

This report is based on input from 112 salaried technical/marcom writers and documentation managers. If you are a member of elephant.org.il you are also entitled to access to the results of the survey of freelance technical/marcom writers and documentation managers or of freelance rates for copy editors. If you are not a member please consider joining at [www.elephant.org.il/join\\_now](http://www.elephant.org.il/join_now).

### Survey Participation

Fiscal Quarter	Participants	Notes
Q4 2006	133	Q4 2006 data was gathered over a 3-month period. Starting in Q1 2007
Q1 2007	91	
Q2 2007	92	1 writer is between jobs 3 moved from contracting to in-house
Q3 2007	83	1 writer is between jobs 1 moved from contracting to in-house
Q4 2007	84	1 writer is between jobs 3 stopped reporting (1 left the profession, 1 died in a
Q1 2008	112	Data for an additional writer was corrupted and removed

### Percentages

Percentages were rounded according to mathematical rounding rules, so the sum of percentages may equal 99 or 101%. Salaries for writers between jobs are not included, but the statistics on writer makeup are included in some of the breakdowns.

### Adjusted Salaries

The salaries are adjusted to include the value of a company car. When no car is taken, the adjusted salary is the same as the gross salary. When an employee gives up gross salary in return for a car, that amount is added to the gross salary. When an employee receives a car in addition to salary, an estimated value of the car is added to gross salary based on the cost to the employer or other information available.

Information on bonuses was separated out, so even in special cases where a minimum annual bonus or 13th month salary is known, the monthly equivalent is NOT included in the adjusted salary.

Adjusted salaries do not include performance bonuses, value of stock options, educational fund, pension or other benefits.

### Average, Median and Percentiles

**Average** is calculated by adding up all salaries and dividing the sum by the number of salaries reported. Average = SUM / # of entries.

**Median** is what is the salary for the person in the middle, with the same number of people earning the same or more as those earning that salary or less.

Percentiles are a ranking of entries with the lowest at 1 and the highest at 100.

**25% salary** means that 25% earn that salary or less, and 75% earn that salary or more. This is a low-end salary - most writers earn more.

**50% salary** means that 50% earn that salary or less, and 50% earn that salary or more. This is what the average, run-of-the-mill technical writer should expect to earn.

**75% salary** means that 75% earn that salary or less, and 25% earn that salary or more. This is what a writer who is the starting point for a high-end salary.

**90% salary** means that 90% earn that salary or less, and 10% earn that salary or more. This is a high-end salary - these figures are not included in this report, but I do have them for personal consulting.

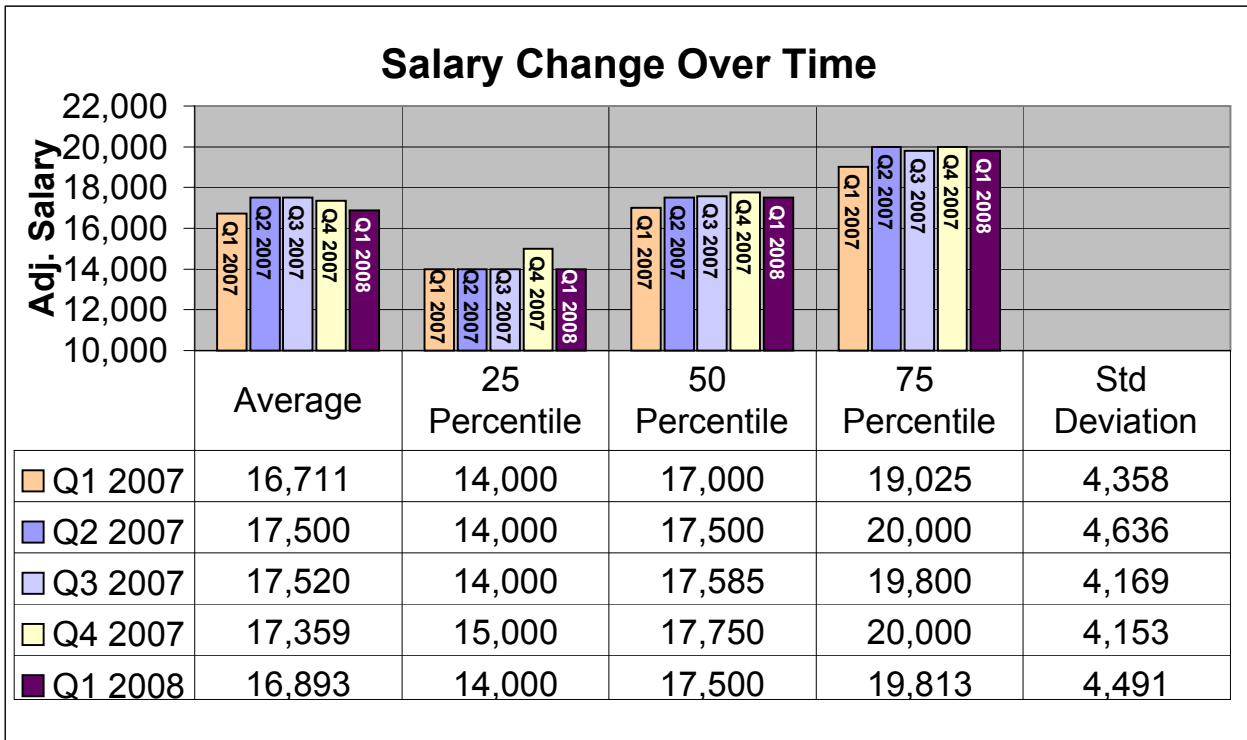
### Accounting for Part-Time

Most technical writing and marcom employees work full-time. Most of those who do work part-time appear to do so by choice either for personal reasons or for a second job. The formula for calculating full-time equivalent salary is:

