

Ad Talent Salary Survey 2019 revealed...

Ad Talent has released its 2019 salary survey for the communications industry. This annual survey is not intended to be prescriptive but is a report on what this specific recruiter has experienced over the course of the last year.



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This survey was compiled:

- using figures of actual placements made by Ad Talent
- using figures from salary information obtained from all candidates interviewed by Ad Talent from January 2018 to December 2018
- using figures from salary information obtained from candidates who have submitted their CVs to Ad Talent
- using cost to company (CTC) figures
- using the average salaries per sector

Interpretation:

- Salaries vary significantly depending on many factors, including the size of the company, desirability to work for a particular company and status
- Salaries for media sales roles vary significantly depending on the commission structure/incentives
- 0-2 years (light) means 0 to 2 years experience in that particular position and NOT 0 to 2 years total working experience
- The same applies to medium and heavyweight. It is experienced in a particular position and NOT total working experience
- This survey is not intended to be prescriptive but is a report on what we, Ad Talent, (not the entire industry) has experienced in the past 12 months

ADVERTISING AGENCIES			
0-2 yrs (light)	2 – 5 yrs (medium)	5 – 9 yrs (heavyweight)	
Managing Director			
Johannesburg	R90 000 – R100 000	R100 000 – R150 000	R150 000+
Cape Town	R75 000 – R88 000	R88 000 – R130 000	R130 000+
Deputy MD			

Johannesburg	R85 000 – R94 000	R94 000 – R100 000	R100 000+
Cape Town	R75 000 – R84 000	R84 000 – R93 000	R93 000+
Client Service/Business Unit Director			
Johannesburg	R55 000 – R59 000	R59 000 – R65 000	R65 000+
Cape Town	R45 000 – R49 000	R49 000 – R57 000	R57 000+
Group Account Director			
Johannesburg	R48 000 – R53 000	R53 000 – R57 000	R57 000+
Cape Town	R42 000 – R46 000	R46 000 – R55 000	R55 000+
Account Director			
Johannesburg	R35 000 – R40 000	R40 000 – R48 000	N/A
Cape Town	R32 000 – R40 000	R40 000 – R46 000	N/A
Account Manager			
Johannesburg	R23 000 – R26 000	R26 000 – R35 000	N/A
Cape Town	R17 000 – R22 000	R22 000 – R30 000	N/A
Account Executive			
Johannesburg	R14 000 – R17 000	R17 000 – R20 000	N/A
Cape Town	R11 000 – R13 000	R13 000 – R15 000	N/A
Project Manager			
Johannesburg	R27 500 – R38 000	R38 000 – R45 000	R45 000+
Cape Town	R24 000 – R32 000	R32 000 – R39 000	R39 000+
Operations			
Johannesburg	R48 000 – R58 000	R58 000 – R79 000	R79 000+
Cape Town	R45 000 – R57 000	R57 000 – R66 000	R66 000+
Production			
Johannesburg	R12 000 – R20 000	R20 000 – R38 000	R38 000+
Cape Town	R12 000 – R18 000	R18 000 – R31 000	R31 000+
Traffic			
Johannesburg	R12 000 – R18 000	R18 000 – R35 000	R35 000+
Cape Town	R13 000 – R17 000	R17 000 – R30 000	R30 000+
Strategic Planning Director			
Johannesburg	R61 000 – R70 000	R70 000 – R89 000	R89 000+
Cape Town	R55 000 – R68 000	R68 000 – R85 000	R85 000+
Strategic Planner			
Johannesburg	R17 000 – R29 000	R29 000 – R47 000	R47 000+
Cape Town	R15 000 – R24 000	R24 000 – R40 000	R40 000+
DIGITAL			
0-2 yrs (light)	2 – 5 yrs (medium)	5 – 9 yrs (heavyweight)	
Strategist			
Johannesburg	R18 000 – R32 000	R32 000 – R49 000	R49 000+
Cape Town	R18 000 – R30 000	R30 000 – R50 000	R50 000+
Project Manager			
Johannesburg	R25 000 – R38 000	R38 000 – R44 000	R44 000+
Cape Town	R23 000 – R32 000	R32 000 – R39 000	R39 000+
Social Media Manager			
Johannesburg	R19 000 – R26 000	R26 000 – R40 000	R40 000+
Cape Town	R16 500 – R20 000	R20 000 – R29 000	R29 000+
Social Media and Analytics Specialist			
Johannesburg	R22 000 – R31 000	R31 000 – R48 000	R48 000+
Cape Town	R18 500 – R28 000	R28 000 – R42 000	R42 000+
Community Manager			
Johannesburg	R14 000 – R20 000	R20 000 – R35 000	N/A
Cape Town	R14 000 – R18 000	R18 000 – R28 000	N/A
Content Manager			
Johannesburg	R14 000 – R20 000	R20 000 – R30 000	R30 000+
Cape Town	R13 000 – R17 000	R17 000 – R28 000	R28 000+
Account Executive			
Johannesburg	R15 000 – R18 000	R18 000 – R22 000	N/A
Cape Town	R12 500 – R15 000	R15 000 – R19 000	N/A

