

A close-up photograph of a hand placing a coin on top of a stack of coins. The stack is tall and composed of many coins, with a few more stacks visible in the background, all slightly out of focus. The background is a plain, light color.

ad>antage
SALARY
SURVEY
2013



Entry		Junior		Middle		Senior		Heavy	
Lower	Upper	Lower	Upper	Lower	Upper	Lower	Upper	Lower	Upper

Entry		Junior		Middle		Senior		Heavy	
Lower	Upper	Lower	Upper	Lower	Upper	Lower	Upper	Lower	Upper

Webmaster										
JHB	11 000	16 000	16 000	22 000	18 000	26 000	24 250	34 500	35 000	41 000
CT	11 000	15 000	13 000	18 750	16 000	23 500	18 500	25 000	22 000	28 000
DBN	11 000	14 000	13 000	17 500	16 000	21 000	18 000	25 000		
Content manager										
JHB	10 000	20 000	12 000	25 000	15 000	30 000	20 000	35 000	22 000	30 000
CT	10 000	12 000	12 000	15 000	15 000	20 000	20 000	22 000	22 000	30 000
DBN	4 000	5 000	7 000	12 000	13 500	19 000	18 000	22 000		
Content Producer										
JHB	10 000	15 000	13 000	20 000	15 000	25 000	18 000	30 000	24 000	33 000
CT	10 000	12 000	12 000	15 000	15 000	17 000	17 000	30 000	22 000	30 000
DBN										
Online editor										
JHB	11 000	20 000	13 800	25 000	16 500	30 000	19 000	35 000	45 000	45 000
CT	11 000	15 000	13 000	17 500	16 000	22 000	18 500	30 000	22 000	30 000
DBN	11 000	14 000	13 000	17 500	16 000	21 000	17 500	25 000		
Digital designer										
JHB	5 000	15 000	6 000	20 000	8 500	25 000	15 300	30 000	30 000	40 000
CT	5 000	6 000	6 000	7 800	7 500	14 000	14 000	25 000	25 000	30 000
DBN	4 000	5 000	5 000	7 500	7 500	12 000	11 000	21 000		
Java Developer										
JHB	8 000	10 000	10 000	17 000	17 000	25 000	24 000	40 000	30 000	44 000
CT	7 000	10 000	9 000	15 000	15 000	25 000	24 000	40 000	30 000	40 000
DBN	5 000	10 000	8 000	15 000	12 000	25 000	24 000	40 000		
Flash developer										
JHB	8 000	12 000	10 000	20 000	17 000	35 000	20 000	50 000	30 000	44 000
CT	7 000	9 000	9 000	15 000	15 000	20 000	20 000	30 000	30 000	40 000
DBN	3 500	6 500	5 000	8 000	8 000	12 000	15 000	22 000		
PHP developer										
JHB	8 000	15 000	10 000	24 000	17 000	40 000	20 000	60 000	30 000	44 000
CT	7 000	9 000	9 000	15 000	15 000	25 000	20 000	30 000	30 000	40 000
DBN	3 500	7 500	8 000	12 000	12 000	25 000	20 000	30 000		
Multimedia designer										
JHB	5 000	20 000	6 000	25 000	8 500	30 000	15 000	35 000	22 000	36 000
CT	5 000	6 000	6 000	8 000	8 000	14 000	14 000	20 000	20 000	30 000
DBN	4 000	5 000	5 000	8 000	8 500	13 000	14 000	23 000		

