



SALARY SURVEY 2014*

| POSITIONS | UAE AVERAGE (AED) | KSA AVERAGE (SAR) | LEBANON AVERAGE (\$) |
|-----------------------------|-------------------|-------------------|----------------------|
| ADVERTISING AGENCIES | | | |
| Junior graphic designer | 10,604 | N/A | 1,317 |
| Senior graphic designer | 14,463 | 16,869 | 2,514 |
| Junior copywriter | 13,625 | 13,083 | 1,316 |
| Senior copywriter | 19,563 | 20,275 | 2,751 |
| Junior studio manager | 13,833 | N/A | 2,082 |
| Senior studio manager | 17,300 | N/A | 2,139 |
| Traffic manager | 19,982 | N/A | 2,211 |
| Junior producer | N/A | N/A | 1,440 |
| Senior producer | N/A | N/A | 3,035 |
| Junior production manager | 14,500 | N/A | 1,836 |
| Senior production manager | 18,600 | 18,900 | 3,163 |
| Junior account planner | 11,786 | N/A | 1,480 |
| Senior account planner | 19,188 | 21,033 | 3,502 |
| Junior account executive | 9,714 | 10,750 | 1,094 |
| Senior account executive | 12,063 | 13,367 | 1,546 |
| Junior account manager | 15,250 | N/A | 2,003 |
| Senior account manager | 20,103 | 22,433 | 2,653 |
| Account director | 24,969 | 29,600 | 3,465 |
| Group account director | 31,786 | N/A | 4,481 |
| Junior art director | 17,000 | N/A | 1,726 |
| Senior art director | 23,281 | 24,533 | 2,877 |
| Junior creative director | 30,000 | N/A | 4,084 |
| Senior creative director | 39,875 | N/A | 6,532 |
| Client servicing director | 35,333 | N/A | 5,352 |
| General manager | 45,000 | N/A | 7,337 |
| Deputy managing director | N/A | N/A | 7,688 |
| Managing director | 53,875 | N/A | 8,657 |

| POSITIONS | UAE AVERAGE (AED) | KSA AVERAGE (SAR) | LEBANON AVERAGE (\$) |
|--------------------------------|-------------------|-------------------|----------------------|
| MEDIA AGENCIES | | | |
| Junior planning executive | 10,989 | 11,888 | 1,165 |
| Senior planning executive | 14,857 | 16,688 | 1,607 |
| Planning manager | 20,607 | 22,750 | 2,558 |
| Head/Director of planning | 36,458 | 37,938 | N/A |
| Junior buying executive | 10,989 | 12,667 | 1,215 |
| Senior buying executive | 15,429 | 17,500 | 1,853 |
| Buying manager | 21,679 | 22,950 | 3,012 |
| Head/Director of buying | 35,821 | 41,188 | 4,911 |
| Junior research executive | 11,238 | N/A | 1,183 |
| Senior research executive | 15,083 | N/A | 1,643 |
| Research manager | 20,821 | N/A | 2,378 |
| Head of research | 39,208 | N/A | N/A |
| Business development director | 35,625 | N/A | N/A |
| General manager | 52,000 | 58,333 | N/A |
| Managing director | 65,625 | N/A | N/A |
| CEO/Regional managing director | 77,000 | 81,833 | N/A |

| POSITIONS | UAE AVERAGE (AED) | LEBANON AVERAGE (\$) |
|------------------------------------|-------------------|----------------------|
| DIGITAL AGENCIES | | |
| Junior graphic designer | 12,375 | 1,136 |
| Senior graphic designer | 16,125 | 2,120 |
| Junior copywriter | 15,000 | 1,268 |
| Senior copywriter | 19,833 | 1,733 |
| Social media executive | 10,833 | 1,192 |
| Digital media executive | 12,792 | 1,446 |
| Junior account executive | 10,188 | 1,050 |
| Senior account executive | 13,938 | 1,534 |
| Account manager | 19,071 | 1,909 |
| Account director | 27,357 | 2,913 |
| Junior developer | 12,167 | 1,301 |
| Senior developer | 19,167 | 2,129 |
| Search engine marketing specialist | 18,250 | 1,338 |
| Performance marketing specialist | 18,125 | N/A |
| Content manager | 13,667 | 1,040 |
| Head of content | 37,625 | 3,093 |
| Community manager | 17,200 | 1,421 |
| Social media manager | 19,050 | 1,996 |
| Junior planner | 12,583 | 1,184 |
| Senior planner | 17,500 | 1,834 |
| Head of planning | 31,250 | 2,581 |
| Media buyer | 16,125 | 1,407 |
| Media buying manager | 23,375 | 3,433 |
| Head of buying | 35,000 | 3,173 |
| Analyst | 16,875 | N/A |
| Strategist | 16,333 | 1,990 |
| Strategy director | 33,250 | N/A |
| Junior creative director | 32,167 | 2,418 |
| Senior creative director | 36,500 | 3,109 |
| Director of online marketing | 31,250 | 3,218 |
| Deputy general manager | N/A | 4,780 |
| General manager | 39,300 | 5,651 |
| Deputy managing director | 49,167 | 6,280 |
| Managing director | 56,417 | 6,825 |

