

HANSON SEARCH SALARY AND BENEFITS UPDATE 2025

YOUR GUIDE TO THE FRENCH TALENT LANDSCAPE





Table of contents

- Introduction: The French market in 2025
- French remuneration tables
- A note on DEI
- A note on ESG
- French benefits guide
- About Hanson Search



The state of the market

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

If 2024 was the year of resilience, 2025 is shaping up to be the year of recalibration. The French market continues to navigate economic and political shifts, but businesses are adapting, prioritising long-term stability, and reassessing their talent strategies.

Companies are placing a greater emphasis on multi-skilled talent—particularly those who can bridge corporate affairs, public policy, and digital communications. The role of the Chief Communications Officer has also evolved, with more organisations recognising its strategic importance at the highest levels of leadership. Reputation management, regulatory adaptation, and sustainability communications are at the forefront of hiring priorities.

While salary growth has stabilised after the sharp post-pandemic increases, competition for top talent remains fierce. Talent is placing greater emphasis on purpose-driven careers, with a company's commitment to ESG, DEI, and long-term sustainability playing a critical role in decision-making. In response, organisations are refining their employer value propositions, enhancing benefits, and fostering stronger workplace cultures. That's why, in this year's Salary Guide, we've expanded our analysis of benefits—outlining what businesses are offering, what employees truly value, and how companies can remain competitive in attracting and retaining talent.

Alice Weightman
CEO & Founder, Hanson Search

French remuneration tables

Communication & PR - In house

Bank and Financial Services

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	35,000	42,000
Manager	42,000	65,000
Senior Manager	55,000	80,000
Head	87,000	115,000
Director	115,000	180,000
Corporate Affairs Director	180,000	280,000+

FMCG, Retail and Tourism

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	25,000	35,000
Manager	32,000	45,000
Senior Manager	42,000	70,000
Head	65,000	95,000
Director	87,000	150,000
Corporate Affairs Director	115,000	180,000+

IT and Tech

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	24,000	35,000
Manager	31,000	58,000
Senior Manager	47,000	75,000
Head	65,000	110,000
Director	83,000	150,000
Corporate Affairs Director	120,000	250,000+

Media and Entertainment

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	23,000	32,000
Manager	35,000	45,000
Senior Manager	50,000	65,000
Head	65,000	95,000
Director	80,000	150,000
Corporate Affairs Director	120,000	220,000+

Internal Communications

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	24,000	38,000
Manager	35,000	55,000
Senior Manager	60,000	75,000
Head	75,000	100,000
Director	120,000	160,000
Global Director	150,000	200,000+

Energy and Environnent

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	25,000	37,000
Manager	35,000	55,000
Senior Manager	50,000	65,000
Head	65,000	100,000
Director	95,000	180,000
Corporate Affairs Director	130,000	250,000+

Health and Pharmaceutical

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	27,000	40,000
Manager	40,000	65,000
Senior Manager	65,000	85,000
Head	80,000	110,000
Director	110,000	170,000
Corporate Affairs Director	150,000	250,000+

Non-profit

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	20,000	30,000
Manager	30,000	40,000
Senior Manager	40,000	55,000
Head	50,000	75,000
Director	70,000	100,000
Director of External Relations	90,000	120,000+

Communications & PR – Consultancy

Health

Job title	Minimum Salary (€)	Maximum Salary (€)
Account Executive	30,000	38,000
Senior Account Executive	40,000	50,000
Account Manager	45,000	60,000
Senior Account Manager	65,000	80,000
Account Director	85,000	95,000
Senior Account Director	90,000	100,000
Associate Director	95,000	110,000
Director	110,000	140,000
Senior Director	150,000	180,000
Managing Director	180,000	220,000+
CEO	220,000	260,000+

Corporate

Job title	Minimum Salary (€)	Maximum Salary (€)
Account Executive	28,000	35,000
Senior Account Executive	35,000	38,000
Account Manager	43,000	55,000
Senior Account Manager	48,000	65,000
Account Director	65,000	85,000
Senior Account Director	75,000	90,000
Associate Director	80,000	95,000
Director	95,000	110,000
Senior Director	100,000	140,000
Managing Director	130,000	200,000
CEO	180,000	250,000+

Consumer

Job title	Minimum Salary (€)	Maximum Salary (€)
Account Executive	24,000	28,000
Senior Account Executive	25,000	34,000
Account Manager	35,000	45,000
Senior Account Manager	38,000	55,000
Account Director	55,000	75,000
Senior Account Director	70,000	85,000
Associate Director	80,000	100,000
Director	97,000	115,000
Managing Director	120,000	140,000
CEO	150,000	180,000+

Technology

Job title	Minimum Salary (€)	Maximum Salary (€)
Account Executive	25,000	30,000
Senior Account Executive	35,000	40,000
Account Manager	35,000	50,000
Senior Account Manager	45,000	65,000
Account Director	65,000	80,000
Senior Account Director	80,000	90,000
Associate Director	85,000	97,000
Director	90,000	110,000
Senior Director	100,000	120,000
Managing Director	130,000	150,000
CEO	150,000	200,000+

