

HANSON SEARCH SALARY AND BENEFITS UPDATE 2025

YOUR GUIDE TO THE GERMAN TALENT LANDSCAPE



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The state of the market

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

If 2024 was the year of resilience, 2025 is shaping up to be the year of recalibration. The German market continues to face economic headwinds, with the economy expected to remain largely stagnant due to weak business prospects and geopolitical uncertainty. However, businesses are adapting by rethinking their talent strategies and focusing on long-term sustainability.

We've observed a continued rise in strategic hires, with businesses prioritising senior, multi-skilled professionals who can drive impact across corporate affairs, digital, and public policy. The evolving role of the Chief Communications Officer — now often sitting at the highest levels of decision-making — reflects the increasing value placed on reputation, stakeholder engagement, and brand trust.

While salary growth has somewhat stabilised after the sharp increases of previous years, competition for top talent remains intense. Companies must not only offer competitive salaries but also understand the needs of employees to remain attractive employers. Flexible working hours, bonus schemes, and company cars are coveted benefits for 2025.

Purpose is taking centre stage in attracting and retaining talent. Employees — both new generations and experienced professionals — are looking beyond salary alone. A company's commitment to ESG, DEI, and meaningful impact matters more than ever. That's why, in this year's Salary Guide, we've expanded our benefits analysis, offering insights into what businesses are providing, what employees truly value, and how organisations can stay competitive in the talent market.

Alice Weightman
CEO & Founder, Hanson Search

German remuneration tables

Communication & PR - In house

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+

Financial Services

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	40,000	55,000
Manager	50,000	75,000
Senior Manager	80,000	100,000
Head	100,000	160,000
Director	180,000	250,000
Corporate Affairs Director	200,000	250,000+

Technology / Telecoms / Digital

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	30,000	40,000
Manager	30,000	55,000
Senior Manager	50,000	80,000
Head	75,000	115,000
Director	100,000	140,000
Corporate Affairs Director	150,000	250,000+

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+

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+

Chemicals

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	25,000	35,000
Manager	40,000	55,000
Senior Manager	60,000	75,000
Head	75,000	95,000
Director	95,000	140,000
Corporate Affairs Director	160,000	220,000+

Media

Job title	Minimum Salary (€)	Maximum Salary (€)
Executive	25,000	30,000
Manager	32,000	45,000
Senior Manager	43,000	65,000
Head	65,000	95,000
Director	90,000	130,000
Corporate Affairs Director	140,000	220,000+

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+

Communication & PR – Agency Salaries

Corporate

Job title	Minimum Salary (€)	Maximum Salary (€)
Account Executive	35,000	45,000
Senior Account Executive	43,000	55,000
Account Manager	55,000	68,000
Senior Account Manager	65,000	78,000
Account Director	75,000	€85,000
Senior Account Director	80,000	95,000
Associate Director	90,000	105,000
Director	100,000	140,000
Senior Director	150,000	190,000
Managing Director	180,000	220,000+
CEO	220,000	260,000+

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
CEO	250,000	300,000+

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
CEO	140,000	180,000+

Technology / IT

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
CEO	180,000	225,000+

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
CEO	250,000	300,000+

Public 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
CEO	200,000	280,000+

Sales - In house

Sales

Job title	Minimum Salary (€)	Maximum Salary (€)
Sales Development Representative	42,000	55,000
Inside Sales Representative	52,000	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 Germany

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 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** – German employees who become parents can take up to 24 months of leave within three years of birth – the cost of which is covered by the government. Companies cannot terminate employees during maternity or paternity leave.
- **Employee Assistance Programmes (EAPs)** – Mental health support, counselling services, and wellbeing 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 wellbeing 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.
- **Wellbeing allowance** – Gym memberships, wellness budgets, and mental health support.
- **Learning & development budgets** – Training programmes, language courses, and professional certifications.
- **Flexible working hours** – Adaptable schedules or compressed workweeks 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 standout:

- **Four-Day workweek** – 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 startups, 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 month pay** – While it isn't mandatory for companies to offer 13th month pay in Germany, some companies choose to do so to remain competitive.



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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