

2020

HEALTHCARE
COMMUNICATIONS

SALARY & INSIGHT SURVEY



Paramount
Recruitment

WELCOME

Developing a greater understanding of Healthcare Communications



Daniel Clifton
CEO
Paramount Recruitment

Welcome to the Paramount Recruitment Salary & Insight report for 2020

For over 17 years Paramount Recruitment has been connecting people with career opportunities within the Healthcare Communications sector.

We undertook our inaugural salary survey in 2018 and repeated this in 2019 and received excellent feedback.

This year we found ourselves working in a very different situation and COVID-19 has had a major impact on all of our lives. Despite the pandemic, we've continued to receive requests for the 2020 data, as well as questions about how the virus has impacted our sector.

We therefore launched the survey in April with some additional questions relating to COVID-19 and we have been absolutely delighted with the level of response that we received. The number of completed responses is up by nearly 50% and we would like to thank everyone you took part.

We would also like to thank Peter Llewelyn from MedComms Networking for his help in creating and promoting the survey.

There was a huge amount of data created by the research and we have produced this report to summarise the key findings. If there is any specific subject that you would like further details on, then please do not hesitate to get in touch with us.



ABOUT OUR RESEARCH

This survey was commissioned by Paramount Recruitment and supported by Medcomms Networking. The survey is being managed on our behalf by an independent market research company utilizing a leading online survey tool. It was launched in April 2020 and sent by email to all relevant professionals registered with Paramount Recruitment and to members of Medcomms networking. It was also promoted on social media to relevant parties.

941 responses were received, and the answers have been analysed by an independent market research company to present the findings in this report.

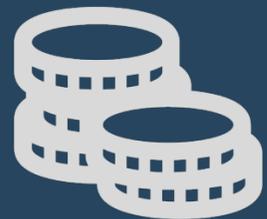
For further details, please contact:

Daniel Clifton, CEO
Paramount Recruitment Ltd
+44 121 616 3460
medcomms@pararecruit.com



KEY TOPICS

Our report explores these key topics



SALARIES

Averages salaries by role



GENDER

Gender pay variances



BENEFITS

Benefits and flexible working



SATISFACTION

Satisfaction by sector



JOB HUNTING

When and what from next job



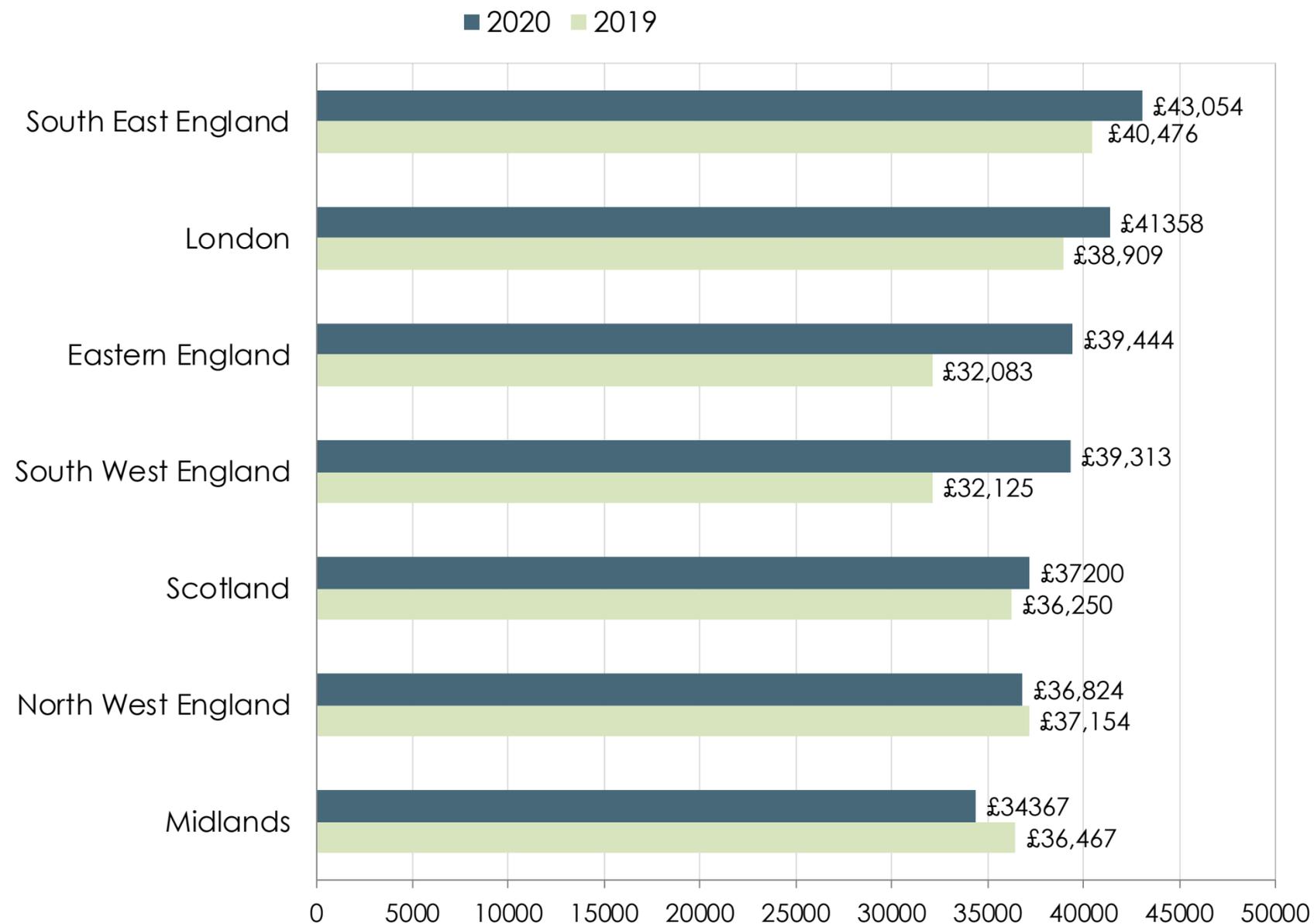
OUTLOOK

Future trends

UK SALARIES BY SPECIALISM

Function	Job title	2019 Average	2020 Average	Change (%)
Writing	Associate Medical Writer	26,915	26,592	-1.2
	Medical Writer	34,330	34,427	0.3
	Senior Medical Writer	44,170	42,517	-3.7
	Principal Medical Writer	57,535	56,526	-1.8
	Scientific Team Lead	52,785	54,389	3.0
	Editorial Director	70,250	72,532	3.2
	Scientific Director	71,615	64,671	-9.7
Editorial	Editorial Assistant	26,590	25,783	-3.0
	Editor	37,615	43,333	15.2
	Editorial Manager	45,675	53,750	17.7
	Managing Editor	54,000	55,000	1.9
Client Services	Account Executive	26,190	26,669	1.8
	Senior Account Executive	29,610	29,426	-0.6
	Account Manager	34,230	36,137	5.6
	Senior Account Manager	43,700	43,800	0.2
	Account Director	56,415	57,279	1.5
	Senior Account Director	68,500	69,394	1.3
	Client Services Director	87,330	88,415	1.2
Management	Director / Board	101,850	99,643	-2.2
	Managing Director / CEO	130,670	116,250	-11.0

REGIONAL VARIATION – Medical Writers



Writers based in the South East are paid the highest average base salary (£43,054), followed by London (£41,358) and Eastern England (£39,444).

The average salary paid to writers in the North West at £36,824 is slightly lower than last year and is 17% less than that paid on average in the South East.

Writers based in the Midlands have the lowest average salary.