Account Manager			
Johannesburg	R25 500 – R29 000	R29 000 – R38 000	N/A
Cape Town	R18 000 – R25 000	R25 000 – R31 000	N/A
Account Director			
Johannesburg	R38 000 – R45 000	R45 000 – R50 000	N/A
Cape Town	R34 000 – R42 000	R42 000 – R48 000	N/A
Group Account Director			
Johannesburg	R48 000 – R54 000	R54 000 – R58 000	R58 000+
Cape Town	R44 000 – R52 000	R52 000 – R56 000	R56 000+
Client Service/Business Unit Director			
Johannesburg	R56 000 – R60 000	R60 000 – R67 000	R67 000+
Cape Town	R47 500 – R50 000	R50 000 – R58 000	R58 000+
SEO Specialist			
Johannesburg	R14 000 – R20 000	R20 000 – R30 000	R30 000+
Cape Town	R14 000 – R18 000	R18 000 – R30 000	R30 000+
PPC Specialist			
Johannesburg	R15 000 – R21 000	R21 000 – R30 000	R30 000+
Cape Town	R15 000 – R20 000	R20 000 – R30 000	R30 000+
Analyst			
Johannesburg	R17 000 – R22 000	R22 000 – R30 000	R30 000+
Cape Town	R18 000 – R20 000	R20 000 – R28 000	R28 000+
CREATIVE: TRADITIONAL			
0-2 yrs (light)	2 – 5 yrs (medium)	5 – 9 yrs (heavyweight)	
Chief Creative Officer			
Johannesburg	N/A	N/A	R130 000+
Cape Town	N/A	N/A	R120 000+
Group/Executive Creative Director			
Johannesburg	N/A	N/A	R110 000+
Cape Town	N/A	N/A	R92 000+
Creative Director			
Johannesburg	R48 000 – R65 000	R65 000 – R75 000	R75 000+
Cape Town	R40 000 – R48 000	R48 000 – R62 000	R62 000+
Head of Design			
Johannesburg	R37 000 – R50 000	R50 000 – R55 000	R55 000+
Cape Town	R30 000 – R35 000	R35 000 – R45 000	R45 000+
Designer			
Johannesburg	R10 000 – R17 000	R17 000 – R32 000	R32 000+
Cape Town	R10 000 – R15 000	R15 000 – R27 000	R27 000+
Creative Group Head			
Johannesburg	R35 000 – R45 000	R45 000 – R53 000	R53 000+
Cape Town	R27 000 – R35 000	R35 000 – R45 000	R45 000+
Art Director			
Johannesburg	R11 000 – R18 000	R18 000 – R36 000	R36 000 – R55 000
Cape Town	R10 000 – R18 000	R18 000 – R31 000	R31 000 – R47 000
Copywriter			
Johannesburg	R11 000 – R17 000	R17 000 – R35 000	R35 000 – R69 000
Cape Town	R10 000 – R17 000	R17 000 – R28 000	R28 000 – R55 000
Proofreader			
Johannesburg	R14 000 – R19 000	R19 000 – R30 000	R30 000 – R45 000
Cape Town	R10 000 – R15 000	R15 000 – R25 000	R25 000 – R40 000
Creative Strategist			
Johannesburg	N/A	R22 000 – R35 000	R35 000 – R48 000
Cape Town	N/A	R20 000 – R33 000	R33 000 – R42 000
Studio Manager			
Johannesburg	R30 000 – R35 000	R35 000 – R40 000	R40 000 – R50 000
Cape Town	R25 000 – R30 000	R30 000 – R35 000	R35 000 – R45 000
DTP Operator			

