



# STATE OF THE TALENT MARKET IN GERMANY

SALARY SURVEY 2024

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## The State of the Talent Market in Germany

**Within the communications and public affairs industry, talent is the most important resource.**

As businesses navigate the complexities of inflation, potential recessionary pressures, and the ever-evolving German economy, alongside the uncertainty posed by a series of pivotal state and EU elections, both employers and employees find themselves confronting a multitude of challenges.

Amidst these turbulences, organisations increasingly turn to external advisory professionals to navigate the intricate political terrains. Whether seeking expertise in communications, public affairs, government relations, or broader business consulting, the strategic utilisation of consultants becomes imperative for staying ahead amidst rapid political transformations. Looking ahead, businesses face a dual imperative in prioritising ESG initiatives alongside DEI efforts. As corporate social responsibility and organisational reputation take centre stage in strategic planning, driven by both societal expectations and regulatory frameworks, their impacts on the bottom line become unmistakable.

Moreover, the evolving priorities of the workforce underscore a pronounced shift towards valuing organisational

culture and work-life balance alongside traditional remuneration considerations. The seismic changes brought about by the pandemic have rendered flexible working arrangements not just a trend but a permanent fixture, blurring the lines between work hours and locations.

In this evolving paradigm, it becomes evident that employees seek fulfilment beyond mere compensation and benefits. The intangible yet pivotal aspects of workplace culture and a robust company philosophy emerge as paramount considerations for prospective talent, driving the need for organisations to foster environments conducive to engagement and satisfaction.

Recognising talent as a critical asset, businesses must prioritise not only revenue but also the well-being and development of their people. Sustaining a workforce aligned with a shared purpose and meaningful connections to their work presents a formidable challenge—one that necessitates proactive HR leadership to drive organisational change, attract and retain top talent, and optimise overall performance.





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## The Salaries

**If there was one staple of 2023, it was the financial turmoil and uncertainty that rocked almost every market. Inflation and the cost of living is settling a bit as 2024 makes a name for itself, but as with any economic change, it will take time for these effects to be felt.**

In the survey, 63% of respondents claimed to believe that they are fairly paid, with 36% of respondents believing that they're underpaid. This is a largely positive result, but there's definite room for improvement.

In terms of retention, 33% of employees would move jobs for an 11-15% pay rise, and an additional 38% of employees would move for a 16-20% pay rise. 44% of self-employed workers would expect a pay rise of a 16-20% in order to move jobs. It's clear that if people are to make a move, they will only do so if there is a substantial pay rise included.

However, being willing to move doesn't necessarily mean you're unhappy with your current role. 53% of respondents claimed to be satisfied with their current role overall, while 21% answered that they are actively looking to move. A further 27% of respondents are feeling okay where they are, but would love to jump at the opportunity to work somewhere more interesting. This means 48% of the workforce is to play for, and if you offer the right package, you may be able to entice top-quality talent into your business.

As would be expected, salary is the most crucial element to both recruitment and job satisfaction, so it's key in discussing the state of any market, with 44% of respondents considering pay and benefits to be the most important aspect of a job, and 84% of respondents putting it in their top three most important aspects. However, the fact that this isn't 100% shows you that other elements of a job (like flexible working and company culture) are now more important to the workforce than in the past.





# The Salaries

If there has been one standard across every market, it's that financial turmoil and uncertainty was a staple throughout 2023.

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## COMMUNICATION & PR - AGENCY SALARIES

Automotive		
Job title	Minimum Salary	Maximum Salary
Executive	€25,000	€37,000
Manager	€35,000	€55,000
Senior Manager	€50,000	€75,000
Head	€70,000	€105,000
Director	€95,000	€180,000
Corporate Affairs Director	€130,000	€250,000+

Financial Services		
Job title	Minimum Salary	Maximum Salary
Executive	€32,000	€43,000
Manager	€38,000	€65,000
Senior Manager	€54,000	€88,000
Head	€80,000	€120,000
Director	€120,000	€170,000
Corporate Affairs Director	€150,000	€250,000+