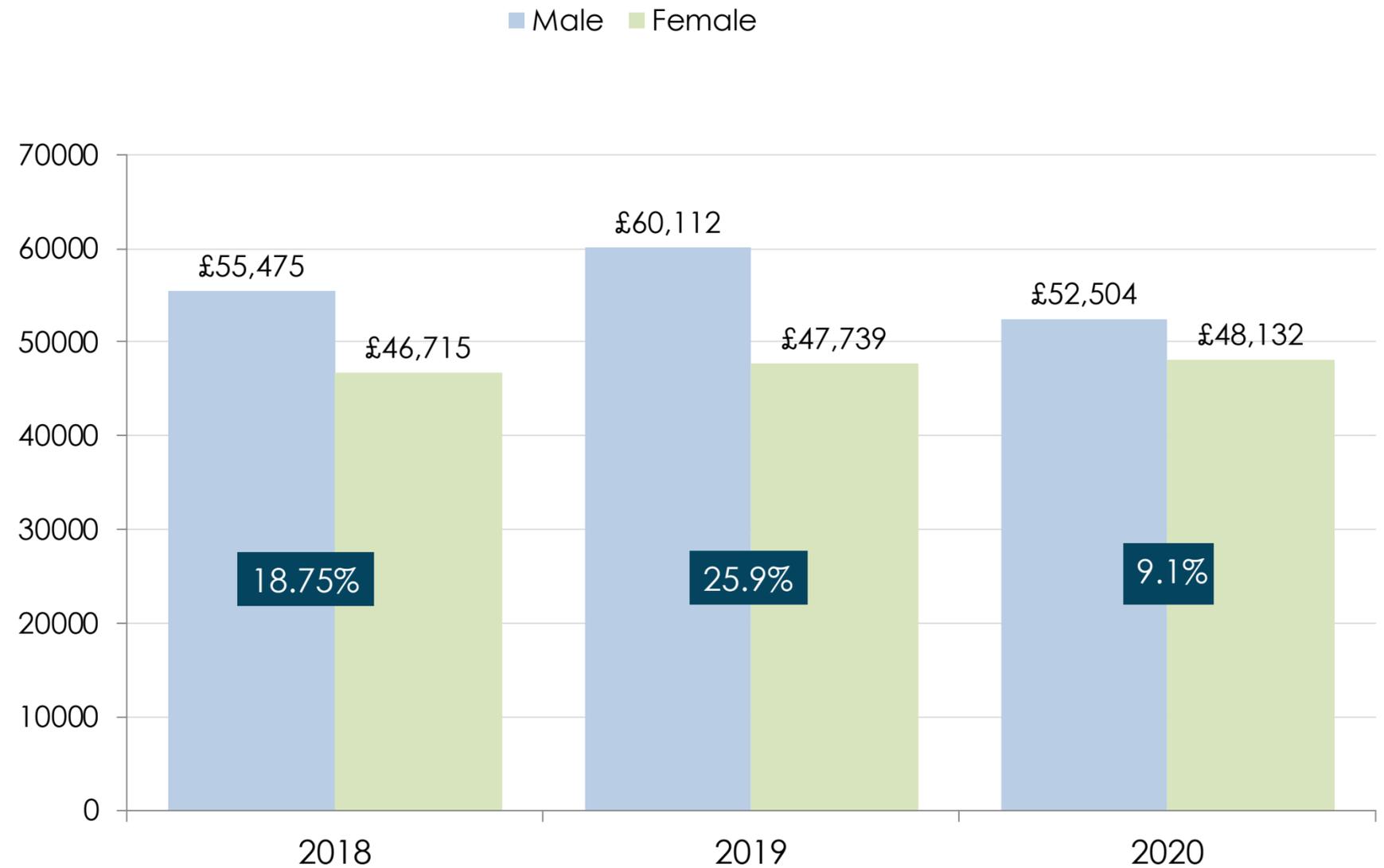
GENDER

23% of survey responders identify as male and 76% as female with 1% preferring not to identify

In 2018 the average salary received by a male was 18.75% more than the average received by a female. This gender pay gap increased in 2019 to 25.9%.

In 2020 the average salary received by a male is £52,504 which is 9.1% higher than the average salary received by a female.

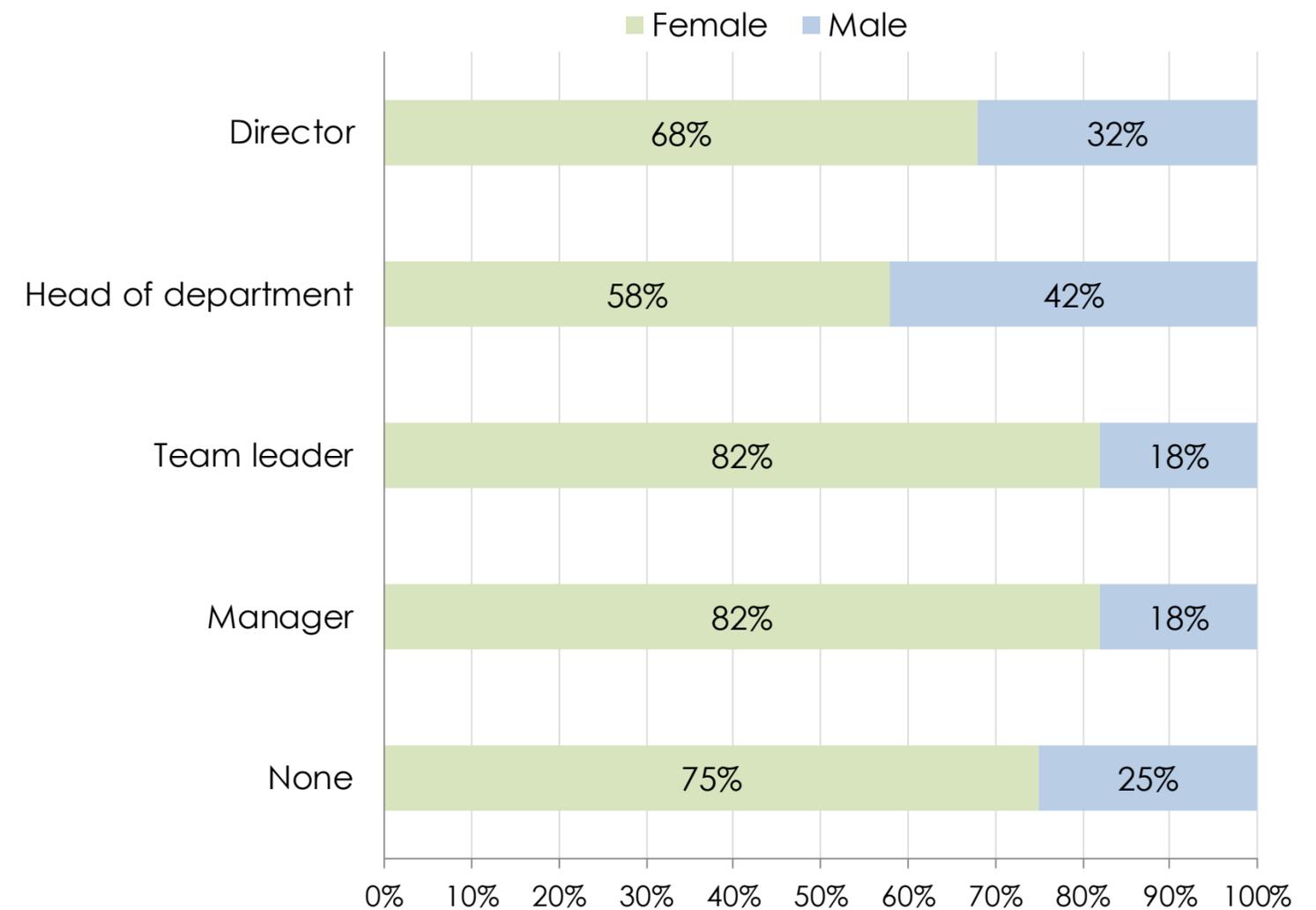
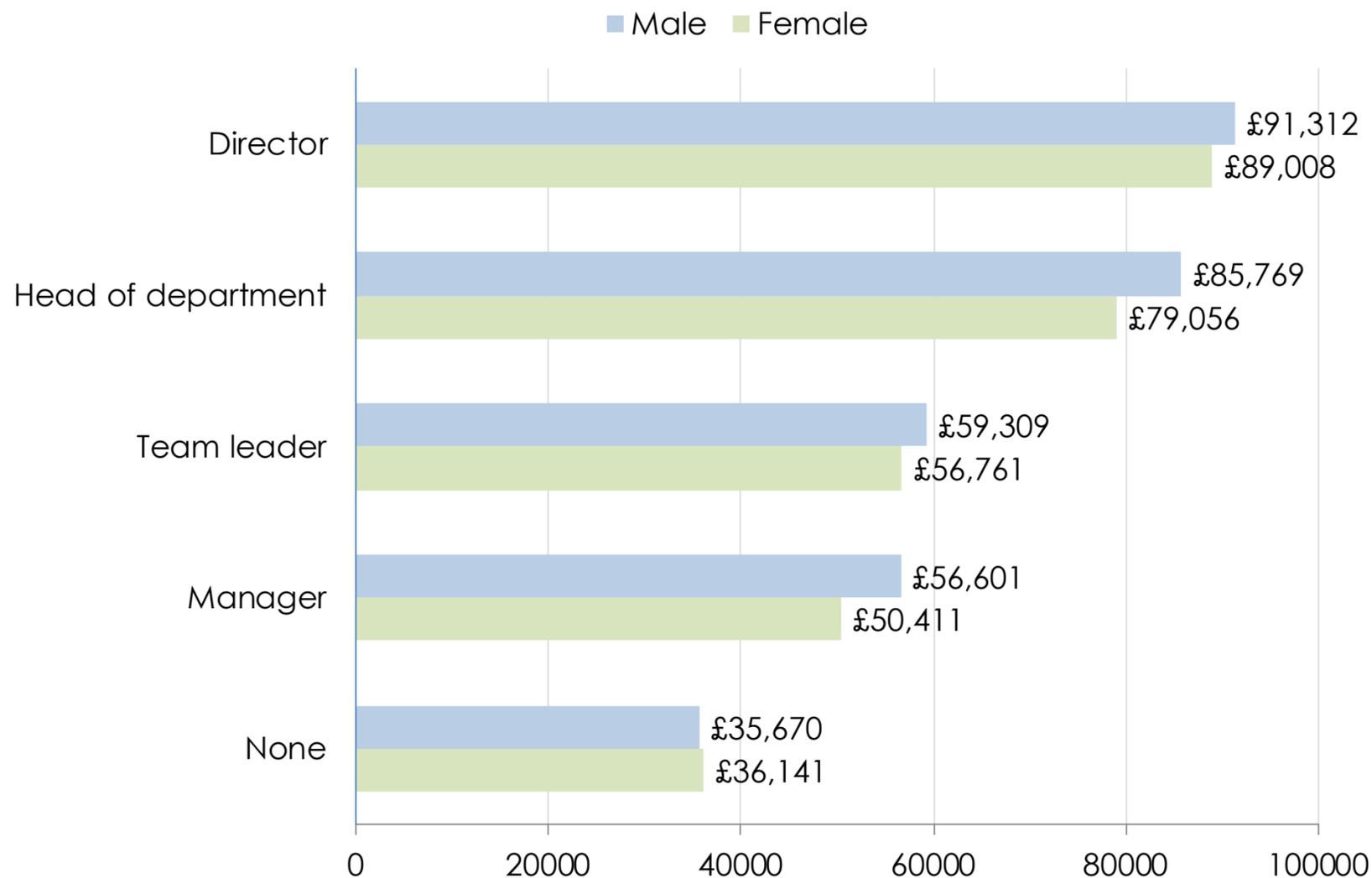
We are very pleased to see that the gender pay gap has reduced and look forward to seeing further progress towards pay parity in 2021.



