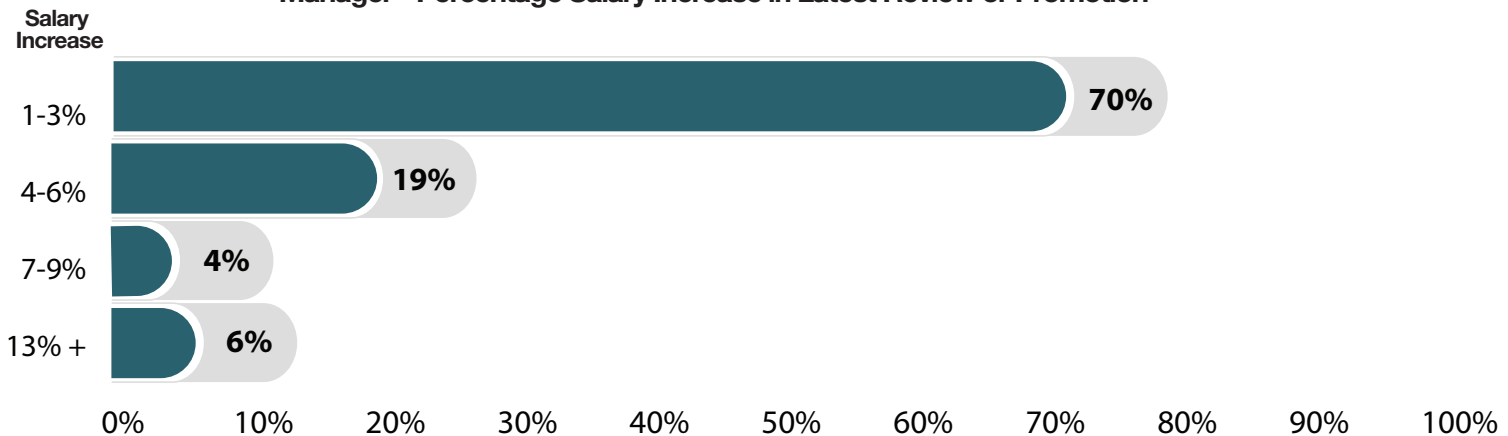
Communications Manager

There has been improvement in the salaries for Communications Managers in the past year. Nearly one-third (31%) earned a base salary of \$90K or more, a significant increase over the 5% noted 2016. The average 2017 base salary for a Communications Manager was \$79,500.

