



HANSON SEARCH GERMAN SALARY AND BENEFITS GUIDE 2026

Your guide to the German talent landscape



Table of Contents

[The German market in 2026](#)

[German remuneration tables](#)

[DEI in 2026](#)

[German Hiring Market in 2026](#)

[German benefits guide](#)

[About Hanson Search](#)



The State of the Market

The German talent landscape in 2026

2025 was a slow, steady year of growth in the German talent market. The effects of the wider economic slowdown are still being felt, and many organisations remain cautious in how they plan for the year ahead. Even so, there is a growing sense of stability. Businesses are refining their priorities and making decisions with the long term in mind.

Teams are being reorganised with a focus on impact. Employers are looking for strategic, multi-skilled professionals who can work across functions. Roles are broadening, often combining digital capability, analytical thinking and strong stakeholder management. What was once considered an advantage, digital confidence and data literacy, is now simply expected.

Hiring may have slowed, yet competition for high-quality talent remains. Salaries have largely levelled off after several years of sharp increases. Employers also recognise that salary alone is no longer the deciding factor. Flexibility, development routes and a genuine sense of purpose all influence how candidates make decisions about their next role. Organisations that communicate clearly, act consistently and invest in their people tend to stand out in a crowded market. We are also seeing a move toward skills-first hiring. Soft skills such as resilience, communication, adaptability and emotional intelligence carry just as much weight as technical expertise.

This year's German Salary and Benefits Guide explores the salaries and benefits shaping the market in 2026, giving both employers and professionals a view of what to expect.

At Hanson Search, we specialise in helping organisations build leadership teams. Whether it's succession planning or global search mandates, we identify leaders who can make a lasting impact. If strengthening your leadership team or exploring your next career move is on the agenda for 2026, we'd be delighted to help.

Janie Emmerson
Managing Partner - UK and Europe, Hanson Search

German Remuneration Tables

Communications Agencies - Healthcare

Job title	Minimum Salary (€)	Maximum Salary (€)
Account Executive	35 000	45 000
Senior Account Executive	45 000	55 000
Account Manager	55 000	68 000
Senior Account Manager	70 000	85 000
Account Director	80 000	95 000
Senior Account Director	90 000	100 000
Associate Director	100 000	120 000
Director	110 000	150 000
Senior Director	145 000	200 000
Managing Director	190 000	250 000
Chief Executive Officer	250 000	300 000+

Communications Agencies - Corporate

Job title	Minimum Salary (€)	Maximum Salary (€)
Account Executive	35 000	45 000
Senior Account Executive	45 000	55 000
Account Manager	55 000	65 000
Senior Account Manager	65 000	78 000
Account Director	75 000	85 000
Senior Account Director	80 000	95 000
Associate Director	90 000	110 000
Director	100 000	140 000
Senior Director	150 000	190 000
Managing Director	180 000	220 000
Chief Executive Officer	220 000	260 000

*Size of company, industry, and market (competition) account for the large range of salaries.

Communications Agencies - Technology

Job title	Minimum Salary (€)	Maximum Salary (€)
Account Executive	28 000	35 000
Senior Account Executive	30 000	45 000
Account Manager	45 000	62 000
Senior Account Manager	58 000	70 000
Account Director	65 000	85 000
Senior Account Director	75 000	90 000
Associate Director	80 000	100 000
Director	85 000	110 000
Senior Director	100 000	140 000
Managing Director	150 000	185 000
Chief Executive Officer	180 000	225 000+

Communications Agencies - Consumer

Job title	Minimum Salary (€)	Maximum Salary (€)
Account Executive	28 000	35 000
Senior Account Executive	30 000	45 000
Account Manager	45 000	55 000
Senior Account Manager	50 000	65 000
Account Director	55 000	70 000
Senior Account Director	65 000	80 000
Associate Director	75 000	95 000
Director	85 000	100 000
Managing Director	95 000	120 000
Chief Executive Officer	140 000	180 000+

*Size of company, industry, and market (competition) account for the large range of salaries.