GENDER PAY GAPS BY SENIORITY

When male and female salaries are compared by the level of responsibility of the responder, we can see the largest gap is a "Manager" level- males earning an average of £56,601 which is 12.7% higher than females of the same level.

It is very encouraging to see that there is pay parity at the entry level of responsibility where the average salary earned by a female is slightly higher than that of a male. It is also interesting that females outnumber males at every seniority level including Director (where males outnumbered females in 2019).



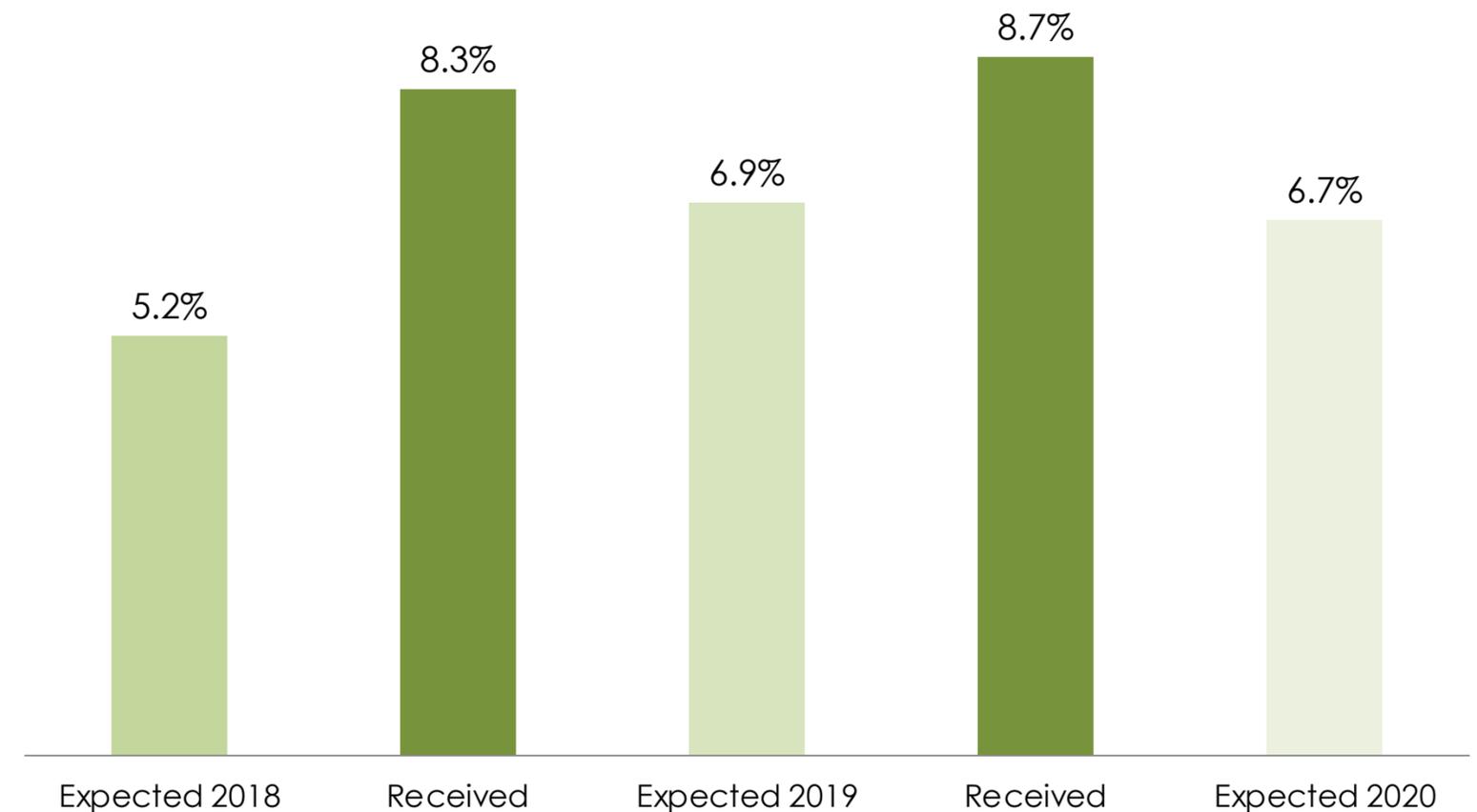
EXPECTED PAY RISE

Average increase expected

+6.67%

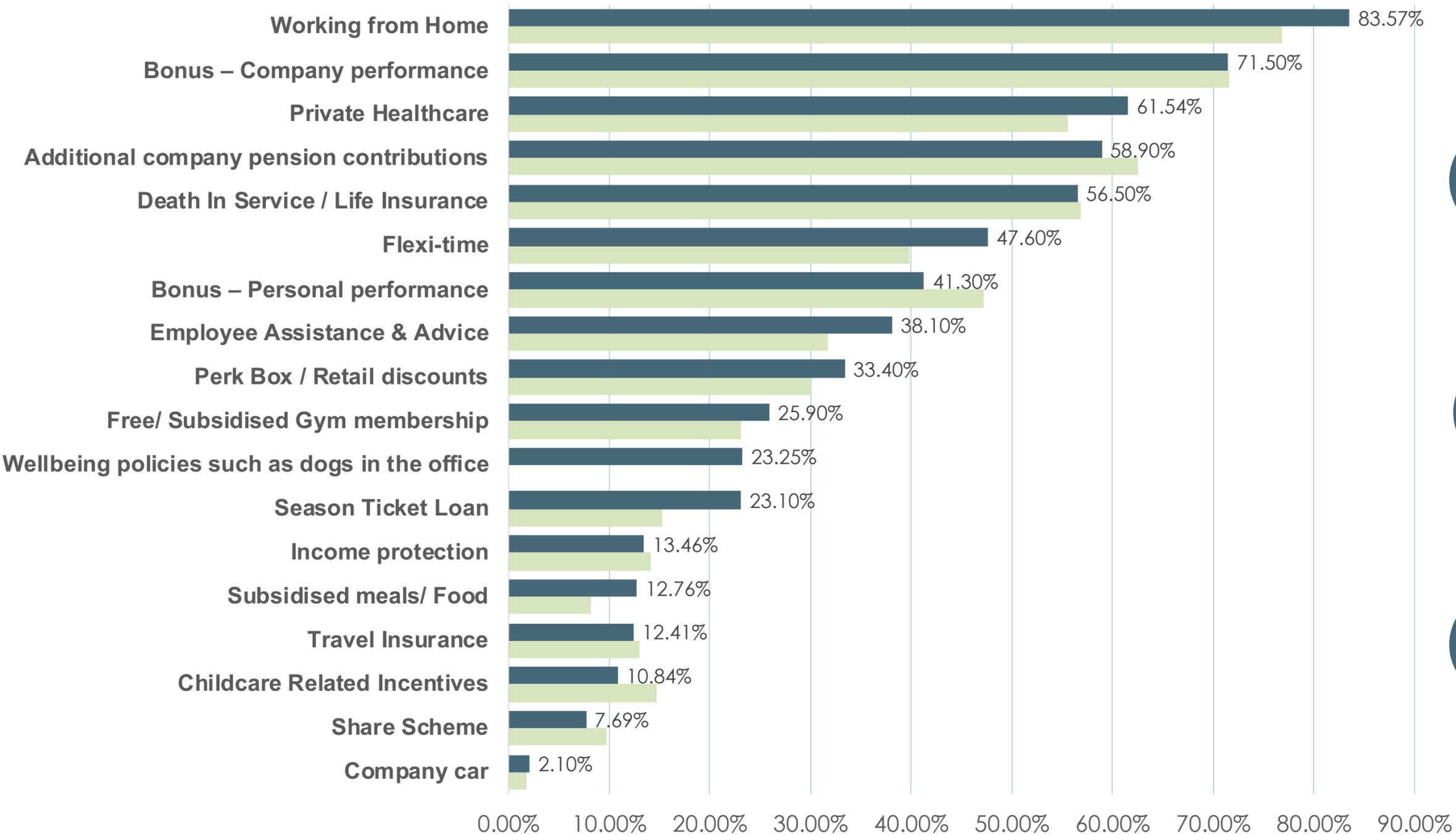