Digital Project Manager										
JHB	15 000	20 000	20 000	25 000	23 000	30 000	28 000	35 000	32 000	38 000
CT	9 000	12 000	13 000	20 000	20 000	25 000	25 000	30 000	30 000	35 000
DBN										
Digital Operations Manager										
JHB	15 000	19 000	20 000	23 000	23 000	28 000	28 000	32 000	32 000	38 000
CT	9 000	12 000	13 000	20 000	20 000	25 000	25 000	30 000	30 000	35 000
DBN										
Digital Traffic Manager										
JHB	12 000	19 000	18 000	25 000	23 000	38 000	28 000	48 000	32 000	38 000
CT	9 000	12 000	13 000	20 000	20 000	25 000	25 000	30 000	30 000	35 000
DBN										
Digital Designer										
JHB	5 000	6 000	6 000	8 000	8 000	15 000	15 000	30 000	30 000	40 000
CT	5 000	6 000	6 000	7 500	7 500	14 000	14 000	25 000	25 000	30 000
DBN										
Social Media Manager										
JHB	10 000	18 000	13 000	25 000	15 000	35 000	18 000	45 000	24 000	33 000
CT	10 000	12 000	12 000	15 000	15 000	17 000	17 000	30 000	22 000	30 000
DBN										
Video/multimedia Designer										
JHB	6 000	8 000	8 000	14 000	14 000	20 000	20 000	30 000	30 000	45 000
CT	6 000	8 000	8 000	10 000	10 000	18 000	18 000	30 000	30 000	40 000
DBN										
CRM										
Account directors										
JHB	20 000	25 000	23 500	30 000	25 000	38 000	36 000	46 000	40 000	55 000
CT	18 000	25 000	20 000	25 000	25 000	34 000	27 000	39 000	33 500	45 000
DBN	17 500	21 000	19 000	23 000	23 000	35 000	27 000	38 000		
Account managers										
JHB	14 000	16 000	15 000	18 000	18 000	25 000	20 000	28 000	20 000	26 000
CT	12 000	14 500	14 000	18 000	15 000	20 000	18 000	22 000		
DBN	12 000	14 000	13 500	18 000	15 000	18 500	17 500	20 000		
Account strategist										
JHB	5 000	8 500	7 000	16 000	25 000	30 000	24 000	45 500	46 500	60 000
CT	5 500	8 500	8 000	14 500	18 000	25 000	30 000	42 500	43 000	52 000
DBN	5 000	8 000	8 000	14 000	14 000	22 000	20 000	28 000		

NOTE TO SALARY TABLE

Please note the salary table figures are a broad representation of salaries per month in the industry. Figures are also Cost to Company (see definition below). For this reason the table is to be used as a very broad overview of salary figures as CTC varies widely between companies. We encourage you to use the table with the above in mind. CTC is not an actual earning but actual earning plus benefits which range from medical, car allowance and pension, group life, etc. These elements vary from company to company and package to package. Companies are interested in the CTC figure, because it is higher and looks more impressive. CTC creates the illusion of a better offer. Employees have no idea what it means, and could give up great careers chasing what they think is more money. Talking CTC adds to the confusion and could well give rise to dissatisfaction in a perceived inequality in salary. Candidates are only interested in their actual earnings, which is the gross salary. This is the figure that financial and other institutions require.

DEFINITIONS:

CTC – Cost to Company – means what it says. It is the total financial cost that a company incurs to remunerate an employee. This will include the gross salary; tax, UIF and employees' medical aid, pension, provident fund, group life (if offered) contributions as well as the company's medical aid, pension, provident fund and group life contributions (if offered). Certain companies may include fund management fees, staff lunches, parking costs etc. All these figures joined together equal the CTC.

Gross – This is what an employee earns before deductions for Tax, UIF and Medical Aid, pension, provident fund and group life (should the company offer all of these).

Taxable income – This is the part of the salary that is taxable (only portions of medical aid and parts of a car allowances are exempt from tax)

Nett - means the money that the employee clears/takes home/ pockets.

Thanks to...

The 2012 Salary Survey review was conducted by the Department of Marketing Logistics and Sport Management at the Tshwane University of Technology on behalf of *AdVantage* magazine. The researchers were Thérèse du Plooy and Dion van Zyl.

> **THÉRÈSE DU PLOOY** is a lecturer in marketing research at the Tshwane University of Technology. She has a Doctors degree in marketing and co-published more than 40 research papers in local and international peer-reviewed journals, academic conferences proceedings and industry specialist publications. She has also previously worked in the media and advertising industry.

> **DION VAN ZYL** started his career as a market researcher and statistician at MSSA where he held the position of Research Manager until 2010, before moving to Unisa. He has completed numerous projects and has conducted statistical consultancy for a range of multi-national companies, NGO's and government departments during his career. Dion holds degrees in statistics, econometrics and business administration and is currently completing his Phd at the University of Pretoria.



Thank you to all the recruitments agencies who participated in the survey. the Worksquad, Lewyll Communications, The Human Jigsaw CC, The Career Guru and Pro-Files Personnel