Financial Services

Job title	Minimum Salary (€)	Maximum Salary (€)
Account Executive	30,000	38,000
Senior Account Executive	37,000	50,000
Account Manager	48,000	60,000
Senior Account Manager	64,000	75,000
Account Director	80,000	95,000
Senior Account Director	90,0000	105,000
Associate Director	95,000	120,000
Director	110,000	140,000
Senior Director	130,000	180,000
Managing Director	180,000	250,000
CEO	220,000	300,000+

Public Affairs

Job title	Minimum Salary (€)	Maximum Salary (€)
Account Executive	30,000	38,000
Senior Account Executive	38,000	50,000
Account Manager	50,000	65,000
Senior Account Manager	68,000	75,000
Account Director	85,000	95,000
Senior Account Director	95,000	105,000
Associate Director	95,000	120,000
Director	120,000	140,000
Senior Director	140,000	170,000
Managing Director	160,000	200,000
CEO	200,000	280,000+

Sales - In house

Sales

Job title	Minimum Salary (€)	Maximum Salary (€)
Sales Development Representative	45,000	55,000
Inside Sales Representative	55,000	65,000
Outside Sales Representative	60,000	75,000
Account Executive	60,000	80,000
Account Manager	65,000	78,000
Sales Manager	65,000	90,000
Sales Operations Manager	65,000	90,000
Regional Sales Manager	75,000	100,000
Head of Sales / Country Manager	100,000	140,000
VP of Sales	110,000	175,000
CRO/CSO	130,000	220,000+

A heightened focus on purpose...

A note from Camille Chevallier, Senior Consultant and EU DEI lead at Hanson Search

Diversity, Equity, and Inclusion (DEI) has become a fundamental part of business operations, despite recent policy changes. Encouragingly, beyond high-profile announcements and the rolling back of some initiatives across the globe, one thing is clear as we move into 2025 – talent still wants to work for companies that prioritise purpose.

Talent today seeks more than just a salary; they want employers who genuinely reflect their values and actively champion DEI. Research consistently shows that diverse teams excel in problem-solving, creativity, and innovation, leading to greater success. But DEI isn't just about attracting top talent – it's also key to retention. Companies that prioritise it are better equipped to cultivate environments where employees feel valued, included, and empowered to bring their best selves to work.

For today's workforce, especially younger generations, DEI is not a mere checkbox but a decisive factor in where they choose to work and stay. This emerging concept of 'belonging' is not superficial; it speaks volumes and is shaping the future of work.



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 France

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 French employers provide these as part of their standard package:

- **Pension Contributions** – Employers contribute to the statutory pension scheme, with many offering supplementary retirement plans.
- **Hybrid Working** – A mix of office and remote work is now common, particularly in corporate roles.
- **Private Health Insurance (Mutuelle)** – Employers must provide complementary health insurance, but some offer premium coverage, including dental and vision.
- **Paid Holiday** – The legal minimum is five weeks of paid leave, but many employers offer additional days, especially for senior employees.
- **Parental Leave** – Statutory parental leave in France is just 3 months. For employees to remain appealing, they should deliver enhanced parental leave that extends beyond the minimum legal requirement.
- **Public transport allowance** – French employers are required to cover 50% of their employees' public transport expenses, though many opt to cover more than 50% in an effort to attract and retain top talent.
- **Meal Vouchers (Tickets-Restaurant)** – Many companies offer subsidised meal vouchers for use in restaurants and supermarkets.
- **Employee Assistance Programmes (EAPs)** – Mental health support, counselling services, and wellbeing initiatives are increasingly available.

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

These perks signal that an employer invests in employee wellbeing and career growth:

- **Mobility Benefits** – Bike allowances or cycle to work schemes, and, in some cases, company cars.
- **Wellbeing Allowance** – Gym memberships, wellness stipends, and mental health support.
- **Learning & Development Budgets** – Professional training, certifications, and language courses.
- **Flexible Working Hours** – Options for compressed workweeks or adaptable schedules.
- **Remote Work Policies** – Some companies allow temporary work from other EU countries.
- **Holiday vouchers (Chèques Vacances)** – A government-backed programme that helps employees finance vacations and leisure activities. These vouchers can be used for travel, accommodation, and other cultural activities.
- **13th month Pay** – It's customary for employers to provide their employees with 13th-month pay, typically equal to one month's salary and is paid out at the end of the year.

Exceptional Perks (What Really Stands Out)

These benefits can set an employer apart in France's competitive job market:

- **Four-Day Workweek** – Some companies are piloting this model to enhance work-life balance.
- **Volunteering Days** – Paid leave to support social or sustainability initiatives.
- **Extra Paid Leave** – Some companies offer additional leave 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 to equip remote employees with ergonomic setups.
- **Employee Savings Plan (PPE)** – A company savings plan that allows employees to build a portfolio of financial assets within their company under favorable social and tax conditions.
- **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 France, 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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