



Practitioner Survey Results 2003

PubAffairs is the network for public affairs practitioners. Set up in January 2002 when a small group of public affairs people decided to get together for an evening in the pub - a network was born. PubAffairs meets in a different pub in Westminster every last Thursday of each month. Events are relaxed and informal, providing an ideal opportunity for networking with your peers.

PubAffairs members are from all the sectors concerned with government relations and lobbying: trade associations, political consultancies, companies, NGOs and charities, civil service, Houses of Parliament, recruitment consultancies, law firms, the media and other public affairs related groups. The people on the network, and who regularly come along to the monthly events, range from students & graduate trainees, account executives to director level. At the publication date of these survey results there were 300 people on the PubAffairs e-mail list.

Questionnaires were sent out by e-mail to the PubAffairs distribution list on 31st May 2003. In total, 45 out of the then 200 PubAffairs members responded to the survey. The deadline for responses was 31st July 2003.

The results do not attempt to be authoritative, but provide a snapshot of the pay, benefits and entitlements of many working in different spheres of the public affairs industry.

The responses have been grouped together within different sectors where applicable. It has not been possible to use all the completed questionnaires, for example, where only individual responses for a certain category were received. Unfortunately, therefore, not enough responses were received for Political Party or Parliamentary Researcher/Advisor categories.

Results were possible for a number of job titles/categories within the Public Affairs sector. The findings contained in this report are for:

- Charity/NGOs: Policy Officer
- Company in-house: Public Affairs Manager
- Consultancy: Graduate Trainee/Researcher
Account Executive
Senior Account Executive
Account Manager
Senior Account Manager
- Trade Association: Public Affairs Officer
Public Affairs Manager

The PubAffairs Team would like to thank all those who took part in this survey and offered advice on the data analysis and presentation.

Date of publication: 20 November 2003

For further information visit www.pubaffairs.org
or contact Phil Murphy at phil.murphy@adassoc.org.uk

Executive Summary – Key Findings

Sector	Generic Job Title	Salary Average (£)	Salary Range (£)	Holidays Average (days)	Holiday Range (days)
Charity/NGOs	Public Affairs Officer	25,748	24-31,000	24.5	22-26
Company in-house	Public Affairs Manager	35,250	32-40,000	28	25-30
Consultancy	Graduate Trainee/Researcher	16,500	16-17,000	21.5	20-25
	Account Executive	19,666	16-23,000	21	20-25
	Senior Account Executive	23,750	23-25,000	22	20-25
	Account Manager	26,250	25-27,500	24	20-23
	Senior Account Manager	30,250	28-34,000	23	20-25
Trade Association	Public Affairs Officer	26,350	24-28,700	21.5	20-23
	Public Affairs Manager	33,330	31-37,000	26	22-32

Taking the total results used as a whole:

54% were paid a Bonus

51% were offered Life Insurance Cover

60% received additional free holiday between Christmas and New Year

26% were able to work Flexitime

31% were offered Medical Insurance

26% were offered Company Mobile Phones

26% have a Personal Training Budget allocated

100% of people have their Expenses Paid

Sector:	Charity/NGO
Generic level:	'Policy Officer' (e.g. Parliamentary Officer or Public Affairs Officer)
Number of Responses/Sample:	5

Salary: **Average: £25,748k. Range 24k to 31K**
Performance-related Bonus: **40% received a bonus**
Annual holiday entitlement: **Average 24.5 days.** Range: 22-26 days holiday
Flexitime offered: **60% Yes**

Extra days holiday for 'free' between xmas-new year? **80% received this**
Friday holidays before bank holidays: **0% received this**
Short-term unpaid leave allowed? **60% Yes**
Long-term unpaid leave allowed? **40% Yes**

Total staff working in public affairs within your organisation: **most had 1 or 2 people**

Job title of the person you report to? **Normally Head of Public Affairs or Director level**

Do you have any support team? **80% Yes**

Notice Period: **1 month notice**

Training: do you have a personal budget? **20% had a personal training budget**

Does your organisation offer the following benefits?

