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**MCG&**



## SALARY SURVEY 2015\*

POSITIONS	UAE AVERAGE (AED)	KSA AVERAGE (SAR)
<b>ADVERTISING AGENCIES</b>		
Junior Graphic Designer	10,000	9,333
Senior Graphic Designer	14,200	14,125
Junior Copywriter	12,600	11,250
Senior Copywriter	20,800	19,000
Junior Studio Manager	15,667	N/A
Traffic Manager	20,750	N/A
Senior Production Manager	20,500	18,167
Junior Account Planner	N/A	21,667
Senior Account Planner	23,750	N/A
Junior Account Executive	10,500	10,000
Senior Account Executive	14,000	13,250
Junior Account Manager	13,875	13,667
Senior Account Manager	19,250	18,333
Account Director	25,250	28,000
Group Account Director	29,000	32,333
Junior Art Director	13,625	14,667
Senior Art Director	21,750	20,000
Junior Creative Director	32,600	30,500
Senior Creative Director	44,200	42,000
Client Services Director*	37,500	42,000
General Manager*	50,000	45,000
Managing Director	67,333	N/A
<b>MEDIA AGENCIES</b>		
Junior Planning Executive	9,875	N/A
Senior Planning Executive	14,375	16,000
Planning Manager	24,250	N/A
Head/Director of Planning*	36,000	N/A
Junior Buying Executive	10,500	9,000
Senior Buying Executive	16,000	14,333
Buying Manager	23,000	N/A
Head/Director of Buying	34,667	N/A
Research Manager	21,000	N/A
General Manager*	52,500	N/A
Managing Director*	67,500	N/A
Deputy Managing Director	60,000	N/A
CEO/Regional Managing Director*	82,500	N/A

POSITIONS	UAE AVERAGE (AED)
<b>DIGITAL AGENCIES</b>	
Account Director	28,333
Social Media Manager	19,800
Media Buying Manager*	20,000
Head of Buying*	40,000
Analyst	16,333
Strategy Director*	37,500
Performance Marketing Specialist*	20,000
Junior Planner	14,500
Senior Planner	21,250
Head of Planning*	37,500
Senior Creative Director	46,000
General Manager*	50,000
Managing Director	58,333
<b>PR AGENCIES</b>	
Junior Account Executive	9,667
Senior Account Executive*	13,500
Junior Account Manager	16,000
Senior Account Manager	22,667
Junior Account Director	25,000
Senior Account Director	25,000
Director*	45,000
General Manager*	50,000
Managing Director*	62,500

### NOTE

To determine the salaries, we asked agencies to provide figures based on the compensation each position would be paid today. 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.

31 participants, consisting of multinational and independent groups and agencies operating in the UAE and the KSA, took part in the survey. We chose not to disclose the figures for titles/countries for which we did not receive enough of a representative number of responses.