**FT Adj. Salary = Adj. Salary / % of employment**

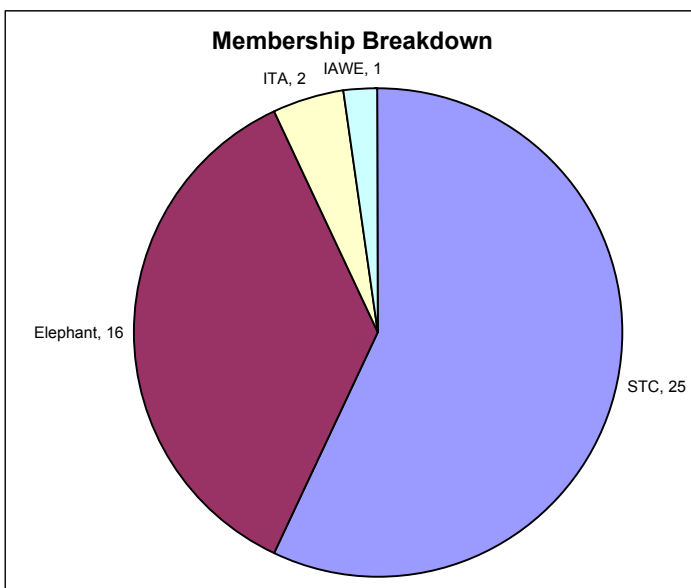
**General**

Overall we see a drop in salaries. Part of the drop appears to be due to increased participation by marcom writers, whose salaries are lower in all percentiles, but a closer look at the statistics shows that even among technical writers salaries dropped. It is also worth noting that documentation managers only made up 14% of those reporting, down 3% from last quarter. It is not yet clear how much of this is due to an influx of new writers and increased reporting at the low end or a true reduction in salaries.

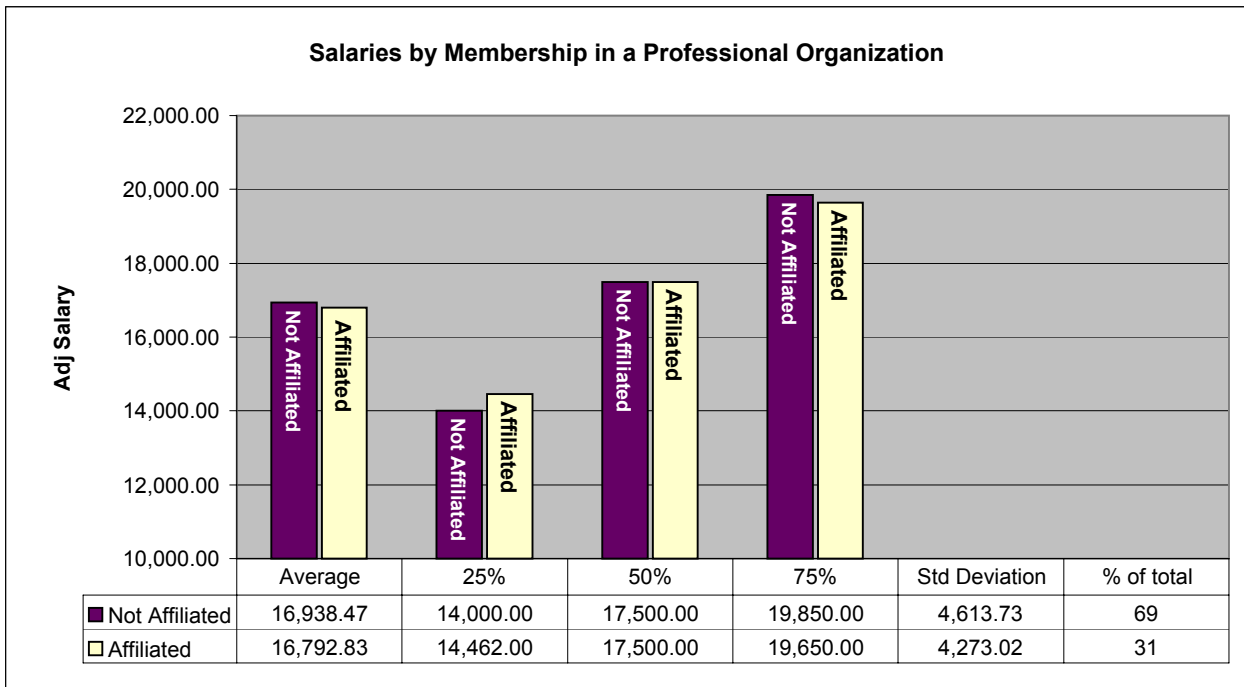


**Professional Organizations**

31% of those reporting were paid members of at least one professional organization, representing a slight decrease. 25% reported being members of the STC, a 3% increase over last quarter; and 15% reported being members of Elephant, down 4% from last quarter. Memberships in all other relevant professional organizations were negligible and are therefore not included in this report.