Company Pension Scheme: **All organisations offered access to a pension scheme**

40% were Stakeholder schemes, whilst **60% were Occupational** schemes

What % contribution does your employer make? This ranged **from 2% up to 13%** (age dependent)

What % contribution do YOU HAVE to make to receive this? **Normally, whatever employer pays to be matched by employee**

Life Cover? **60% Yes**

Car? **0%**

Season Ticket Loan?

60% Yes

Medical Insurance? **20% Yes**

Illness/Disability Insurance?

0%

Luncheon Vouchers? **0%**

Share Scheme?

0%

Company mobile offered? **40% Yes**

Gym membership/leisure voucher?

0%

Work experience/placements available: in UK? **40% Yes**; Abroad? **0%**

Membership of professional bodies/groupings paid for by your organisation? **40% Yes**

Expenses paid? **100% Yes**

Do you have a corporate credit card? **20% had a corporate credit card**

Sector:	Company in-house
Generic level:	Public Affairs Manager
Number of Responses/Sample:	4

Salary: **Average: £35,250. Range 32k to 40K**

Performance-related Bonus: **75% received a bonus**

Annual holiday entitlement: **Average 28 days.** Range: 25-30 days holiday

Flexitime offered: **100% Yes/Possible**

Extra days holiday for 'free' between xmas-new year? **25% received this**

Friday holidays before bank holidays: **0% received this**

Short-term unpaid leave allowed? **50% Yes**

Long-term unpaid leave allowed? **100% Yes**

Total staff working in public affairs within your organisation: **Range 6 to 30+ people**

Job title of the person you report to? **Head of Public Affairs or Director level**

Do you have any support team? **100% Yes**

Notice Period: **Range 1 to 3 months notice**

Training: do you have a personal budget? **25% had a personal training budget**

Does your organisation offer the following benefits?

Company Pension Scheme: **100% of organisations offered access to a pension scheme**
100% were Occupational schemes

What % contribution does your employer make? This ranged **from 6% up to 11%**

What % contribution do YOU HAVE to make to receive this? **Ranged from nothing to 6%**

Life Cover?	100% Yes	Season Ticket Loan?	100% Yes
Car?	0%	Illness/Disability Insurance?	25% Yes
Medical Insurance?	25% Yes	Share Scheme?	50% Yes
Luncheon Vouchers?	0%	Gym membership/leisure voucher?	25% Yes
Company mobile offered?	25%Yes		

Work experience/placements available: UK? **Those answering said Yes;** Abroad? **Most offered**

Membership of professional bodies/groupings paid for by your organisation? **75% Yes**

Expenses paid? **100% had expenses paid**

Do you have a corporate credit card? **50% had a corporate credit card**

Sector:	Consultancy
Generic level:	Graduate Trainee/Researcher
Number of Responses/Sample:	3

Salary: **Average: £16,500. Range 16k to 17K**

Performance-related Bonus: **66% received a bonus**

Annual holiday entitlement: **Average 21.5. Range: 20-25 days holiday**

Flexitime offered: **0%**

Extra days holiday for 'free' between xmas-new year? **66% received this**

Friday holidays before bank holidays: **0%**

Short-term unpaid leave allowed? **0%**

Long-term unpaid leave allowed? **0%**

Total staff working in public affairs within your organisation: **Range 8 to 17 people**

Job title of the person you report to? **Normally Account Executive**

Do you have any support team? **66% Yes**

Notice Period: **1 month**

Training: do you have a personal budget? **33% had a personal training budget**

Does your organisation offer the following benefits?

Company Pension Scheme: **33% offered access to a pension scheme at this level**

Life Cover?	33%Yes	Season Ticket Loan?	33%Yes
Car?	0%	Illness/Disability Insurance?	33% Yes
Medical Insurance?	33% Yes	Share Scheme?	0%
Luncheon Vouchers?	0%	Gym membership/leisure voucher?	33% Yes
Company mobile offered?	33%Yes		

Work experience/placements available: UK? **33% Yes**; Abroad? **33%Yes**

Membership of professional bodies/groupings paid for by your organisation? **33%Yes**

Expenses paid? **100% had expenses paid**

Do you have a corporate credit card? **0%**

Sector:	Consultancy
Generic level:	Account Executive
Number of Responses/Sample:	6