Manager - Base Salary



Manager - Percentage Salary Increase in Latest Review or Promotion



Manager - Average Salary

\$79,500

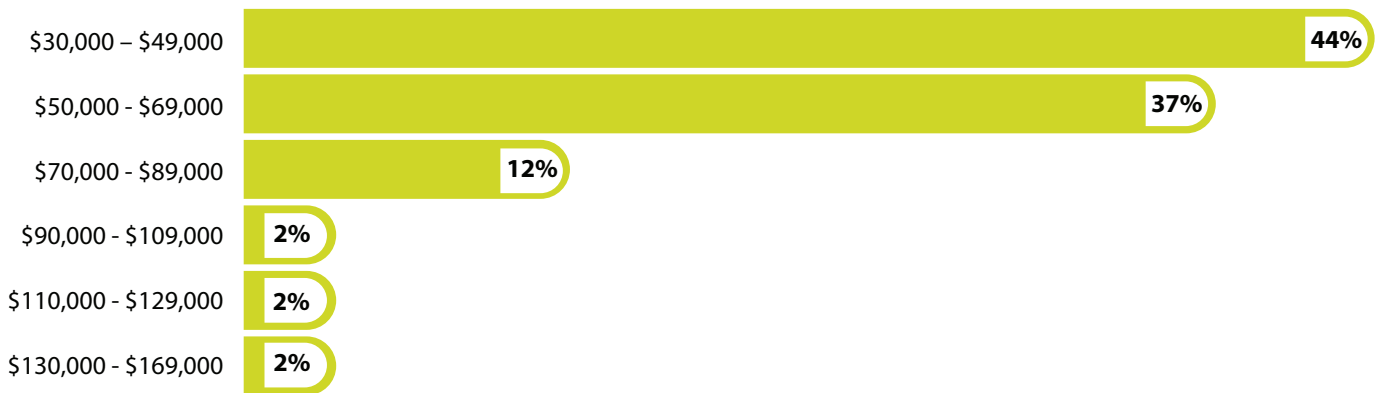
Nonprofit/Association/NGO

Communications Specialist

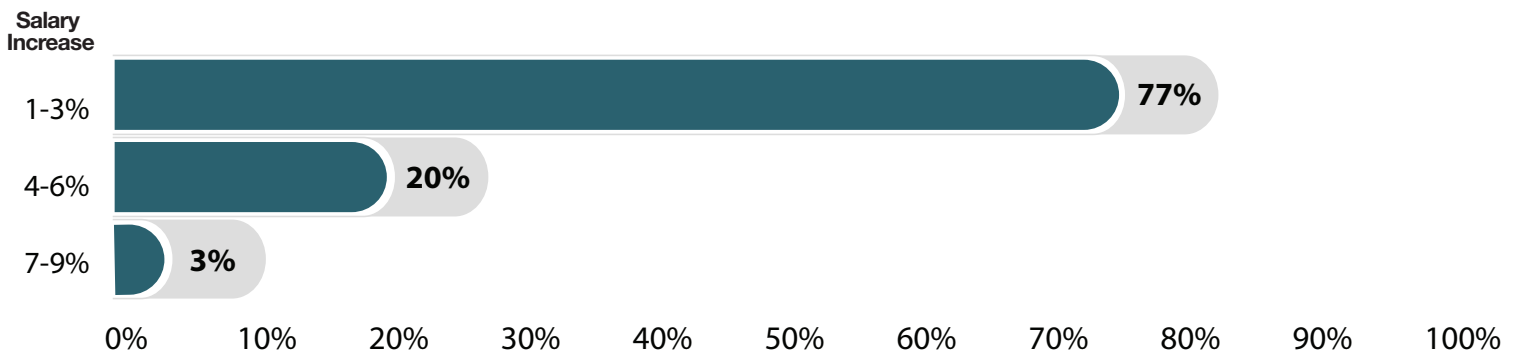
The average base salary for Communications Specialists in 2017 was \$59,819. Four-fifths (80%) earned up to \$69K, basically flat with 2016 salaries.

The most common salary increase was in the 1-3% range, similar to 2016.

Associates, Specialists & Strategists - Base Salary



Associates, Specialists & Strategists - Percentage Salary Increase in Latest Review or Promotion



