

Welcome to the 2023 Salary Guide for Marketing, Creative, Communications, and Technology in Saudi Arabia, presented by MCG Talent.

In today's fast-paced and evolving business landscape, understanding the current market trends and salary benchmarks is crucial for both employers and professionals in these industries. This comprehensive guide aims to provide you with valuable insights and data to navigate the dynamic job market in Saudi Arabia, enabling you to make informed decisions regarding compensation and career progression.

It is important to note that salaries are influenced by various factors, including economic conditions, industry fluctuations, and individual performance. Salaries shown in this guide represent the total monthly salary in Saudi Riyal (SAR).

While this guide provides valuable benchmarks, it is essential to consider the specific circumstances of each role and organisation when determining salary expectations.

Our recruitment experts are available to provide personalised guidance and support to employers and professionals seeking further information or assistance.

Justin McGuire

CEO & Co-Founder MCG Talent





Trends impacting the Saudi Arabia talent market

Economic Diversification

Saudi Arabia's Vision 2030 is a comprehensive and ambitious plan launched by the Saudi government to transform the country's economy and reduce its dependence on oil revenues. The plan aims to diversify the economy by developing and expanding various non-oil sectors, which has opened up significant growth opportunities in several key industries. Sectors which will be boosted as part of the Vision 2030 plan include Technology and Innovation, Healthcare and Life Sciences, Tourism and Entertainment, Creative Industries and Renewable Energy and Sustainability. The push toward non-oil sectors has not only reduced the country's reliance on oil revenues but has also created numerous job opportunities for Saudi nationals and expatriate professionals with the right skills and expertise.

Local Talent Development and Saudisation

The government's focus on Saudisation, also known as the Saudi nationalisation program, is a key component of Vision 2030's objectives. It aims to increase the employment of Saudi nationals in the private sector, reduce the country's reliance on expatriate workers, and enhance the skills and capabilities of the local workforce. As part of Saudisation, the government sets specific quotas for the number of Saudi nationals that private companies must employ. These quotas vary depending on the sector and the company's size. By implementing these targets, the government aims to gradually increase the percentage of Saudi workers in the private sector workforce.

Market Opportunities in PR and Digital

As part of Saudi Arabia's economic diversification, there is an increasing demand for professionals in Public Relations and Digital Marketing. These experts play a vital role in promoting emerging non-oil industries, such as technology, healthcare, tourism, and entertainment. Public Relations professionals are in demand for communication strategies to build a positive image and attract investors and stakeholders. Digital Marketing specialists are in demand to reach a global audience, showcasing industry offerings and attracting international investment. The efforts of PR and Digital professionals will inevitably contribute to the success of Vision 2030's goals.



ADVERTISING / PUBLIC RELATIONS – AGENCY SIDE

Job Title	Salary SAR
Junior Account Executive	8,000 to 10,000
Account Executive	10,000 to 14,000
Senior Account Executive / Junior Account Manager	14,000 to 18,000
Account Manager	18,000 to 23,000
Senior Account Manager	23,000 to 30,000
Account Director	30,000 to 38,000
Senior Account Director	38,000 to 45,000
Group Account Director	45,000 to 65,000
Business Director	55,000 to 70,000
Managing Director	80,000+

PR - CONSULTANCIES

Job Title	Salary SAR
Consultant	10,000 to 15,000
Senior Consultant	15,000 to 20,000
Associate	20,000 to 24,000
Senior Associate	24,000 to 30,000
Associate Director	30,000 to 40,000
Director	40,000 to 50,000
Senior Director	50,000 to 65,000
Partner / Managing Director	80,000+



