



LATAM PR and Communications Census 2022

Contents

Foreword	p5
Introduction	p6
Section 1 - State of the Profession	p7
Section 2 - Diversity	p11
Section 3 - Pay	p17

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Foreword

The PRCA LATAM Board would like to thank you for your interest in this Census, and thank all those members and non-members who either completed this research, or encouraged others to do so. The PRCA's regional Census reports are a vital part of the organisation's mission, and we are delighted to see a significant increase in the number of people contributing to it by submitting a response.

We would encourage anyone who has not yet joined the PRCA to consider doing so - please contact Melissa Cannon (melissa.cannon@prca.global) to find out more.

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- Everton Schultz MPRCA, President and Partner, Ágora Strategic Communications, Part of Untold
- Amanda Berenstein MPRCA, CEO and LATAM Regional Client Leader, Weber Shandwick
- Jaspár Eyears MPRCA, CEO and Co-Founder, Another
- Melissa Cannon MPRCA, International Director, PRCA

METHODOLOGY

This Census is based on a sample of 537 respondents from across the LATAM region, with data gathered between 23rd June and 16th September 2022.

The survey was generated by 3Gem Research & Insights using sample sources as below:

- Targeted sample using PRCA's own database
- Targeted sample sent to PRCA members and other organisations
- Public link on the website

Respondents held a varied range of job titles and levels of seniority, from CEOs and presidents to interns and apprentices. The breakdown of the respondents by geographical location was:

Mexico - 23%	Honduras - 2%
Brazil - 18%	Dominican Republic - 2%
Argentina - 10%	Panama - 2%
Colombia - 9%	Cuba - 2%
Venezuela - 6%	Paraguay - 1%
Chile - 6%	Nicaragua - 1%
Guatemala - 5%	El Salvador - 1%
Ecuador - 5%	Uruguay - 1%
Bolivia - 4%	Caribbean Islands - <1%
Haiti - 3%	



Introduction

FRANCIS INGHAM MPRCA,
Director-General, Public Relations
and Communications Association

The world as a whole - and the PR and communications profession in particular - has been a busy place since the first LATAM PR and Communications Census was published in September 2021.

The 2021 Census used data collected in Q2 of that year, a time when Latin America was heading towards a winter which would be marked by concerns around COVID-19. While COVID-19 is still here, it is no longer the dominant force it was in 2020 and early 2021.

But the pandemic has clearly left its mark on the PR and communications profession in Latin America, and this Census shows that 50% of practitioners are now working completely remotely.

The Census also indicates that a small but significant minority of the region's professionals may not be enjoying their working environment. As we move into a post-pandemic world, PR talent may be reassessing its priorities; perhaps in 2020 and 2021 they were just happy to have a job. Now, there's rising aspirations to manage. The profession's leaders need to be awake to this. PR and communications can provide hugely enriching and exciting careers and working environments, but employer propositions must evolve in a talent market that continues to be challenging.

We know that one way for PR employers to solve the talent puzzle is by ensuring that they are open and welcoming to talent from all backgrounds. In many places, this has not been the case historically. Smart PR and communications practitioners recognise that diversity and inclusion isn't simply a moral imperative, but a business imperative, enabling people to hire the right blend of talent to engage with all sections of society.

The Census shows that the majority of employers have made redundancies since the pandemic began, but also that the majority of respondents have received a pay rise in the past year.

While the redundancies indicate the difficult times we have faced, the data on pay rises tells me that there is optimism for the PR profession in Latin America. It's an optimism that we at the PRCA share wholeheartedly. We know there are already high-quality, dynamic PR practitioners across the region. And as PRCA Americas continues to grow, we will continue to provide world-class events, best practice and networking opportunities to help support practitioners' professional and personal development across Latin America.

1

State of the profession

"The industry is recovering, but the role of PR inside companies needs to evolve to a new level, putting reputation and strategic communications in every C-Suite discussion, something which is crucial to securing the changes the world needs in a stakeholders economy."