Associates, Specialists & Strategists - Average Salary

\$59,819



4

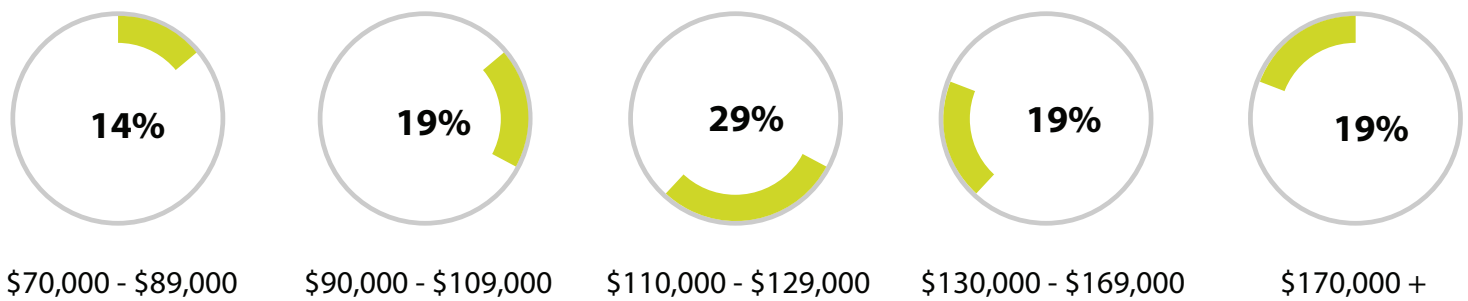
FINDINGS BY POSITION: GOVERNMENT

FINDINGS BY POSITION: GOVERNMENT

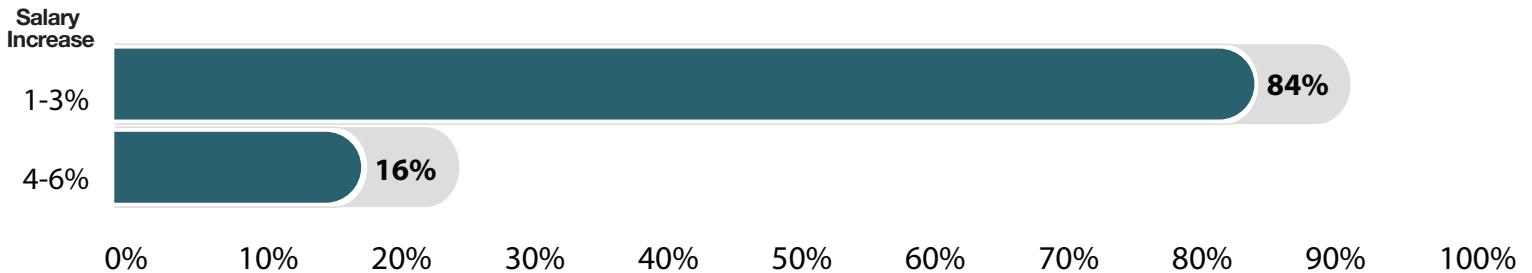
C-Suite

The average salary for the top PR executives was \$130,000. Most (84%) raises were in the 1-3% range.

Chief Communications Officer, EVP,VP, General Manager, Corporate Responsibility Officer - Base Salary



Chief Communications Officer, EVP,VP, General Manager, Corporate Responsibility Officer - Percentage Salary Increase in Latest Review or Promotion



Chief Communications Officer, EVP,VP, General Manager, Corporate Responsibility Officer - Average Salary

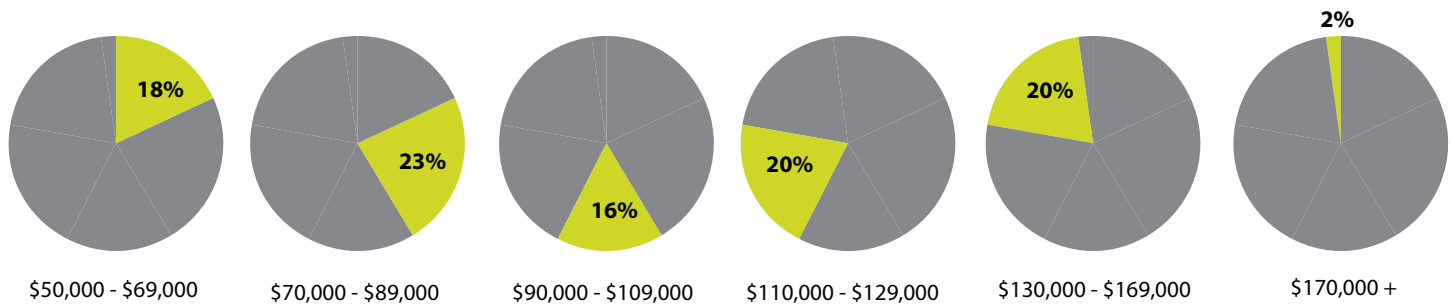
\$130,000

Government

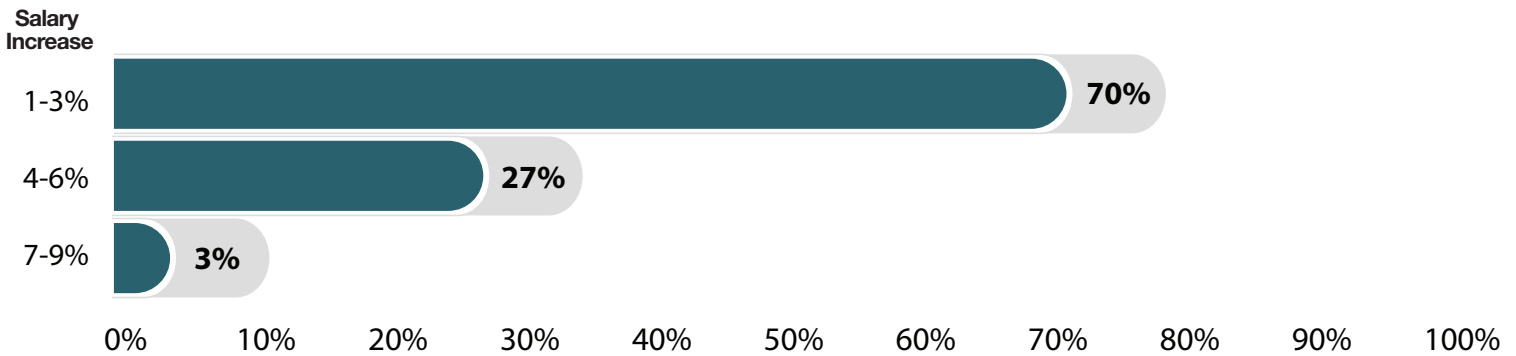
Director

The 2017 average annual salary for communications Directors in the government sector was \$103,136. Three-quarters (77%) reported a base salary of up to \$129K. Six in 10 (59%) earn \$90K+. 70% of salary increases ranged from 1% to 3%.