\* These are positions that a fewer number of agencies reported figures for

POSITIONS	MCG			BAYT		HR SOURCE	
	UAE (AED)	KSA (SAR)	LEBANON (\$)	UAE (AED)	KSA (SAR)	UAE (AED)	KSA (SAR)
<b>ADVERTISING AGENCIES</b>							
Junior Graphic Designer	12,000 to 15,000	12,000 to 15,000	1,200 to 1,400	7,600	6,600	10,000 to 13,000	10,000 to 13,000
Senior Graphic Designer	15,000 to 18,000	15,000 to 18,000	1,800 to 2,000	10,740	8,450	15,000 to 24,000	15,000 to 22,000
Junior Copywriter	12,000 to 15,000	13,000 to 16,000	1,200 to 1,400	11,900	11,000	13,000 to 15,000	12,000 to 15,000
Senior Copywriter	20,000 to 25,000	22,000 to 26,000	2,600 to 3,200	18,700	16,850	19,000 to 26,000	18,000 to 24,000
Junior Studio Manager	13,000 to 15,000	13,000 to 15,000	1,800 to 2,000	9,500	9,300	11,000 to 14,000	11,000 to 14,000
Senior Studio Manager	18,000 to 20,000	18,000 to 20,000	2,000 to 2,500	12,650	13,800	18,000 to 24,000	18,000 to 24,000
Traffic Manager	18,000 to 22,000	20,000 to 24,000	2,400 to 2,700	15,700	16,830	15,000 to 20,000	15,000 to 20,000
Junior Producer	12,000 to 15,000	12,000 to 15,000	1,300 to 1,500	14,800	12,490	12,000 to 16,000	12,000 to 15,000
Senior Producer	20,000 to 25,000	22,000 to 28,000	2,800 to 3,200	19,550	16,780	24,000 to 28,000	22,000 to 27,000
Junior Production Manager	12,000 to 15,000	12,000 to 15,000	1,600 to 1,800	N/A	N/A	15,000 to 20,000	15,000 to 20,000
Senior Production Manager	18,000 to 20,000	20,000 to 22,000	2,800 to 3,200	N/A	N/A	24,000 to 30,000	24,000 to 30,000
Junior Account Planner	12,000 to 15,000	12,000 to 15,000	1,480	N/A	N/A	12,000 to 14,000	12,000 to 14,000
Senior Account Planner	20,000+	20,000+	20,000+	N/A	N/A	17,000 to 20,000	17,000 to 20,000
Junior Account Executive	10,000 to 12,000	10,000 to 12,000	1,100	10,490	8,980	11,000 to 14,000	11,000 to 14,000
Senior Account Executive	12,000 to 15,000	12,000 to 15,000	1,600	11,070	10,340	14,000 to 16,000	14,000 to 16,000
Junior Account Manager	15,000 to 18,000	15,000 to 18,000	2,100	14,370	12,440	14,000 to 17,000	14,000 to 17,000
Senior Account Manager	18,000 to 22,000	18,000 to 22,000	2,700	16,930	14,130	17,000 to 21,000	17,000 to 21,000
Account Director	22,000 to 30,000	22,000 to 30,000	3,700	28,390	21,760	23,000 to 30,000	23,000 to 30,000
Group Account Director	30,000 to 35,000	30,000 to 35,000	4,800	31,050	N/A	32,000 to 38,000	32,000 to 38,000
Junior Art Director	14,000 to 18,000	14,000 to 18,000	1,600 to 1,900	14,970	10,950	14,000 to 17,000	14,000 to 17,000
Senior Art Director	20,000 to 25,000	20,000 to 25,000	2,700 to 3,000	18,780	14,300	23,000 to 28,000	22,000 to 25,000
Junior Creative Director	30,000 to 35,000	30,000 to 35,000	3,800 to 4,200	N/A	N/A	28,000 to 32,000	25,000 to 30,000
Senior Creative Director	35,000 to 50,000	35,000 to 50,000	6,400 to 6,700	N/A	N/A	40,000 to 60,000	35,000 to 55,000