Everton Schultz MPRCA, President and Partner, Ágora Strategic Communications, Part of Untold

"2023 may be a better year in the Brazilian PR market after some uncertainties generated by strong political polarisation in 2022 due to Presidential elections, which slowed down some economic decisions and, consequently, numerous PR projects. The industry is recovering from the hard times experienced during the pandemic. PR agencies are hiring faster than PR departments of companies in general, and hiring good talent continues to be a challenge in a business scenario where flexibility and creativity are relevant requirements."

Ciro Dias Reis MPRCA, Founder and CEO,

“From our experience, retaining talent is not difficult if you are good at motivating staff, but recruiting is becoming more difficult every day, as there are fewer people focusing on a PR career.

2023 is going to be a really challenging year given the socio-political situation in the region, where uncertainty prevails.”

Carmen Sánchez-Laulhé MPRCA, VP, Andes Region and Brazil, Atravia

“2023 will be a very good year for public relations and communication in Latin America. With the recession in Europe and the US, companies will look to expand their business to other regions. And in this respect Latin American countries have both the geographical and economic conditions required, especially Brazil, Mexico, Chile and Colombia. The war in Ukraine threatens companies with operations in Eastern Europe. For this reason, many companies are expanding their bases to Latin America, mainly those in the technology and entertainment sectors. We’re in a great position to take advantage of this momentum and support brands that need a safe environment to operate.”

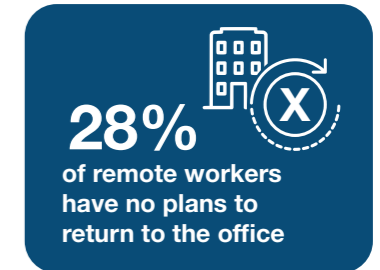
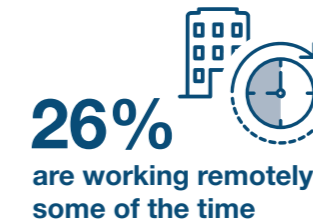
Pedro Cadina MPRCA, CEO, Vianews Latin America

REMOTE WORKING

In last year’s Census, conducted in Q2 2021, 85% of respondents were working remotely full-time, and just 4% were in the office every day.

In the 2022 Census, 50% are working remotely full-time. Another 24% are in the office every day, and 26% are working remotely part-time.

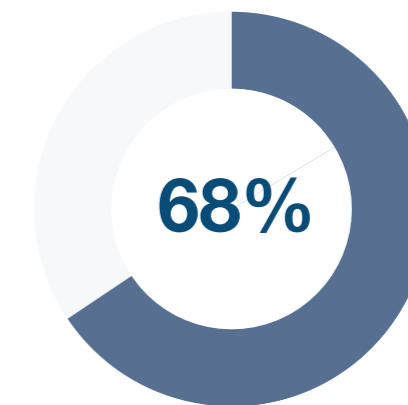
Those who have not fully returned to office work were asked what they expected to do when offices have fully reopened. Half (50%) of them said they would be back in the office full-time, 28% said they will continue to work remotely, and the remaining 22% either said they would split their time between the two, or were not sure.



REDUNDANCIES

Two in three (68%) respondents said their company had made redundancies since March 2020. While 22% said ‘no’ to this question, the remaining 10% did not know.

In 2021’s Census, 30% of respondents said their employer had made redundancies since the pandemic began.



of respondents have seen redundancies at their workplace

WORKING ENVIRONMENT

Despite the challenging circumstances, the majority of respondents (77%) feel either positive or neutral about their workplace.

Asked to rate their company’s efforts to create a good environment on a scale from ‘very poor’ to ‘very good’, less than a quarter (23%) gave a negative answer, although this is a much higher figure than last year (3%).



