



# 2023 GENDER PAY GAP REPORT

*Published 4th April, 2024*

# INTRODUCTION

Edelman is committed to a diverse and inclusive workforce where everyone is valued equally, and all employees feel respected. We have robust processes in place to ensure our approach to pay and reward is fair and that our people are treated consistently and rationally as between their peers. As a result, our assessments indicate we comply with equal pay legislation.

## THE GENDER PAY GAP

is the difference in average pay and bonuses between men and women, irrespective of role.

## EQUAL PAY

is the legal right for men and women to be paid the same when doing the same or similar work or work of equal value.

When we compare the overall average pay and bonuses of our male and female staff, we have identified a gender pay gap in our April 2023 figures. We remain committed to driving forward actions and policies to address the gender pay gap, including steps to ensure that our policies and practices are fair, do not discriminate against any group, and continue to promote training in all areas of diversity, equity and inclusion to encourage increased understanding of this area.

The gender pay gap is measured by measuring the difference in the remuneration of the total population of women at the firm with the remuneration of the total population of men at the firm, rather than looking at like-for-like roles. In our case, this entails comparing a significantly larger group of female employees with a smaller group of male employees. While this is true of many organisations, we recognise that the overall composition of our UK business is different from many other industries in the UK.

The PRCA state the demographic makeup of the PR industry is 64 percent female and 34 percent male, which is

very close to our 65:35 split. At Edelman UK we have achieved 50:50 gender balance across the leadership team. However, to align with the industry at large, we have made the commitment to achieve a 60:40 ratio across all levels of our organization.

Over the past few years, we have redoubled our commitment to advance gender equality across our entire organisation. This included further investments in initiatives designed to address career progression and leadership development for those in middle and senior management roles. Examples of this include increasing our investment in our informal and formal mentoring schemes, enhancing our recruitment practices, and launching several new inclusive partnerships to support our equality commitments.

We believe that reporting and transparency play an important role in holding businesses accountable in publicly addressing the gender pay gap. The reporting metrics are one of the measures that we use to understand how we are tracking against our commitments and inform the decisions we take to advance gender equity long-term.

# WE REMAIN COMMITTED TO DRIVING FORWARD ACTIONS AND POLICIES TO ADDRESS THE GENDER PAY GAP.

## SIGNED

**Ruth Warder**

Chief Executive Officer UK&I



We confirm that the information and data reported are accurate.

# WHAT ARE WE REQUIRED TO REPORT?

The government requires employers to report both the mean and median gender pay gaps and bonus gaps in their workforce, information on the proportion of men and women awarded a bonus, and the proportion of men and women when divided into four groups (quartiles) from lowest to highest pay. Mean and median calculations were used when comparing bonuses for men and women from 6 April 2022-5 April 2023, in line with the government's reporting requirements.

The **median** is the figure that falls in the middle of a range when everyone's wages are lined up from smallest to largest. The median gap is the difference between the employee in the middle of the men's range of wages and the middle employee in the women's range of wages.

The **mean**, commonly known as the average, is calculated when you add up the wages of all employees and divide the figure by the number of employees. The mean gender pay gap is the difference between men's mean pay and women's mean pay.

# OUR NUMBERS

## PAY GAP

The table below shows our overall mean and median gender pay gap based on hourly rates of pay as of 30 April 2023 for employees employed at the snapshot date of 5th April 2023. We have a median gender pay gap of 17.7% (compared with 15.86% in 2022) and a mean gender pay gap of 16.89% (compared with 16.76% in 2022). The latest ONS national average (2023) gender pay gap is 14.3% (compared to 14.4% in 2022, 15.1% in 2021).

### GENDER PAY GAP

Difference between men and women's average hourly rate of pay

|         |        |
|---------|--------|
| Median: | 17.77% |
| Mean:   | 16.89% |

## BONUS PAY

Of the 401 bonuses paid, 66% were paid out to women, whilst 34% were paid out to men. This is in close alignment to the gender ratio of the organisation. Bonuses were paid across all levels of our organisation in the 12 months before the snapshot date. However, we have a larger proportion of the female population at the junior/mid-level, whereas proportionally, we have more males at the senior level. So, while roughly the same percentage of males and females received bonus pay in the 12 months before the snapshot date, we still had a median and mean gender bonus gap skewed towards men.

### RECEIVED A BONUS

The below shows the percentage of men and women being paid a bonus in the twelve months before the snapshot date:

|         |                     |
|---------|---------------------|
| Female: | <b>69.76% (263)</b> |
| Male:   | <b>72.25% (138)</b> |

### GENDER BONUS GAP

Difference between men and women's bonus pay:

|         |               |
|---------|---------------|
| Median: | <b>17.41%</b> |
| Mean:   | <b>61.69%</b> |