61% of survey responders expect to receive a pay increase this year (down from 68% in 2019) with 15.4% not expecting one (and the remainder unsure). Of those that expected to receive a rise, the average percentage rise anticipated is 6.67%.

This year's responders were asked what percentage salary increase they received last year – and the average was 8.7%.



Benefits received

■ 2020 ■ 2019



Working from home is the most widespread benefit received by 84% of the survey responders.

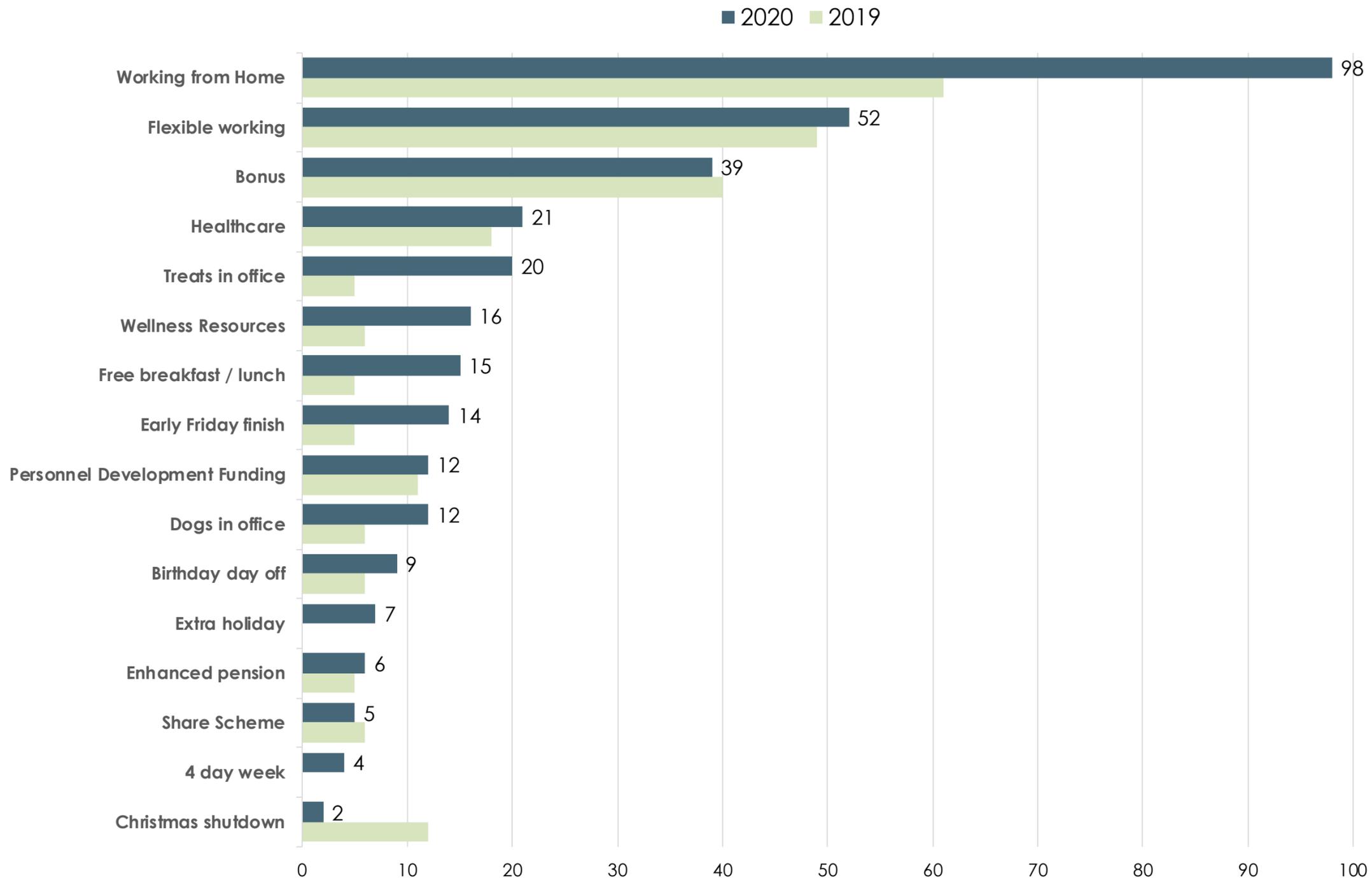


72% of responders receive a bonus based on company performance but only 41% received one based on personal performance.



There has been a significant increase in flexitime (48%) and in Employee Assistance programs (38%).