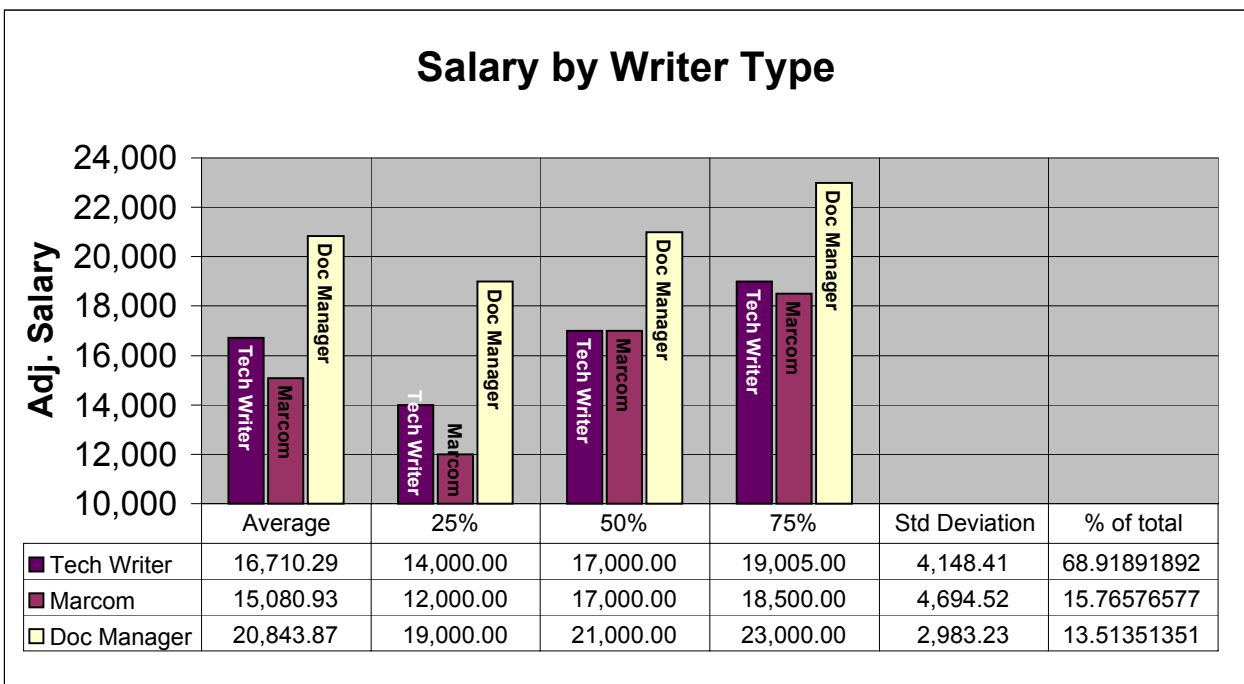
**Professional Organizations (continued)**



**Writer Types**

This quarter there was an influx in number of marcom writers who participate in the survey. However, the number of marcom writers is still small enough that I mix in data from those in the 50%Technical Writer/50% Marcom Writer category to more accurately reflect the breakdown of salaries. The data for these writers were included in the calculations at half their value for each category and counted as half positions in the calculations. For example, if 10 writers reported salaries as technical writers and 10 as 50%Technical Writer/50% Marcom Writer the calculation for the average was  $(10 \times \text{TW salary} + (10 \times \text{TMW salary}/2)) / (10 + (10/2))$ . Median and percentile breakdowns followed the same principle. A single writer who reported as a technical writer in the past reported to work as a copy editor in this report. The data for that writer was not included in any of the categories in this breakdown.

Despite the overall drop in salaries, those for documentation managers rose slightly this quarter.



