

Annual Ad Talent Salary Survey

Ad Talent has released its latest salary survey following a year which has seen remote working, shifting work hours and the bid for scarce skills greatly impact remuneration structures.



Image source: Denis Ismagilov – [123RF.com](https://www.123RF.com)

Among the observations, Brenda Bensted-Smith, owner of Ad Talent says, "We have seen more digital, more tech, more remote working, more contract employment and more global engagement."

Key observations:

- There was not much movement with regards to salary in 2022, except in tech and senior creative positions
- There was a seismic shift in employer, employee relationships and working environments
- In line with our 2021 survey, there is a continuing trend towards hiring on freelance, contract or short-term permanent basis with employers justifying this strategy by saying they are only dealing with tangible business in front of them
- Hiring on contract with a view to go permanent is a common brief for us
- Job descriptions became more blurred with hybrid skills high on the list of 'must haves' in the brief to us
- Employers are demanding more work for the same pay. This doesn't reflect in our survey as salary categories are quite binary and categorised into specific job descriptions
- Despite the increase in opportunities in Cape Town and an increase in remote working the remuneration gap between Johannesburg and Cape Town is still evident
- Remuneration in the tech space between the Johannesburg and Cape Town has closed and we have seen no difference between the two cities in most tech categories
- We noticed an increase of approximately 10% in senior creatives
- The difference between Johannesburg and Cape Town at junior to mid-level is significant at up to 20% in some categories
- The "Events" category makes a comeback this year after missing the last two years because of Covid
- Skilled candidates remain in high demand and their demands have shifted from strong financial rewards to flexibility around working hours and remote working. Lifestyle is a key factor for many when deciding to advance their careers

- Sought-after skills such as social media and tech roles are well rewarded
- Many candidates say they have taken on side hustles to make ends meet
- The global workspace is open for South Africans and there are increasing opportunities for local talent to play on the world stage
- The financial impact of Covid is still very evident and both employers and candidates are wary of risk
- We have seen more counter-offers from employers upon resignation in 2022 than in any other year. Most counter-offers arise when employees resign because they want flexible work from home arrangements which the employer then grants
- Skilled candidates are in demand and they know it!

Survey parameters

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 2022 to December 2022
- 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 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 for medium and heavy weight. It is experience in the particular position and NOT total working experience
- This survey is not intended to be prescriptive, but is a report on what Ad Talent, (not the entire industry) has experienced in the past 12 months

Advertising			
	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 – R90 000	R90 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	R56 000 – R60 000	R60 000 – R66 000	R66 000+
Cape Town	R48 000 – R55 000	R55 000 – R60 000	R60 000+
Group Account Director			
Johannesburg	R49 000 – R54 000	R54 000 – R60 000	R60 000+
Cape Town	R45 000 – R50 000	R50 000 – R55 000	R55 000+
Account Director			
Johannesburg	R36 000 – R41 000	R41 000 – R50 000	N/A
Cape Town	R35 000 – R40 000	R40 000 – R46 000	N/A
Account Manager			
Johannesburg	R24 000 – R27 000	R27 000 – R36 000	N/A
Cape Town	R18 000 – R20 000	R20 000 – R30 000	N/A
Account Executive			

Johannesburg	R15 000 – R18 000	R18 000 – R21 000	N/A
Cape Town	R12 000 – R15 000	R15 000 – R17 000	N/A
Project Manager			
Johannesburg	R27 000 – R40 000	R40 000 – R45 000	R45 000+
Cape Town	R23 000 – R30 000	R30 000 – R40 000	R40 000+
Operations			
Johannesburg	R49 000 – R60 000	R60 000 – R80 000	R80 000+
Cape Town	R45 000 – R57 000	R57 000 – R70 000	R70 000+
Production			
Johannesburg	R14 000 – R22 000	R22 000 – R40 000	R40 000+
Cape Town	R12 000 – R20 000	R20 000 – R35 000	R35 000+
Traffic			
Johannesburg	R15 000 – R20 000	R20 000 – R37 000	R37 000+
Cape Town	R15 000 – R17 000	R17 000 – R35 000	R35 000+
Strategic Planning Director			
Johannesburg	R63 000 – R70 000	R70 000 – R89 000	R89 000+
Cape Town	R55 000 – R68 000	R68 000 – R85 000	R85 000+
Strategic Planner			
Johannesburg	R18 000 – R30 000	R30 000 – R47 000	R47 000+
Cape Town	R15 000 – R25 000	R25 000 – R40 000	R40 000+