FAVOURITE AND UNUSUAL BENEFITS



As well as being the most widely offered benefit (see previous page), Working from Home is also the most favourite of our survey responders. Flexible working is the second favourite followed by company (and personal) bonus schemes.

We've seen a big increase in social benefits including having treats in the office and free food.

Wellbeing and wellness resources are also mentioned much more than last year as are Dogs in the Office and an early finish on Fridays.

"We have a fully stocked snack cupboard in our office and fresh fruit and now that we are working from home due to Coronavirus we received a snack allowance and electricity and internet pay"

SATISFACTION



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The average satisfaction score (with their current roles) for survey responders is 7 out of 10.

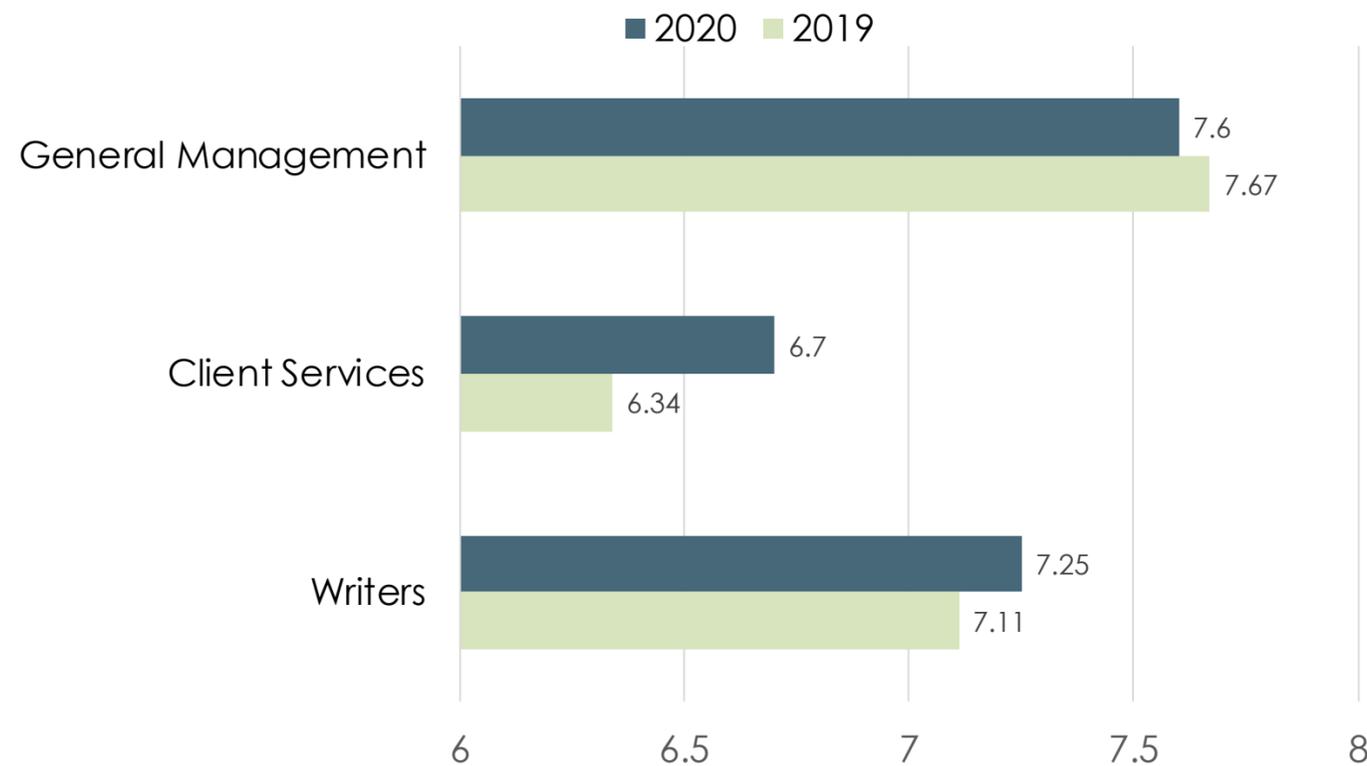
The average satisfaction score for survey responders is 7 out of 10 (up from 6.9) in 2019.

General Management have the highest level of job satisfaction (7.6) while those working in Client Services have the lowest level of satisfaction (although at 6.7 this has increased since last year).

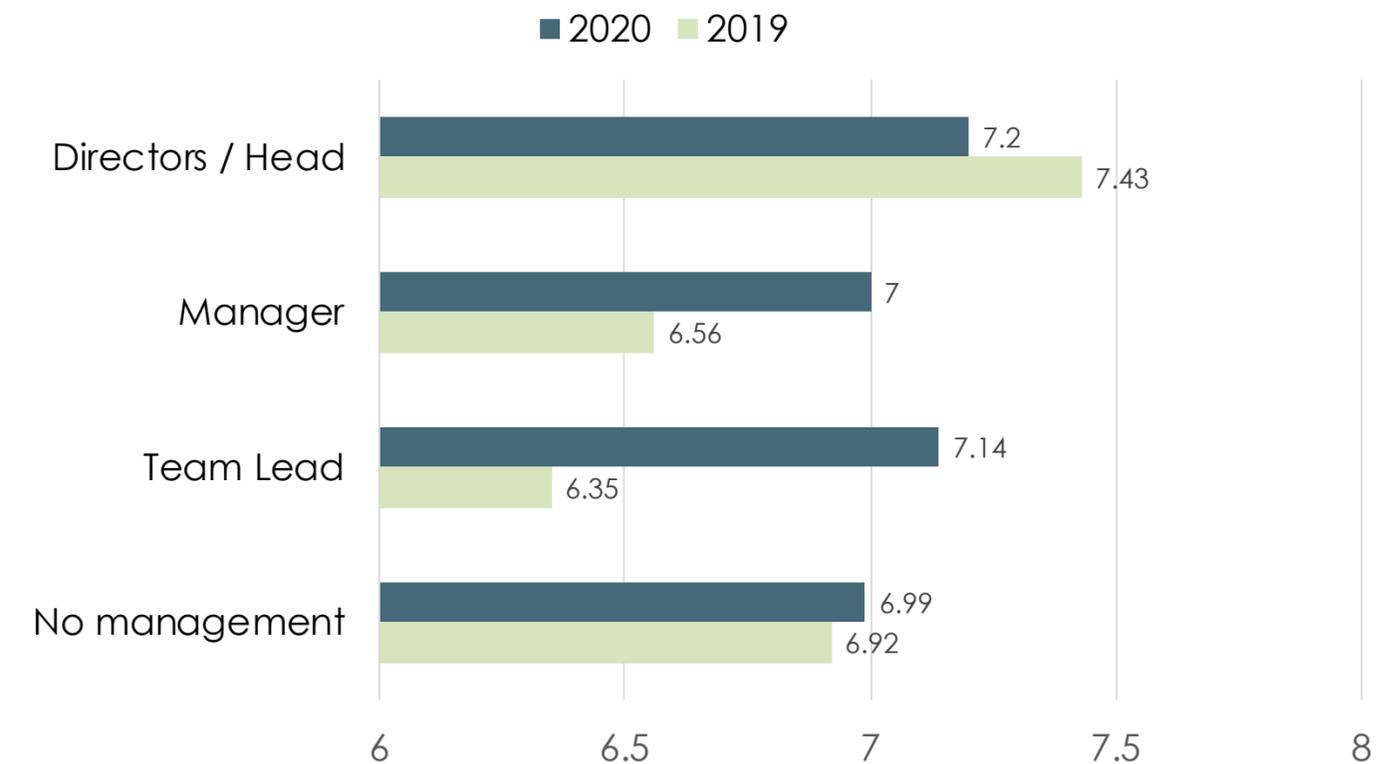
Directors and Heads of Department have the highest level of job satisfaction (7.2) although this is down from 2019.

Satisfaction in the other levels of seniority is fairly consistent in 2020 and satisfaction at the Team Lead level has increased significantly.