### Writers Between Jobs

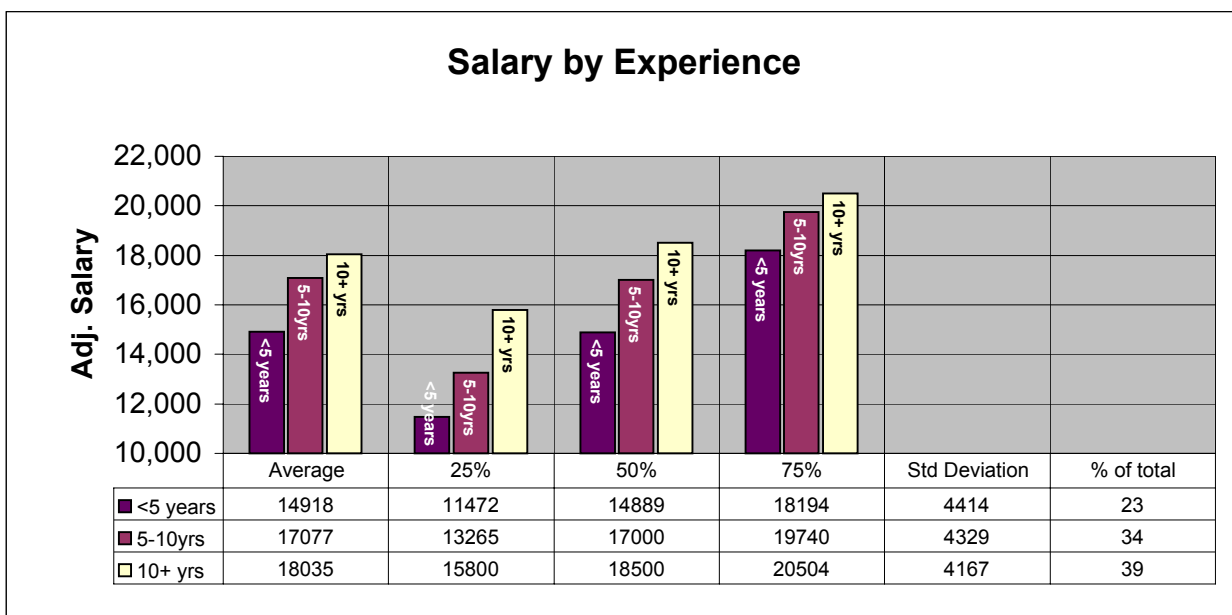
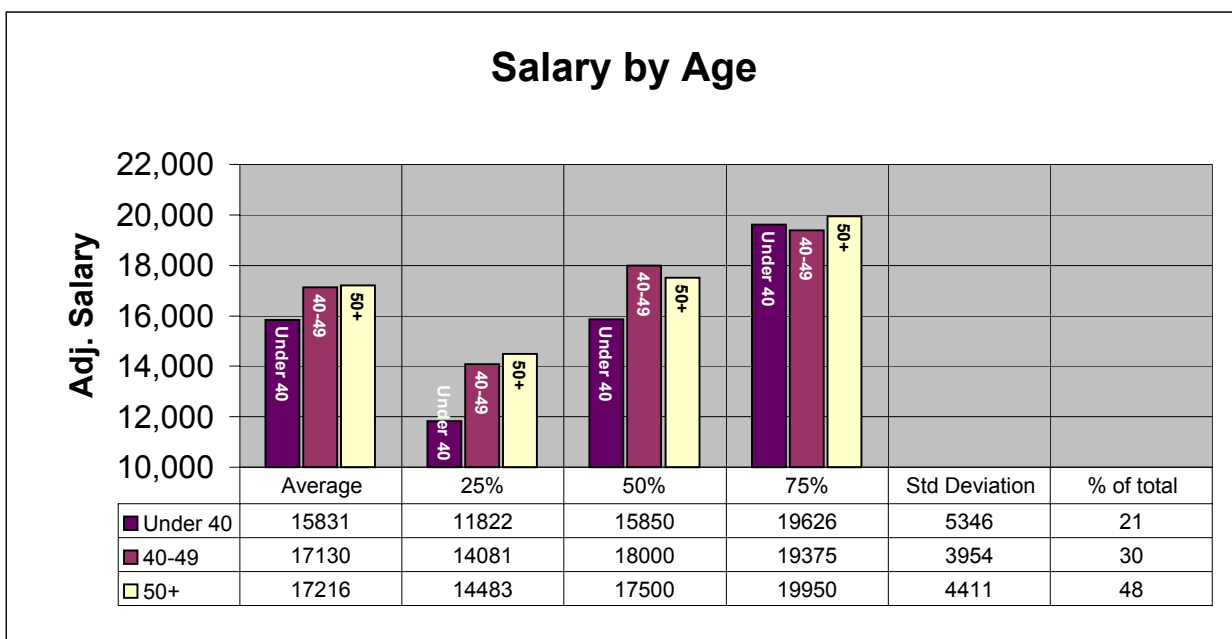
Only those who reported in the past are allowed to report as between jobs. Between jobs only refers to being unemployed at the start of the reporting period, even if the reportee has a solid job offer in hand. It does not include those who changed jobs and during the previous quarter. A small number of employees between jobs does not necessarily indicate a slowdown, but growing numbers are important to watch for. One year ago three writers reported being between jobs, while none report being between jobs this quarter.

