



Communications Professionals

Recommended minimum wages in the private sector 1 May 2022–30 April 2024

Akava Special Branches and Viesti ry – The Union of Communications Professionals have prepared this minimum wage recommendation for communications professionals employed by the private sector. According to the general labour market line, the recommended wages will be raised on 1 May 2022 according to the general raise, the size of which is 2.0% and on 1 May 2023 according to the general raise, the size of which is 2.0%. Other factors that affect the amount of wages are listed on page 9.

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

The recommended minimum wages are based on the job requirement level. The jobs and their respective minimum wages are classified on the basis of the job requirement level into 1) expert level, 2) demanding expert level, 3) managerial level and 4) executive level positions.

The recommended minimum wages are valid from 1 May 2022 to 30 April 2024. Helsinki, 20 April 2022.

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Recommended minimum wages

I Sector covered by the recommendation

This recommendation applies to communications interns, specialists, directors and officers employed by private sector companies, associations, foundations and other organisations.

II Bases of wage recommendations and description of job requirement groups

The recommended wages are based on the job requirement level.

The assessment of job requirement level must be based on 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 1) expert level, 2) demanding expert level, 3) managerial level and 4) 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

specifying different recommendations for the Helsinki metropolitan area and other parts of Finland.

1. Expert positions

Expert positions require mastering basic communications skills, including the basic use of communication channels used by the organisation and the ability to produce purposeful content for them. These positions require the ability to obtain and apply information and to identify essential information from the nonessential.

Duties related to expert positions include, for example

- content creation and updating websites and social media
- planning and producing other communication materials
- paid advertising management
- search engine optimisation
- monitoring indicators related to communications and analysing data
- arranging information sessions and other events

- preparing and sending bulletins
- preparing and sending news-letters
- coordination of communications
- customer and stakeholder cooperation.

Carrying out the duties related to expert level positions requires decision-making in repeating situations of consideration. The duties may also include independent planning and implementation of small-scale entities.

The duties require good cooperation and interactive skills.

2. Demanding expert positions

Demanding expert positions require the ability to master large entities and take responsibility for various projects. The positions involve independent planning and implementation. The duties may include, for example, responsibility for customer relationships or stakeholder cooperation. Demanding expert positions may also involve instructing and training of one's own work community or other stakeholders.

The position comprises one or several sub-sectors of communications.

These sub-sectors include, for example

- internal work community communications
- external communications
- social media
- project communications
- online communications
- monitoring indicators related to communications
- recruitment communications
- investment communications.

The position requires the ability to understand and develop communications indicators and to perceive the role and significance of communications in relation to the organisation's strategy. Carrying out the duties related to 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

Managerial positions require planning, assessment and development of communications in line with the organisation's strategy and the ability to assume comprehensive responsibility for various communications sub-sectors and projects.

In addition, the duties related to the position require broad, up-to-date communications expertise, understanding the business and knowledge of the legislation and regulations related to communications.

Managers are responsible for one or several sub-sectors of communications. Their responsibilities may include, for example, the following broad themes:

- communications planning based on the organisation's and/or unit's strategy
- managing and implementing change and crisis communications
- managing and implementing brand and employer image
- managing and implementing communications campaigns
- developing the culture of communications
- management of purchased services, partnerships and/or customer relationships
- media and stakeholder cooperation
- development of and responsibility for communications entities, such as public and internal websites or other platforms, publications and content

- managerial responsibility or the management of different networks and/or project teams.

Carrying out the duties related to the position requires crisis and risk management skills, the ability to assess different situations quickly, to make decisions in challenging and varying situations and excellent cooperation and interactive skills. The duties may include working in an executive team or being present in the executive team.

The position may involve 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 usually a membership in the organisation's executive team. In addition to communication skills, the duties related to the position require strong expertise in business and management.

Executive positions require broad understanding and vision of the development of the communications sector and society in general.

Executives prepare communication strategies and set communication objectives and indicators to support the organisation's strategy. They are responsible for managing communication, implementing the communication strategy, productive working and developing communication continuously.