12%
Very good
2021: 38%



33%
Good
2021: 43%



33%
Average
2021: 17%



12%
Poor
2021: 2%



11%
Very poor
2021: 1%

2

Diversity

“I have always maintained that diversity has to be a strategic priority. Latin America is a region in which hiring and HR practices are extremely biased towards the ‘norm’ and this poses both a strategic challenge for companies that maintain traditional hiring practices to acquire real talent and a strategic opportunity for those that have pro-diversity practices. I think PR still has a long way to go in order to increase objectivity in our hiring and HR processes and this is clear when we see that less than half of employees think their employers are doing a good job in diversity.”

Carlos A Diaz MPRCA, General Manager and Board Member, GlobalNews Group

“Diversity and Inclusion is gaining momentum and relevance in our markets. The focus so far has been especially on gender and more than just representation, better pay and more flexibility for working moms. We are also seeing more corporate crisis happening because of lack of sensibility around sexuality issues (big business opportunity) and a huge gap in inclusion of different ethnic groups in the workplace.”

Amanda Berenstein MPRCA, CEO Mexico and LATAM Regional Client Leader, IPG

“D&I programmes are still in their early stages in our industry. In Latin America, indigenous populations have always been excluded from the corporate world. As reputation consultants, dealing with ESG strategies for corporations, our industry need to establish serious goals to guarantee a mix of voices in our teams. A few agencies are looking to include minoritised groups such as black and indigenous, LGBTQI+, people with disabilities etc, but we need to work together as an industry to move to the next level. In 2023, political changes across Latin America with progressive governments will require faster movement from companies and agencies.”

Everton Schultz MPRCA, President and Partner, Ágora Strategic Communications, Part of Untold

ETHNICITY

The majority of respondents identify as Hispanic or Latino.

It is vital that the PR profession is as diverse as the audiences which it seeks to engage.



Hispanic or Latino 54%	African or Black 2%
European white 25%	Bangladeshi 2%
Native American & American Indian 7%	Indian 2%
Pakistani 4%	Chinese 1%
	No answer 4%

AGE

The majority (60%) of practitioners are aged between 25 and 34. Another third (32%) are aged 35-44. The rest are mostly 18-24 (5%) or 45-54, with less than 1% of respondents aged 55 or above.



MOST COMMON AGE RANGE

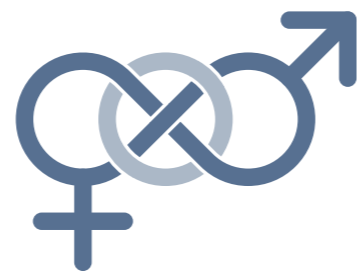
SEXUALITY

While the majority (70%) of respondents identify as heterosexual, it appears that the PR profession is a welcoming place for those with other sexual orientations.



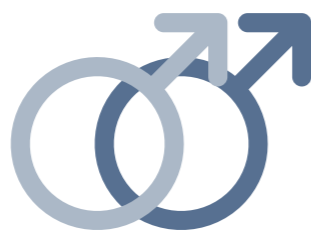
70%

Heterosexual



18%

Bisexual or pansexual



7%

Gay Man



2%

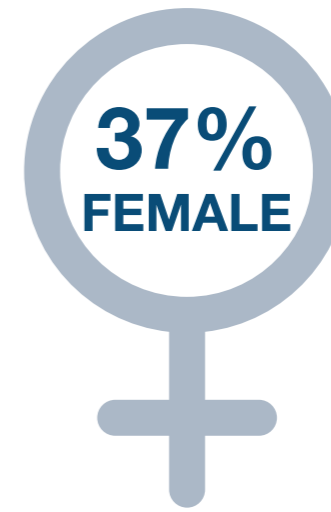
Lesbian (gay woman)

(2% chose not to answer this question)

GENDER

In this survey, 62% of respondents were male and 37% female. Fewer than 1% have a different gender identity.