Salary: **Average £19,666. Range 16k to 23K**

Performance-related Bonus: **50% received a bonus (range 4% to 12% of salary)**

Annual holiday entitlement: **Average 21 days.** Range: 20-25 days holiday

Flexitime offered: **0%**

Extra days holiday for 'free' between xmas-new year? **66% received this**

Friday holidays before bank holidays: **0%**

Short-term unpaid leave allowed? **16% Yes (election period allowed off)**

Long-term unpaid leave allowed? **0%**

Total staff working in public affairs within your organisation: **Range 8 to 30 people**

Job title of the person you report to? **Normally Account Director**

Do you have any support team? **66% Yes**

Notice Period: **1 month**

Training: do you have a personal budget? **16% had a personal training budget**

Does your organisation offer the following benefits?

Company Pension Scheme: **16% offered access to a pension scheme**

What % contribution does your employer make? This ranged **from 6% to 8%**

What % contribution do YOU HAVE to make to receive this? **Average 4%**

Life Cover? **83% Yes (normally 4 times salary)**

Car? **0%** Season Ticket Loan? **83% Yes**

Medical Insurance? **16% Yes** Illness/Disability Insurance? **0%**

Luncheon Vouchers? **0%** Share Scheme? **16% Yes**

Company mobile offered? **16% Yes** Gym membership/leisure voucher? **33% Yes**

Work experience/placements available: UK? **50% Yes**; Abroad? **33% Yes**

Membership of professional bodies/groupings paid for by your organisation? **66% Yes**

Expenses paid? **100% had expenses paid**

Do you have a corporate credit card? **0%**

Sector:	Consultancy
Generic level:	Senior Account Executive
Number of Responses/Sample:	4

Salary: **Average: £23,750. Range 23k to 25K**
Performance-related Bonus: **50% received a bonus (range 10% to 25%)**
Annual holiday entitlement: **Average 22 days.** Range: 20-25 days holiday
Flexitime offered: **0%**
Extra days holiday for 'free' between xmas-new year? **50% received this**
Friday holidays before bank holidays: **0%**
Short-term unpaid leave allowed? **0%**
Long-term unpaid leave allowed? **0%**
Total staff working in public affairs within your organisation: **Range 6 to 16 people**
Job title of the person you report to? **Normally Director level**
Do you have any support team? **50% Yes**
Notice Period: **1 month**
Training: do you have a personal budget? **25% had a personal training budget**

Does your organisation offer the following benefits?

Company Pension Scheme: **100% offered access to a pension scheme**
75% were Stakeholder schemes

What % contribution does your employer make? This ranged **from none up 8%**

What % contribution do YOU HAVE to make to receive this? **Ranged from nothing to 4%**

Life Cover?	25% Yes	Season Ticket Loan?	75% Yes
Car?	0%	Illness/Disability Insurance?	0%
Medical Insurance?	25% Yes	Share Scheme?	25% Yes
Luncheon Vouchers?	0%	Gym membership/leisure voucher?	0%
Company mobile offered?	0%		

Work experience/placements available: UK? **25% Yes**; Abroad? **0%**

Membership of professional bodies/groupings paid for by your organisation? **50% Yes**

Expenses paid? **100% had expenses paid**

Do you have a corporate credit card? **0%**

Sector:	Consultancy
Generic level:	Account Manager
Number of Responses/Sample:	4

Salary: **Average: £26,250. Range 25k to 27.5K**

Performance-related Bonus: **75% received a bonus**

Annual holiday entitlement: **Average 24 days.** Range: 23-25 days holiday

Flexitime offered: **0%**

Extra days holiday for 'free' between xmas-new year? **75% received this**

Friday holidays before bank holidays: **0%**

Short-term unpaid leave allowed? **0%**

Long-term unpaid leave allowed? **0%**

Total staff working in public affairs within your organisation: **Range 5 to 40+ people**

Job title of the person you report to? **Normally Director level**

Do you have any support team? **75% said Yes**

Notice Period: **1 month**

Training: do you have a personal budget? **0%**

Does your organisation offer the following benefits?

