

HANSON SEARCH SALARY AND BENEFITS UPDATE 2025

YOUR GUIDE TO THE BELGIUM TALENT LANDSCAPE





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The state of the market

A note from our founder: The Belgian talent landscape in 2025

If 2024 was the year of resilience, we had rarely seen such a subdued market during a year of elections, 2025 is shaping up to be the year of recalibration. The Belgian market, particularly within Brussels, where we're starting to see pockets of hope emerge, as demand for public affairs, corporate communications, and sustainability expertise slowly increases. Companies are adapting to evolving EU regulations, geopolitical uncertainty, and shifting market conditions, placing a renewed focus on strategic hiring and long-term workforce planning.

In-house communications roles have become increasingly multidisciplinary, with professionals expected to navigate regulatory complexity, corporate positioning, stakeholder engagement, and digital transformation. The prominence of public affairs in Brussels means organisations are prioritising senior hires who can influence policy, manage reputational risk, and align corporate strategy with evolving EU directives. We are also seeing more communications leaders take a seat at the executive table, reinforcing the importance of reputation, advocacy, and ESG commitments.

In 2025 salary indexation is more than double what it was in 2024. Competition for top-tier talent remains intense, particularly in highly regulated sectors such as energy and sustainability, healthcare, defence, and technology. However, remuneration alone is no longer enough. Employees — whether new generations or experienced professionals — are placing a heightened emphasis on purpose. A company's commitment to ESG, DEI, and social impact is now a key factor in talent attraction and retention. In response, businesses are rethinking their benefits packages, workplace cultures, and employer branding strategies. That's why, in this year's Salary Guide, we've expanded our insights into benefits — highlighting what organisations are offering, what employees truly value, and how companies can remain competitive.

Alice Weightman
CEO & Founder, Hanson Search

Belgian remuneration tables

Public Affairs - Consultancy

Agri-food / Food and Beverage

Job title	Minimum Salary (€)	Maximum Salary (€)
Account Executive	34,000	44,000
Account Manager	43,000	53,000
Senior Account Manager	55,000	75,000
Account Director	72,000	85,000
Associate Director	85,000	115,000
Director	100,000	140,000
Managing Director	150,000	200,000+

Competition / Antitrust

Job title	Minimum Salary (€)	Maximum Salary (€)
Account Executive	40,000	55,000
Account Manager	55,000	70,000
Senior Account Manager	70,000	85,000
Account Director	80,000	100,000
Associate Director	110,000	130,000
Director	140,000	200,000
Managing Director	200,000	250,000+

Energy / Environment / Sustainability

Job title	Minimum Salary (€)	Maximum Salary (€)
Account Executive	35,000	48,000
Account Manager	45,000	65,000
Senior Account Manager	65,000	80,000
Account Director	85,000	100,000
Associate Director	95,000	110,000
Director	130,000	150,000
Managing Director	180,000	230,000+

Financial Services

Job title	Minimum Salary (€)	Maximum Salary (€)
Account Executive	40,000	50,000
Account Manager	48,000	70,000
Senior Account Manager	75,000	95,000
Account Director	90,000	110,000
Associate Director	100,000	140,000
Director	150,000	210,000
Managing Director	200,000	300,000+

Generalist

Job title	Minimum Salary (€)	Maximum Salary (€)
Account Executive	35,000	48,000
Account Manager	45,000	55,000
Senior Account Manager	60,000	75,000
Account Director	70,000	90,000
Associate Director	90,000	105,000
Director	110,000	130,000
Managing Director	120,000	180,000
CEO	200,000	250,000+

Healthcare

Job title	Minimum Salary (€)	Maximum Salary (€)
Account Executive	35,000	48,000
Account Manager	50,000	65,000
Senior Account Manager	70,000	85,000
Account Director	95,000	110,000
Associate Director	120,000	140,000
Director	150,000	200,000
Managing Director	200,000	250,000+

Technology / Telecom / Digital

Job title	Minimum Salary (€)	Maximum Salary (€)
Account Executive	34,000	45,000
Account Manager	45,000	57,000
Senior Account Manager	63,000	75,000
Account Director	80,000	95,000
Associate Director	95,000	120,000
Director	130,000	180,000
Managing Director	200,000	250,000+

Trade / Manufacturing

Job title	Minimum Salary (€)	Maximum Salary (€)
Account Executive	35,000	48,000
Account Manager	45,000	65,000
Senior Account Manager	70,000	85,000
Account Director	75,000	90,000
Associate Director	100,000	130,000
Director	140,000	180,000
Managing Director	180,000	230,000+

Public Affairs - Trade Association

Agri-food / Food & Beverage

Job title	Minimum Salary (€)	Maximum Salary (€)
Officer	30,000	43,000
Manager	45,000	65,000
Senior Manager	70,000	85,000
Director	80,000	110,000
CEO/Board	140,000	180,000+

