



# Communications Professionals

Recommended minimum pay

1 April 2018–31 March 2020



Akava  
Special Branches

viesti<sup>RY</sup>

Akava Special Branches and The Union of Communications Professionals have issued this minimum pay recommendation for communications professionals employed by the private sector. According to the labour market line, the recommended wages will be raised on 1 May 2018, according to the general raise, the size of which is 1.6% and on 1 May 2019, according to the general raise, the size of which is 1.6%.

Communications professionals work under different titles. The most typical titles include Communications Specialist, Communications Designer, Information Officer, Communications Coordinator, Communications Manager, Communications Consultant and Communications Assistant. The job requirement levels may vary highly under the same title.

The recommended minimum wage is based on the job requirement level. The jobs and minimum wages are classified on the basis of the job requirement level into expert level, demanding expert level, managerial level and executive level positions. This recommendation contains a new job requirement level classification, which is why the operational level classification no longer exists. The job requirement level of work in communications is inherently considered to be a specialist task.

The recommended minimum pay is valid from 1 April 2018 to 31 March 2020.

Helsinki, 16 March 2018

**AKAVA SPECIAL BRANCHES**



Salla Luomanmäki  
Executive Director



Tuire Torvela  
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**THE UNION OF COMMUNICATIONS PROFESSIONALS**



Heta Koski  
Chairperson



Siina Repo  
Executive Director

# Recommended minimum pay

## **I Sector covered by the recommendation**

This recommendation applies to communications specialists in the employ of private sector companies, associations, foundations and other organisations.

## **II Grounds for the recommended minimum pay**

The recommended minimum pay is based on the job requirement level.

The assessment of job requirement level must be based on the contents of the job, the required skills and self-management as well as the scope of responsibility and decision-making situations. The jobs are classified on the basis of their job requirement level into expert level, demanding expert level, managerial level and executive level positions.

The cost of living in Helsinki metropolitan area, which is higher than in other parts of Finland, is taken into account in the recommendation by classifying the minimum pay recommendations into those recommended for the Helsinki metropolitan area and for other parts of Finland.

## **Description of job requirement groups**

### **1. Expert positions**

The position requires mastering of the basic skills in communications, including the basic use of systems used by the organisation and the ability to produce content for various communication channels. An expert level position requires the ability to obtain and apply information and to distinguish the essentials.

Job functions include production and updating of content for websites and social media, organising press conferences and other events, preparation and sending of information bulletins, preparation of newsletters, printing and advertisement traffic, and cooperation with customers and stakeholders.

Work in expert level positions requires decision-making in repeating similar situations of consideration. The job may also include independent planning and implementation of small-scale entities.

The job requires good cooperation and interactive skills.

## **2. Demanding expert positions**

Demanded expert positions require the ability to master large entities and take responsibility for various projects. The position involves independent planning and implementation. The position may involve responsibility for customers. Demanded expert positions may also involve instructing and training of one's own work community and stakeholders.

The position comprises one or several sub-sectors of communications. These include internal and external communications, social media, project and undertaking communications, on-line communications or investor communications.

The position may require the ability to understand and develop communications indicators and to perceive the significance of communications in relation to the organisation's strategy. Management of the position requires the ability to make decisions and good cooperation and interactive skills in varying situations.

The position may involve partial budgetary responsibility.

## **3. Managerial positions**

A managerial position requires planning, assessment and development of communications in line with the organisation's operational strategy and the ability to assume comprehensive responsibility for various communications sub-sectors and projects. In addition, the position requires broad and up-to-date communications expertise and knowledge of the legislation and regulations that control communications.

A manager is responsible for one or several sub-sectors of communications. Areas of responsibility may include management and implementation of extensive communications projects, such as change and crisis communications and communications campaigns, development of communications culture, management of outsourced services, partnerships and customerships, management team work, cooperation with the media and stakeholders, and the development of and responsibility for communications entities, such as public and internal websites or other platforms, publications and content.

Management of the position requires crisis and risk management skills, the ability to assess the situation quickly and make decisions in challenging and varying situations and excellent cooperation and interactive skills.

The position may involve partial budgetary and/or supervisory responsibility.

#### **4. Executive positions**

The position is an executive position with independent responsibility for one's own area of responsibility, involving budgetary and reporting responsibility to top management and possibly a membership in the organisation's executive team.