Digital			
	0-2 yrs (light)	2 – 5 yrs (medium)	5 – 9 yrs (heavyweight)
Digital Strategist			
Johannesburg	R20 000 – R34 000	R34 000 – R50 000	R50 000+
Cape Town	R20 000 – R30 000	R30 000 – R50 000	R50 000+
Social Media Manager			
Johannesburg	R22 000 – R30 000	R30 000 – R45 000	R45 000+
Cape Town	R17 000 – R20 000	R20 000 – R30 000	R30 000+
Head of Social Media			
Johannesburg	R40 000 – R47 000	R47 000 – R65 000	R65 000+
Cape Town	R38 000 – R45 000	R45 000 – R60 000	R60 000+
Social Media Community Manager			
Johannesburg	R15 000 – R22 000	R22 000 – R38 000	N/A
Cape Town	R15 000 – R18 000	R18 000 – R30 000	N/A
Influencer			
Johannesburg	R15 000 – R28 000	R28 000 – R40 000	R40 000+
Cape Town	R12 000 – R28 000	R28 000 – R40 000	R40 000+
Campaign Manager			
Johannesburg	R21 000 – R32 000	R32 000 – R40 000	R40 000+
Cape Town	R20 000 – R28 000	R28 000 – R35 000	R35 000+
Content Manager			
Johannesburg	R20 000 – R38 000	R38 000 – R40 000	R40 000+
Cape Town	R15 000 – R25 000	R25 000 – R38 000	R35 000+
Digital Account Executive			
Johannesburg	R17 000 – R20 000	R20 000 – R23 000	N/A
Cape Town	R14 000 – R18 000	R18 000 – R20 000	N/A
Digital Account Manager			
Johannesburg	R26 500 – R30 000	R30 000 – R40 000	N/A
Cape Town	R20 000 – R25 000	R25 000 – R35 000	N/A
Digital Account Director			
Johannesburg	R40 000 – R45 000	R45 000 – R50 000	N/A
Cape Town	R37 000 – R42 000	R42 000 – R48 000	N/A
Digital Group Account Director			
Johannesburg	R52 000 – R56 000	R56 000 – R62 000	R62 000+
Cape Town	R47 000 – R52 000	R52 000 – R58 000	R58 000+
SEO Specialist			

Johannesburg	R20 000 – R28 000	R28 000 – R38 000	R38 000+
Cape Town	R18 000 – R25 000	R25 000 – R30 000	R30 000+
PPC Specialist / Manager			
Johannesburg	R20 000 – R23 000	R23 000 – R35 000	R35 000+
Cape Town	R15 000 – R20 000	R20 000 – R30 000	R30 000+
Data Insights Specialist			
Johannesburg	R25 000 – R35 000	R35 000 – R50 000	R50 000+
Cape Town	R25 000 – R35 000	R35 000 – R50 000	R50 000+
Head of Data Insights and Analytics			
Johannesburg	R50 000 – R80 000	R80 000 – R120 000	R120 000+
Cape Town	R50 000 – R80 000	R80 000 – R120 000	R120 000+
Digital / Media / Marketing Analyst			
Johannesburg	R20 000 – R30 000	R30 000 – R40 000	R40 000+
Cape Town	R18 000 – R25 000	R25 000 – R38 000	R38 000+