Johannesburg	R9 500 – R16 000	R16 000 – R25 000	R25 000 – R40 000
Cape Town	R8 000 – R15 000	R15 000 – R24 000	R24 000 – R36 000
Promo Director/Producer			
Johannesburg	R10 000 – R15 000	R15 000 – R27 000	R27 000 – R45 000
Cape Town	R9 000 – R13 000	R13 000 – R25 000	R25 000 – R40 000
Animator/Motion Graphics Designer			
Johannesburg	R12 000 – R18 000	R18 000 – R32 000	R32 000 – R55 000
Cape Town	R10 000 – R16 000	R16 000 – R26 000	R26 000 – R41 000
Video Editor			
Johannesburg	R10 000 – R15 000	R15 000 – R30 000	R30 000 – R48 000
Cape Town	R9 000 – R13 000	R13 000 – R22 000	R22 000 – R37 000
CREATIVE: DIGITAL			
0-2 yrs (light)	2 – 5 yrs (medium)	5 – 9 yrs (heavyweight)	
Creative Director			
Johannesburg	R45 000 – R55 000	R55 000 – R75 000	R75 000+
Cape Town	R40 000 – R50 000	R50 000 – R65 000	R65 000+
Copywriter			
Johannesburg	R12 000 – R18 000	R18 000 – R35 000	R35 000 – R50 000
Cape Town	R11 000 – R15 000	R15 000 – R30 000	R30 000 – R43 000
Art Director			
Johannesburg	R13 000 – R18 000	R18 000 – R35 000	R35 000 – R50 000
Cape Town	R13 000 – R16 000	R16 000 – R32 000	R32 000 – R42 000
Designer/Multimedia Designer			
Johannesburg	R13 000 – R18 000	R18 000 – R35 000	R35 000 – R48 000
Cape Town	R13 000 – R16 000	R16 000 – R30 000	R30 000 – R40 000
User Experience (UX) Lead			
Johannesburg	N/A	N/A	R70 000+
Cape Town	N/A	N/A	R60 000+
User Experience (UX) Designers			
Johannesburg	R16 000 – R25 000	R25 000 – R42 000	R42 000+
Cape Town	R13 000 – R20 000	R20 000 – R37 000	R37 000+
User Interface (UI) Designers			
Johannesburg	R16 000 – R25 000	R25 000 – R38 000	R38 000+
Cape Town	R13 000 – R20 000	R20 000 – R35 000	R35 000+
Front-end Developer			
Johannesburg	R12 500 – R18 000	R18 000 – R36 000	R36 000 – R53 000
Cape Town	R10 000 – R15 000	R15 000 – R30 000	R30 000 – R46 000
Back-end Developer			
Johannesburg	R18 000 – R22 000	R22 000 – R45 000	R45 000+
Cape Town	R17 000 – R22 000	R22 000 – R40 000	R40 000+
Full-stack Developer			
Johannesburg	R12 500 – R20 000	R20 000 – R35 000	R35 000 – R50 000
Cape Town	R12 000 – R17 000	R17 000 – R25 000	R25 000 – R45 000
MARKETING			
0-2 yrs (light)	2 – 5 yrs (medium)	5 – 9 yrs (heavyweight)	
Head of Digital and Insights Marketing			
Johannesburg	N/A	R55 000 – R66 000	R66 000+
Cape Town	N/A	R48 000 – R58 000	R58 000+
Brand Manager			
Johannesburg	R25 000 – R28 000	R28 000 – R48 000	R48 000+
Cape Town	R22 000 – R26 000	R26 000 – R42 000	R42 000+
Online Marketing Manager			
Johannesburg	N/A	R35 000 – R46 000	R46 000+
Cape Town	N/A	R29 000 – R35 000	R35 000+
Marketing Director/Group Marketing Head/Head of Brand			
Johannesburg	R79 000 – R86 000	R86 000 – R145 000	R145 000+
Cape Town	R64 000 – R77 000	R77 000 – R135 000	R135 000+