Energy / Environment

Job title	Minimum Salary (€)	Maximum Salary (€)
Officer	35,000	45,000
Manager	55,000	70,000
Senior Manager	75,000	90,000
Director	130,000	150,000
CEO/Board	160,000	190,000+

Financial Services

Job title	Minimum Salary (€)	Maximum Salary (€)
Officer	35,000	50,000
Manager	55,000	75,000
Senior Manager	75,000	95,000
Director	110,000	140,000
CEO/Board	150,000	200,000+

Healthcare

Job title	Minimum Salary (€)	Maximum Salary (€)
Officer	33,000	48,000
Manager	44,000	65,000
Senior Manager	75,000	95,000
Director	90,000	140,000
CEO/Board	150,000	200,000+

Technology / Telecom / Digital

Job title	Minimum Salary (€)	Maximum Salary (€)
Officer	33,000	45,000
Manager	45,000	65,000
Senior Manager	72,000	95,000
Director	90,000	110,000
CEO/Board	120,000	180,000+

Retail / Consumer Goods

Job title	Minimum Salary (€)	Maximum Salary (€)
Officer	32,000	45,000
Manager	45,000	55,000
Senior Manager	60,000	75,000
Director	80,000	100,000
CEO/Board	130,000	180,000+

Manufacturing

Job title	Minimum Salary (€)	Maximum Salary (€)
Officer	33,000	45,000
Manager	50,000	65,000
Senior Manager	75,000	95,000
Director	110,000	150,000
CEO/Board	140,000	180,000+

Transport

Job title	Minimum Salary (€)	Maximum Salary (€)
Officer	32,000	45,000
Manager	45,000	60,000
Senior Manager	60,000	95,000
Director	100,000	130,000
CEO/Board	150,000	180,000+

Public Affairs - In house

Energy / Utility

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	34,000	45,000
Manager	45,000	60,000
Senior Manager	65,000	95,000
Head	95,000	150,000
Director	130,000	180,000
Global / Regional Director	180,000	250,000+

FMCG / Retail

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	33,000	42,000
Manager	40,000	60,000
Senior Manager	65,000	85,000
Head	90,000	120,000
Director	140,000	180,000
Global / Regional Director	200,000	250,000+

Financial Services / Banking

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	35,000	48,000
Manager	45,000	65,000
Senior Manager	75,000	100,000
Head	110,000	140,000
Director	150,000	200,000
Global / Regional Director	220,000	300,000+

Healthcare / Pharmaceuticals

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	35,000	45,000
Manager	45,000	65,000
Senior Manager	75,000	95,000
Head	90,000	145,000
Director	150,000	190,000
Global / Regional Director	200,000	300,000+

Not-For-Profit

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	28,000	40,000
Manager	42,000	55,000
Senior Manager	60,000	70,000
Head	80,000	100,000
Director	90,000	130,000
Global / Regional Director	140,000	180,000+

Technology

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	33,000	45,000
Manager	45,000	65,000
Senior Manager	65,000	90,000
Head	95,000	130,000
Director	130,000	190,000
Global / Regional Director	200,000	280,000+

Transport / Logistics

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	33,000	45,000
Manager	40,000	60,000
Senior Manager	65,000	90,000
Head	90,000	120,000
Director	130,000	190,000
Global / Regional Director	200,000	280,000+

A heightened focus on purpose...

A note from Barbara Ozanon, Partner and Head of Europe at Hanson Search

Diversity, Equity, and Inclusion (DEI) are at the heart of meaningful change in the workplace, and in Brussels—where the public affairs sector plays a crucial role in shaping policies and decisions across Europe — there is still important work to be done. At Hanson Search, we speak to professionals and employers every day, and one thing is clear: talent in Brussels is looking for more than just a salary. They want to work for organisations that actively drive diversity, champion inclusion, and create real opportunities for underrepresented voices.

Public affairs, like many industries, has made progress, but challenges remain — particularly when it comes to gender equality at senior levels. That's why we've been leading the conversation in Brussels. Last year, we brought together industry leaders

to discuss the barriers women face in public affairs and, more importantly, the tangible actions organisations can take to foster true equity. This is just the beginning. We are committed to keeping this conversation going, working with businesses to ensure that DEI isn't just a statement of intent, but a core part of their talent strategy.

The data speaks for itself: diverse teams perform better, drive innovation, and make organisations stronger. But DEI isn't just about hiring — it's about retention and progression. Companies that prioritise inclusion create workplaces where people feel valued and empowered to succeed. For today's workforce, particularly the next generation of leaders in Brussels, a company's DEI efforts are no longer a "nice to have"— they're a deciding factor in career choices.