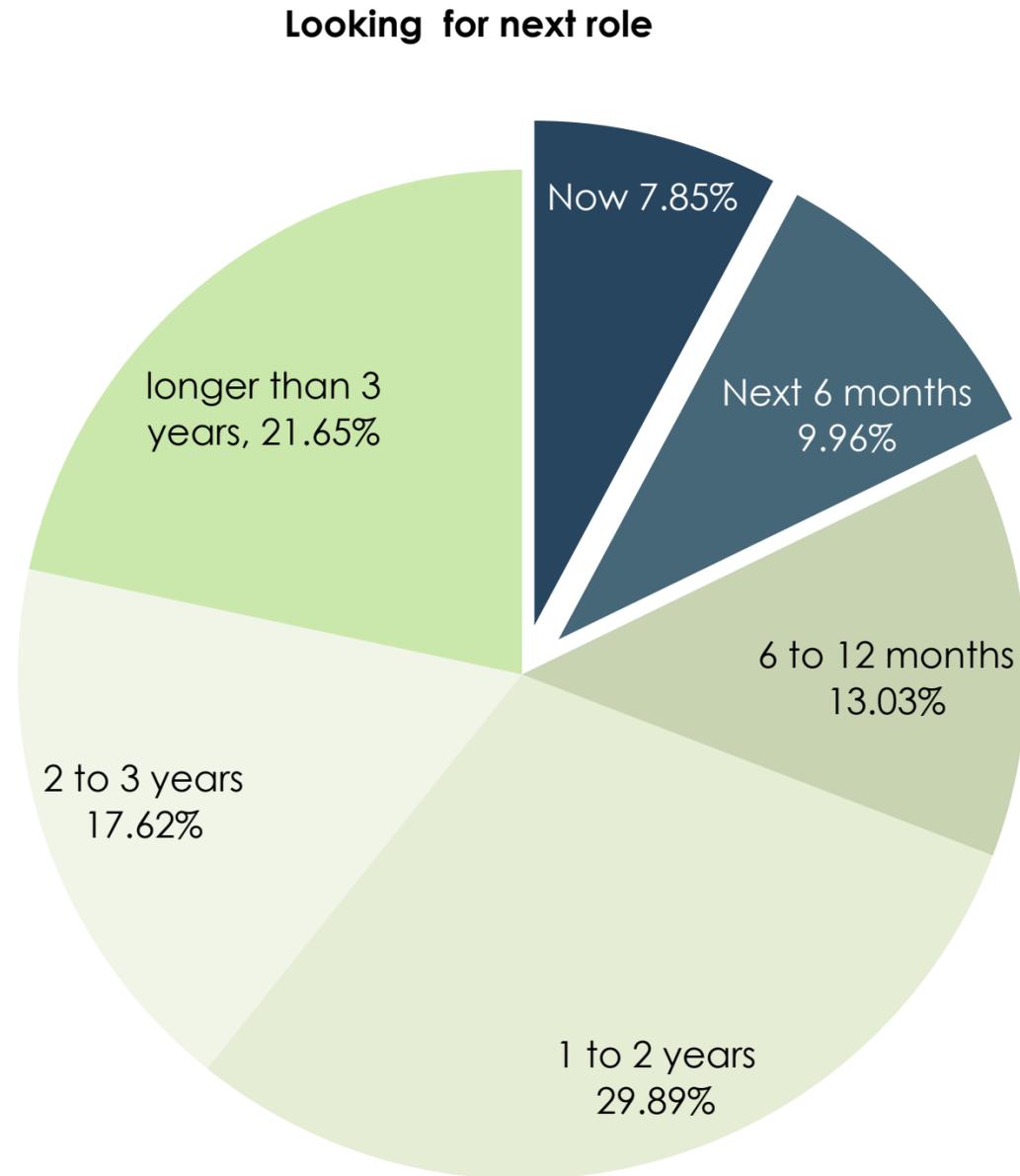
Satisfaction by role



Satisfaction by seniority



LOOKING FOR NEXT ROLE



18% of survey responders will be looking for their next role within the next 6 months.

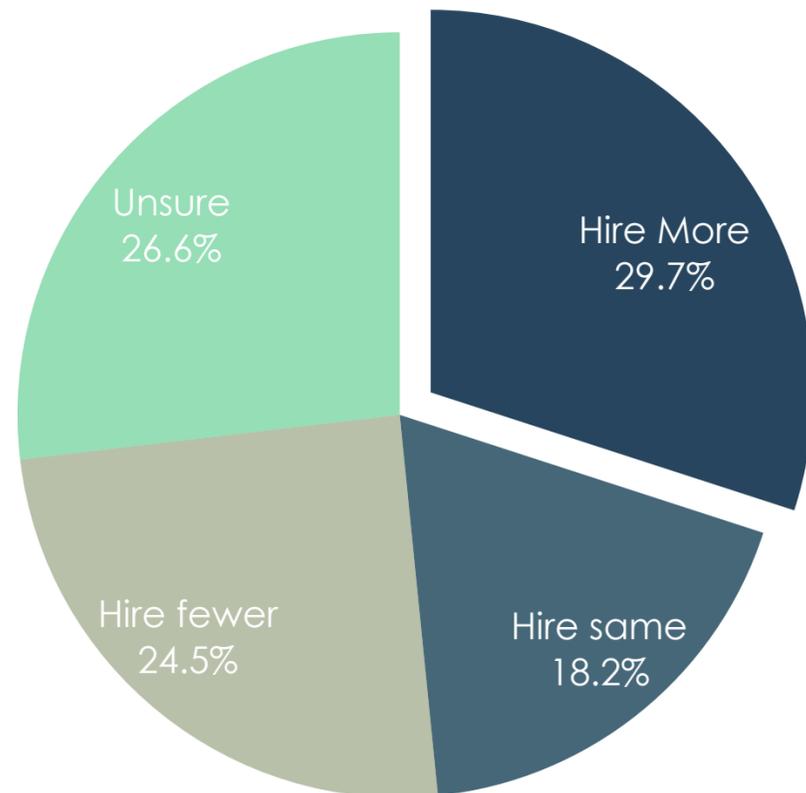
Another 13% will be looking for their next role between 6 and 12 month's time, so in total 31% of the survey responders will be looking to move job in the next 12 months.

EMPLOYERS – HIRING PLANS

+29.7%

of responders with hiring responsibility are looking to hire more Healthcare Communications professionals this year than last year. 24.5% will hire fewer than they did last year.