Marketing Manager/Group Brand Manager			
Johannesburg	R52 000 – R56 000	R56 000 – R78 000	R78 000+
Cape Town	R47 000 – R52 000	R52 000 – R63 000	R63 000+
Brand/Product Manager			
Johannesburg	R22 000 – R30 000	R30 000 – R52 000	R52 000+
Cape Town	R19 000 – R30 000	R30 000 – R46 000	R46 000+
Brand/Marketing Assistant			
Johannesburg	R13 000 – R20 000	R20 000 – R35 000	N/A
Cape Town	R12 000 – R18 000	R18 000 – R27 000	N/A
CORPORATE COMMUNICATIONS			
0-2 yrs (light)	2 – 5 yrs (medium)	5 – 9 yrs (heavyweight)	
Communications Director			
Johannesburg	R37 000 – R55 000	R55 000 – R75 000	R75 000 – R130 000
Cape Town	R32 000 – R42 000	R42 000 – R62 000	R62 000 – R100 000
Communications Manager			
Johannesburg	R30 000 – R40 000	R40 000 – R68 000	R68 000 – R90 000
Cape Town	R25 000 – R35 000	R35 000 – R45 000	R45 000 – R75 000
Communications Officer/Consultant			
Johannesburg	R20 000 – R30 000	R30 000 – R40 000	R40 000 – R45 000
Cape Town	R16 000 – R26 000	R26 000 – R32 000	R32 000 – R41 000
Events Manager			
Johannesburg	R28 000 – R35 000	R35 000 – R40 000	R40 000 – R70 000
Cape Town	R20 000 – R28 000	R28 000 – R33 000	R33 000 – R65 000
Events Coordinator			
Johannesburg	R18 000 – R22 000	R22 000 – R30 000	R30 000+
Cape Town	R15 000 – R20 000	R20 000 – R30 000	R30 000+
Internal Communications Manager			
Johannesburg	R27 000 – R35 000	R35 000 – R48 000	R48 000 – R78 000
Cape Town	R22 000 – R30 000	R30 000 – R40 000	R40 000 – R52 000
PR CONSULTANCIES			
0-2 yrs (light)	2 – 5 yrs (medium)	5 – 9 yrs (heavyweight)	
Managing Director			
Johannesburg	R65 000 – R75 000	R75 000 – R80 000	R80 000 – R130 000
Cape Town	R55 000 – R65 000	R65 000 – R70 000	R70 000 – R110 000
Account Director			
Johannesburg	R35 000 – R41 000	R41 000 – R50 000	R50 000 – R65 000
Cape Town	R31 000 – R36 000	R36 000 – R41 000	R41 000 – R50 000
Account Manager			
Johannesburg	R25 000 – R30 000	R30 000 – R36 000	R36 000+
Cape Town	R22 000 – R26 000	R26 000 – R31 000	R31 000+
Account Executive			
Johannesburg	R16 000 – R21 000	R21 000 – R24 000	N/A
Cape Town	R14 000 – R19 000	R19 000 – R21 000	N/A
Public Relations Assistant			
Johannesburg	R10 000 – R14 000	R14 000 – R19 000	N/A
Cape Town	R8 500 – R13 000	R13 000 – R18 000	N/A
MEDIA			
0-2 yrs (light)	2 – 5 yrs (medium)	5 – 9 yrs (heavyweight)	
Media Director			
Johannesburg	R38 000 – R44 000	R44 000 – R54 000	R54 000 – R80 000
Cape Town	R28 000 – R38 000	R38 000 – R48 000	R48 000 – R75 000
Media Planner			
Johannesburg	R27 000 – R30 000	R30 000 – R43 000	R43 000 – R53 000
Cape Town	R20 000 – R28 000	R28 000 – R35 000	R35 000 – R40 000
Media Buyer			
Johannesburg	R16 000 – R23 000	R23 000 – R33 000	R33 000 – R43 000
Cape Town	R12 000 – R15 000	R15 000 – R23 000	R23 000 – R28 000
Media Strategist			

Johannesburg	R30 000 – R35 000	R35 000 – R50 000	R50 000 – R80 000
Cape Town	R22 000 – R27 000	R27 000 – R40 000	R40 000 – R70 000
Media Sales Executive			
Johannesburg	R25 000 – R28 000	R28 000 – R38 000	R38 000+
Cape Town	R20 000 – R25 000	R25 000 – R35 000	R35 000+
Media Sales Director			
Johannesburg	R35 000 – R40 000	R40 000 – R48 000	R48 000 – R90 000
Cape Town	R30 000 – R35 000	R35 000 – R40 000	R40 000 – R60 000
Media Sales Digital			
Johannesburg	R27 000 – R35 000	R35 000 – R45 000	R45 000+
Cape Town	R20 000 – R27 000	R27 000 – R35 000	R35 000+
Digital Media Strategist			
Johannesburg	R38 000 – R42 000	R42 000 – R57 000	R57 000+
Cape Town	R27 000 – R32 000	R32 000 – R42 000	R42 000+
Campaign Manager			
Johannesburg	R18 000 – R25 000	R25 000 – R35 000	R35 000+
Cape Town	R15 000 – R22 000	R22 000 – R30 000	R30 000+
Biddable Specialist			
Johannesburg	R20 000 – R25 000	R25 000 – R30 000	R30 000+
Cape Town	R15 000 – R22 000	R22 000 – R30 000	R30 000+

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