

An aerial night view of the Dubai skyline, featuring the Burj Khalifa as the central focus. The city lights are visible, and the sky is dark. The text is overlaid on the bottom left of the image.

**MCG**Talent

# **UAE Salary Guide 2023**

Marketing, Creative, Communications and Technology

“ Welcome to the 2023 Salary Guide for Marketing, Creative, Communications, and Technology in the UAE, 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 the UAE, 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.

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 UAE talent market

### Digital Transformation

Digital transformation has had a significant impact on the talent market in the Gulf Cooperation Council (GCC) countries. As organisations in the region embrace digital technologies and innovative business models, there is a growing demand for professionals with digital skills and expertise. This has resulted in a shift in the talent market, with an increased need for individuals proficient in areas such as data analysis, artificial intelligence, and software development. Consequently, the talent market in the GCC has become increasingly competitive, with companies actively seeking individuals who can drive their digital transformation initiatives. To remain competitive, individuals are encouraged to enhance their skills and knowledge in digital technologies to meet the evolving demands of the job market in the GCC.

### Emiratisation

The UAE government's Emiratisation initiatives continue to shape the recruitment landscape. There will be a growing emphasis on hiring and retaining Emirati nationals, particularly in leadership positions. Organisations that actively promote Emiratisation can anticipate competitive salary packages and benefits as they strive to attract and nurture local talent.

### Remote working and hybrid working

Candidates continue to value the flexibility and work-life balance that remote and hybrid work provide, and they actively seek out companies that prioritise these arrangements. Employers who adapt to these expectations and create supportive remote and hybrid work environments are more likely to attract skilled professionals and maintain a competitive edge in the talent market.

## ADVERTISING / PUBLIC RELATIONS – AGENCY SIDE

Job Title	Salary AED
Junior Account Executive	10,000 to 13,000
Account Executive	12,000 to 15,000
Senior Account Executive / Junior Account Manager	15,000 to 18,000
Account Manager	18,000 to 22,000
Senior Account Manager	22,000 to 26,000
Account Director	26,000 to 32,000
Senior Account Director	32,000 to 38,000
Group Account Director	35,000 to 45,000
Business Director	40,000 to 50,000
Managing Director	60,000 to 90,000

## PR - CONSULTANCIES

Job Title	Salary AED
Consultant	10,000 to 12,000
Senior Consultant	12,000 to 18,000
Associate	18,000 to 26,000
Senior Associate	22,000 to 26,000
Associate Director	26,000 to 35,000
Director	35,000 to 45,000
Senior Director	45,000 to 65,000
Partner /Managing Director	65,000 to 90,000

## MARKETING & PUBLIC RELATIONS - CLIENT SIDE

Job Title	Salary AED
Marketing/ PR Executive	10,000 to 18,000
Senior Marketing/ Senior PR Executive	15,000 to 20,000
Marketing/ PR Manager	18,000 to 27,000
Senior Marketing/ Senior PR Manager	20,000 to 40,000
Deputy Marketing/ Deputy PR Director	40,000 to 55,000
Head of Marketing/ Head of PR	45,000 to 70,000
Marketing/ PR Director	45,000 to 70,000
Chief Marketing Officer	70,000 to 100,000 +

## DIGITAL - AGENCY SIDE

Job Title	Salary AED
Account Executive	12,000 to 15,000
Senior Account Executive	14,000 to 16,000
Community Manager	14,000 to 18,000
Account Manager	18,000 to 22,000
Social Media Manager	18,000 to 22,000
Senior Account Manager	22,000 to 26,000
Digital Project Manager	22,000 to 26,000
Senior Digital Project Manager	24,000 to 32,000
Senior Project Manager	24,000 to 32,000
Senior Social Media Manager	22,000 to 26,000
Account Director	26,000 to 32,000
Social Media Director	30,000 to 40,000
Project Director	30,000 to 45,000
Senior Account Director	32,000 to 38,000
Regional Account Director	38,000 to 45,000
Digital Strategy Director	40,000 to 50,000
Business Director	50,000 to 65,000
Head of Digital	50,000 to 65,000

## SOCIAL - AGENCY & CLIENT SIDE

Job Title	Salary AED
Community/ Social Media Executive	10,000 to 14,000
Senior Social Media Executive	14,000 to 16,000
Community/ Social Media Manager	16,000 to 22,000
Senior Social Media Manager	22,000 to 26,000
Social Media Director	30,000 to 40,000
Head of Social - Agency	40,000 to 50,000
Head of Social - Client	50,000 to 70,000

## EVENTS, EXHIBITIONS & CONFERENCES

Job Title	Salary AED
Conference Producer	14,000 to 18,000
Exhibition Sales Manager	14,000 to 20,000
Event Manager	10,000 to 22,000
Sponsorship Sales Manager	16,000 to 20,000
Operations Manager	18,000 to 23,000
Senior Exhibition Sales Manager	22,000 to 25,000
Project Manager	25,000 to 30,000
Event Director	28,000 to 35,000
Group Event Director	40,000 to 45,000