| POSITIONS | UAE AVERAGE (AED) | LEBANON AVERAGE (\$) |
|--------------------------|-------------------|----------------------|
| PR AGENCIES | | |
| Junior account executive | 9,357 | 1,078 |
| Senior account executive | 12,333 | 1,339 |
| Junior account manager | 15,167 | 1,868 |
| Senior account manager | 18,832 | 1,976 |
| Junior account director | 22,375 | 2,472 |
| Senior account director | 27,450 | 3,245 |
| Director | 34,300 | 4,117 |
| General manager | 41,000 | N/A |
| Managing director | 57,500 | 7,327 |

*To determine the salaries, we asked agencies to give us brackets within the range of AED1,000 less or more — or its equivalent in SAR for Saudi Arabia and USD for Lebanon — than the salary they pay for each position. We asked for the basic salary, in addition to extra allowances and benefits, based on which we calculated the gross salary and salary bracket for each position. In light of the wide salary brackets we received, we had to revert to calculating a crude average of the figures provided by agencies. It is worth mentioning that, while salaries for entry to mid-level positions were somewhat consistent across the board, those for senior levels varied widely.

Thirty three participants, including multinational networks and independent groups and agencies operating in Lebanon, the UAE and KSA, took part in the survey. As such, the number of participants is not inclusive of the individual agencies that fall under participant networks and that are, indeed, covered by the survey. We chose to not disclose figures for titles/countries for which we did not receive enough of a representative number of responses. On this note, figures we received for Saudi Arabia were few and far between, but did, however, reflect more modest packages vis-a-vis the UAE than in previous years. This could possibly be the result of intensified Saudization efforts in the kingdom, among other factors — something we're sure to look into in an upcoming issue.