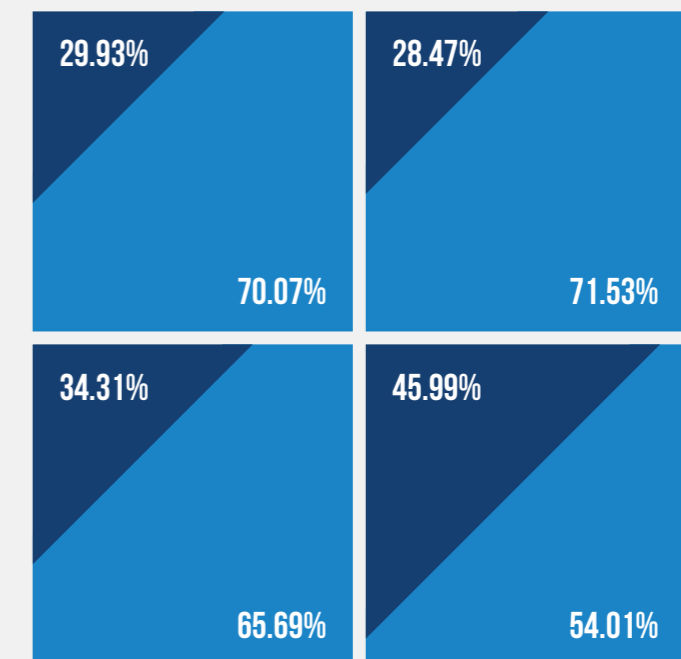
## PAY QUARTILES

Edelman is made up of 65% women and 35% men. The total population of **548** was divided into the four pay groups. The data shows there are more women than men in every pay quartile.

|                 |                                      |
|-----------------|--------------------------------------|
| Lower Quartile: | 29.93% (41) male, 70.07% (96) female |
| Lower Middle:   | 28.47% (39) male, 71.53% (98) female |
| Upper Middle:   | 34.31% (47) male, 65.69% (90) female |
| Top Quartile:   | 45.99% (63) male, 54.01% (74) female |

■ Male ■ Female

Lower Quartile      Lower Middle Quartile



Upper Middle Quartile      Top Quartile

# OUR PROGRESS & COMMITMENTS

In accordance with the Equal Pay Act, we have robust processes in place to ensure all employees are paid equally, and that our approach to pay and reward is based on fairness and equality.

## EQUAL PAY

Equal pay has been a legal requirement since 1970. Equal pay ensures women and men are legally entitled to be paid at the same rate for like work, work rated as equivalent, and work of equal value.

As identified earlier in this report, we have a gender pay gap when we compare the overall average pay and bonuses of our male and female staff. This gap is driven by the fact that women outnumber men 2:1 until higher grades, at which the weighting becomes closer to 50:50. As a business, we have set a vision to support not only our Gender Pay Gap commitments but to ensure we achieve equity for all. To achieve this, we focused our efforts around four core pillars:

1. Leadership & Business Actions
2. Data Tracking and Development
3. Engaging Employee Network Groups
4. Benefits and Policy Updates

The actions set out in this report are aligned to these four pillars and address in further detail our progress against the commitments.

## LEADERSHIP & BUSINESS ACTIONS

In support of our commitment to achieve a 60:40 gender ratio across all levels of our organisation, we developed a female leadership development programme as well as a specific mentoring and coaching programme for our senior females. Our performance management approach and compensation and promotion planning provide a fair and consistent process for rewarding and recognising performance for all roles at all levels across the organisation.

We are committed to supporting the development and progression of our talent through the firm. We recognised the opportunity to take a more active role in supporting leadership progression and implemented a clear and transparent route to promotion into senior roles within the organisation. This includes assessment based on role based KPIs and sponsorship presence in the interview.

## DATA TRACKING AND DEVELOPMENT

Data and an evidence-based approach is critical to our strategy development and decision-making processes. We continue to review and enhance our data and reporting, and most recently enlisted the support of external partners, Green Park to complete a DEI Audit of our UK business. The results of this audit, as well as a clear action plan was established to address the key findings. This data was used to inform team specific and company-wide commitments, across all pillars of DEI, inclusive of Gender.

The business continues to focus on recruitment practices, to ensure gender diversity exists at all stages within the recruitment process. We leverage a range of job boards with the intention of targeting diverse talent.

**WE ARE COMMITTED TO SUPPORTING THE DEVELOPMENT AND PROGRESSION OF OUR TALENT THROUGH THE FIRM.**

## ENGAGING EMPLOYEE NETWORK GROUPS

Our women's network, GWEN, has continued to make good progress, and the powered by GWEN series, inspired us to make a broader change to our employee programming. We run an extensive employee engagement programme that brings together inspiring and thought-provoking speakers on the thought-provoking and important topics across society, culture, and business. This programme provides an opportunity to showcase internal talent, encourages topics for personal and professional development, and provides a platform for our employees to bring to the table speakers, themes and talks that are important to them.

## BENEFITS AND POLICY UPDATES

Our aim is to normalise conversation openness regarding menopause and miscarriage, and tackle perceptions that may be held in relation to these topics both internally and externally of our business. We continue to review and update our policies to support employees and employees with partners who are experiencing these challenges and also create a culture of responsibility by creating awareness of these issues.

We enhanced our partnership with Hertility, who are revolutionising reproductive healthcare and putting women front and centre of everything they do. Through this partnership, our employees have access to arrange of benefits including hormone and fertility testing, reproductive health assessments, individual consultations with fertility advisors, pregnancy and postpartum calls as well as nutrition consultations and live workshops.

We undertook a full review of the end-to-end process of our family friendly leave process and implemented changes to ensure that we are providing both the employee and the line manager enhanced and individual support and communication. These changes include increased guidance, regular check-ins, enhanced guides for employees and managers and a new buddy programme when employees return to work.

Finally, as concerns around cost of living rose throughout 2022 and 2023, we introduced a cost-of-living assistance fund to support employees facing financial hardship as a result of unanticipated costs. In addition, we highlighted our existing benefits such as employee support services, financial education services and discounts.