Executive positions require broad understanding of the development of the communications sector. The executive prepares a communications strategy and defines communications indicators and objectives. The executive is responsible for deployment of the organisation's strategy and has the task of developing communications continuously.

It is the executive's duty to assist his/her team to keep up with the constant change in the communications sector. The executive ensures employees' occupational well-being and supports their development paths at the workplace.

Management of the position requires crisis and risk management skills, the ability to assess the situation quickly and make decisions in challenging and varying situations.

Holders of executive level positions know the legislation governing the communications sector and employment contracts, working hours, annual holiday and occupational safety legislation applying to employees.

Executive level work requires excellent management, interactive and work community skills, an inspiring approach to work and the skills to guide the work community.

### III Minimum pay

#### 1. Salary

Salaries are based on monthly pay and working hours of 37.5 hours per week. A part-time employee's minimum pay is defined by the ratio of full working hours to the agreed number of working hours in the contract.

Definition of the minimum monthly pay, within the range below, is affected by the job requirement level stated above and the employee's experience of similar positions.

#### Minimum pay 1 April 2018

##### I Helsinki Metropolitan Area (Helsinki, Espoo, Vantaa, Kauniainen)

Expert positions	€2,812 – €3,353
Demanding expert positions	€3,412 – €4,200
Managerial positions	€4,399 – €5,220
Executive positions	€5,400 – €7,000

##### II Other parts of Finland

Expert positions	€2,673 – €2,900
Demanding expert positions	€3,243 – €3,834
Managerial positions	€4,122 – €4,789
Executive positions	€4,800 – €6,000

## Minimum pay 1 May 2018

### I Helsinki Metropolitan Area (Helsinki, Espoo, Vantaa, Kauniainen)

Expert positions	€2,857 – €3,407
Demanding expert positions	€3,467 – €4,267
Managerial positions	€4,469 – €5,304
Executive positions	€5,486 – €7,112

### II Other parts of Finland

Expert positions	€2,716 – €2,946
Demanding expert positions	€3,295 – €3,895
Managerial positions	€4,188 – €4,866
Executive positions	€4,877 – €6,096

## Minimum pay 1 May 2019

### I Helsinki Metropolitan Area (Helsinki, Espoo, Vantaa, Kauniainen)

Expert positions	€2,903 – €3,462
Demanding expert positions	€3,522 – €4,335
Managerial positions	€4,541 – €5,389
Executive positions	€5,574 – €7,226

### II Other parts of Finland

Expert positions	€2,759 – €2,993
Demanding expert positions	€3,348 – €3,957
Managerial positions	€4,255 – €4,944
Executive positions	€4,955 – €6,194

## 2. Personal salary element

The pay for the position comprises the job-related salary element based on job requirement level and a personal salary element. Factors influencing the personal salary element include personal skills and work performance, special skills,

work quality and productivity, oral and written expressive skills and further training useful for managing the position.

The personal salary element should be reviewed on an annual basis.



### 3. Pay for interns

The recommended minimum pay for interns applies to internships in the communications sector during studies and trainee programmes.

The full-time (37.5 working hours per week) pay for interns must equal at minimum the pay that fulfils the work requirement specified in the Act on Unemployment Benefits (€1,189/mth, in 2018).

Factors influencing the salary include, in addition to the stage of studies, the job requirement level, independence of work and previous work experience. Unpaid internships are not recommended.

The internship must be performed under guidance and a personal mentor must be appointed for the intern/trainee.

#### Minimum pay for interns 1 April 2018

120 ECTS credits	€1,300 –
180 ECTS credits	€1,500 –
240 ECTS credits or more	€2,000 –

#### Minimum pay for interns 1 May 2018

120 ECTS credits	€1,321 –
180 ECTS credits	€1,524 –
240 ECTS credits or more	€2,032 –

#### Minimum pay for interns 1 May 2019

120 ECTS credits	€1,342 –
180 ECTS credits	€1,548 –
240 ECTS credits or more	€2,065 –

#### **4. Reimbursement for travel time**

If an employee travels outside of the regular working hours in order to complete work duties, it is recommended that the employee be reimbursed for the travel time with the basic hourly pay for each hour used for travel, or given the opportunity to take leave of the same amount.

#### **5. Employment based on hourly pay**

The divider for calculating minimum hourly pay is 158.

## IV Validity

This recommendation is valid from 1 April 2017 to 31 March 2018.

Helsinki, 16 March 2018

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