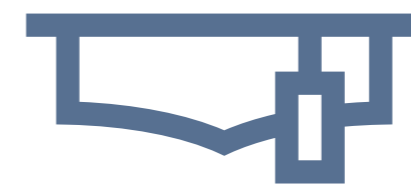
In last year's survey, 68% of respondents were female. PRCA research in other regions shows that globally the profession is predominantly female, although women are often underrepresented in senior positions.



EDUCATION

Respondents were asked where they went to school from 11-16. The most common answer was private school (39%), followed by state-funded school (30%), school supported by faith/religion (17%) and an international school or school in a different country (15%).

The majority (66%) have a university degree of some sort, while 27% have an advanced diploma. Another 14% say that a high school certificate is the highest qualification they hold, while 2% have no qualifications.



41%

have an undergraduate degree



27%

have an advanced diploma

14%

have a high school certificate

13%

have a Master's degree

12%

have a PhD/doctorate

SOCIAL MOBILITY

To build a picture of social mobility across the industry, we asked practitioners about their parents' education.

The majority (56%) said their parents had a university degree of some sort, while 27% have an advanced diploma, 19% a high school certificate, and 5% have no qualifications.

It is important that the PR profession is open to all, and that it is not exclusively a job for those from more affluent backgrounds.



32%

of parents have an undergraduate degree



27%

of parents have an advanced diploma



18%

of parents have a high school certificate



13%

of parents have a PhD/doctorate



11%

of parents have a Master's degree

DISABILITY

In response to the question 'do you consider yourself to have a disability?', 45% of respondents replied 'yes'.

This is a surprisingly high number, and much larger than the 2% figure in the 2021 Census. Whatever the reason for this change, the PRCA believes strongly that disability should not be a barrier to success in the PR profession.



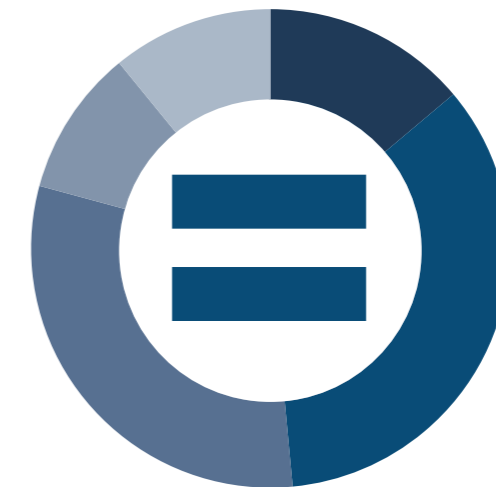
45%

Consider themselves to have a disability

DIVERSITY AND INCLUSION POLICIES

We asked respondents to rate their employer's approach to promoting diversity in the workplace. Most were positive (48%) or neutral (31%), although there was less positivity than in 2021's survey.

Women were also more likely to say their workplace was 'good' or 'very good' than men.



- 14%** Very good
2021: 48%
- 35%** Good
2021: 32%
- 31%** Average
2021: 14%
- 10%** Poor
2021: 4%
- 11%** Very poor
2021: 2%

3

Pay

“The gender pay gap in LATAM is real and serious. A study that just came out in Mexico stated that it would take an average 51 days more of work in a year for a woman to earn as much as a man. So, there is still a long way to go and most importantly we must encourage companies to be more honest and transparent about pay. There is very little information on the subject in general, and therefore moving the needle is harder when companies do not know how badly they are doing. PR agencies have an important role in putting a spotlight on this issue and making companies more self-aware.”

Amanda Berenstein MPRCA, CEO Mexico and LATAM Regional Client Leader, IPG

“I don’t think salary is key when PR talent is at the start of their career path - but it definitely is when they start growing and with it, so do their expectations.”

Carmen Sánchez-Laulhé MPRCA, VP, Andes Region and Brazil, Atrevia

“In order to guarantee there is no salary disparity, companies must adopt structured human resources policies that do not take into account differences due to gender, race, belief or any other distinctions.