| POSITIONS | BAYT | | | MCG | | MBR | |
|-----------------------------|-----------|-----------|--------------|------------------|------------------|------------------|------------------|
| | UAE (AED) | KSA (SAR) | LEBANON (\$) | UAE (AED) | KSA (SAR) | UAE (AED) | KSA (SAR) |
| ADVERTISING AGENCIES | | | | | | | |
| Junior graphic designer | 7,670 | 6,500 | 980 | 8,000 to 10,000 | 12,000+ | 7,000 to 8,000 | 8,000 to 10,000 |
| Senior graphic designer | 9,600 | 8,200 | 1,848 | 10,000 to 16,000 | 18,000 | 10,000 to 12,000 | 12,000 to 14,000 |
| Junior copywriter | 13,500 | 11,250 | N/A | 10,000 to 15,000 | 10,000 to 15,000 | 7,000 to 8000 | 8,000 to 10,000 |
| Senior copywriter | 15,000 | 18,300 | N/A | 18,000 to 27,000 | 20,000+ | 10,000 to 12,000 | 12,000 to 14,000 |
| Junior studio manager | 9,500 | N/A | N/A | 8,000 to 10,000 | 8,000 to 10,000 | 8,000 to 10,000 | 10,000 to 12,000 |
| Senior studio manager | 12,240 | 16,300 | N/A | 15,000 | 18,000 | 12,000 to 15,000 | 14,000 to 18,000 |
| Traffic manager | 15,700 | N/A | 2,650 | 18,000 to 22,000 | up to 30,000 | 14,000 to 16,000 | 15,000 to 18,000 |
| Junior producer | 14,870 | N/A | N/A | 15,000 | 18,000 | 12,000 to 15,000 | 14,000 to 18,000 |
| Senior producer | 19,600 | N/A | 2,750 | 20,000 to 22,000 | 25000+ | 18,000 to 25,000 | 20,000 to 25,000 |
| Junior production manager | 28,200 | N/A | N/A | 14,000 to 16,000 | 14,000 to 16,000 | 10,000 to 12,000 | 10,000 to 12,000 |
| Senior production manager | 30,000 | N/A | N/A | 20,000 to 22,000 | 25,000+ | 12,000 to 15,000 | 14,000 to 18,000 |
| Junior account planner | N/A | N/A | N/A | 12,000 to 16,000 | 12,000 to 16,000 | 10,000 to 12,000 | 12,000 to 14,000 |
| Senior account planner | N/A | N/A | N/A | 17,000 to 25,000 | up to 30,000 | 14,000 to 16,000 | 18,000 to 20,000 |
| Junior account executive | 8,000 | 9,560 | 1,280 | 11,000 | 11,000 | 8,000 to 10000 | 10,000 to 12,000 |
| Senior account executive | 10,000 | 11,750 | 2,100 | 15,000 | 18,000 | 10,000 to 12,000 | 12,000 to 14,000 |
| Junior account manager | 13,800 | 13,270 | 1,150 | 15,000 to 17,000 | 15,000 to 17,000 | 10,000 to 12,000 | 12,000 to 14,000 |
| Senior account manager | 15,000 | 15,800 | 2,380 | 17,000 to 25,000 | up to 30,000 | 12,000 to 15,000 | 14,000 to 18,000 |
| Account director | 23,000 | 22,150 | 3,750 | 28,000 to 35,000 | up to 40,000 | 20,000 to 22,000 | 20,000 to 25,000 |
| Group account director | 32,350 | N/A | N/A | 35,000 to 40,000 | up to 50,000 | 27,000 to 35,000 | 30,000 to 40,000 |
| Junior art director | 16,500 | 11,420 | 2,320 | 10,000 to 15,000 | 10,000 to 15,000 | 10,000 to 12,000 | 12,000 to 14,000 |
| Senior art director | 18,000 | 14,570 | 4,200 | 18,000 to 27,000 | up to 30,000 | 14,000 to 16,000 | 14,000 to 18,000 |
| Junior creative director | 33,100 | 21,820 | 2,250 | 30,000 to 35,000 | 30,000 to 35,000 | 22,000 to 26,000 | 24,000 to 30,000 |
| Senior creative director | 35,000 | 25,670 | 3,370 | 45,000 to 55,000 | 45,000 to 55,000 | 35,000 to 45,000 | 40,000 to 50,000 |
| Executive creative director | | | | 60,000+ | 60,000+ | | |
| Client servicing director | 30,100 | N/A | 5,920 | 45,000 to 50,000 | 45,000 to 50,000 | 35,000 to 45,000 | 35,000 to 45,000 |
| Deputy general manager | N/A | N/A | N/A | 50,000+ | 50,000+ | 35,000 to 45,000 | 40,000 to 50,000 |
| General manager | N/A | N/A | 4,000 | 55,000 + | 55,000 + | 35,000 to 45,000 | 45,000 to 55,000 |
| Deputy managing director | N/A | N/A | N/A | 50,000 + | 50,000 + | 40,000 to 50,000 | 45,000 to 55,000 |
| Managing director | 82,000 | N/A | N/A | 50,000 + | 50,000 + | N/A | N/A |

MEDIA AGENCIES

| | | | | | |
|--------------------------------|---------|--------|-----|--------------------|--------------------|
| Junior planning executive | 10,000 | N/A | N/A | 8,000 to 10,000 | 8,000 to 10,000 |
| Senior planning executive | N/A | N/A | N/A | 10,000 to 14,000 | 10,000 to 14,000 |
| Planning manager | 29,000 | N/A | N/A | 18,000 | up to 20,000 |
| Head/Director of planning | N/A | N/A | N/A | 35,000 to 45,000 | up to 40,000 |
| Junior buying executive | N/A | N/A | N/A | 8,000 to 10,000 | 8,000 to 10,000 |
| Senior buying executive | N/A | N/A | N/A | 8,000 to 10,000 | 8,000 to 10,000 |
| Buying manager | N/A | N/A | N/A | 20,000 | up to 25,000 |
| Head/Director of buying | N/A | N/A | N/A | 35,000 | up to 40,000 |
| Junior research executive | 15,250 | N/A | N/A | 8,000 to 10,000 | 8,000 to 10,000 |
| Senior research executive | N/A | N/A | N/A | 10,000 to 14,000 | 10,000 to 14,000 |
| Research manager | N/A | N/A | N/A | 18,000 to 20,000 | up to 25,000 |
| Head/Director of research | N/A | N/A | N/A | 35,000 to 40,000 | up to 45,000 |
| Business development director | N/A | N/A | N/A | 45,000 to 55,000 | 45,000 to 55,000 |
| Deputy general manager | N/A | N/A | N/A | 50,000+ | 50,000+ |
| General manager | N/A | N/A | N/A | 60,000-80,000+ | 60,000-80,000+ |
| Managing director | 82,000 | 19,200 | N/A | 60,000-80,000+ | 60,000-80,000+ |
| Deputy managing director | N/A | N/A | N/A | 50,000 to 60,000+ | 50,000 to 60,000+ |
| CEO/Regional managing director | 105,000 | N/A | N/A | 80,000 to 100,000+ | 80,000 to 100,000+ |