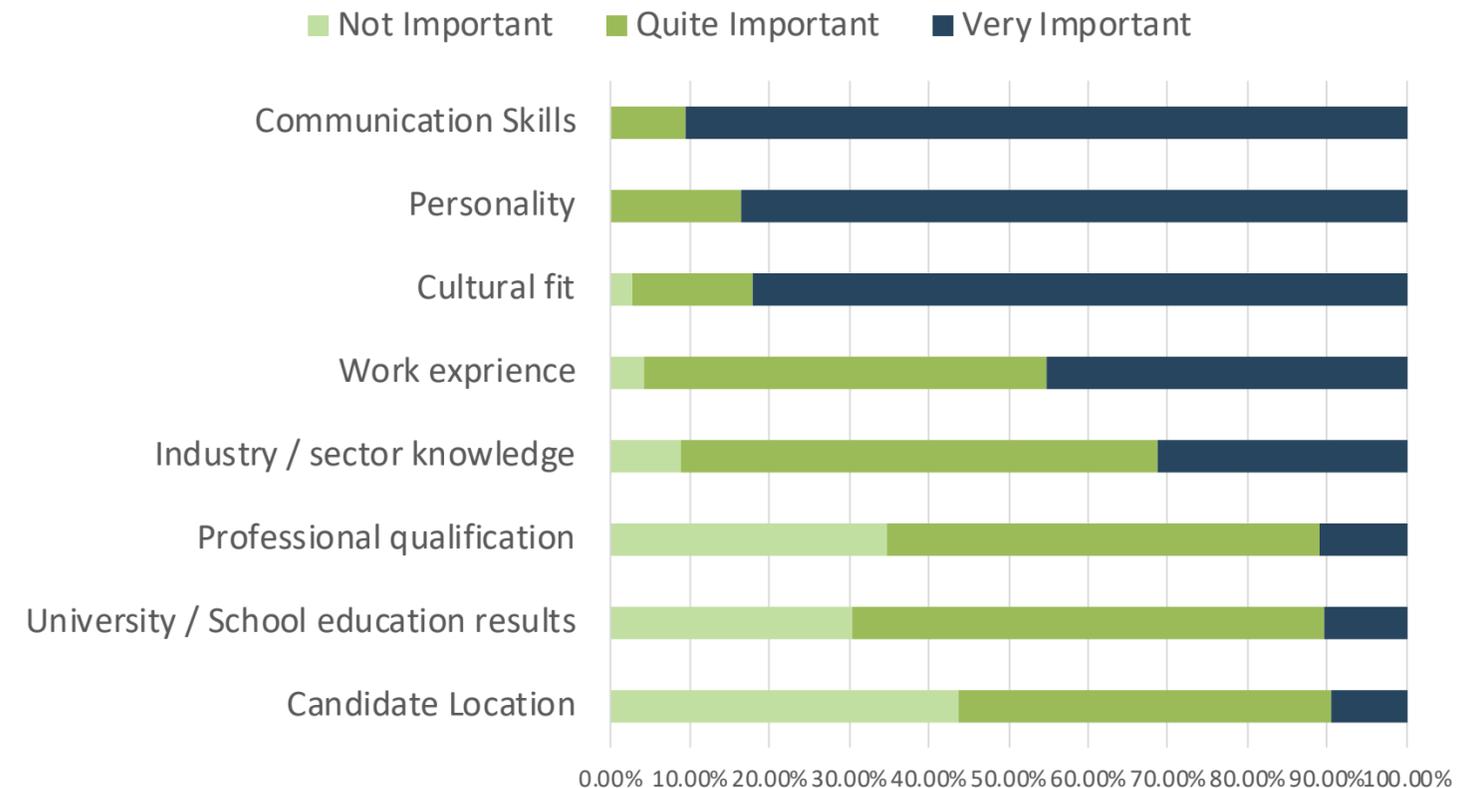
Hiring intentions – next 12 months



Communication Skills is the most important factor for employers when hiring new candidates. Personality and cultural fit are the second and third most important factors.

It is interesting to note that the three most important factors are all “personal” factors – unrelated to knowledge or experience. Work experience is the fourth most important factor followed by Industry knowledge

Important factors when hiring



EMPLOYERS – FUTURE OUTLOOK

All survey responders with hiring responsibility were asked for their views on the future of the Healthcare Communications market. There was a variety of answers given.

The most mentioned trend was “Digital” – as many responders highlighted the trend for communications to be delivered through digital channels and the need for Healthcare communications agencies to provide expertise in this area.

Covid-19 is seen as having a major influence both in terms of how agencies operate internally and in the work delivered for clients

Number of mention of each factor

- 49 - Digital progress
- 30 - Ongoing Growth
- 28 - COVID-19 influence
- 07 - Less travel
- 05 - More flexibility
- 04 - Squeezed budgets

"It would be a shame to see a significant long-term shift towards virtual meetings and communication platforms. There is great value in experts meeting face-to-face, sharing data, thoughts, opinions and ideas to drive medicine forward. My preference would be to use virtual and digital solutions to broaden the reach and extend the lifespan of any given communication vehicle rather than replace them."

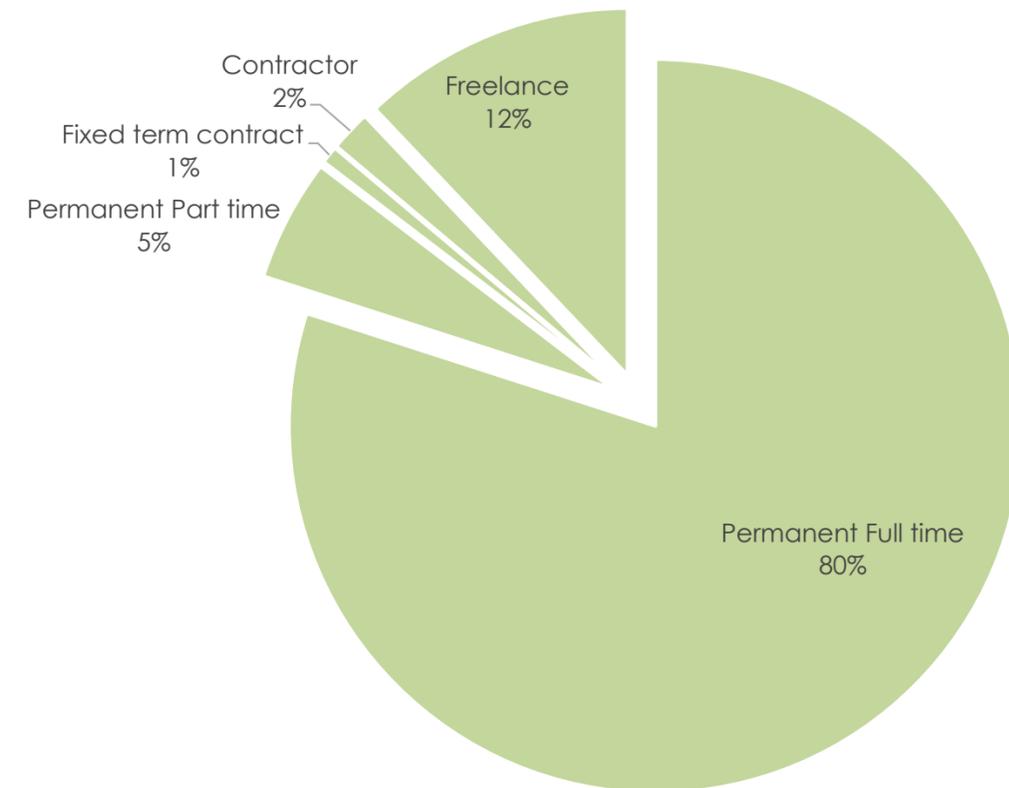
"There is going to need to be a dramatic shift towards digital. We need to stop toying with the idea of virtual and actually implement it. The world is going back to the way it was before the pandemic and we definitely shouldn't. The industry is always at risk of falling into a pattern that can cause stagnation. Agencies have a duty to their clients to push them to do better. If they don't their clients will someday realise they should change something and the easiest way to do that is with a new agency."

FREELANCERS

14% of the responders to our survey classed themselves as either independent freelance workers or as contractors. Most of these responders have been working on a freelance/contract basis for more than 5 years.

The average day rate for a Freelance Medical Writer is £414 per day although there was a large range from £270 to £490 per day. Senior Freelance Medical Writers earn an average of £503 per day and Contract Account Managers within Client Services charge an average of £375 per day.

