



FMI Media & Advertising

REMUNERATION

Digital draws the cash

Companies battle to attract enough skilled staff because pay has not increased in years

Salaries in the SA advertising industry have been largely static for the past three years. This is one reason why the industry continually complains about difficulty in recruitment.

The 2015 Ad Talent Survey reveals that a “heavyweight” Johannesburg agency MD (5-9 years’ experience) earns around R110 000/month and that the figure hasn’t moved since the 2013 survey.

An equivalent job in Cape Town tops out at R95 000.

The survey, which is now in its ninth year, is regarded as the most comprehensive in the communications industry and provides a useful benchmarking tool for hiring.

WHAT IT MEANS

BRAND MANAGER CONCERNED OVER CLIENT SERVICE DIRECTORS’ STATIC PAY

ENVIRONMENT IS CHANGING TO ONLINE MEDIA

It uses figures from placements it has made and cost-to-company numbers.

Of concern to marketers is that client service directors’ salaries have not risen.

These are the people who manage the crucial interface

between brand managers, agency strategists and creative teams and are often responsible for overseeing multimillion-rand budgets.

If they’re not on the ball, brand growth and market share suffer.

The average Johannesburg

salary is R55 000/month (R48 000 in Cape Town) and has not grown much in three years. One senior marketer says: “That’s the number that really worries me, as it tells me agencies are under huge pressure to pay top dollar to people who have the future of my brand in their hands.”

So can and should agencies be paying more, and is it all about the money?

Paul Jackson, who runs the Grey Group, believes working in the ad industry is more than just about a pay cheque.

“Though we apply the concept of remuneration for success, pay in itself is not everything. As a group we recognise that providing a challenging, contemporary cutting-edge work environment that allows all our staff to be the best they can be is of equal importance,” says Jackson.

But he sounds a warning: “In this evolving communication environment the industry needs to



Russell Roberts

Paul Jackson
Cost of scarce resources is a challenge for agencies

WHAT THEY EARN

	0-2 yrs (light)	2-5yrs (medium)	5-9 yrs (heavyweight)
Managing director			
Johannesburg	R75 000 - R85 000	R85 000 - R110 000	R110 000+
Cape Town	R65 000 - R75 000	R75 000 - R95 000	R95 000+
Client service/business unit director			
Johannesburg	R40 000 - R45 000	R45 000 - R55 000	R55 000+
Cape Town	R35 000 - R40 000	R40 000 - R48 000	R48 000+
Group account director			
Johannesburg	R40 000 - R42 000	R42 000 - R50 000	R50 000+
Cape Town	R30 000 - R35 000	R35 000 - R45 000	R45 000+
Strategic planning director			
Johannesburg	R45 000 - R55 000	R55 000 - R75 000	R75 000+
Cape Town	R40 000 - R45 000	R45 000 - R60 000	R60 000+
Digital strategist			
Johannesburg	R18 000 - R26 000	R26 000 - R40 000	R40 000+
Cape Town	R16 000 - R23 000	R23 000 - R37 000	R37 000+
Social media brand manager			
Johannesburg	R15 000 - R20 000	R20 000 - R30 000	R30 000+
Cape Town	R12 000 - R15 000	R15 000 - R23 000	R23 000+
Social media specialist			
Johannesburg	R18 000 - R28 000	R28 000 - R45 000	R45 000+
Cape Town	R15 000 - R20 000	R20 000 - R35 000	R35 000+
Social media community manager			
Johannesburg	R12 000 - R15 000	R15 000 - R28 000	R28 000 - R42 000
Cape Town	R8 000 - R15 000	R15 000 - R22 000	R22 000 - R38 000
Content manager			
Johannesburg	R12 000 - R15 000	R15 000 - R25 000	R25 000 - R40 000
Cape Town	R8 000 - R12 000	R12 000 - R18 000	R18 000 - R36 000

SOURCE: AD TALENT 2015 SALARY SURVEY

pay a premium for scarce digital human resources.

“In the present tight economy, this will be a real stretch for agencies, so we will have to invest ahead of the curve for the foreseeable future.”

The survey bears out his thinking: digital talent is the one sector that does command top wages. Senior digital strategists in both Johannesburg and Cape Town earn R37 000-R40 000 a month while experienced digital sales staff top out at R70 000.

This is an indication, says Jackson, of how the environment is changing.

“In the medium to longer term we believe the creative agency is moving into a new golden age, where more and more spend will move away from expensive, traditional mass media to content creation and dissemination through more effective, targeted digital channels,” he says.

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