*The figures provided to us by third parties, Bayt.com, MCG Associates and MBR, are displayed exactly as they were shared with us.

| POSITIONS | BAYT | | | MCG | | MBR | |
|------------------------------------|-----------|-----------|--------------|-------------------|-------------------|------------------|------------------|
| | UAE (AED) | KSA (SAR) | LEBANON (\$) | UAE (AED) | KSA (SAR) | UAE (AED) | KSA (SAR) |
| DIGITAL AGENCIES | | | | | | | |
| Junior graphic designer | 8,762 | 6,000 | N/A | 10,000 to 12,000 | up to 15,000 | 6,000 to 8,000 | 7,000 to 9,000 |
| Senior graphic designer | 10,880 | 5,500 | N/A | 15,000 to 18,000 | up to 20,000 | 9,000 to 12,000 | 11,000 to 14,000 |
| Junior copywriter | 13,600 | N/A | N/A | 10,000 to 15,000 | 10,000 to 15,000 | 7,000 to 9,000 | 9,000 to 11,000 |
| Senior copywriter | 15,000 | N/A | N/A | 18,000 to 25,000 | up to 30,000 | 14,000 to 17,000 | 15,000 to 18,000 |
| Social media executive | 15,700 | N/A | N/A | 10,000 to 12,000 | 10,000 to 12,000 | 6,000 to 8,000 | 7,000 to 9,000 |
| Digital media executive | N/A | N/A | N/A | 14,000 | up to 18,000 | 10,000 to 12,000 | 12,000 to 14,000 |
| Junior account executive | 7,900 | 9,150 | 1,150 | 10,000 to 12,000 | 10,000 to 12,000 | 6,000 to 8,000 | 7,000 to 9,000 |
| Senior account executive | 10,000 | N/A | N/A | 12,000 to 14,000 | up to 18,000 | 8,000 to 10,000 | 9,000 to 11,000 |
| Account manager | 15,000 | 11,370 | 1,200 | 18,000 to 20,000 | up to 25,000 | 12,000 to 15,000 | 13,000 to 18,000 |
| Account director | 23,000 | 19,000 | N/A | 25,000 to 32,000 | up to 35,000 | 18,000 to 24,000 | 20,000 to 25,000 |
| Junior developer | 16,800 | 7,670 | 1,200 | 10,000 to 12,000 | 10,000 to 12,000 | 8,000 to 10,000 | 10,000 to 12,000 |
| Senior developer | 18,000 | 8,500 | N/A | 15,000 to 18,000 | up to 25,000 | 12,000 to 15,000 | 13,000 to 18,000 |
| Search engine marketing specialist | N/A | N/A | N/A | 25,000 | 25,000 | N/A | N/A |
| Performance marketing specialist | N/A | 9,460 | N/A | 15,000 to 35,000 | 15,000 to 35,000 | N/A | N/A |
| Content manager | N/A | N/A | N/A | 20,000 to 30,000 | up to 35,000 | 10,000 to 12,000 | 12,000 to 14,000 |
| Head of content | N/A | N/A | N/A | 30,000 to 35,000 | 35,000+ | 14,000 to 18,000 | 16,000 to 20,000 |
| Community manager | N/A | N/A | N/A | 8,000 to 10,000 | 8,000 to 10,000 | 14,000 to 18,000 | 16,000 to 20,000 |
| Social media manager | 22,000 | N/A | N/A | 18,000 to 25,000 | up to 30,000 | 14,000 to 18,000 | 16,000 to 20,000 |
| Junior planner | 15,700 | 8,200 | N/A | 15,000 to 18,000 | 15,000 to 18,000 | 10,000 to 12,000 | 12,000 to 14,000 |
| Senior planner | 17,000 | N/A | N/A | 18,000 to 25,000 | up to 30,000 | 14,000 to 18,000 | 13,000 to 18,000 |
| Head of planning | N/A | N/A | N/A | 35,000 to 45,000 | 35,000 to 45,000 | 26,000 to 30,000 | 28,000 to 34,000 |
