

Salary Survey 2020: What do SA's creatives, media and marketers earn?

Recruitment company, Ad Talent has released the results of its annual salary survey, which is compiled using figures of actual placements made by the agency, as well as salary information obtained from all candidates interviewed by Ad Talent from January to December 2020.



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Due to the sudden and dramatic effect that Covid-19 had on the job market last year, the sample size on which the survey is based was much smaller than in previous years.

The company did not record any significant changes from 2019 to last year. Salaries have been more or less static. For the first time since the inception of the survey, the “events” category has been excluded as there been no demand for these positions.

The numbers used are cost to company (CTC) figures and are an indicative of the average salary per sector, as salaries vary significantly depending on many factors, including size of the company, desirability to work for a particular company and status. Commission structure / incentives also have a significant impact on remuneration for media sales roles.

It is important to note that the experience rating (or weighting) is directly linked to the number of years working in that specific role, and not total work experience. For example, 0-2 years (light weight) means up to two years experience in that particular position, and not 0 to 2 years 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 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–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)
Strategist			

Johannesburg	R20 000–R34 000	R34 000–R50 000	R50 000+
Cape Town	R20 000–R30 000	R30 000–R50 000	R50 000+
Project manager			
Johannesburg	R27 000–R35 000	R35 000–R45 000	R45 000+
Cape Town	R25 000–R30 000	R30 000–R42 000	R42 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+
Social media and analytics specialist			
Johannesburg	R24 000–R33 000	R33 000–R50 000	R50 000+
Cape Town	R19 000–R28 000	R28 000–R42 000	R42 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
Content manager			
Johannesburg	R18 000–R25 000	R25 000–R38 000	R38 000+
Cape Town	R13 000–R18 000	R18 000–R30 000	R30 000+
Account executive			
Johannesburg	R17 000–R20 000	R20 000–R23 000	N/A
Cape Town	R13 000–R18 000	R18 000–R20 000	N/A
Account manager			
Johannesburg	R26 500–R30 000	R30 000–R40 000	N/A
Cape Town	R19 000–R25 000	R25 000–R35 000	N/A
Account director			
Johannesburg	R40 000–R45 000	R45 000–R50 000	N/A
Cape Town	R35 000–R42 000	R42 000–R47 000	N/A
Group account director			
Johannesburg	R49 000–R54 000	R54 000–R58 000	R58 000+
Cape Town	R47 000–R52 000	R52 000–R55 000	R55 000+
Client service director			
Johannesburg	R56 000–R60 000	R60 000–R67 000	R67 000+
Cape Town	R48 000–R50 000	R50 000–R60 000	R60 000+
SEO specialist			
Johannesburg	R18 000–R22 000	R22 000–R30 000	R30 000+
Cape Town	R15 000–R20 000	R20 000–R28 000	R28 000+
PPC specialist			
Johannesburg	R18 000–R23 000	R23 000–R35 000	R35 000+
Cape Town	R15 000–R20 000	R20 000–R30 000	R30 000+
Brand manager			
Johannesburg	R28 000–R40 000	R40 000–R50 000	R50 000+
Cape Town	R25 000–R35 000	R35 000–R45 000	R45 000+
Analyst			
Johannesburg	R20 000–R25 000	R25 000–R40 000	R40 000+
Cape Town	R18 000–R23 000	R23 000–R33 000	R33 000+
Creative: traditional			
	0–2 yrs (light)	2–5 yrs (medium)	5–9 yrs (heavyweight)
Chief creative officer			
Johannesburg	N/A	N/A	R135 000+
Cape Town	N/A	N/A	R125 000+
Group/executive creative director			
Johannesburg	N/A	N/A	R108 000+

Cape Town	N/A	N/A	R100 000+
Creative director			
Johannesburg	R52 000–R68 000	R68 000–R80 000	R80 000+
Cape Town	R40 000–R48 000	R48 000–R65 000	R65 000+
Head of design			
Johannesburg	R38 000–R52 000	R52 000–R62 000	R62 000+
Cape Town	R35 000–R40 000	R40 000–R50 000	R50 000+
Designer			
Johannesburg	R10 000–R18 000	R18 000–R34 000	R34 000+
Cape Town	R10 000–R17 000	R17 000–R30 000	R30 000+
Creative group head			
Johannesburg	R38 000–R45 000	R45 000–R55 000	R55 000+
Cape Town	R30 000–R40 000	R40 000–R47 000	R47 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–R38 000	R38 000–R70 000
Cape Town	R10 000–R17 000	R17 000–R30 000	R30 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–R35 000	R35 000–R50 000
Cape Town	N/A	R20 000–R33 000	R33 000–R42 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	R12 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
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–R41 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

Creative: digital

	0–2 yrs (light)	2–5 yrs (medium)	5–9 yrs (heavyweight)
Digital creative director			
Johannesburg	R50 000–R62 000	R62 000–R82 000	R82 000+
Cape Town	R40 000–R50 000	R50 000–R65 000	R65 000+
Digital copywriter			
Johannesburg	R13 000–R19 000	R19 000–R37 000	R37 000–R70 000
Cape Town	R12 000–R15 000	R15 000–R30 000	R30 000–R43 000
Digital art director			
Johannesburg	R15 000–R19 000	R19 000–R38 000	R38 000–R68 000
Cape Town	R13 000–R16 000	R16 000–R35 000	R35 000–R50 000

