Introduction

- Daniel Clifton (Founder and Managing Director) of Paramount Recruitment Ltd and Paramount Recruitment Inc.
- Life Sciences Recruitment Consultancy – over 15 years Healthcare Communications experience.
- Global Services – UK, US, Asia and throughout Europe.
- www.paramountrecruitment.co.uk
Healthcare Comms workforce insight survey 2018

- Commissioned by Paramount & supported by MedComms Networking
- Launched 1\textsuperscript{st} May 2018 – managed by market research company
- Sent to Paramount & MedComms Networking Connections. Email/LinkedIn
- 646 completed responses – thank you!

**Salaries**
- Job title
- Region
- Gender
- Pay-rise
- Benefits

**Workforce**
- Flexible working
- Job hunting
- Hiring
Healthcare Comms Insight and Salary Survey 2018
# UK Salaries by job title

Shows a clear career path & earning potential for people considering a career in Healthcare Comms

<table>
<thead>
<tr>
<th>Function</th>
<th>Job title</th>
<th>Low</th>
<th>Average</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Writing</td>
<td>Associate Medical Writer</td>
<td>23,000</td>
<td>26,753</td>
<td>31,000</td>
</tr>
<tr>
<td></td>
<td>Medical Writer</td>
<td>26,000</td>
<td>33,489</td>
<td>50,000</td>
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<tr>
<td></td>
<td>Senior Medical Writer</td>
<td>34,500</td>
<td>43,246</td>
<td>63,333</td>
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<tr>
<td></td>
<td>Principal Medical Writer</td>
<td>37,200</td>
<td>54,920</td>
<td>65,500</td>
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<td></td>
<td>Scientific Team Lead</td>
<td>38,000</td>
<td>55,571</td>
<td>70,000</td>
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<td>Editorial Director</td>
<td>67,000</td>
<td>72,333</td>
<td>80,000</td>
</tr>
<tr>
<td></td>
<td>Scientific Director</td>
<td>49,000</td>
<td>64,776</td>
<td>84,000</td>
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<td>Editorial</td>
<td>Editor</td>
<td>31,250</td>
<td>36,417</td>
<td>41,000</td>
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<td>Senior Editor</td>
<td>34,000</td>
<td>39,000</td>
<td>42,000</td>
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<tr>
<td></td>
<td>Principal Editor</td>
<td>40,000</td>
<td>43,333</td>
<td>48,500</td>
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<td>Editorial Manager</td>
<td>34,275</td>
<td>47,569</td>
<td>63,000</td>
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<tr>
<td></td>
<td>Managing Editor</td>
<td>45,000</td>
<td>55,000</td>
<td>65,000</td>
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<tr>
<td>Client Services</td>
<td>Account Executive</td>
<td>24,000</td>
<td>26,000</td>
<td>28,000</td>
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<tr>
<td></td>
<td>Senior Account executive</td>
<td>26,500</td>
<td>28,417</td>
<td>30,000</td>
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<td>Account Manager</td>
<td>26,400</td>
<td>33,734</td>
<td>39,000</td>
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<td>Senior Account Manager</td>
<td>34,000</td>
<td>41,536</td>
<td>52,800</td>
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<tr>
<td></td>
<td>Account Director</td>
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<td>56,182</td>
<td>78,500</td>
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<tr>
<td></td>
<td>Senior Account Director</td>
<td>57,000</td>
<td>60,167</td>
<td>70,000</td>
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<tr>
<td></td>
<td>Associate Director</td>
<td>60,000</td>
<td>61,667</td>
<td>65,000</td>
</tr>
<tr>
<td></td>
<td>Client Services Director</td>
<td>67,000</td>
<td>80,500</td>
<td>85,000</td>
</tr>
</tbody>
</table>
Writer’s average salaries – by region

<table>
<thead>
<tr>
<th>Region</th>
<th>Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>London</td>
<td>£41,775</td>
</tr>
<tr>
<td>South East England</td>
<td>£40,238</td>
</tr>
<tr>
<td>South West England</td>
<td>£33,217</td>
</tr>
<tr>
<td>Midlands</td>
<td>£35,000</td>
</tr>
<tr>
<td>North West England</td>
<td>£34,433</td>
</tr>
<tr>
<td>Scotland</td>
<td>£36,700</td>
</tr>
</tbody>
</table>

Average basic Salary in London is 14% higher than the overall UK average.
Average salaries (UK) – male v female

Average male salary is 18.75% higher than average Female salary.
Mean average salary by responsibility

Big Difference (+33% male) at Director level (includes Board level). Higher number of male responders at this level (only time in survey). Male Board director salary ranges (£90,000 to £170,000). Female salary ranges (£80,000 to £114,000).