Client Services Director	35,000 to 42,000	35,000 to 48,000	5,300	28,000	N/A	35,000 to 40,000	35,000 to 40,000
Deputy General Manager	42,000 to 45,000	45,000 to 50,000	7,000	27,050	20,830	45,000 to 55,000	45,000 to 55,000
General Manager	45,000+	50,000+	7,400	N/A	N/A	50,000 to 60,000	50,000 to 60,000
Deputy Managing Director	45,000+	50,000+	7,400	N/A	N/A	50,000 to 60,000	50,000 to 60,000
Managing Director	50,000+	55,000+	8,000+	76,000	N/A	55,000 to 70,000	55,000 to 70,000
Chief Technology Officer	60,000 to 80,000	60,000 to 80,000	9,000+	N/A	N/A	65,000 to 85,000	65,000 to 85,000
Chief Strategy Officer	60,000 to 80,000	60,000 to 80,000	9,000+	N/A	N/A	60,000 to 80,000	60,000 to 80,000
Chief Innovation Officer	80,000 to 90,000	80,000 to 90,000	10,000+	N/A	N/A	60,000 to 75,000	60,000 to 75,000
<b>MEDIA AGENCIES</b>							
Junior Planning Executive	11,000 to 13,000	12,000 to 14,000	1,200	11,900	9,790	9,000 to 12,000	10,000 to 13,000
Senior Planning Executive	15,000 to 17,000	16,000 to 18,000	1,700	N/A	N/A	13,000 to 17,000	14,000 to 18,000
Planning Manager	23,000 to 25,000	24,000 to 26,000	2,600	26,380	N/A	21,000 to 29,000	21,000 to 29,000
Head/Director of Planning	40,000 to 45,000	50,000 to 55,000	N/A	N/A	N/A	33,000 to 45,000	35,000 to 45,000
Junior Buying Executive	11,000 to 13,000	12,000 to 14,000	1,250	N/A	N/A	8,000 to 11,000	9,000 to 12,000
Senior Buying Executive	15,000 to 17,000	16,000 to 18,000	1,900	N/A	N/A	12,000 to 17,000	13,000 to 18,000
Buying Manager	23,000 to 25,000	23,000 to 25,000	3,200	N/A	N/A	18,000 to 24,000	18,000 to 25,000
Head/Director of Buying	60,000 to 65,000	65,000 to 70,000	5,000	N/A	N/A	45,000 to 60,000	45,000 to 60,000
Junior Research Executive	10,000 to 12,000	12,000 to 14,000	1,200	N/A	N/A	11,000 to 13,000	11,000 to 14,000
Senior Research Executive	12,000 to 16,000	14,000 to 16,000	1,700	N/A	N/A	14,000 to 17,000	14,000 to 18,000
Research Manager	22,000 to 24,000	22,000 to 24,000	2,300	N/A	N/A	17,000 to 20,000	17,000 to 22,000
Head/Director of Research	35,000 to 37,000	37,000 to 40,000	4,000	N/A	N/A	27,000 to 45,000	30,000 to 40,000
Business Development Director	45,000 to 47,000	50,000 to 55,000	N/A	33,060	25,560	45,000 to 70,000	N/A
Deputy General Manager	55,000 to 60,000	55,000 to 60,000	N/A	N/A	N/A	45,000 to 55,000	45,000 to 55,000
General Manager	55,000 to 60,000	60,000 to 65,000	N/A	N/A	N/A	50,000 to 80,000	50,000 to 65,000
Deputy Managing Director	60,000 to 65,000	65,000 to 70,000	N/A	N/A	N/A	50,000 to 60,000	50,000 to 60,000
Managing Director	65,000 to 75,000	70,000 to 80,000	N/A	N/A	N/A	60,000 to 85,000	60,000 to 75,000
CEO/Regional Managing Director	80,000 to 100,000	80,000 to 110,000	N/A	N/A	N/A	85,000 to 150,000	80,000 to 130,000