Company Pension Scheme: **75% organisations offered access to a pension scheme**
50% were Stakeholder schemes

What % contribution does your employer make? This ranged **from none up to 5%**

What % contribution do YOU HAVE to make to receive this? **Ranged from nothing to 3%**

Life Cover?	25% Yes	Season Ticket Loan?	25% Yes
Car?	0%	Illness/Disability Insurance?	0%
Medical Insurance?	50% Yes	Share Scheme?	0%
Luncheon Vouchers?	0%	Gym membership/leisure voucher?	25% Yes
Company mobile offered?	0%		

Work experience/placements available: UK? **0%**; Abroad? **25% Yes**

Membership of professional bodies/groupings paid for by your organisation? **100% Yes**

Expenses paid? **100% had expenses paid**

Do you have a corporate credit card? **0%**

Sector:	Consultancy
Generic level:	Senior Account Manager
Number of Responses/Sample:	4

Salary: **Average: £30,250. Range 28k to 34K**

Performance-related Bonus: **50% received a bonus**

Annual holiday entitlement: **Average 23 days.** Range: 20-25 days holiday

Flexitime offered: **25% Yes**

Extra days holiday for 'free' between xmas-new year? **25% received this**

Friday holidays before bank holidays: **0%**

Short-term unpaid leave allowed? **25% Yes**

Long-term unpaid leave allowed? **25% Yes**

Total staff working in public affairs within your organisation: **Range 8 to 100 people**

Job title of the person you report to? **Director or Managing Director level**

Do you have any support team? **75% Yes**

Notice Period: **Range 1 to 2 months notice**

Training: do you have a personal budget? **50% had a personal training budget**

Does your organisation offer the following benefits?

Company Pension Scheme: **50% organisations offered access to a pension scheme**

What % contribution does your employer make? This ranged **from none up to 6%**

What % contribution do YOU HAVE to make to receive this? **Ranged from nothing to 2%**

Life Cover?	25% Yes	Season Ticket Loan?	50% Yes
Car?	25% Yes	Illness/Disability Insurance?	25% Yes
Medical Insurance?	25% Yes	Share Scheme?	0%
Luncheon Vouchers?	0%	Gym membership/leisure voucher?	25% Yes
Company mobile offered?	0%		

Work experience/placements available: UK? **50% Yes**; Abroad? **25% Yes**

Membership of professional bodies/groupings paid for by your organisation? **75% Yes**

Expenses paid? **100% had expenses paid**

Do you have a corporate credit card? **25% Yes**

Sector:	Trade Association
Generic level:	Public Affairs Officer
Number of Responses/Sample:	2

Salary: **Range £24k to £28,700**
Performance-related Bonus: **50% received a bonus (6.7% of salary)**
Annual holiday entitlement: **20-23 days holiday**
Flexitime offered: **0%**
Extra days holiday for 'free' between xmas-new year? **Yes**
Friday holidays before bank holidays: **No respondents received this**
Short-term unpaid leave allowed? **50% Yes (after 3 years)**
Long-term unpaid leave allowed? **50% Yes (after 3 years)**
Total staff working in public affairs within your organisation: **Range 6 to 14 people**
Job title of the person you report to? **Head of Public Affairs or Deputy Director level**
Do you have any support team? **50% Yes**
Notice Period: **Range 1 month to 6 weeks**
Training: do you have a personal budget? **50% Yes (£300)**

Does your organisation offer the following benefits?

Company Pension Scheme: **100% had access to Stakeholder but 50% could also opt for Occupational scheme**

What % contribution does your employer make? This ranged **from 8.75% to 10%**

What % contribution do YOU HAVE to make to receive this? **Ranged from 5% to 8.75%**

Life Cover?	50% Yes		
Car?	0%	Season Ticket Loan?	100% Yes
Medical Insurance?	100% Yes	Illness/Disability Insurance?	50% Yes
Luncheon Vouchers?	0%	Share Scheme?	0%
Company mobile offered?	50% Yes	Gym membership/leisure voucher?	0%

Work experience/placements available: UK? **0%**; Abroad? **0%**

Membership of professional bodies/groupings paid for by your organisation? **0%**

Expenses paid? **100% had expenses paid**

Do you have a corporate credit card? **0%**

Sector:	Trade Association
Generic level:	Public Affairs Manager
Number of Responses/Sample:	3