Communications Agencies - Financial Services

Job title	Minimum Salary (€)	Maximum Salary (€)
Account Executive	40 000	50 000
Senior Account Executive	45 000	55 000
Account Manager	55 000	68 000
Senior Account Manager	70 000	85 000
Account Director	80 000	95 000
Senior Account Director	85 000	105 000
Associate Director	95 000	125 000
Director	120 000	160 000
Senior Director	150 000	200 000
Managing Director	200 000	250 000
Chief Executive Officer	250 000	300 000

Communications Agencies – Public and Government Affairs

Job title	Minimum Salary (€)	Maximum Salary (€)
Account Executive	35 000	45 000
Senior Account Executive	45 000	55 000
Account Manager	50 000	65 000
Senior Account Manager	62 000	75 000
Account Director	68 000	85 000
Senior Account Director	75 000	95 000
Associate Director	85 000	105 000
Director	110 000	140 000
Senior Director	130 000	160 000
Managing Director	180 000	220 000
Chief Executive Officer	200 000	280 000+

*Size of company, industry, and market (competition) account for the large range of salaries.

In-House Communications – Automotive

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	28 000	37 000
Manager	35 000	55 000
Senior Manager	60 000	75 000
Head	80 000	105 000
Director	100 000	180 000
Corporate Affairs Director	150 000	250 000+

In-House Communications – Financial Services

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	40 000	55 000
Manager	50 000	80 000
Senior Manager	85 000	100 000
Head	100 000	160 000
Director	180 000	250 000
Corporate Affairs Director	200 000	250 000+

In-House Communications – Technology / Telecoms / Digital / Media

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	25 000	40 000
Manager	30 000	55 000
Senior Manager	43 000	80 000
Head	80 000	115 000
Director	110 000	140 000
Corporate Affairs Director	140 000	250 000+

*Size of company, industry, and market (competition) account for the large range of salaries.

In-House Communications – Energy and Utilities

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	25 000	35 000
Manager	37 000	55 000
Senior Manager	50 000	70 000
Head	80 000	100 000
Director	95 000	180 000
Corporate Affairs Director	180 000	220 000

In-House Communications – FMCG / Retail / Ecommerce

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	25 000	35 000
Manager	32 000	48 000
Senior Manager	50 000	80 000
Head	80 000	100 000
Director	95 000	130 000
Corporate Affairs Director	140 000	180 000+

In-House Communications – Healthcare

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	35 000	45 000
Manager	50 000	65 000
Senior Manager	65 000	85 000
Head	95 000	110 000
Director	120 000	180 000
Corporate Affairs Director	180 000	250 000+

*Size of company, industry, and market (competition) account for the large range of salaries.

In-House Communications – Chemicals

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	25 000	35 000
Manager	32 000	45 000
Senior Manager	60 000	75 000
Head	75 000	95 000
Director	95 000	140 000
Corporate Affairs Director	160 000	220 000+

In-House – Public Affairs

Job title	Minimum Salary (€)	Maximum Salary (€)
Public Affairs Manager	70 000	85 000
Senior Public Affairs Manager	80 000	110 000
Head of Public Affairs	100 000	160 000
Director of Public Affairs	140 000	220 000
Group Director of Public Affairs	200 000	250 000+

*Size of company, industry, and market (competition) account for the large range of salaries.

In-House Marketing - Technology / SaaS / Digital / Scale-ups

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	40 000	55 000
Manager	55 000	75 000
Senior Manager	70 000	100 000
Head of	90 000	130 000
Director	120 000	170 000
VP/CMO	160 000	260 000+

In-House Marketing - Financial Services / Fintech / Insurance

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	42 000	58 000
Manager	60 000	85 000
Senior Manager	80 000	115 000
Head of	100 000	145 000
Director	130 000	190 000
VP/CMO	180 000	300 000+

In-House Marketing - FMCG / Consumer Goods

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	40 000	52 000
Manager	52 000	72 000
Senior Manager	68 000	98 000
Head of	90 000	130 000
Director	115 000	165 000
VP/CMO	170 000	280 000+

In-House Marketing - Luxury / Fashion / Beauty

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	40 000	55 000
Manager	55 000	80 000
Senior Manager	75 000	110 000
Head of	100 000	150 000
Director	130 000	200 000
VP/CMO	190 000	320 000+