DIGITAL - AGENCY SIDE

Job Tide	Salai y SAR
Account Executive	15,000 to 20,000
Community Manager	15,000 to 20,000
Senior Account Executive	18,000 to 24,000
Account Manager	20,000 to 30,000
Social Media Manager	20,000 to 30,000
Digital Project Manager	20,000 to 25,000
Senior Project Manager	20,000 to 25,000
Senior Digital Project Manager	25,000 to 30,000
Senior Account Manager	25,000 to 30,000
Senior Social Media Manager	28,000 to 33,000
Account Director	28,000 to 33,000
Project Director	35,000 to 40,000
Senior Account Director	35,000 to 40,000
Social Media Director	40,000 to 45,000
Regional Account Director	40,000 to 50,000
Digital Strategy Director	40,000 to 55,000
Business Director	50,000 to 60,000
Head of Digital	60,000+



MARKETING & PUBLIC RELATIONS - CLIENT SIDE

Job Title	Salary SAR
Marketing / PR Executive	18,000 to 24,000
Senior Marketing / Senior PR Executive	20,000 to 25,000
Marketing / PR Manager	25,000 to 30,000
Senior Marketing / Senior PR Manager	30,000 to 45,000
Deputy Marketing / Deputy PR Director	45,000 to 60,000
Head of Marketing / Head of PR	60,000 to 70,000
Marketing / PR Director	65,000 to 80,000
Chief Marketing Officer	80,000 to 120,000



SOCIAL - AGENCY & CLIENT SIDE

Job Title	Salary SAR
Community / Social Media Executive	12,000 to 15,000
Senior Social Media Executive	15,000 to 18,000
Community / Social Media Manager	20,000 to 25,000
Senior Social Media Manager	25,000 to 30,000
Social Media Director	35,000 to 40,000
Head of Social - Agency	45,000 to 55,000
Head of Social - Client	50,000 to 70,000

EVENTS, EXHIBITIONS & CONFERENCES

Job Little	Salary SAR
Conference Producer	15,000 to 19,000
Event Manager	15,000 to 25,000
Exhibition Sales Manager	16,000 to 21,000
Sponsorship Sales Manager	17,000 to 21,000
Operations Manager	19,000 to 24,000
Senior Exhibition Sales Manager	23,000 to 27,000
Project Manager	26,000 to 30,000
Event Director	30,000 to 35,000
Group Event Director	45,000+



PERFORMANCE - AGENCY SIDE

Job Title	Salary SAR
Account Executive	12,000 to 15,000
Senior Account Executive	15,000 to 18,000
Account Manager	20,000 to 30,000
Senior Account Manager	25,000 to 33,000
Account Director	30,000 to 35,000
Senior Account Director	35,000 to 40,000
Head of Performance	45,000+

CRM MARKETING

Job Title	Salary SAR
CRM Executive	15,000 to 18,000
Senior CRM Executive	18,000 to 20,000
CRM Manager	20,000 to 30,000
Senior CRM Manager	28,000 to 33,000
CRM Director	35,000 to 40,000
Head of CRM	40,000 to 50,000



STRATEGY - AGENCY & CLIENT SIDE

Job Title	Salary SAR
Junior Strategist	18,000 to 25,000
Senior Strategist	25,000 to 35,000
Strategy Manager	32,000 to 40,000
Strategy Director	40,000 to 50,000
Regional Strategy Director	50,000 to 70,000
Chief Strategy Officer	70,000+

SEO - AGENCY & CLIENT SIDE

Job Title		Salary SAR
SEO Executive	P < 4444	12,000 to 15,000
SEO Manager	A Ready	20,000 to 30,000
SEO Director		35,000 to 45,000
Head of SEO		45,000 to 50,000