COMMUNICATION & PR - AGENCY SALARIES

Technology / Telecoms / Digital		
Job title	Minimum Salary	Maximum Salary
Executive	€25,000	€35,000
Manager	€30,000	€55,000
Senior Manager	€45,000	€78,000
Head	€70,000	€115,000
Director	€85,000	€150,000
Corporate Affairs Director	€120,000	€250,000+

FMCG / Retail / Ecommerce		
Job title	Minimum Salary	Maximum Salary
Executive	€23,000	€35,000
Manager	€32,000	€47,000
Senior Manager	€40,000	€72,000
Head	€68,000	€95,000
Director	€85,000	€130,000
Corporate Affairs Director	€110,000	€180,000+

Healthcare		
Job title	Minimum Salary	Maximum Salary
Executive	€28,000	€40,000
Manager	€40,000	€64,000
Senior Manager	€65,000	€85,000
Head	€80,000	€110,000
Director	€120,000	€170,000
Corporate Affairs Director	€150,000	€250,000+

Chemicals		
Job title	Minimum Salary	Maximum Salary
Executive	€23,000	€30,000
Manager	€34,000	€45,000
Senior Manager	€48,000	€65,000
Head	€68,000	€95,000
Director	€95,000	€130,000
Corporate Affairs Director	€150,000	€220,000+

Media		
Job title	Minimum Salary	Maximum Salary
Executive	€20,000	€30,000
Manager	€32,000	€45,000
Senior Manager	€43,000	€65,000
Head	€65,000	€95,000
Director	€90,000	€150,000
Corporate Affairs Director	€120,000	€220,000+

Energy and Utilities		
Job title	Minimum Salary	Maximum Salary
Executive	€23,000	€35,000
Manager	€37,000	€55,000
Senior Manager	€50,000	€70,000
Head	€67,000	€100,000
Director	€95,000	€180,000
Corporate Affairs Director	€130,000	€220,000+

COMMUNICATION & PR - AGENCY SALARIES

Corporate		
Job title	Minimum Salary	Maximum Salary
Account Executive	€23,000	€32,000
Senior Account Executive	€27,000	€38,000
Account Manager	€37,000	€50,000
Senior Account Manager	€45,000	€62,000
Account Director	€55,000	€70,000
Senior Account Director	€70,000	€78,000
Associate Director	€80,000	€95,000
Director	€90,000	€120,000
Senior Director	€100,000	€140,000
Managing Director	€130,000	€200,000
CEO	€200,000	€260,000+

Consumer		
Job title	Minimum Salary	Maximum Salary
Account Executive	€22,000	€28,000
Senior Account Executive	€25,000	€33,000
Account Manager	€32,000	€44,000
Senior Account Manager	€38,000	€50,000
Account Director	€43,000	€68,000
Senior Account Director	€60,000	€70,000
Associate Director	€65,000	€85,000
Director	€80,000	€100,000
Managing Director	€95,000	€120,000
CEO	€120,000	€150,000+

Financial Services		
Job title	Minimum Salary	Maximum Salary
Account Executive	€27,000	€35,000
Senior Account Executive	€33,000	€45,000
Account Manager	€45,000	€55,000
Senior Account Manager	€50,000	€65,000
Account Director	€70,000	€85,000
Senior Account Director	€75,000	€95,000
Associate Director	€85,000	€105,000
Director	€90,000	€130,000
Senior Director	€100,000	€180,000
Managing Director	€140,000	€250,000
CEO	€200,000	€300,000+

Technology / IT		
Job title	Minimum Salary	Maximum Salary
Account Executive	€22,000	€25,000
Senior Account Executive	€25,000	€35,000
Account Manager	€30,000	€45,000
Senior Account Manager	€38,000	€50,000
Account Director	€45,000	€65,000
Senior Account Director	€65,000	€75,000
Associate Director	€74,000	€85,000+
Director	€88,000	€100,000
Senior Director	€90,000	€120,000
Managing Director	€110,000	€145,000
CEO	€120,000	€175,000+