Director - Base Salary



Director - Percentage Salary Increase in Latest Review or Promotion



Director - Average Salary

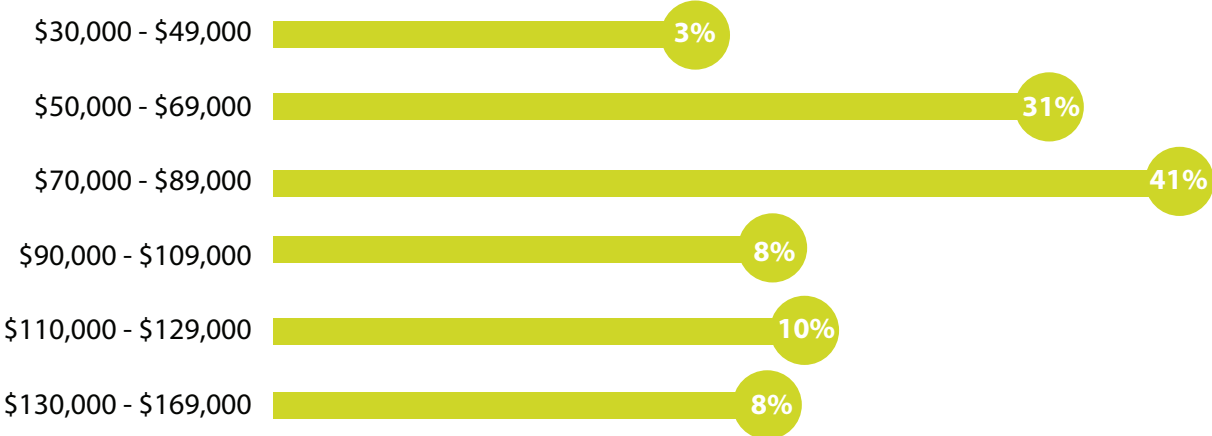
\$103,136

Government

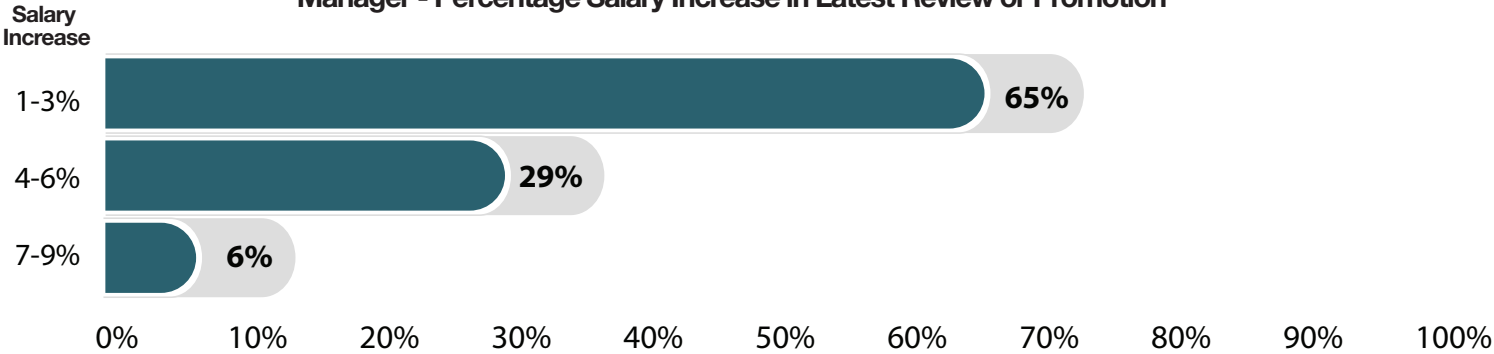
Manager

Government PR Managers earned an average base salary of \$79,500 in 2017. Three-quarters (74%) received up to \$89K. Two-thirds (65%) of Managers reported getting 1-3% increases.