Digital designer/multimedia designer			
Johannesburg	R13 000–R19 000	R19 000–R38 000	R38 000–R50 000
Cape Town	R13 000–R16 000	R16 000–R30 000	R30 000–R45 000
User experience (UX) lead			
Johannesburg	N/A	N/A	R74 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 Interface (UI) designers			
Johannesburg	R17 500–R26 000	R26 000–R40 000	R40 000+
Cape Town	R15 000–R20 000	R20 000–R35 000	R35 000+

IT/Tech			
	0–2 yrs (light)	2–5 yrs (medium)	5–9 yrs (heavyweight)
Frontend developer			
Johannesburg	R20 000–R39 000	R39 000–R59 000	R59 000+
Cape Town	R18 000–R30 000	R30 000–R49 000	R49 000+
Backend developer			
Johannesburg	R20 000–R39 000	R39 000–R58 000	R58 000+
Cape Town	R18 000–R30 000	R30 000–R47 000	R47 000+
Full-stack developer			
Johannesburg	R25 000–R34 000	R34 000–R44 000	R44 000+
Cape Town	R20 000–R32 000	R32 000–R40 000	R40 000+
QA/test engineers			
Johannesburg	R32 000–R46 000	R46 000–R58 000	R58 000+
Cape Town	R30 000–R44 000	R44 000–R52 000	R52 000+
Data analysts			
Johannesburg	R12 000–R28 000	R28 000–R55 000	R55 000–R70 000
Cape Town	R12 000–R27 000	R27 000–R55 000	R55 000–R69 000
Product owner			
Johannesburg	R25 000–R38 000	R38 000–R58 000	R58 000–R73 000
Cape Town	R25 000–R38 000	R38 000–R58 000	R58 000–R73 000
Scrum masters			
Johannesburg	R20 000–R30 000	R30 000–R55 000	R55 000–R62 000
Cape Town	R18 000–R30 000	R30 000–R54 000	R54 000–R62 000
IT manager			
Johannesburg	R20 000–R35 000	R35 000–R55 000	R55 000+
Cape Town	R17 000–R25 000	R25 000–R45 000	R45 000+

Marketing			
	0–2 yrs (light)	2–5 yrs (medium)	5–9 yrs (heavyweight)
Head of digital marketing			
Johannesburg	N/A	R60 000–R68 000	R68 000+
Cape Town	N/A	R50 000–R58 000	R58 000+
CRM and loyalty manager			
Johannesburg	N/A	R40 000–R50 000	R50 000+
Cape Town	N/A	R37 000–R47 000	R47 000+
Online marketing manager			
Johannesburg	N/A	R38 000–R48 000	R48 000+
Cape Town	N/A	R30 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			
Johannesburg	R52 000–R56 000	R56 000–R78 000	R78 000+
Cape Town	R48 000–R55 000	R55 000–R65 000	R65 000+
Brand manager			
Johannesburg	R28 000–R33 000	R33 000–R52 000	R52 000+
Cape Town	R22 000–R30 000	R30 000–R48 000	R48 000+
Brand/marketing assistant			
Johannesburg	R15 000–R21 000	R21 000–R35 000	N/A
Cape Town	R15 000–R18 000	R18 000–R27 000	N/A

Corporate

	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–R40 000	R40 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	R18 000–R26 000	R26 000–R35 000	R35 000–R41 000
Events manager			
Johannesburg	R28 000–R35 000	R35 000–R40 000	R40 000–R70 000
Cape Town	R20 000–R30 000	R30 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	R25 000–R30 000	R30 000–R45 000	R45 000–R60 000

PR consultancies/corporate communications

	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–R130 000
Account director			
Johannesburg	R35 000–R41 000	R41 000–R55 000	R55 000–R68 000
Cape Town	R35 000–R40 000	R40 000–R45 000	R45 000–R55 000
Account manager			
Johannesburg	R25 000–R32 000	R32 000–R38 000	R38 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–R16 000	R16 000–R19 000	N/A
Cape Town	R9 000–R15 000	R15 000–R18 000	N/A

Media			
	0–2 yrs (light)	2–5 yrs (medium)	5–9 yrs (heavyweight)
Media director			
Johannesburg	R40 000–R50 000	R50 000–R55 000	R55 000–R85 000
Cape Town	R32 000–R40 000	R40 000–R50 000	R50 000–R80 000
Media planner			
Johannesburg	R30 000–R33 000	R33 000–R45 000	R45 000–R60 000
Cape Town	R22 000–R30 000	R30 000–R37 000	R37 000–R42 000
Media buyer			
Johannesburg	R16 000–R23 000	R23 000–R33 000	R33 000–R43 000
Cape Town	R15 000–R18 000	R18 000–R25 000	R25 000–R30 000
Media strategist			
Johannesburg	R33 000–R38 000	R38 000–R48 000	R48 000+
Cape Town	R25 000–R28 000	R28 000–R38 000	R38 000+
Media sales executive			
Johannesburg	R25 000–R28 000	R28 000–R40 000	R40 000+
Cape Town	R20 000–R25 000	R25 000–R38 000	R38 000+
Media sales director			
Johannesburg	R38 000–R42 000	R42 000–R55 000	R55 000+
Cape Town	R35 000–R40 000	R40 000–R50 000	R50 000+
Media sales digital			
Johannesburg	R27 000–R35 000	R35 000–R45 000	R45 000+
Cape Town	R25 000–R28 000	R28 000–R38 000	R38 000+
Digital media strategist			
Johannesburg	R40 000–R48 000	R48 000–R58 000	R58 000+
Cape Town	R32 000–R40 000	R40 000–R50 000	R50 000+
Campaign manager			
Johannesburg	R22 000–R32 000	R32 000–R42 000	R42 000+
Cape Town	R20 000–R28 000	R28 000–R35 000	R35 000+

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