COMMUNICATION & PR - AGENCY SALARIES

Healthcare		
Job title	Minimum Salary	Maximum Salary
Account Executive	€25,000	€30,000
Senior Account Executive	€28,000	€35,000
Account Manager	€35,000	€48,000
Senior Account Manager	€45,000	€65,000
Account Director	€65,000	€75,000
Senior Account Director	€68,000	€85,000
Associate Director	€90,000	€110,000
Director	€95,000	€120,000
Senior Director	€110,000	€150,000
Managing Director	€180,000	€210,000
CEO	€200,000	€250,000+

Public Affairs		
Job title	Minimum Salary	Maximum Salary
Account Executive	€28,000	€35,000
Senior Account Executive	€35,000	€46,000
Account Manager	€44,000	€58,000
Senior Account Manager	€52,000	€65,000
Account Director	€68,000	€80,000
Senior Account Director	€75,000	€95,000
Associate Director	€85,000	€100,000
Director	€105,000	€140,000
Senior Director	€120,000	€150,000
Managing Director	€130,000	€200,000
CEO	€150,000	€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	€55,000	€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+



# The Benefits

As discussed, it's not just about salary when it comes to choosing the best employer. Benefits and perks are a huge component of any job, and with such a wide variety of benefits to consider, we asked which are considered the most important.

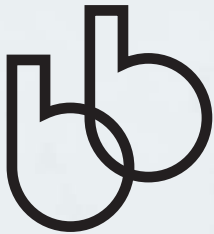
Firstly, in terms of benefits that people are already receiving, the most common were flexible working hours/work from home options (82%), 25+ days of annual leave (79%), a provided mobile phone and/or computer (59%), and pension contribution above the statutory amount (38%). While those were the most popular benefits, there were still several other common benefits, shown in the table below.

We also asked what three benefits people would like to see added to their employment package. Flexible working came out on top with a response rate of 41%. 25+ days of annual leave came in second with a total of 36%. In third place was a bonus of at least 20% of base salary, with a response rate of 26%.

When looking at full-time employees, 39% said that flexible working is their number one priority when it comes to benefits, with annual leave coming in second at 34%. These results demonstrate the importance of personal time and rejuvenation among today's workforce.

When asked about what they consider important when looking at a company, the top three results were salary and benefits (84%), flexible working (47%), and people (38%). Salary will almost always be the main priority in questions like this, but the emphasis on both flexible working and people (being above things like job opportunity and training) shows a cultural shift toward both work-life balance and a company's impact and culture.

Salary and benefits will doubtfully ever be anything but the number one consideration for workers. However, we're seeing a shift toward company culture and flexible working as new priorities. Companies looking to hire and retain talent need to be aware of these desires and rework their offerings in order to stay competitive.



60% of respondents claimed that sustainability credits and a business purpose was the most important part of choosing where to work.



# The Benefits



## MOST POPULAR BENEFITS

Benefit	% of Employees
Flexible working hours/work from home options	82%
25+ days of annual leave	79%
Mobile and computer	59%
Pension contribution (above statutory)	38%
Working from abroad allowance	38%
Training and development allowance (above statutory)	30%
Gym pass or discounted membership	29%
Sabbatical options	26%
Transport/commute remuneration	23%
Access to mental health support networks /app subscriptions	20%

## MOST IMPORTANT THINGS TO PEOPLE ARE

Benefit	% of Employees
Flexible working	41%
25+ days of annual leave	36%
Bonus (20%+ of base salary)	26%
Pension contribution (above statutory)	19%
Shares/options/EOT	17%



# About Hanson Search



**This survey was conducted by Hanson Search.**

Hanson Search is an award-winning international talent advisory and headhunting consultancy, specialising in all areas of revenue, reputation, and risk management, focusing specially on roles in communications, public affairs, marketing, and sustainability. We are trusted advisors to our partners, recruiting and placing talented mid to senior people for the world’s most successful brands, agencies, and startups. We are known for the quality of our candidates, speed of delivery, and deep understanding of the market. We have been in the talent industry for over 20 years and have over 15 years of experience in Europe.



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