Manager - Base Salary



Manager - Percentage Salary Increase in Latest Review or Promotion



Manager - Average Salary

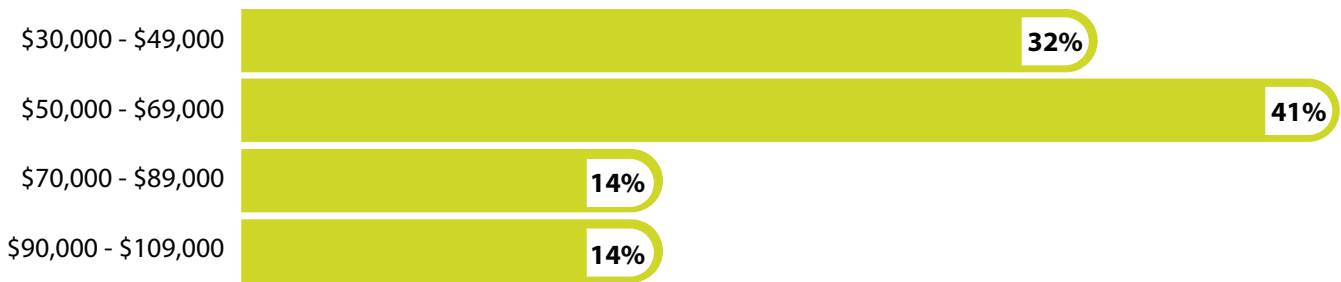
\$79,500

Government

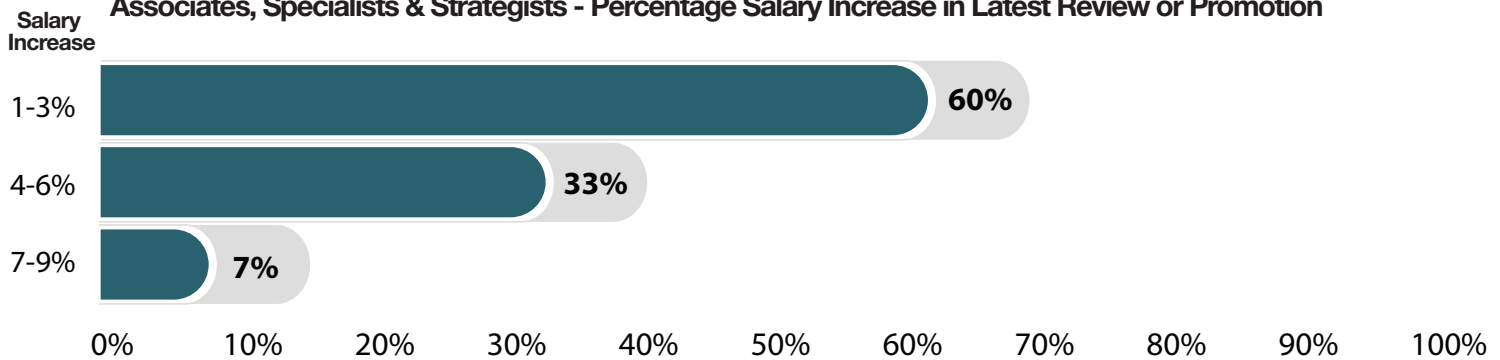
Communications Specialist

The average salary was \$62,227. Three-quarters of all respondents answering the salary question said they made less than \$70,000.

Associates, Specialists & Strategists - Base Salary



Associates, Specialists & Strategists - Percentage Salary Increase in Latest Review or Promotion



Associates, Specialists & Strategists - Average Salary

\$62,227



5

FINDINGS BY POSITION: AGENCY

FINDINGS BY POSITION: AGENCY

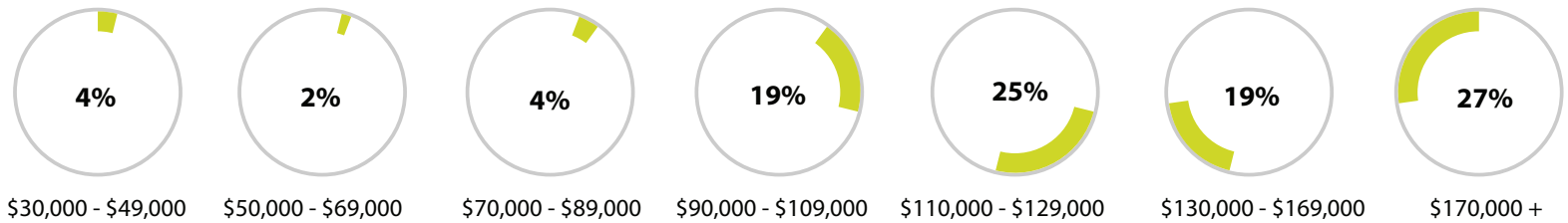
C-Suite

C-suite communications execs at agencies received higher compensation than their peers in other sectors.