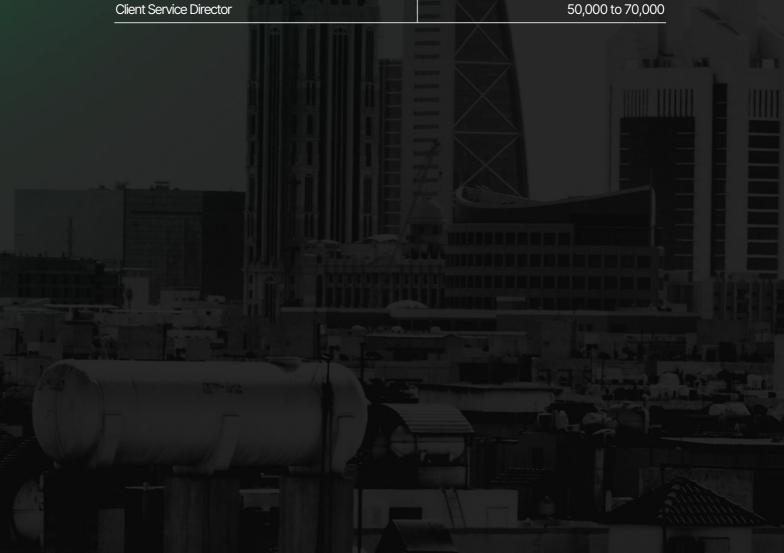
CREATIVE AGENCY - UX/UI, DESIGN AND BRANDING

Job Title	Salary SAR
Graphic Designer	14,000 to 18,000
Digital Designer	14,000 to 18,000
Copywriter	18,000 to 24,000
Art Director	18,000 to 24,000
Senior Graphic Designer	18,000 to 22,000
Senior Copywriter	24,000 to 30,000
Senior Art Director	24,000 to 30,000
Associate Creative Director	30,000 to 35,000
Creative Director	35,000 to 50,000
Executive Creative Director	50,000 to 70,000
Chief Creative Officer	70,000+



CREATIVE AGENCY - CLIENT SERVICES

Job Title	Salary SAR
Account Executive	15,000 to 20,000
Senior Account Executive	18,000 to 22,000
Account Manager	20,000 to 30,000
Senior Account Manager	28,000 to 33,000
Account Director	33,000 to 36,000
Senior Account Director	35,000 to 40,000
Business Director	40,000 to 50,000
Client Service Director	50,000 to 70,000





SALES

Job Title	Salary SAR
Sales Executive	15,000 to 20,000
Sales Manager	22,000 to 27,000
Partnership Manager	25,000 to 30,000
Sponsorship Manager	25,000 to 30,000
Digital Sales / BD Manager	25,000 to 30,000
Senior Sales Manager	30,000 to 40,000
Digital Sales / BD Director	32,000 to 40,000
Sponsorship Director	35,000 to 50,000
Sales Director	35,000 to 50,000
Digital Partnership Director	37,000 to 45,000
Regional Sales Director	50,000 to 60,000
VP of Sales	60,000 +

TECHNOLOGY - DATA

Job Title	Salary SAR
Data Analyst	15,000 to 22,000
Senior Data Analyst	18,000 to 25,000
Data Engineer	20,000 to 30,000
Senior Data Engineer	25,000 to 30,000
Data Scientist	25,000 to 35,000
Senior Data Scientist	35,000 to 40,000
Head of Data	50,000 to 70,000



TECHNOLOGY - GENERAL TECH

Salary SAR
18,000 to 30,000
20,000 to 30,000
20,000 to 25,000
20,000 to 30,000
25,000 to 35,000
25,000 to 40,000
25,000 to 35,000
30,000 to 50,000
30,000 to 45,000
30,000 to 45,000
40,000 to 55,000
40,000 to 65,000
45,000 to 60,000
60,000 to 80,000
60,000 to 100,000



TECHNOLOGY - PRODUCT AND UX/UI

Job Title	Salary SAR
Product Owner	18,000 to 25,000
UX / UI Associate	20,000 to 25,000
Senior UX / UI Designer	25,000 to 30,000
Product Manager	25,000 to 30,000
UX Manager	30,000 to 35,000
Senior Product Manager	30,000 to 35,000
Product Director	40,000 to 50,000
UX Senior Manager	40,000 to 50,000
Head of Product	50,000+
UX Director	50,000+
Head of UX	60,000+



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