Creative			
	0-2 yrs (light)	2 – 5 yrs (medium)	5 – 9 yrs (heavyweight)
Chief Creative Officer			
Johannesburg	N/A	N/A	R150 000+
Cape Town	N/A	N/A	R135 000+
Group/Executive Creative Director			
Johannesburg	N/A	N/A	R120 000+
Cape Town	N/A	N/A	R105 000+
Creative Director			
Johannesburg	R52 000 – R68 000	R68 000 – R95 000	R95 000+
Cape Town	R40 000 – R48 000	R48 000 – R90 000	R90 000+
Head of Design			
Johannesburg	R38 000 – R52 000	R52 000 – R62 000	R62 000+
Cape Town	R35 000 – R40 000	R40 000 – R55 000	R55 000+
Designer			
Johannesburg	R10 000 – R18 000	R18 000 – R45 000	R45 000+
Cape Town	R10 000 – R17 000	R17 000 – R40 000	R40 000+
Creative Group Head			
Johannesburg	R38 000 – R45 000	R45 000 – R55 000	R55 000+
Cape Town	R30 000 – R40 000	R40 000 – R50 000	R50 000+
Art Director			
Johannesburg	R12 000 – R18 000	R18 000 – R38 000	R38 000 – R65 000
Cape Town	R10 000 – R18 000	R18 000 – R35 000	R35 000 – R50 000
Copywriter			
Johannesburg	R11 000 – R18 000	R18 000 – R45 000	R45 000 – R70 000
Cape Town	R10 000 – R17 000	R17 000 – R38 000	R38 000 – R60 000
Proofreader			
Johannesburg	R15 000 – R20 000	R20 000 – R30 000	R30 000 – R47 000
Cape Town	R10 000 – R15 000	R15 000 – R25 000	R25 000 – R40 000
Creative Strategist			
Johannesburg	N/A	R23 000 – R38 000	R38 000 – R50 000
Cape Town	N/A	R20 000 – R35 000	R35 000 – R45 000
Studio Manager			
Johannesburg	R33 000 – R36 000	R36 000 – R42 000	R42 000 – R55 000
Cape Town	R28 000 – R35 000	R35 000 – R40 000	R40 000 – R50 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	R20 000 – R25 000	R25 000 – R45 000	R45 000 – R58 000
Cape Town	R15 000 – R20 000	R20 000 – R35 000	R35 000 – R40 000
Animator			

Johannesburg	R14 000 – R18 000	R18 000 – R35 000	R35 000 – R57 000
Cape Town	R12 000 – R16 000	R16 000 – R26 000	R26 000 – R45 000
Video Editor			
Johannesburg	R10 000 – R17 000	R17 000 – R30 000	R30 000 – R48 000
Cape Town	R10 000 – R15 000	R15 000 – R25 000	R25 000 – R40 000
Multimedia Designer			
Johannesburg	R13 000 – R20 000	R20 000 – R38 000	R38 000 – R52 000
Cape Town	R13 000 – R16 000	R16 000 – R30 000	R30 000 – R45 000
User Experience (UX) Lead			
Johannesburg	N/A	N/A	R78 000+
Cape Town	N/A	N/A	R65 000+
User Experience (UX) Designers			
Johannesburg	R18 000 – R27 000	R27 000 – R48 000	R48 000+
Cape Town	R15 000 – R20 000	R20 000 – R40 000	R40 000+
User Experience (UI) Designers			
Johannesburg	R19 000 – R28 000	R28 000 – R44 000	R44 000+
Cape Town	R17 000 – R22 000	R22 000 – R35 000	R35 000+
Motion Designer			
Johannesburg	R20 000 – R38 000	R38 000 – R45 000	R45 000+
Cape Town	R18 000 – R35 000	R35 000 – R42 000	R42 000+

IT / Tech			
	0-2 yrs (light)	2 – 5 yrs (medium)	5 – 9 yrs (heavyweight)
Front-end Developer			
Johannesburg	R25 000 – R35 000	R35 000 – R59 000	R59 000+
Cape Town	R25 000 – R35 000	R35 000 – R59 000	R59 000+
Back-end Developer			
Johannesburg	R28 000 – R50 000	R50 000 – R70 000	R70 000+
Cape Town	R28 000 – R50 000	R50 000 – R70 000	R70 000+
Full-stack Developer			
Johannesburg	R28 000 – R45 000	R45 000 – R60 000	R60 000+
Cape Town	R28 000 – R45 000	R45 000 – R60 000	R60 000+
Web Engineer			
Johannesburg	R36 000 – R50 000	R50 000 – R90 000	R90 000+
Cape Town	R36 000 – R50 000	R50 000 – R90 000	R90 000+
Java Developer			
Johannesburg	R25 000 – R35 000	R35 000 – R70 000	R70 000+
Cape Town	R25 000 – R35 000	R35 000 – R70 000	R70 000+
Scrum Masters			
Johannesburg	R24 000 – R34 000	R34 000 – R55 000	R55 000+
Cape Town	R24 000 – R34 000	R34 000 – R55 000	R55 000+
IT Manager			
Johannesburg	R25 000 – R35 000	R35 000 – R55 000	R55 000+
Cape Town	R25 000 – R38 000	R38 000 – R58 000	R58 000+
Solutions Architect			
Johannesburg	R35 000 – R45 000	R45 000 – R70 000	R70 000+
Cape Town	R35 000 – R45 000	R45 000 – R65 000	R65 000+