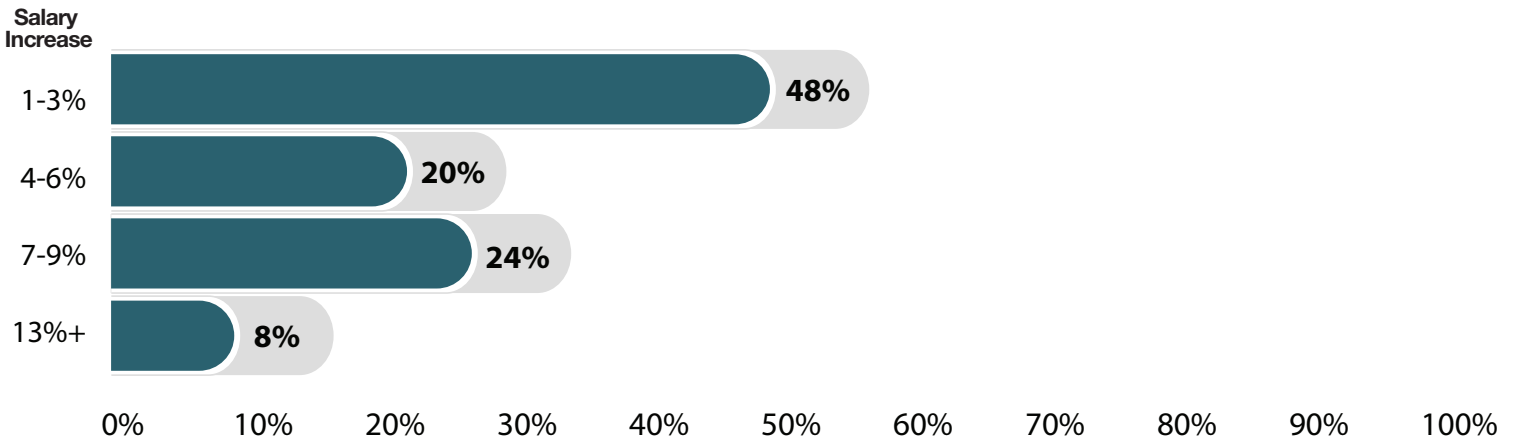
Almost half (46%) said they earned a base salary of \$130,000 or higher. The 2017 average annual salary for these officers was \$139,663.

Salary increases for C-suite staff were among the most generous. One-half noted salary increases 4% or higher. One in three (32%) received a 7%+ salary increase.

Chief Communications Officer, EVP,VP, General Manager, Corporate Responsibility Officer - Base Salary



Chief Communications Officer, EVP,VP, General Manager, Corporate Responsibility Officer - Percentage Salary Increase in Latest Review or Promotion



Chief Communications Officer, EVP,VP, General Manager, Corporate Responsibility Officer - Average Salary