Salary: **Average: £33,330. Range 31k to 37K**

Performance-related Bonus: **33% received a bonus (7% of salary)**

Annual holiday entitlement: **Average 26 days.** Range: 22-32 days holiday

Flexitime offered: **33% Yes**

Extra days holiday for 'free' between xmas-new year? **66% received this**

Friday holidays before bank holidays: **No respondents received this**

Short-term unpaid leave allowed? **33% Yes (after 3 years)**

Long-term unpaid leave allowed? **33% Yes (after 3 years)**

Total staff working in public affairs within your organisation: **Range 2 to 6 people**

Job title of the person you report to? **Director-General or Head of Public Affairs**

Do you have any support team? **Yes**

Notice Period: **Range 6 weeks to 3 months**

Training: do you have a personal budget? **33% had a personal training budget (£2k)**

Does your organisation offer the following benefits?

Company Pension Scheme: **66% offered access to a pension scheme**

What % contribution does your employer make? **Variable, 1 said 8.75%**

What % contribution do YOU HAVE to make to receive this? **Ranged from 6% to 8.75%**

Life Cover? **33% Yes (3.5 times salary)**

Car? **33% had car** Season Ticket Loan? **66% Yes**

Medical Insurance? **33% Yes** Illness/Disability Insurance? **66% Yes**

Luncheon Vouchers? **33% Yes** Share Scheme? **0%**

Company mobile offered? **100%** Gym membership/leisure voucher? **0%**

Work experience/placements available: UK? **0%**; Abroad? **0%**

Membership of professional bodies/groupings paid for by your organisation? **33% Yes**

Expenses paid? **100% had expenses paid**

Do you have a corporate credit card? **66% Yes**

Reproduction of the Survey sent to PubAffairs e-mail list on 31 May 2003

PubAffairs Practitioner Survey 2003

**Please complete all sections clearly and as fully as possible, circling where appropriate.
You DO NOT have to fill in your job title if you are concerned about anonymity.
If you would like to make any other comments please continue on a separate sheet.**

Organisation: Trade Association Company 'in-house' Consultancy Political Party
Parliamentary Researcher/Advisor Charity/NGO Other: _____

Salary: _____

Job Title (or generic level within organisation): _____

Performance-related Bonus: Yes / No As % of salary received: _____

Annual holiday entitlement: _____ days Flexitime offered? Yes / No

Extra days holiday for 'free': xmas-new year? Yes / No Fridays before bank holidays? Yes / No

Short-term unpaid leave allowed? Yes / No If so, for how long? _____

Long-term unpaid leave allowed? Yes / No If so, for how long? _____

Total number of employees working in public affairs within your organisation: _____

Organisation structure: What is the job title of the person you report to? _____

Do you have any support team? Yes / No

Notice Period: _____

Training: do you have a personal budget? Yes / No If Yes, how much is offered? _____

Does your organisation offer the following benefits? Please expand answers as necessary:

Company Pension Scheme: Yes / No

If Yes, is it a Stakeholder? Yes / No Or Occupational scheme? Yes / No

What % contribution does your employer make? _____

What % contribution do YOU HAVE to make to receive this? _____

Life Cover? Yes / No If Yes, how much cover is provided i.e. 3 x salary? _____

Car? Yes / No Season Ticket Loan? Yes / No

Medical Insurance? Yes / No Illness/Disability Insurance? Yes / No

Luncheon Vouchers? Yes / No Share Scheme? Yes / No

Company mobile offered? Yes / No Gym membership/leisure voucher? Yes / No

Work experience/placements available: in UK? Yes / No Abroad? Yes / No

Membership of professional bodies/groupings paid for by your organisation? Yes / No

Expenses paid? Yes / No Do you have a corporate credit card? Yes / No

Please return your completed Questionnaire to Phil Murphy by 31st July 2003

By Post: Phil Murphy, Attn: PubAffairs Survey 2003, Advertising Association, Abford House, 15 Wilton Road, SW1V 1NJ
By Fax: 0207.931.0376 By E-version: phil.murphy@adassoc.org.uk In Person: at a PubAffairs event