Money Talks...

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 2021 to December 2021
- 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 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 – 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 – R48 000	R48 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 – R25 000	R25 000 – R35 000	R35 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+
E-Commerce Manager			
Johannesburg	R25 000 – R35 000	R35 000 – R55 000	R55 000 – R90 000+
Cape Town	R20 000 – R30 000	R30 000 – R45 000	R45 000 – R85 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 – R36 000	R36 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 – R70 000	R70 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 – R34 000	R34 000+
Cape Town	R10 000 – R17 000	R17 000 – R32 000	R32 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 – 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 – 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	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 – 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

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 – R70 000	R70 000+
Digital Copywriter			
Johannesburg	R13 000 – R19 000	R19 000 – R39 000	R39 000 – R70 000
Cape Town	R12 000 – R15 000	R15 000 – R35 000	R35 000 – R50 000
Digital Art Director			
Johannesburg	R15 000 – R20 000	R20 000 – R40 000	R40 000 – R68 000
Cape Town	R13 000 – R16 000	R16 000 – R35 000	R35 000 – R50 000
Digital Designer/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 Interface (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	R20 000 – R39 000	R39 000 – R59 000	R59 000+

Cape Town	R18 000 – R30 000	R30 000 – R49 000	R49 000+
Back-end 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+
Digital Marketing Manager			
Johannesburg	R28 000 – R38 000	R38 000 – R48 000	R48 000+
Cape Town	R20 000 – R30 000	R30 000 – R40 000	R40 000+
Marketing Director			
Johannesburg	R55 000 – R70 000	R70 000 – R80 000	R80 000+
Cape Town	R50 000 – R65 000	R65 000 – R75 000	R75 000+
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+
E-Commerce Manager			
Johannesburg	R25 000 – R35 000	R35 000 – R55 000	R55 000 – R90 000+
Cape Town	R20 000 – R30 000	R30 000 – R45 000	R45 000 – R85 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
Martech (Marketing Technology Specialist)			
Johannesburg	R35 000 – R45 000	R45 000 – R55 000	R55 000 – R75 000+
Cape Town	R30 000 – R40 000	R40 000 – R50 000	R50 000 – R70 000+
Influencer Marketer			
Johannesburg	R18 000 – R22 000	R22 000 – R37 000	R37 000 – R50 000+
Cape Town	R15 000 – R20 000	R20 000 – R35 000	R35 000 – R45 000+

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 – 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 – 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 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+
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+