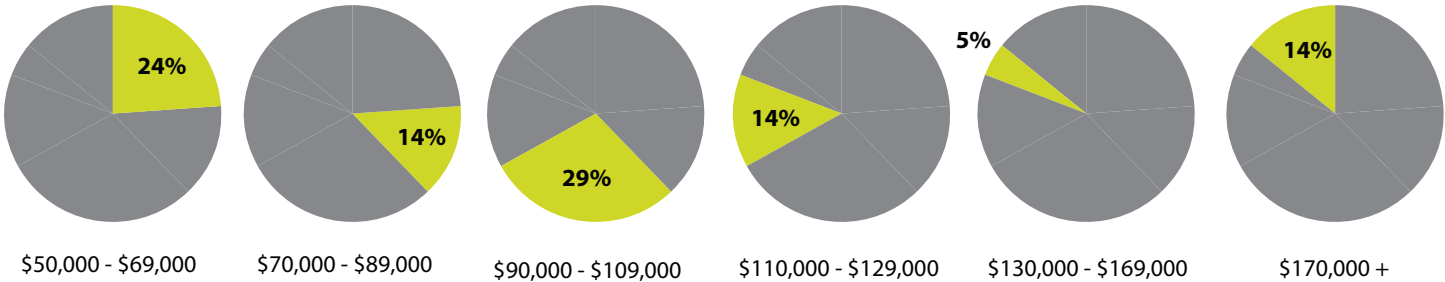
\$139,663

Agency

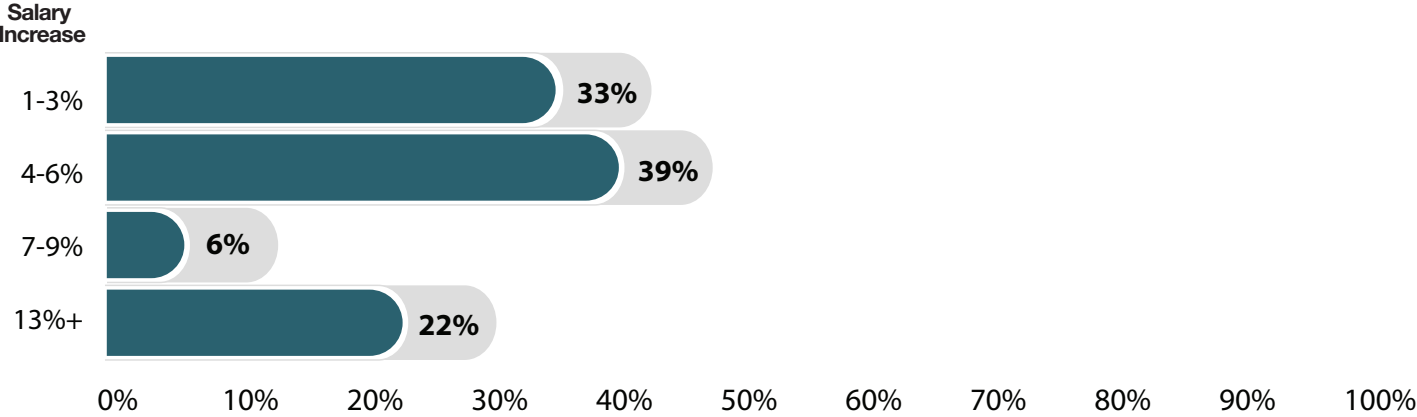
Director

The average Director brought home \$106,607 in base pay in 2017. 67% said they made less than \$110,000.