Compensation and salary increases are a component of talent retention. Another important topic to consider is the change in the post-pandemic work environment. In the coming months we will increasingly see the ‘anywhere office’ working model.”

Pedro Cadina MPRCA, CEO, Vianews Latin America

“I feel that one of the consequences of the lack of a strong tradition in PR of objectively proving our value to the C-Suite has created a market in which PR seems to be underpaid vis-à-vis the end value it produces for companies, and this is clearly reflected by the mean annualized salaries of PR professionals.”

Carlos A Diaz MPRCA, General Manager and Board Member, GlobalNews Group

PAY

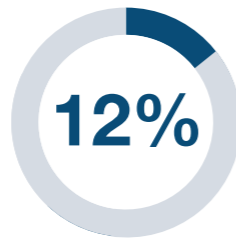
We asked respondents for their annual salary (excluding bonuses) before tax and other deductions.

The mean average salary for PR practitioners in the region is \$45,201.

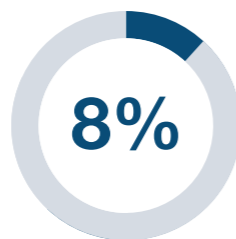
US\$19,999 OR LESS	6%
US\$20,000 TO US\$24,999	6%
US\$25,000 TO US\$29,999	7%
US\$30,000 TO US\$34,999	11%
US\$35,000 TO US\$39,999	16%
US\$40,000 TO US\$49,999	13%
US\$50,000 TO US\$74,999	29%
US\$75,000 OR MORE	8%
UNANSWERED	3%



average salary across the profession



12% earn less than \$25,000 a year

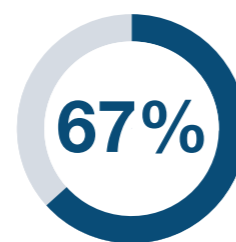


8% earn more than \$75,000 a year

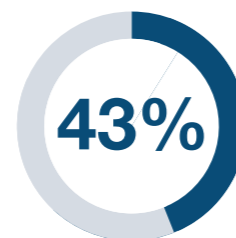
PAY RISES

The majority of respondents (67%) have received a pay rise in the past 12 months, while 31% had not, and 2% chose not to respond to this question.

This compares to just 43% receiving a pay rise in last year's survey, at which point the COVID-19 pandemic was still a more significant factor in everyday business life.



67% of respondents have received a pay rise in the last 12 months



43% said they had received a pay rise in last year's Census

GENDER PAY GAP

The PRCA knows that across the PR world, men are often paid significantly more than women for doing the same job. And as an organisation, we are committed to closing this gender pay gap.

Men in this survey earn more than 7% more, on average, than women, with a mean average annual salary of US\$46,446, versus US\$43,276

	MEN	WOMEN
US\$19,999 OR LESS	5%	8%
US\$20,000 TO US\$24,999	5%	8%
US\$25,000 TO US\$29,999	6%	9%
US\$30,000 TO US\$34,999	11%	3%
US\$35,000 TO US\$39,999	18%	12%
US\$40,000 TO US\$49,999	12%	15%
US\$50,000 TO US\$74,999	32%	25%
US\$75,000 OR MORE	8%	8%
UNANSWERED	2%	5%



the average salary for men



the average salary for women

IN-HOUSE AND AGENCY PAY

The survey also looked at the pay levels of those working in agencies versus those with an in-house position. In-house staff earn slightly more on average (US\$45,279 versus \$43,592).

	IN-HOUSE	AGENCY
US\$19,999 OR LESS	2%	8%
US\$20,000 TO US\$24,999	9%	11%
US\$25,000 TO US\$29,999	7%	6%
US\$30,000 TO US\$34,999	15%	9%
US\$35,000 TO US\$39,999	18%	17%
US\$40,000 TO US\$49,999	12%	12%
US\$50,000 TO US\$74,999	32%	27%
US\$75,000 OR MORE	5%	8%
UNANSWERED	1%	4%



the average salary in-house



the average salary in agencies

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