### Age and Experience

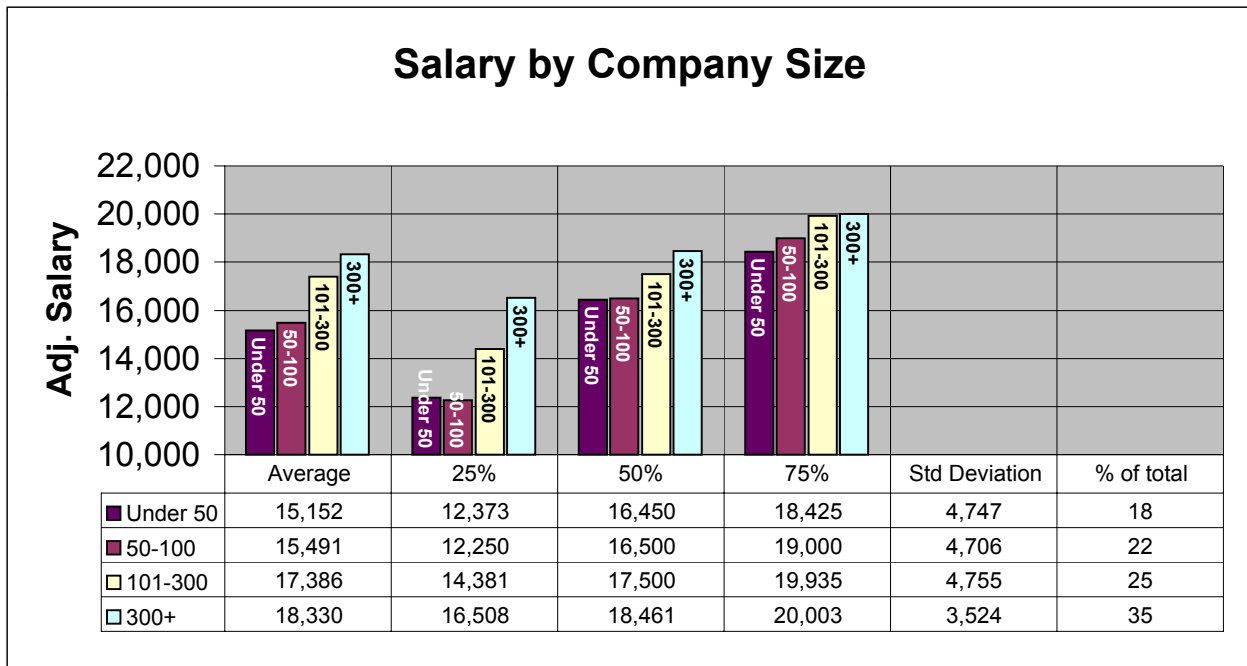
These two categories are displayed together because age discrimination appears to have explained some of the anomalies in the relationship between salaries and experience in the past. Over the past year the drop in salary for the 50+ group has narrowed significantly to the point where a drop only appears in the median.

Differences in salaries based on experience is growing with the exception of the writers with 10+ years experience at the high end. The reason for this drop is unclear, but may be related to mobility between in-house salaried employees and freelance writers at the high end.

A look at the percentages of writers reporting in each category indicates an increase in age overall. This may be a trend or simply due to writers being at the edge of the age groupings.