POSITIONS	MCG			BAYT		HR SOURCE	
	UAE (AED)	KSA (SAR)	LEBANON (\$)	UAE (AED)	KSA (SAR)	UAE (AED)	KSA (SAR)
<b>DIGITAL AGENCIES</b>							
Social Media Executive	12,000 to 15,000	12,000 to 15,000	800	11,000	N/A	11,000 to 13,000	11,000 to 15,000
Junior Graphic Designer	12,000 to 15,000	12,000 to 15,000	1,200 to 1,400	7,600	6,600	10,000 to 13,000	12,000 to 14,000
Senior Graphic Designer	15,000 to 18,000	15,000 to 18,000	1,800 to 2,400	10,740	8,450	15,000 to 20,000	15,000 to 20,000
Junior Copywriter	12,000 to 15,000	12,000 to 15,000	1,100 to 1,400	11,900	11,000	14,000 to 16,000	14,000 to 18,000
Senior Copywriter	20,000 to 25,000	20,000 to 25,000	1,500 to 1,800	18,700	16,850	18,000 to 23,000	18,000 to 25,000
Junior Account Executive	14,000 to 16,000	14,000 to 16,000	900	10,490	8,980	10,000 to 12,000	10,000 to 14,000
Senior Account Executive	16,000 to 18,000	16,000 to 18,000	1,000	11,070	10,340	N/A	N/A
Digital Media Executive	16,000 to 18,000	16,000 to 18,000	900	12,000	N/A	12,000 to 15,000	13,000 to 16,000
Junior Developer	16,000 to 18,000	16,000 to 18,000	1,000	9,800	7,200	10,000 to 13,000	10,000 to 13,000
Senior Developer	25,000+	25,000+	2,000	13,650	11,140	14,000 to 20,000	14,000 to 20,000
Content Manager	18,000 to 24,000	18,000 to 24,000	1,200	17,240	15,040	18,000 to 24,000	20,000 to 24,000
Head of Content	25,000+	25,000+	3,000	N/A	N/A	26,000 to 35,000	26,000 to 35,000
Community Manager	18,000 to 24,000	18,000 to 24,000	700	21,500	N/A	14,000 to 18,000	14,000 to 18,000
Account Manager	16,000 to 20,000	16,000 to 20,000	800	15,740	13,500	14,000 to 17,000	14,000 to 18,000
Account Director	22,000 to 26,000	22,000 to 26,000	1,200	28,390	21,760	22,000 to 28,000	24,000 to 30,000
Social Media Manager	18,000 to 25,000	18,000 to 25,000	1,300	16,000	18,420	16,000 to 20,000	16,000 to 22,000
Media Buyer	18,000 to 20,000	17,000 to 22,000	1,500	13,400	12,370	14,000 to 17,000	15,000 to 18,000
Media Buying Manager	23,000 to 25,000	23,000 to 28,000	3,000	N/A	N/A	18,000 to 24,000	18,000 to 25,000
Head of Buying	35,000 to 42,000	35,000 to 45,000	3,500	N/A	N/A	45,000 to 60,000	45,000 to 60,000
Analyst	18,000+	18,000+	1,000	15,160	12,670	N/A	N/A
Strategist	20,000+	20,000+	1,100	13,340	16,250	25,000 to 30,000	25,000 to 30,000
Strategy Director	28,000+	28,000+	2,000	44,720	40,690	35,000 to 50,000	35,000 to 50,000
ORM Executive	16,000 to 20,000	16,000 to 20,000	800	N/A	N/A	N/A	N/A
ORM Head	40,000+	40,000+	4,000	N/A	N/A	N/A	N/A
Search Engine Marketing Specialist	18,000+	18,000+	1,400	13,600	10,300	14,000 to 20,000	14,000 to 20,000
Performance Marketing Specialist	18,000+	18,000+	1,400	12,450	11,630	14,000 to 20,000	14,000 to 20,000
Junior Planner	16,000	16,000	800	12,530	9,640	12,000 to 15,000	12,000 to 15,000
Senior Planner	22,000	22,000	1,200	17,000	11,560	15,000 to 19,000	15,000 to 18,000
Head of Planning	30,000	30,000	3,500	N/A	N/A	35,000 to 38,000	35,000 to 40,000
Junior Creative Director	30,000 to 35,000	30,000 to 35,000	2,000 to 2,500	N/A	N/A	25,000 to 30,000	25,000 to 30,000
Senior Creative Director	35,000 to 50,000	35,000 to 50,000	2,800 to 3,200	N/A	N/A	35,000 to 45,000	35,000 to 45,000
Director of Online Marketing	30,000	30,000	3,500	30,640	24,220	45,000 to 55,000	45,000 to 55,000
Chief Technology Officer	40,000	40,000	3,500	N/A	N/A	60,000 to 75,000	60,000 to 75,000
Chief Strategy Officer	35,000	35,000	3,500	N/A	N/A	50,000 to 65,000	50,000 to 65,000
Deputy General Manager	45,000	45,000	7,000	N/A	N/A	45,000 to 55,000	45,000 to 55,000
General Manager	50,000	50,000	8,000	N/A	N/A	50,000 to 60,000	50,000 to 60,000
Deputy Managing Director	55,000	55,000	7,000	N/A	N/A	50,000 to 60,000	50,000 to 60,000
Managing Director	60,000	60,000	8,000	N/A	N/A	60,000 to 75,000	60,000 to 75,000
Chief Innovation Officer	80,000 to 90,000	80,000 to 90,000	10,000	N/A	N/A	60,000 to 80,000	60,000 to 80,000
Chief Technology Officer	60,000 to 80,000	60,000 to 80,000	9,000	N/A	N/A	60,000 to 80,000	60,000 to 80,000
<b>PR AGENCIES</b>							
Junior Account Executive	8,000 to 11,000	8,000 to 11,000	1,100	10,200	7,900	10,000 to 12,000	11,000 to 13,000
Senior Account Executive	11,000 to 14,000	11,000 to 14,000	1,400	13,750	11,400	12,000 to 15,000	13,000 to 16,000
Junior Account Manager	14,000 to 17,000	14,000 to 17,000	1,900	13,230	11,140	15,000 to 18,000	15,000 to 20,000
Senior Account Manager	20,000 to 24,000	20,000 to 24,000	2,000	16,250	14,100	18,000 to 22,000	18,000 to 23,000
Junior Account Director	26,000 to 28,000	26,000 to 28,000	2,500	22,000	N/A	24,000 to 28,000	25,000 to 30,000
Senior Account Director	32,000 to 35,000	32,000 to 35,000	3,300	28,600	N/A	27,000 to 35,000	27,000 to 35,000
Director	38,000 to 45,000	38,000 to 45,000	4,200	N/A	N/A	35,000 to 45,000	35,000 to 45,000
Deputy General Manager	36,000 to 42,000	36,000 to 42,000	6,500	N/A	N/A	45,000 to 50,000	45,000 to 50,000
General Manager	45,000 to 55,000	45,000 to 55,000	7,500	N/A	N/A	50,000 to 60,000	50,000 to 60,000
Deputy Managing Director	36,000 to 42,000	36,000 to 42,000	6,500	N/A	N/A	45,000 to 55,000	45,000 to 55,000
Managing Director	45,000 to 65,000	45,000 to 65,000	7,500	75,000	N/A	55,000 to 75,000	55,000 to 75,000

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