



UAE PR Salary Guide

April 2009

Introduction

As the only specialist PR and communications recruitment consultancy to have a base in the UAE, PRJS feels well placed to offer a guide to both agency and in-house salary levels for the PR industry in the region.

Working with PR professionals at every level and in every sector across the UAE, we have based our salary guide on genuine candidate and client pay scales.

In-house

Private Sector

Press Officer or PR Executive	13-16k
PR or Media Relations Manager	16-35k
Head of Communications	35-50k
Director of Communications	50-75k

Government

Press Officer or PR Executive	15-22k
PR or Media Relations Manager	22-45k
Head of Communications	45-60k
Director of Communications	50-90k

Comment

Whilst salaries rose throughout 2008, we expect to see Dubai in-house salaries level out this year. Dubai has become a buyers market for employers, candidates wishing to remain in Dubai have relatively little choice but to accept what is on offer. Slowing retail and housing markets have also depressed salaries. Abu Dhabi government projects continue to pay higher salaries and with a continued shortage of high calibre talent in Abu Dhabi, we expect in-house salaries to rise again in 2009, with a focus on larger accommodation allowances.

Agency

Account Executive	AED*	10-13k
Senior Account Executive		11-14k
Account Manager		15-22k
Senior Account Manager		19-22k
Account Director		23-30k
Group Account or Associate Director		28-40k
Director		45-55k
GM / Regional Director / COO		48-57k
Regional Managing Director / CEO		55-75k

Comment

Dubai agency salaries rose sharply during Q3 and Q4 of 2008. However, the recent steadying of inflation and widespread redundancies have halted pay rises. Abu Dhabi agencies still struggle to attract highly skilled corporate PR practitioners partly because they are paid so much more in-house, particularly in big budget government projects. We therefore expect agency salaries to continue to rise in Abu Dhabi in 2009.

19th Floor Crowne Plaza, Commercial Tower,
Sheikh Zayed Road, PO Box 62425, Dubai
T +971 (0) 4 214 9871

7 Moor Street, London W1D 5NB
T +44 (0) 20 7734 0441

E international@prjs.com
W www.prjs.com

* All salaries are quoted in UAE Dirhams per month and are inclusive of allowances.