A note from Johnny Goldsmith, Head of Sustainability at Hanson Search

Environmental, Social, and Governance (ESG) is no longer just a trend, but a core part of how businesses operate. And the true value of ESG is felt when it's embedded in an organisation's culture and operations.

In our work with both talent and clients, it's increasingly evident a company's commitment to ESG is becoming a significant factor in talent attraction and retention. Talent wants to work for organisations that not only do well but do good. They're looking for employers who are committed to sustainability, ethical practices, and making a positive impact on the world. For businesses, this focus on purpose is not just a moral decision; it's a strategic one that can help them secure the best talent and ensure long-term success.

At Hanson Search, we've seen how organisations with strong ESG strategies are not only attracting top talent but also fostering a culture of purpose and engagement. As companies evolve to meet the demands of a purpose-driven workforce, those that fail to prioritise ESG may find themselves struggling to stay competitive.



A guide to benefit packages in Belgium

When considering a new role, salary is just one part of the package. A strong benefits offering can make a real difference in job satisfaction, work-life balance, and long-term career growth.

At Hanson Search, we're expert recruiters who speak with hundreds of employers and talent in Europe every week. We see first-hand what businesses are offering and what professionals truly value. Based on our collected knowledge and insight, we've put together this guide to help you understand what's standard, what's great to have, and what truly sets an employer apart.

Standard Benefits (What Employees Expect as a Minimum)

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

- **Pension Contributions** – Employers contribute to the statutory pension system, and many offer additional supplementary pension plans.
- **Hybrid Working** – A balance of office and remote work is increasingly common, especially in corporate sectors.
- **Paid Holiday** – The legal minimum is four weeks of paid leave, but many employers offer additional days, particularly for senior roles.
- **Parental Leave** – Generous statutory parental leave, with some employers offering enhanced pay for the first few months.
- **Meal Vouchers** (Tickets-Restaurant) – Most employers offer subsidised meal vouchers, which can be used in restaurants or for groceries.
- **Employee Assistance Programmes (EAPs)** – Mental health services, counselling, and wellbeing initiatives are becoming more prevalent.

Nice-to-Have Benefits (What Makes an Employer More Competitive)

These perks show that an employer is prioritising employee wellbeing and development:

- **Private Health Insurance (Mutuelle)** – Employers must provide complementary health insurance, but some offer more comprehensive coverage, including hospitalisation, dental and optical care; and coverage for family members.
- **Mobility Benefits** – Public transport subsidies, bike allowances, and in some cases, company car allowances.
- **Wellbeing Allowance** – Gym memberships, wellness stipends, and mental health support.
- **Learning & Development Budgets** – Professional training programmes, certifications, and language courses.
- **Flexible Working Hours** – Options for flexible hours or compressed workweeks to support work-life balance.
- **Remote Work Policies** – Some companies allow employees to work from other EU countries for short periods (usually a minimum of three weeks annually).
- **13th Salary** – A 13th salary may apply depending on the Joint Labor Committee. For those employers who pay a 13th-month bonus, it is typically paid at the end of the year. In addition, some employers also add half of a 14th month's pay.

Exceptional Perks (What Really Stands Out)

These are rarer but highly valued benefits that make an employer a standout choice:

- **Four-Day Workweek** – Some employers are testing the four-day workweek model to improve productivity and work-life balance.
- **Volunteering Days** – Paid leave to engage in social or sustainability initiatives.
- **Extra Paid Leave** – Some companies offer additional holidays beyond the statutory minimum.
- **Equity/Stock Options** – Common in startups, high-growth companies and listed companies as part of their long-term incentives.
- **Home Office Stipend** – A budget for remote employees to set up a functional and ergonomic workspace.
- **Sabbatical** – Some companies may 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 Belgium, bonus schemes are structured to provide additional financial incentives to employees, often through specific programs that offer favourable tax and social security treatments.



About Hanson Search

Hanson Search is a globally recognised, award-winning talent advisory and headhunting consultancy. We excel in helping businesses recruit world-class, transformative talent for business-critical roles in areas of revenue, reputation, and risk management.

Our expertise lies in building successful ventures worldwide through our recruitment and executive search processes for consultancies, and in-house teams across industry sectors in communications, sustainability, public affairs and policy, digital marketing, and sales. Over our two-decade history, we have successfully hired C-suite executives, curated boards, and built teams that drive growth and transformation for start-ups, scale-ups, established organisations and brands, non-profits, and governments.

Our reach has no boundaries, we have recruited roles across all continents, with a network of consultants and research function based across Europe, the UK, the US, and the Middle East, providing local and global talent and market insights.

And for freelance or interim talent solutions, our sister company, **The Work Crowd**, is ready and waiting to help.

If you would like to get in touch with us, either for business or general enquiries, please email info@hansonsearch.com and we would be happy to talk.



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