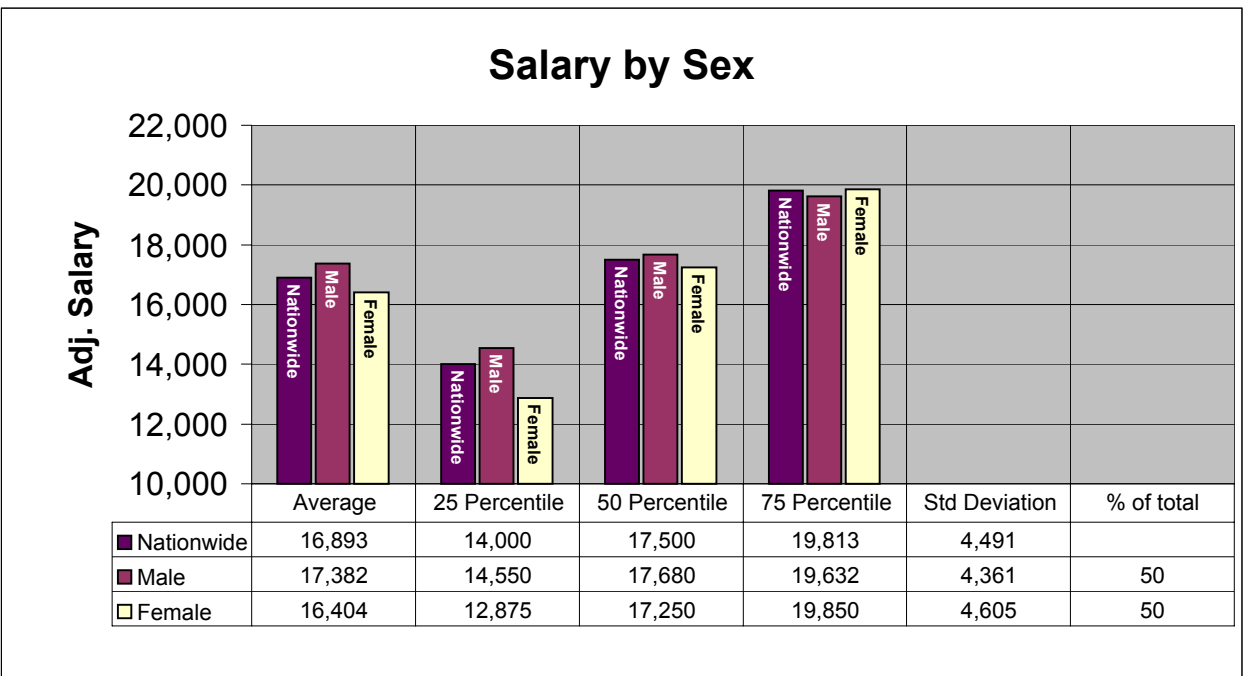


**Company Size**



**Sex**

This quarter men are earning more than their female counterparts across the board. Unlike the ping-pong in the past, where the differences were minor regardless of which sex earned more, this quarter the differences at the low end are significant. Breakdowns by sex in different geographic areas showed that the differences were especially pronounced at the the low end in the 09 area code and cross the board in the 02 area code.



### Geography

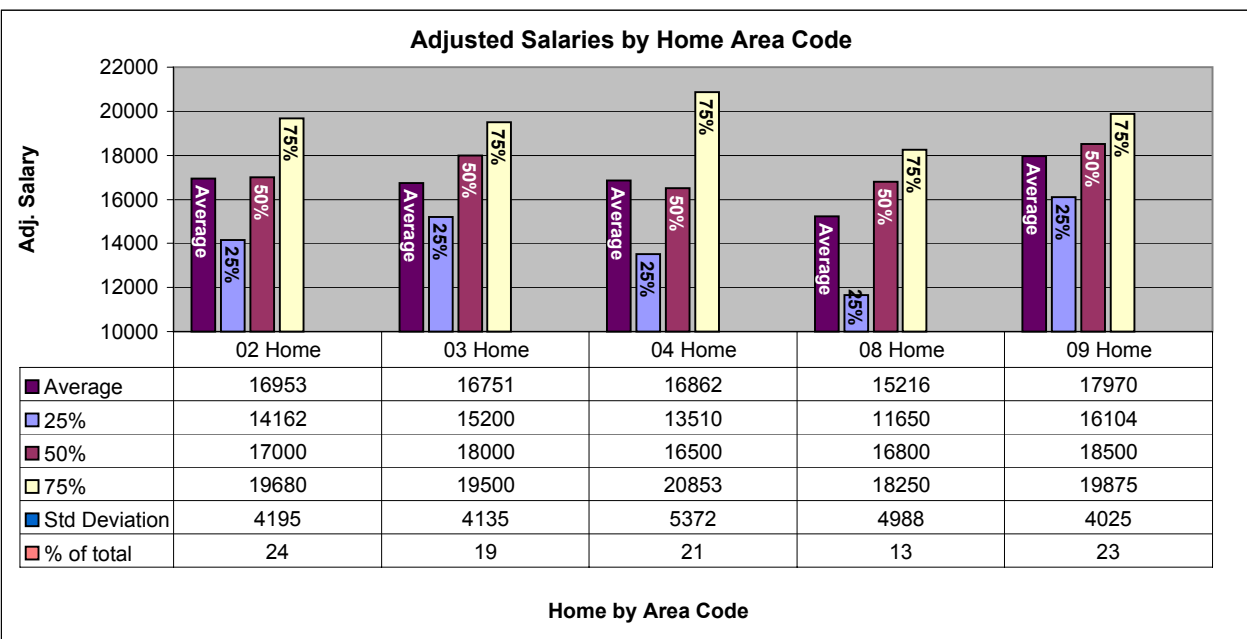
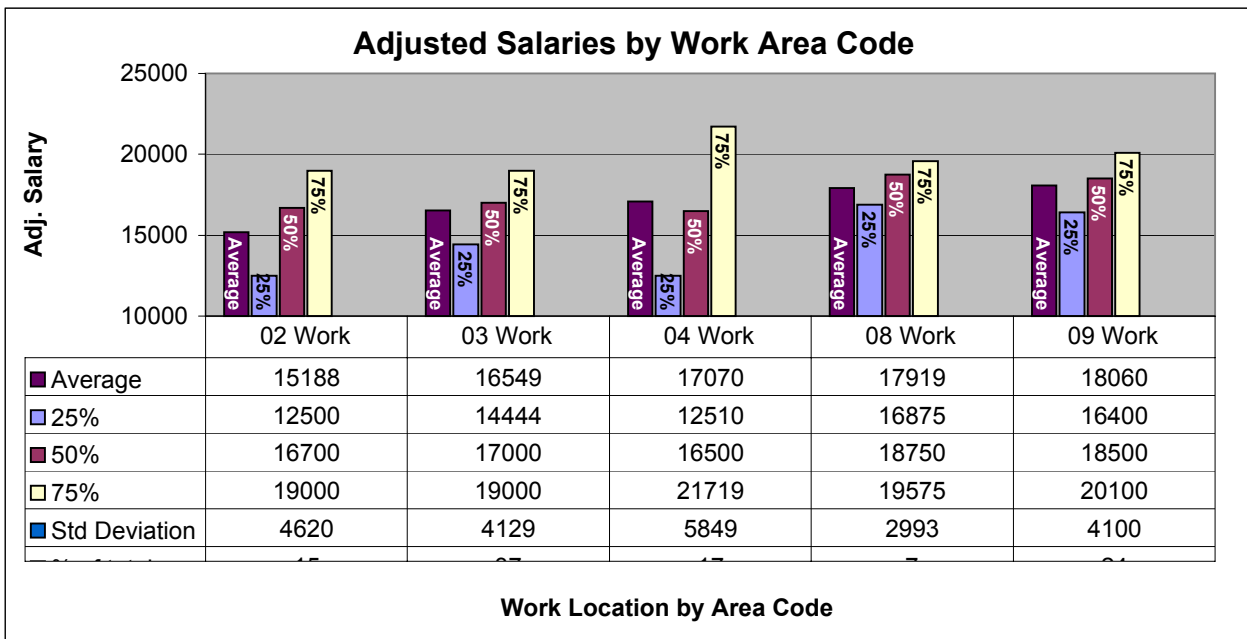
Traditionally this has been considered to have a major impact on salary. At the start of 2006 this did not appear to be true, with the exception of salaries for women in the Jerusalem area. Since then salaries have increased steadily in the 02 area code to stop an outflow of writers that apparently began looking elsewhere for work. Despite the rise in salary, only 15% of Israel's technical/marcom writers work in this area code even though 24% report living there.