| Media buyer | 16,000 | N/A | N/A | 15,000 to 18,000 | 15,000 to 18,000 | 12,000 to 15,000 | 13,000 to 18,000 |
| Media buying manager | N/A | N/A | N/A | 18,000 to 25,000 | 18,000 to 25,000 | 14,000 to 18,000 | 16,000 to 20,000 |
| Head of buying | N/A | N/A | N/A | 30,000 to 40,000 | 30,000 to 40,000 | 20,000 to 25,000 | 20,000 to 25,000 |
| Analyst | 14,500 | N/A | 2,000 | 10,000 | 10,000 | 18,000 to 24,000 | 20,000 to 25,000 |
| Strategist | N/A | N/A | N/A | 15,000 | 15,000 | 14,000 to 18,000 | 16,000 to 20,000 |
| Strategy director | N/A | N/A | N/A | 35,000 to 45,000 | 35,000 to 45,000 | 26,000 to 30,000 | 30,000 to 34,000 |
| Junior creative director | 33,200 | 20,350 | 2,170 | 30,000 to 35,000 | 30,000 to 35,000 | 26,000 to 30,000 | 28,000 to 34,000 |
| Senior creative director | 35,000 | 22,150 | 3,330 | 35,000 to 50,000 | 35,000 to 50,000 | 35,000 to 40,000 | 38,000 to 45,000 |
| Director of online marketing | N/A | N/A | N/A | 50,000 to 60,000 | 50,000 to 60,000 | N/A | N/A |
| Chief technology officer | N/A | N/A | N/A | 60,000 to 100,000 | 60,000 to 100,000 | N/A | N/A |
| Chief strategy officer | N/A | N/A | N/A | 70,000 to 90,000 | 70,000 to 90,000 | 40,000 to 45,000 | 45,000 to 50,000 |
| Deputy general manager | N/A | N/A | N/A | 80,000+ | 80,000+ | 40,000 to 45,000 | 45,000 to 50,000 |
| General manager | N/A | N/A | N/A | 80,000 | 80,000 | 40,000 to 45,000 | 45,000 to 50,000 |
| Deputy managing director | N/A | N/A | N/A | 50,000 to 60,000 | 50,000 to 60,000 | N/A | N/A |
| Managing director | 82,000 | N/A | N/A | 80,000 + | 80,000 + | N/A | N/A |
| PR AGENCIES | | | | | | | |
| Junior account executive | 9,020 | 7,915 | N/A | 10,000 | 12,000 | 8,000 to 10,000 | 10,000 to 12,000 |
| Senior account executive | 10,000 | N/A | N/A | 14,000 | 16,000 | 10,000 to 12,000 | 12,000 to 15,000 |
| Junior account manager | 12,800 | 14,140 | N/A | 16,000 to 18,000 | 20,000 | 12,000 to 14,000 | 13,000 to 15,000 |
| Senior account manager | 15,000 | 13,830 | N/A | 21,000 | 25,000 | 13,000 to 16,000 | 15,000 to 18,000 |
| Junior account director | 21,200 | N/A | N/A | 25,000 | 30,000 | 18,000 to 22,000 | 20,000 to 24,000 |
| Senior account director | 23,000 | N/A | N/A | 30,000+ | 35,000+ | 25,000 to 30,000 | 27,000 to 35,000 |
| Director | 50,000 | N/A | N/A | 40,000+ | 45,000 to 55,000 | 32,000 to 35,000 | 34,000 to 38,000 |
| Deputy general manager | N/A | N/A | N/A | 45,000 | 45,000 | 35,000 to 40,000 | 40,000 to 45,000 |
| General manager | N/A | N/A | N/A | 55,000 to 70,000 | 55,000 | 40,000 to 45,000 | 45,000 to 50,000 |
| Deputy managing director | N/A | N/A | N/A | 45,000 | 50,000 | N/A | N/A |
| Managing director | 82,000 | N/A | N/A | 55,000 to 70,000 | 55,000 to 70,000 | N/A | N/A |