Marketing			
	0-2 yrs (light)	2 – 5 yrs (medium)	5 – 9 yrs (heavyweight)
Head of Digital Marketing			
Johannesburg	R45 000 – R60 000	R60 000 – R80 000	R80 000+
Cape Town	R40 000 – R55 000	R55 000 – R75 000	R75 000+
Digital Marketing Manager			
Johannesburg	R35 000 – R48 000	R48 000 – R60 000	R60 000+
Cape Town	R32 000 – R45 000	R45 000 – R55 000	R55 000+

Group Marketing Head			
Johannesburg	R79 000 – R86 000	R86 000 – R145 000	R145 000+
Cape Town	R64 000 – R77 000	R77 000 – R135 000	R135 000+
Marketing Director			
Johannesburg	R58 000 – R72 000	R72 000 – R88 000	R88 000+
Cape Town	R54 000 – R70 000	R70 000 – R80 000	R80 000+
Marketing Manager			
Johannesburg	R55 000 – R60 000	R60 000 – R80 000	R80 000+
Cape Town	R52 000 – R55 000	R55 000 – R70 000	R70 000+
Brand Manager			
Johannesburg	R35 000 – R50 000	R50 000 – R70 000	R70 000+
Cape Town	R30 000 – R45 000	R45 000 – R60 000	R60 000+
E-Commerce Manager			
Johannesburg	R30 000 – R40 000	R40 000 – R60 000	R60 000+
Cape Town	R30 000 – R38 000	R38 000 – R55 000	R55 000+
Brand/Marketing Assistant			
Johannesburg	R15 000 – R25 000	R25 000 – R35 000	N/A
Cape Town	R15 000 – R20 000	R20 000 – R32 000	N/A
Martech (Marketing Technology Specialist)			
Johannesburg	R38 000 – R52 000	R52 000 – R65 000	R65 000+
Cape Town	R35 000 – R45 000	R45 000 – R60 000	R60 000+
Loyalty/CRM Manager			
Johannesburg	R25 000 – R45 000	R45 000 – R55 000	R55 000+
Cape Town	R25 000 – R45 000	R45 000 – R55 000	R55 000+

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 – R42 000	R42 000 – R47 000	R47 000 – R75 000
Communications Officer/Consultant			
Johannesburg	R20 000 – R30 000	R30 000 – R40 000	R40 000 – R45 000
Cape Town	R18 000 – R26 000	R26 000 – R35 000	R35 000 – R41 000
Internal Communications Manager			
Johannesburg	R27 000 – R35 000	R35 000 – R48 000	R48 000 – R78 000
Cape Town	R25 000 – R30 000	R30 000 – R45 000	R45 000 – R60 000

PR Consultancies			
	0-2 yrs (light)	2 – 5 yrs (medium)	5 – 9 yrs (heavyweight)
Managing Director			
Johannesburg	R65 000 – R80 000	R80 000 – R100 000	R100 000+
Cape Town	R60 000 – R70 000	R70 000 – R90 000	R90 000+
Account Director			
Johannesburg	R38 000 – R45 000	R45 000 – R58 000	R58 000+
Cape Town	R35 000 – R42 000	R42 000 – R50 000	R50 000 +
Account Manager			
Johannesburg	R28 000 – R35 000	R35 000 – R40 000	R40 000+
Cape Town	R28 000 – R33 000	R33 000 – R38 000	R38 000+
Account Executive			
Johannesburg	R22 000 – R26 000	R26 000 – R28 000	N/A
Cape Town	R19 000 – R25 000	R25 000 – R28 000	N/A

Media			
	0-2 yrs (light)	2 – 5 yrs (medium)	5 – 9 yrs (heavyweight)

Media Sales Director			
Johannesburg	R40 000 – R50 000	R50 000 – R70 000	R70 000+
Cape Town	R38 000 – R48 000	R48 000 – R65 000	R65 000+
Media Sales Executive			
Johannesburg	R25 000 – R30 000	R30 000 – R40 000	R40 000+
Cape Town	R20 000 – R28 000	R28 000 – R38 000	R38 000+
Digital Sales Executive			
Johannesburg	R27 000 – R35 000	R35 000 – R45 000	R45 000+
Cape Town	R25 000 – R30 000	R30 000 – R42 000	R42 000+
Events Manager			
Johannesburg	R15 000 – R25 000	R25 000 – R45 000	R45 000+
Cape Town	R12 000 – R20 000	R20 000 – R40 000	R40 000+

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