The trend of writers moving into the 03 area code appears to have stopped, but there are still twice as many writers working in this area code as living there.

The 04 area code has proved to be extremely volatile over time with major changes in both salaries and the ratio of salaried writers to freelancers. This quarter salaries in this area showed a significant increase at the high-end, median and the average despite the drop in salaries nationwide. This is also the second quarter in a row that high-end rates were higher than in any other area code. The decrease in low end rates were also more moderate than elsewhere. This may be due to recovery from the Lebanon war or continued competition for writers with the high

The small number of writers working in the 08 area code makes it difficult to separate trends from coincidence.

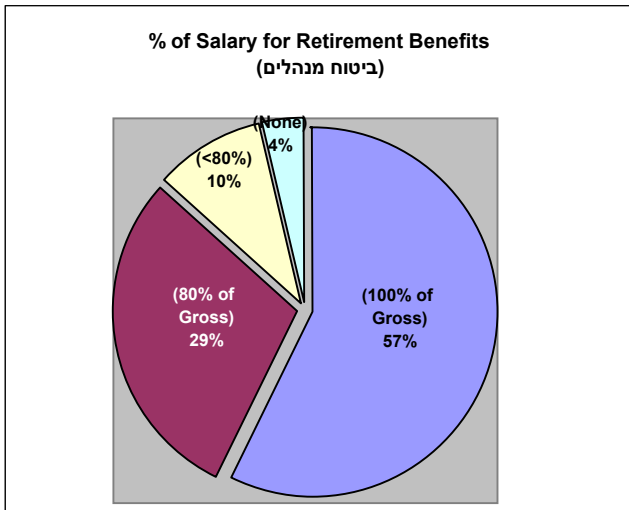
Salaries dropped in the 09 area code, but it continues to be the best paying area overall. It is hard to say whether rates actually dropped or if th



**Benefits**

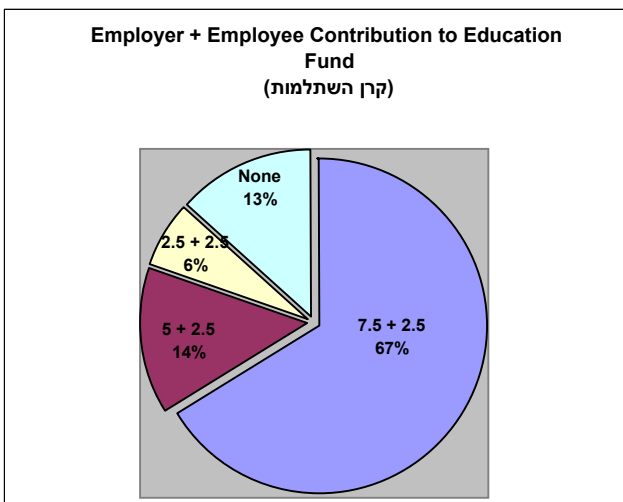
**Pension/Bituach Menehalim**

The table below shows what percentage of gross salary the plan is based on



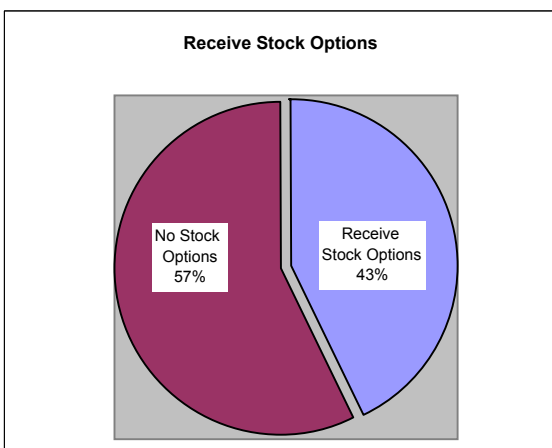
**Education Fund (Keren Hishtalmut)**

The table below shows what percentage of gross salary the employer pays into the plan. Employees must pay 2.5% into the plan.