In-House Marketing - Retail / E-commerce / Marketplaces

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	38 000	50 000
Manager	50 000	70 000
Senior Manager	65 000	95 000
Head of	85 000	125 000
Director	110 000	160 000
VP/CMO	150 000	250 000+

In-House Marketing - Healthcare / Pharma / Medical Devices

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	40 000	55 000
Manager	55 000	80 000
Senior Manager	75 000	110 000
Head of	95 000	140 000
Director	120 000	180 000
VP/CMO	170 000	280 000+

In-House Marketing - Industrial / B2B Services / Manufacturing

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	38 000	50 000
Manager	50 000	70 000
Senior Manager	65 000	95 000
Head of	85 000	125 000
Director	110 000	160 000
VP/CMO	150 000	250 000+

In-House Marketing - Media / Entertainment / Culture

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	34 000	45 000
Manager	45 000	60 000
Senior Manager	58 000	85 000
Head of	75 000	110 000
Director	95 000	140 000
VP/CMO	130 000	220 000+

In-House Marketing - Professional Services (Consulting / Legal / B2B Advisory)

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	36 000	48 000
Manager	48 000	68 000
Senior Manager	62 000	92 000
Head of	85 000	125 000
Director	110 000	160 000
VP/CMO	150 000	250 000+

In-House – Sales

Job title	Minimum Salary (€)	Maximum Salary (€)
Sales Development Representative (SDR)	40 000	55 000
Inside Sales Representative	48 000	65 000
Outside Sales Representative	55 000	80 000
Account Executive (Mid-Market)	60 000	90 000
Senior / Enterprise Account Executive	80 000	120 000
Account Manager	65 000	85 000
Sales Manager (Team Lead)	75 000	100 000
Sales Manager (multi-site / PandL)	85 000	120 000
Regional Sales Manager	80 000	120 000
Head of Sales (SaaS / scale-up)	120 000	160 000
Head of Sales (Industry / Mittelstand)	100 000	140 000
Country Manager Germany	120 000	180 000
VP Sales	140 000	200 000
CRO / CSO	170 000	250 000+

*Size of company, industry, and market (competition) account for the large range of salaries.



DEI in 2026: What You Need to Know

Diversity, equity and inclusion (DEI) continue to shape the talent landscape, but the environment has changed. Economic uncertainty, policy shifts and social pressures have prompted some organisations to scale back their initiatives, while others are working to embed inclusion more firmly into their culture. What remains clear is that DEI is most effective when it is directly connected with business strategy, supported by psychological safety and grounded in genuine listening. Inclusion is evolving rather than disappearing and it remains a key factor in attracting and retaining top talent.

In our work and recent industry conversations, we continue to see that organisations linking DEI to performance, innovation and retention are better placed to sustain momentum, even in challenging periods. Employees increasingly expect workplaces where they feel supported, heard and able to contribute openly. Although measurement and external pressures still create hurdles, progress is evident. Many organisations are redefining what inclusion means for them and adapting as their workforces change.

At Hanson Search, we help organisations build leadership teams that can foster inclusive cultures and support long-term success. As the market becomes more employee-driven, the organisations that remain committed to inclusion will be best positioned to attract and retain high-calibre talent.

Amy Hayer
DEI Lead, Hanson Search



German Hiring Market in 2026

As we move into 2026, the mood in the German market feels more measured. After a period of steady hiring, many organisations have slowed recruitment in response to economic pressure and tighter budgets. Teams have been reshaped, with a clearer focus on doing more with less and ensuring roles deliver long-term value. Hiring decisions are more deliberate, particularly at senior level. While the balance of the market has shifted in favour of employers, there remains strong interest in experienced professionals who combine strategic thinking with digital understanding and a proven record of delivery.

Employers are placing greater emphasis on cultural fit, adaptability and what candidates have genuinely achieved in previous roles. Candidates, in turn, are prioritising stability, flexibility and work that offers a sense of purpose, rather than rapid progression alone. Salary growth has largely stabilised, although hybrid expertise and niche skill sets continue to command a premium.

Across Germany, we work closely with organisations to help them navigate this environment, from identifying high-calibre talent to advising on market expectations and shaping long-term hiring strategies. We are proud to support businesses and leaders across the German market as they prepare for the year ahead.