It is the executive's duty to assist their team to keep up with the constant changes in the communications sector. Executives ensure their employees' occupational well-being and support their career, progression and development paths at the workplace.

Carrying out the duties related to the position requires

- strategic expertise and management of the big picture
- communication management skills
- crisis and risk management skills
- the ability to assess different situations quickly and make decisions in challenging and varying situations
- competence to report the results of communications to the management of the business unit or organisation.

Holders of executive 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 and visionary approach to work and the skills to guide the work community.

If a person in an executive position participates in the management of the company and is a member of the executive team, they may have a so-called "executive contract" in place. When agreeing on the terms of the executive contract, it is recommended to contact the legal services of Akava Special Branches.

III Minimum wages

Salaries are based on monthly pay and a 37.5-hour working week. The wages for part-time employees are determined by the full-time wages, which is proportional to the number of agreed working hours.

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 wages from 1 May 2022

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

Expert positions	€3,059–€3,649
Demanding expert positions	€3,712–€4,570
Managerial positions	€4,786–€5,680
Executive positions	€5,875–€7,616

II Rest of Finland

Expert positions	€2,908–€3,155
Demanding expert positions	€3,528–€4,170
Managerial positions	€4,484–€5,210
Executive positions	€5,222–€6,528

Minimum wages from 1 May 2023

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

Expert positions	€3,120–€3,722
Demanding expert positions	€3,786–€4,661
Managerial positions	€4,882–€5,794
Executive positions	€5,993–€7,768

II Rest of Finland

Expert positions	€2,966–€3,218
Demanding expert positions	€3,599–€4,253
Managerial positions	€4,574–€5,314
Executive positions	€5,326–€6,659

IV Recommended minimum wages for interns

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

The full-time (37.5 working hours per week) wages for interns must equal at minimum the amount of wages that fulfils the work requirement specified in the Act on Unemployment Benefits (€1,283/month in 2022). Please note that the amount of wages that fulfils the work requirement changes annually. The latest information can be found on the Kela website <https://www.kela.fi/what-is-the-work-requirement>:

[//www.kela.fi/what-is-the-work-requirement](https://www.kela.fi/what-is-the-work-requirement)

The amount of wages is determined, for example, by

- progress of studies
- the requirements of duties
- autonomy of work
- previous work experience
- the quality and quantity of guidance provided by the workplace.

Unpaid internships are not recommended.

Interns must receive guidance from the employer and have a designated supervisor.

Minimum wages for interns from 1 May 2022

120 ECTS credits	€1,415–
180 ECTS credits	€1,631–
240 ECTS credits or more	€2,177–

Minimum wages for interns from 1 May 2023

120 ECTS credits	€1,443–
180 ECTS credits	€1,664–
240 ECTS credits or more	€2,221–

V Other factors affecting the amount of wages

When negotiating the amount of wages, it is worth taking into account the value of the total wages, i.e. the gross wages.

1. Personal salary element

The amount of wages for the position comprises the job-related salary element based on job requirement level and a personal salary element. The amount of the personal salary element is determined, for example, by

- competence and performance
- employment history and experience relevant to the position
- special skills required for the job and their rarity
- quality and performance of work
- communication and interaction skills
- further training that is useful for carrying out duties..

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

2. Wages 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 wages for each hour used for travel, or given the opportunity to take leave of the same amount.

3. Employment based on hourly wages

The divider for calculating minimum hourly wages is 158.

4. Fringe benefits

Other fringe benefits comparable to monetary remuneration may include, for example, a lunch benefit, a housing benefit or a phone benefit. The value of the benefit is added to the salary income. The Tax Administration decides on the monetary value of various fringe benefits annually. Sports and cultural benefits worth a maximum of EUR 400 are available per year.

5. The scope of the employer's business and future prospects

The ability to pay wages of each employer in the private sector varies depending on factors including the nature of the industry, turnover, annual budget, investments, market situation and future prospects. Therefore, the wages of communications professionals working at the same level for different employers may vary a lot.

VI Validity

This recommendation is valid from 1 May 2022 to 30 April 2024.

Helsinki, 20 April 2022.

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Calling the counselling service is free of
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