

2025 Canadian PR Salary Survey Results

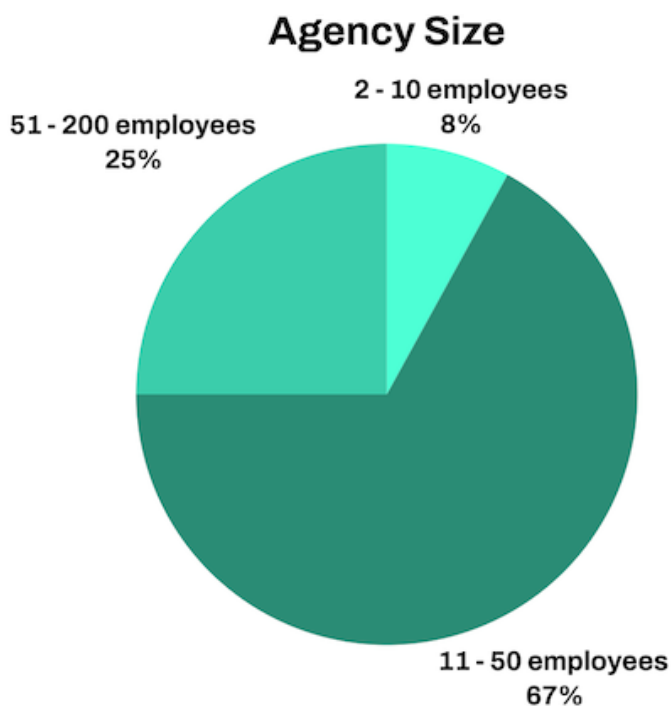
Presented by
Catalyst Executive Search



FOR CANDIDATES

Key Market Indicators:

- **Survey Participation:** 24 organizations across Canada
- **Candidate Salary Data:** Compiled over 134 candidate interviews
- **Geographic Distribution:** Primarily Toronto (75%), Vancouver (12%), Montreal (8%), other markets (5%)
- **Benefits Coverage:** 84% offer comprehensive health/dental benefits, 63% provide performance bonuses



About This Survey

Data and Results for Job Seekers

This report brings together compensation insights from 24 top PR agencies and organizations across Canada, along with real salary data from 134 in-depth candidate interviews—capturing over 500 data points across all levels of agency roles.

It offers a grounded, up-to-date view of what PR professionals are earning today, based on both employer-reported data and candid conversations with people actively navigating the job market.

Whether you're preparing for a salary conversation, exploring a new role, or simply wanting to better understand where you stand, this survey is designed to give you clear, relevant benchmarks.

At Catalyst Executive Search, we believe that having visibility into current market compensation helps you make informed decisions about your next career move—with confidence and clarity.

Compensation Analysis

Survey Results

Level 1: Account Coordinator / Account Associate

Low Salary:	\$40,000
High Salary:	\$70,000
Median Salary:	\$50,000
Average Salary:	\$51,955
Salary Range:	\$47,000 - \$57,000

Level 2: Consultant / Account Executive

Low Salary:	\$48,000
High Salary:	\$80,000
Median Salary:	\$57,750
Average Salary:	\$61,045
Salary Range:	\$55,000 - \$67,000

Level 3: Senior Consultant / Senior Account Executive

Low Salary:	\$55,000
High Salary:	\$105,000
Median Salary:	\$67,500
Average Salary:	\$72,188
Salary Range:	\$64,000 - \$80,000

Level 4: Account Manager

Low Salary:	\$58,000
High Salary:	\$135,000
Median Salary:	\$75,000
Average Salary:	\$80,565
Salary Range:	\$70,000 - \$91,000

Level 5: Account Supervisor / Senior Account Manager

Low Salary:	\$70,000
High Salary:	\$135,000
Median Salary:	\$85,000
Average Salary:	\$88,750
Salary Range:	\$79,000 - \$98,000

Level 6: Account Director

Low Salary:	\$80,000
High Salary:	\$150,000
Median Salary:	\$110,000
Average Salary:	\$111,136
Salary Range:	\$96,000 - \$126,000

Level 7: Vice President

Low Salary:	\$99,000
High Salary:	\$215,000
Median Salary:	\$140,000
Average Salary:	\$143,318
Salary Range:	\$121,000 - \$165,000

Level 8: Senior Vice President / Practice Lead

Low Salary:	\$108,000
High Salary:	\$290,000
Median Salary:	\$150,000
Average Salary:	\$173,333
Salary Range:	\$142,000 - \$205,000

Additional Roles/Compensation

Intern:	\$33,500 - \$45,000
Bilingual Account Coordinator:	\$44,000 - \$52,000
Bilingual Consultant:	\$53,000 - \$60,000
Social Media Strategist:	\$60,000 - \$90,000
Creative Director:	\$100,000 - \$150,000
Senior Account Director:	\$105,000 -150,000
Executive Vice President:	\$250,000 +

Strategic Insights

Market Intelligence

Benefits & Total Compensation Trends

Health & Wellness: 95% of respondents offer comprehensive health coverage (including dental and vision), while a growing number (5%) are layering in \$1,000–\$2,500 in annual wellness accounts.

Bonuses & Incentives: 63% of firms offer performance bonuses at all levels—though allocation increases with seniority. Bonuses are typically discretionary, ranging from 5% to 25% of base salary.

- 4% allocate bonuses to Director+
- 14% to VP+
- 18% to SVP/EVP

Professional Development: Progressive employers are investing in their people. Annual education funds (\$1,000–\$2,500 per employee) are becoming the norm, with extended vacation (4+ weeks) and unlimited vacation policies used to stay competitive.

Financial Incentives: 45% of firms offer RRSP matching—most capping at \$2,500 annually. We're also seeing an uptick in business development bonuses tied to growth and revenue contributions.

About Catalyst Executive Search

Strategic Search for Standout Hires

Catalyst Executive Search is a boutique recruitment firm specializing in Public Relations, Marketing, Advertising, and Digital Communications roles across agency and in-house teams. We partner with Canadian organizations to build high-performing teams that drive business growth and impact.

Why Work With Catalyst

Deep Sector Knowledge: We've spent over 15 years in this space—connecting with top talent and advising on hiring strategy. We know your market, and we understand what makes people move.

Equity-Centered Search: We approach every search with fairness and transparency. Our inclusive, bias-aware process ensures a level playing field for all candidates.

Upfront Salary Transparency: We share salary ranges early in the process and equip our clients with the data they need to make confident compensation decisions.

Exclusive Engagements: We don't compete with ourselves. When you partner with us, we will not work on a competing search during our engagement so your search is our priority—allowing us to move efficiently and deliver high-quality results.

Brand-Forward Representation: We present your organization professionally and with purpose—acting as an extension of your team in the market.

Let's Build Your Team!

This survey is just one example of how we support our clients with timely, actionable insights. Whether you're hiring a key leader, growing your team, or mapping your next workforce strategy, we're here to help.

Here's what we offer:

- **Executive Search:** Exclusive, retained searches for senior-level and executive roles
- **Recruitment Services:** Flexible hiring support for growing teams
- **Fractional Recruitment:** Short-term and high-volume support without full search investment
- **Market Intelligence:** Data-driven salary and hiring insights to stay competitive
- **Strategic Hiring Advisory:** Expert guidance on structure, process, and strategy
- **Talent Pipeline Development:** Long-term workforce planning to future-proof your business

Ready to talk?

Let's connect and explore how we can help you hire better, faster, and smarter—with insight that moves your business forward.

Carly-Anne Fairlie, CEO & Executive Recruiter

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