No responsibility (+5.5% males). Head of & Team Leader (+5.9% females).

Team Leader/Manager salary differences may be due to varying levels of responsibility from company to company.
Do you expect to receive a pay rise in the next 12 months?

Perm only

- Yes: 68.8%
- No: 9.0%
- Don't know: 22.2%

Average increase expected: +5.32%

Some candidates ask for 10-20% pay rise when looking to move companies.
What benefits do you receive from current employer?

- Bonus – Company performance: 72.83%
- Working from Home: 67.68%
- Additional company pension contributions: 58.78%
- Private Health care: 58.55%
- Death Service / Life Insurance: 56.67%
- Bonus – Personal performance: 45.43%
- Flextime: 35.83%
- Employee Assistance & Advice: 28.10%
- Perk Box / Retail discounts: 27.63%
- Childcare Reimbursements: 23.42%
- Free / Subsidized Gym membership: 21.08%
- Season Ticket Loan: 18.03%
- Travel Insurance: 16.39%
- Income protection: 14.05%
- Subsidized meals / food: 11.71%
- Share Scheme: 11.48%
- Company car: 1.64%
Healthcare Comms Insight and Salary Survey 2018
Q10 What flexible working options does your current employer offer?

- Fully flexible working from home, 19.70%
- 1-2 days per week working from home, 26.60%
- Flexible working hours in office, 19.00%
- Occasional flexible working when required, 32.70%
- No flexible working, 2%
Healthcare Comms Insight and Salary Survey 2018
Q14 How did you find your current role?

- Applied directly to company (online via website): 24.1%
- Headhunted by a Recruitment Agency: 24.1%
- Through a personal contact: 17.6%
- Applied to Recruitment agency advert: 12.3%
- Approached directly by employer: 9.5%
- Applied to job board advert: 2.8%

Getting the right opportunity in front of the right candidate at the right time!
Q16 When do you anticipate looking for your next career move?

- Next 6 months: 16.2%
- Between 6 to 12 months: 14.9%
- 1 to 2 years: 27.5%
- 2 to 3 years: 18.7%
- More than 3 years: 22.7%
- Perm only: 31% within 1 year

Employee engagement is essential. Employers to have active career management programmes.
Q17 When making your next move, which factors will be most important?

<table>
<thead>
<tr>
<th>Factor</th>
<th>Not Important</th>
<th>Somewhat Important</th>
<th>Important</th>
<th>Very Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work responsibilities/quality of work</td>
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<tr>
<td>Working environment</td>
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<tr>
<td>Basic salary</td>
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<tr>
<td>Flexible working</td>
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<tr>
<td>Career Progress bn</td>
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<tr>
<td>Working from home</td>
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<tr>
<td>Company reputation/prestige</td>
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<td></td>
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<tr>
<td>Company benefits</td>
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<tr>
<td>Training &amp; Development</td>
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<tr>
<td>Bonus scheme</td>
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<tr>
<td>Client portfolio</td>
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<tr>
<td>International travel</td>
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</tbody>
</table>

Small amount of people willing to relocate. Companies opening offices in London/North West to attract new talent pools to support growth.
Healthcare Comms Insight and Salary Survey 2018
Q21 How important are the following factors when deciding which candidate to hire?

- Communication Skills
- Personality
- Cultural fit
- Work experience
- Industry / sector knowledge
- Professional qualification
- University / School education results
- Candidate location

- Not important
- Quite important
- Very important
Q22 In the next 12 months, will your company...

- Hire less: 13.8%
- Hire more: 52.9%
- Hire the same: 33.3%

Of those that gave an opinion: 52.9% will hire more staff in the next 12 months
What else is in the survey

- Freelancers – rates, experience and increases
- Training – average numbers of days & satisfaction
- Demographics – Age, experience, region, employment status, qualifications

https://www.paramountrecruitment.co.uk/hccinsight18
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