Camille Chevailler
Senior Consultant, Europe, Hanson Search

A Guide to Benefit Packages in Germany

When exploring a new role, salary is only one part of the overall offer. A strong benefits package can make a real difference in job satisfaction, work-life balance and long-term career development.

At Hanson Search, we work with organisations and senior talent across Europe, the UK, the Middle East and USA. Speaking daily with employers and candidates gives us a clear view of how benefits are evolving, what has become standard in the market and what people value most. Drawing on this insight, we've created this guide to outline the core benefits employers commonly offer, the elements that strengthen a package and the features that genuinely set an organisation apart in a competitive market.

Standard Benefits

(What Employees Expect as a Minimum)

Most German employers provide these as part of their standard package:

- **Pension contributions** – Many employers contribute to a company pension scheme, often above the legal minimum.
- **Hybrid working** – A mix of office and remote work is now widely accepted, especially in larger companies.
- **Paid holiday** – A minimum of 20 days is legally required, but most companies offer 25–30 days plus public holidays including Easter, Labour Monday, Germany Unity Day, and Christmas.
- **Parental leave** – Employees who become parents have the right to take up to three years of parental leave (Elternzeit) per child, which may be taken in one go or split into different periods. Employers may not terminate employees during parental leave and the right to return to the same or an equivalent position is protected. Meanwhile, various forms of financial support (e.g., Elterngeld) are available, though the leave itself is unpaid in most cases.
- **Employee Assistance Programmes (EAPs)** – Mental health support, counselling services, and well-being initiatives are increasingly common.
- **Life insurance** – It's commonplace for German organisations to offer life insurance packages to their employees, including long-term disability or total permanent disability benefits.

Nice-to-Have Benefits

(What Makes an Employer More Competitive)

These perks indicate a company that prioritises employee well-being and development:



- **Private health insurance** – Covers additional healthcare services beyond statutory insurance, including dental and optical.
- **Mobility benefits** – Public transport subsidies, bike leasing schemes (JobRad), or company car allowances.
- **Well-being allowance** – Gym memberships, wellness budgets, and mental health support.
- **Learning and development budgets** – Training programmes, language courses, and professional certifications.
- **Flexible working hours** – Adaptable schedules or compressed work-weeks to improve work-life balance.
- **Remote work policies** – Some employers allow temporary work from other EU countries.
- **Meal vouchers** – Many companies offer subsidised meal vouchers for use in restaurants and supermarkets.

Exceptional Perks (What Really Stands Out)

These rarer benefits can make an employer a true stand out:

- **Four-Day work-week** – A number of German companies are experimenting with this model to improve productivity.
- **Volunteering days** – Paid time off to engage in social or sustainability initiatives.
- **Extra paid leave** – Some companies offer additional holidays beyond the statutory minimum.
- **Equity/Stock options** – Common in start-ups, high-growth companies and listed companies as part of their long-term incentives.
- **Home office stipend** – A budget to help remote employees set up their workspace effectively.
- **Sabbatical** – Many companies in Germany choose to provide various leave options that offer financial support during extended periods away from work.
- **Childcare support** – Some companies provide childcare vouchers or specific arrangements that can help working parents with costs.
- **Bonus schemes** – In Germany, bonus schemes are structured to provide additional financial incentives to employees, often through specific programs that offer favourable tax and social security treatments.
- **13th months pay** – While it isn't mandatory for companies to offer 13th months pay in Germany, some companies choose to do so to remain competitive.



About Hanson Search

Hanson Search is a globally recognised, award-winning headhunting and talent advisory consultancy. We specialise in helping organisations appoint world-class leaders for business-critical roles across revenue, reputation and risk.

For more than two decades, we have supported consultancies, global brands, government entities, start-ups and scale-ups in building high-performing leadership teams. Our work spans communications, sustainability, public affairs and policy, digital marketing, corporate affairs and commercial leadership.

Throughout this time, we have appointed C-suite executives, shaped boards and built teams that drive meaningful growth and transformation.

In 2026, our footprint continues to expand. With consultants and researchers based across the UK, Europe, the US and the UAE, we operate globally and deliver consistently strong market insight. Our reach is international and our experience reflects the increasingly cross-border nature of today's talent landscape.

If you are looking to hire or making a career enquiry, please get in touch and a member of our team will be happy to help.



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