## PERFORMANCE - AGENCY SIDE

Job Title	Salary AED
Account Executive	10,000 to 14,000
Senior Account Executive	12,000 to 18,000
Account Manager	16,000 to 24,000
Senior Account Manager	24,000 to 28,000
Account Director	26,000 to 32,000
Senior Account Director	32,000 to 38,000
Head of Performance	40,000 to 60,000

## CRM MARKETING

Job Title	Salary AED
CRM Executive	12,000 to 15,000
Senior CRM Executive	15,000 to 18,000
CRM Manager	20,000 to 25,000
Senior CRM Manager	25,000 to 28,000
CRM Director	35,000 to 40,000
Head of CRM	40,000+

## STRATEGY - AGENCY & CLIENT SIDE

Job Title	Salary AED
Junior Strategist	16,000 to 22,000
Senior Strategist	22,000 to 28,000
Strategy Manager	28,000 to 35,000
Strategy Director	35,000 to 45,000
Regional Strategy Director	55,000 to 65,000
Chief Strategy Officer	70,000 to 100,000

## SEO - AGENCY & CLIENT SIDE

Job Title	Salary AED
SEO Executive	12,000 to 15,000
SEO Manager	20,000 to 25,000
SEO Director	30,000 to 40,000
Head of SEO	35,000 to 40,000

## CREATIVE AGENCY - UX/UI, DESIGN AND BRANDING

Job Title	Salary AED
Copywriter	15,000 to 20,000
Digital Designer	15,000 to 18,000
Graphic Designer	15,000 to 18,000
Senior Graphic Designer	18,000 to 22,000
Senior Copywriter	20,000 to 25,000
Art Director	22,000 to 28,000
Senior Art Director	25,000 to 30,000
Associate Creative Director	30,000 to 35,000
Creative Director	35,000 to 50,000
Executive Creative Director	50,000+
Chief Creative Officer	70,000 to 100,000

## CREATIVE AGENCY - CLIENT SERVICES

Job Title	Salary AED
Account Executive	12,000 to 15,000
Senior Account Executive	15,000 to 18,000
Account Manager	18,000 to 24,000
Senior Account Manager	22,000 to 26,000
Account Director	28,000 to 32,000
Senior Account Director	32,000 to 38,000
Business Director	40,000 to 50,000
Client Service Director	50,000 to 60,000

## SALES

Job Title	Salary AED
Sales Executive	10,000 to 14,000
Sales Manager	18,000 to 24,000
Sponsorship Manager	20,000 to 25,000
Partnership Manager	20,000 to 24,000
Digital Sales/ BD Manager	20,000 to 25,000
Senior Sales Manager	24,000 to 27,000
Sponsorships Director	30,000 to 40,000
Sales Director	30,000 to 40,000
Digital Sales/BD Director	30,000 to 40,000
Digital Partnership Director	35,000 to 45,000
Regional Sales Director	45,000 to 55,000
VP of Sales	55,000 +

## TECHNOLOGY - DATA

Job Title	Salary AED
Data Analyst	12,000 to 20,000
Data Engineer	18,000 to 30,000
Senior Data Analyst	18,000 to 35,000
Senior Data Engineer	20,000 to 35,000
Data Scientist	25,000 to 40,000
Senior Data Scientist	35,000 to 50,000
Head of Data	60,000 to 75,000

## TECHNOLOGY - GENERAL TECH

Job Title	Salary AED
iOS Developer	15,000 to 25,000
Mid Level Front End Engineer	15,000 to 25,000
Test Engineer	15,000 to 25,000
Android Developer	15,000 to 25,000
Site Reliability Engineer	15,000 to 25,000
Web Developer	15,000 to 25,000
Project Manager	18,000 to 28,000
Mid Level Back End Engineer	18,000 to 30,000
Business Analyst	20,000 to 35,000
DevOps Engineer	25,000 to 40,000
Senior Front End Engineer	25,000 to 35,000
Blockchain Developer	25,000 to 50,000
Solution Architect	25,000 to 40,000
Senior Back End Engineer	30,000 to 40,000
Enterprise Architect	35,000 to 50,000
Head of DevOps	40,000 to 55,000
Head of Engineering	40,000 to 60,000
Head of IT	40,000 to 50,000
CTO	50,000 to 70,000

## TECHNOLOGY - PRODUCT AND UX/UI

Job Title	Salary AED
Product Owner	18,000 to 25,000
UX/UI Associate	18,000 to 25,000
Senior UX/UI Designer	25,000 to 30,000
Product Manager	25,000 to 30,000
UX Manager	30,000 to 40,000
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 to 60,000
Head of UX	60,000 to 70,000

# MCGTalent

## Riyadh

Opening soon

## Dubai

Concord Tower  
Dubai Media City  
Dubai  
United Arab Emirates

## Singapore

The Working Capitol  
1 Keong Saik Road  
Singapore  
089109

## Hong Kong

Shing Lee Yuen Building  
71 Bonham Strand W  
Sheung Wan  
Hong Kong SAR