Director - Base Salary



Director - Percentage Salary Increase in Latest Review or Promotion



Director - Average Salary

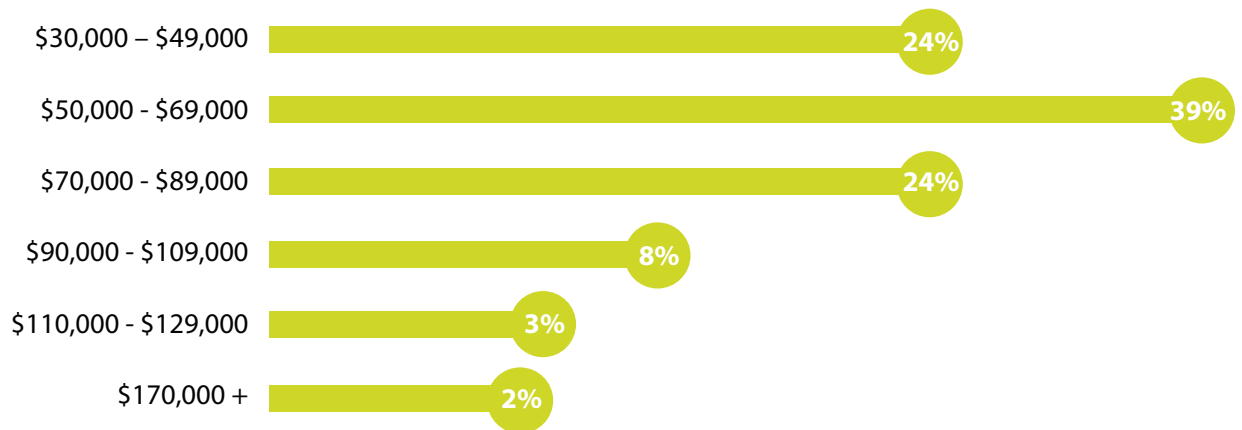
\$106,667

Agency

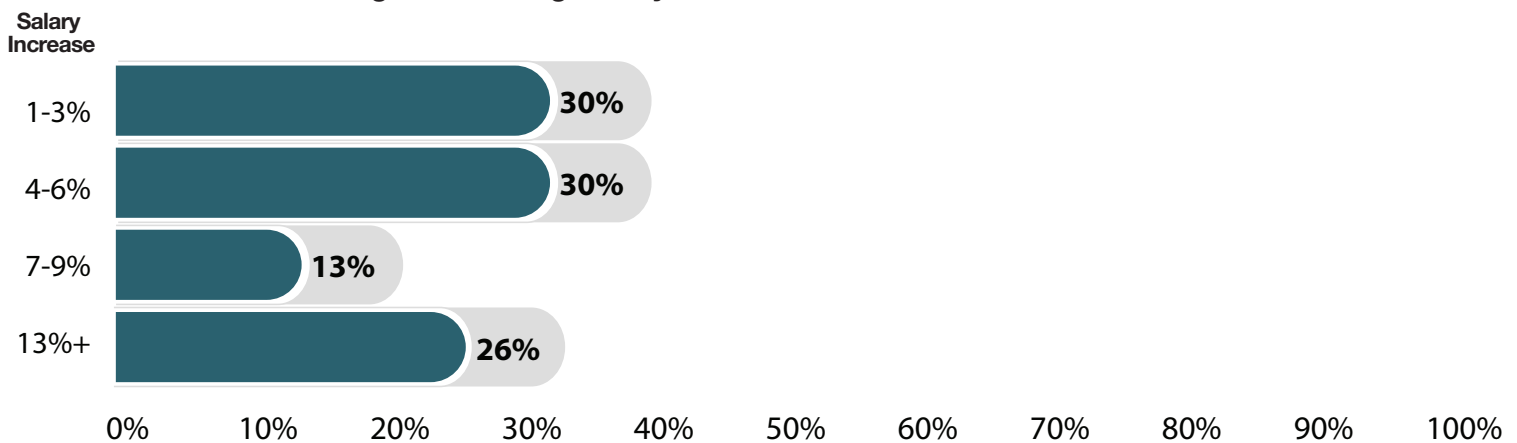
Manager

The salary profile of agency Managers matches last year's salary. Six out of ten (63%) Managers earned up to \$69K. The average base salary was \$67,871.

Manager - Base Salary



Manager - Percentage Salary Increase in Latest Review or Promotion



Manager - Average Salary

\$67,871



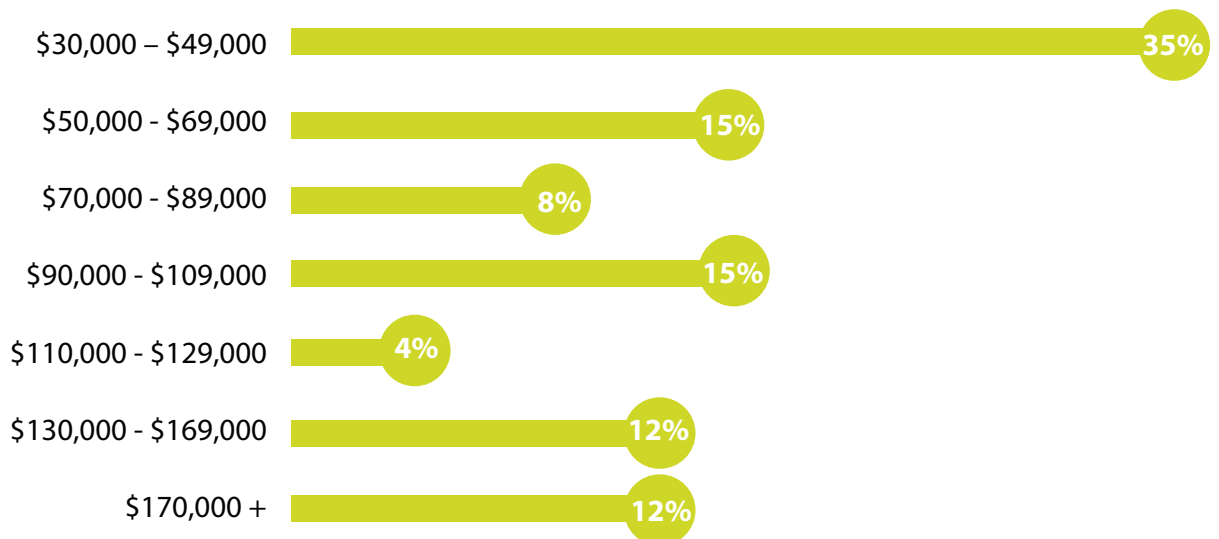
6

FINDINGS BY POSITION: INDEPENDENT PRACTITIONER

FINDINGS BY POSITION: INDEPENDENT PRACTITIONER

Sole practitioners reported a range of salaries, most likely a function of their seniority. The average base salary for sole practitioners in 2017 was \$89,300. Base salary varied across all categories. Half of all respondents said they earned \$70,000 and up.

Independent Practitioner - Base Salary



Independent Practitioner - Average Salary

\$89,300

PRNews

prnewsonline.com