

Annual Hiring and Salary Trends in Top PR Firms in India (2020-2023)



Witnessing the exceptional growth of PR

The data reveals the overall hiring trend in the top PR firms has been remarkable. The annual hiring increase for freshers has been 35%, 70% for lateral positions, and 30% for managerial positions. The hiring trend for Tier 2 cities has been more significant, with one of the firms witnessing a 70% increase in hiring. Regarding salary increases, most of the firms have shown a moderate to high increase in salaries across all positions. Few of the firms have shown the highest salary increases of 30%, while the remaining have exhibited a 10-15% increase. While many industries struggle with layoffs and hiring freezes, the PR consulting sector is thriving and offering unique and diverse opportunities for professionals looking to advance their careers. The report is based on data from some of India's key PR firms.

Annual Hiring and Salary Trends in Top PR Firms (2020-2023): SCoRe Report

School of Communication and Reputation (SCoRe), a premier institute of Public Relations created by the Indian PR community, has released its latest report on the hiring trends in India's top public relations (PR) firms. The report provides valuable insights into the industry's hiring patterns and salary trends, offering a comprehensive analysis of the current state of the PR industry. With this report, SCoRe aims to provide a deeper understanding of the industry's dynamics, helping stakeholders to make informed decisions in the ever-evolving world of PR.

Overall Hiring Trends:

The data reveals the overall hiring trend in the top PR firms has been remarkable. The annual hiring increase for freshers has been 35%, 70% for lateral positions, and 30% for managerial positions. The hiring trend for tier 2 cities has been more significant, with one of the firms witnessing a 70% increase in hiring.

Specific Firm Hiring Trends:

One of the top PR firms has exhibited the highest annual hiring increase of 70% for freshers and an overall hiring increase of 70%. This indicates that the company has been expanding aggressively and is hiring across all positions. The firm also focuses more on Tier 2 cities, with 70% of its new hires coming from these cities.

Another PR firm has shown a moderate hiring trend, with an overall annual increase of 25%. This increase has mainly been for lateral positions, with a 10% increase for freshers and no increase for managerial positions.

A different PR firm has shown a relatively lower hiring trend, with an overall annual increase of 10% for freshers and 15% for all positions. The company has not hired any lateral positions during this period.

The annual hiring increase of the remaining PR firms has been low, with a 10% increase for freshers and no hiring for managerial or lateral positions. This suggests that the companies are maintaining a steady workforce and are not expanding rapidly.

Salary Increases:

Regarding salary increases, most of the firms have shown a moderate to high increase in salaries across all positions. Few of the firms have shown the highest salary increases of 30%, while the remaining have exhibited a 10-15% increase.

Conclusion:

In conclusion, the data indicate that the PR industry is growing, and the top PR firms have exhibited a remarkable annual hiring trend across all positions. One of the firms has shown the highest hiring trend, while the other few have shown moderate trends. The remaining have shown low hiring trends,

suggesting a steady workforce. The salary increases have been moderate to high across all positions. While many industries struggle with layoffs and hiring freezes, the PR sector is thriving and offering unique and diverse opportunities for professionals looking to advance their careers.