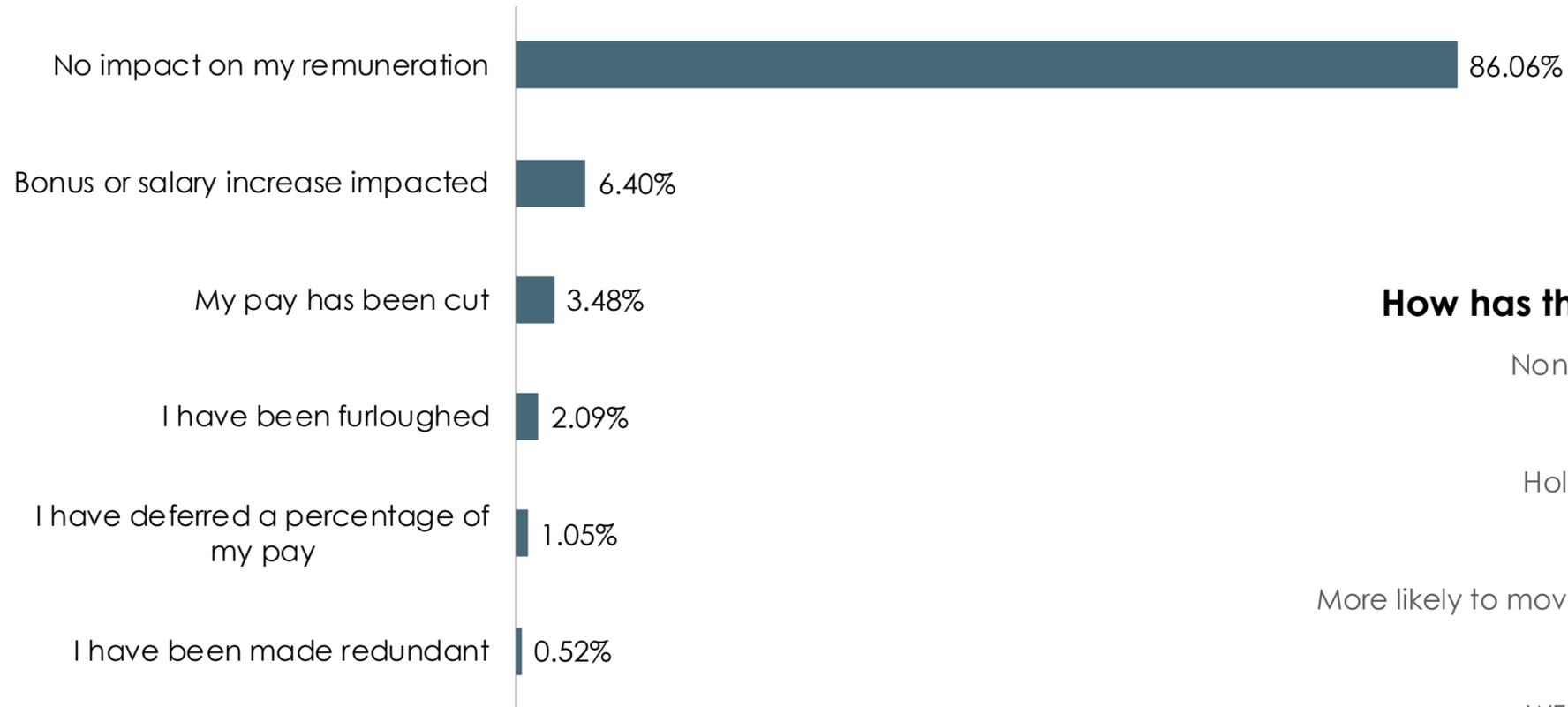
What is your employment status?



Function	Job title	Low	Avg	High
Writing	Freelance Medical Writer	270	414	490
	Senior Freelance Medical Writer	440	503	580
	Editorial/Scientific Director	430	600	1000
Editorial	Freelance Medical Editor	250	300	350
Client Services	Account Manager	320	375	485
	Account Director	400	475	600

COVID-19

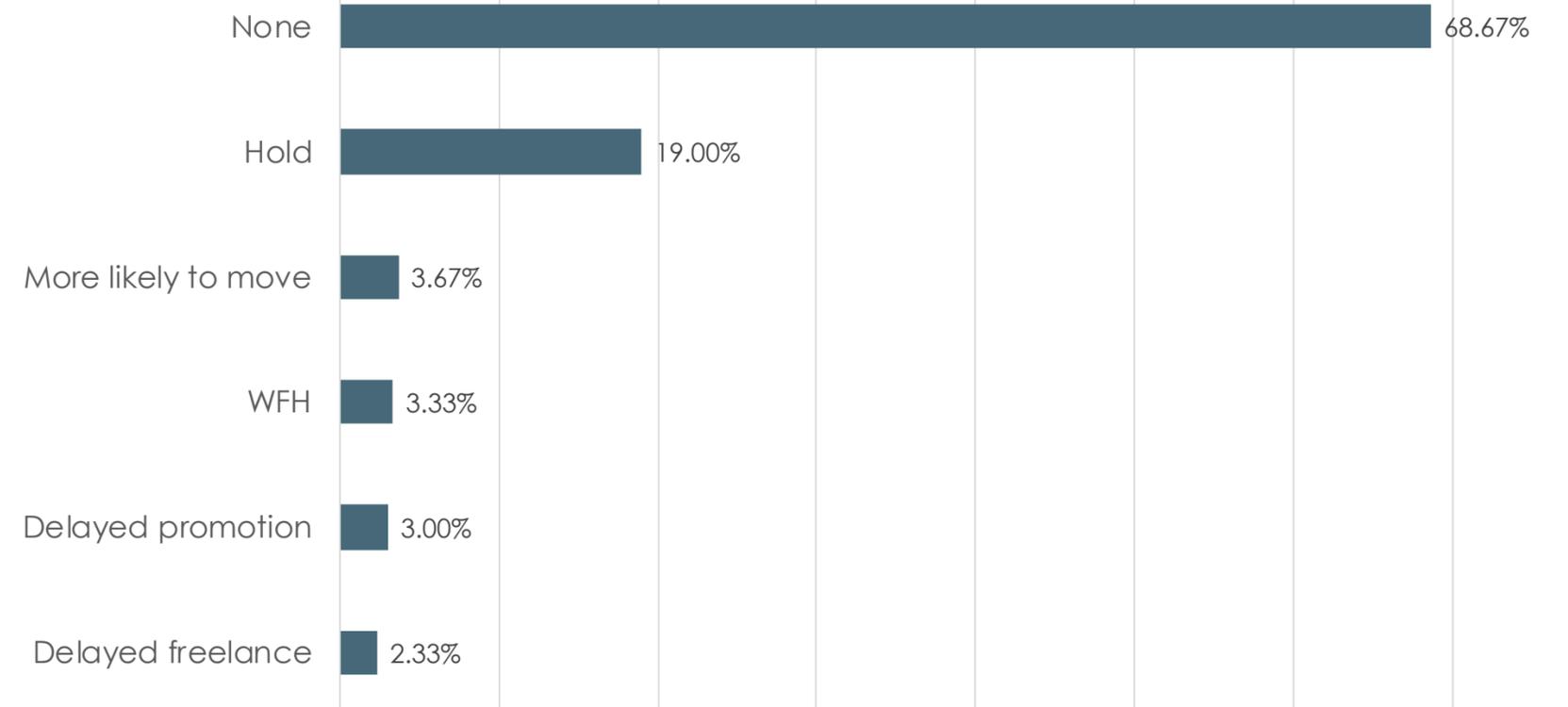
How has the COVID-19 pandemic impacted your future career plans?



COVID-19 has had no impact on the remuneration of 86% of the responders. Just 2% have been furloughed and only 0.5% made redundant.

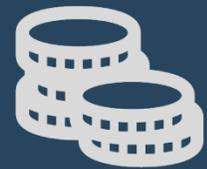
The pandemic has caused 19% to put career plans on hold but has made no impact on the plans of the majority (69%).

How has the COVID-19 pandemic impacted your future career plans?



SUMMARY

The aim of this survey was to source information so that we could better understand the employment market within the Healthcare Communications industry and the impact of COVID-19. It has proved to be a very valuable exercise and has highlighted the following key areas:



SALARIES

Averages salaries by role

Average salaries for most roles within the sector have showed slight increases over 2019



SATISFACTION

Satisfaction by sector

Satisfaction has increased slightly, most noticeably at the team leader level



GENDER

Gender pay variances

The gender pay gap has dropped to 9.1% and there is pay parity at antry level



JOB HUNTING

When and what from next job

31% of the responders will be looking for a new job within the next 12 months



BENEFITS

Benefits and flexible working

Working from home is the most common and most popular benefit



OUTLOOK

Future trends

Employers still plan to increase levels of hiring and digital remains the key future trend



Paramount Recruitment

Contact us for a full report including information on:

- Working hours
- Training
- Likes and dislikes
- Important factors for candidates
- The most attractive brands to work for

UK office

No. 5 Lower Temple Street
Birmingham,
B2 4JD
t: +44 (0)121 616 3460

USA office

210 Broadway, Suite 210,
Cambridge,
Massachusetts 02139
t: +1 617 203 8507



pararecruit.com



medcomms@pararecruit.com