**Stock Options - New Breakdown**

Stock options have become a very common benefit (45%). This does not include those with Employee Stock Purchase Plans (ESPP), which are less common among technical and marcom writers.



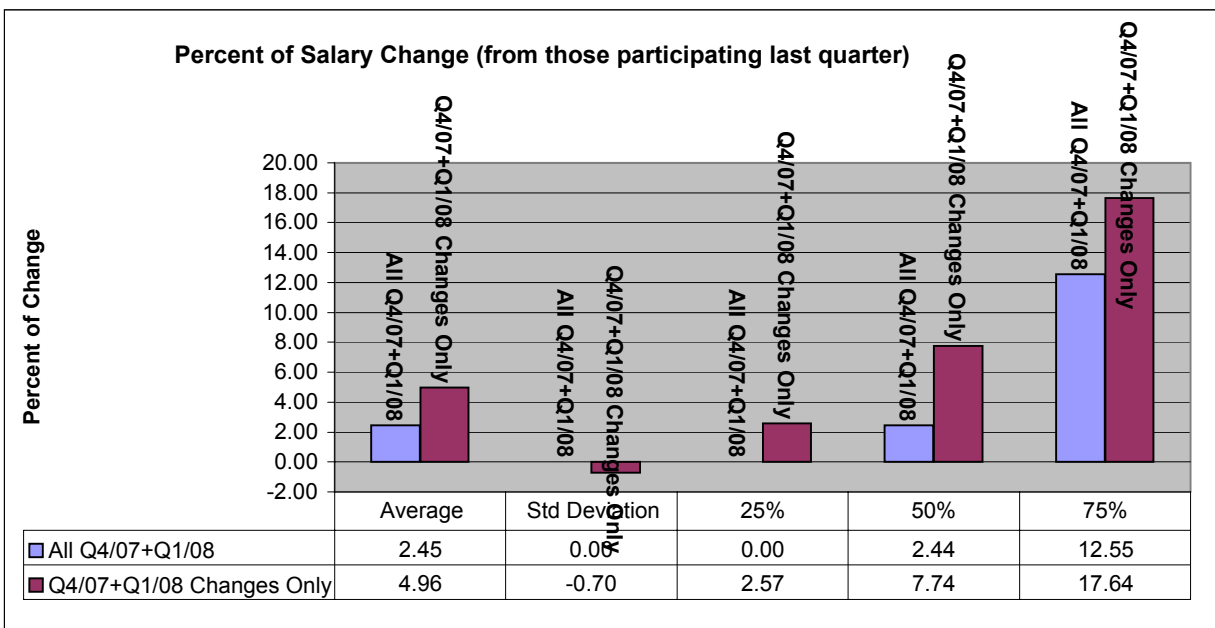
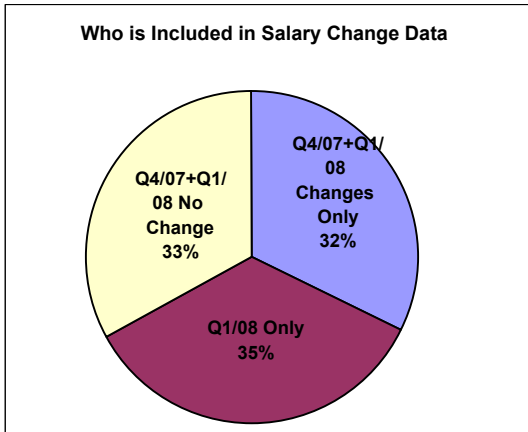
### Salary Increases (Raises and Job Changes)

This statistic is based only on those writers who reported as employees both this quarter and last. It does not include writers who joined the survey this quarter, writers who moved from freelance to employees, or writers who are between jobs. Because of the way I stored the data it is very difficult to create a comparison for the entire year, I hope to do this next quarter.

There are two sets of figures, one includes those who reported no change and the other only includes those whose salary changed.

Of all participants from both quarters, the average change was +2.45%.

Of those who reported a change in salary, the average raise was 4.96% and the median raise was 2.57% of the previous quarter's adjusted salary. Those in the 25 percentile of change had a decrease in adjusted salary of 0.7%. Those in the 75% of change received an increase of 7.74% over the previous quarter's adjusted salary.



### Bonuses

This question was added to the survey in April. Prior to that respondents were only asked whether or not they received annual bonuses. Bonuses were only included in the adjusted salary when they the amount was known in advance and served as part of the regular pay package (for example a 13th salary). 1/12th of the minimum amount of the bonus was added to the gross salary. Starting in Q2 2007, all bonuses were left out of the adjusted salary figures and respondents were asked about bonuses received during the past 3 months. Based on comments from respondents the results are deceptive and this question needs to be changed in the future.