



**2022**

**GENDER PAY  
GAP REPORT**

# As an equal opportunities employer, we recognise the benefits of a **diverse and gender balanced workforce**

The government requires all employers with over 250 employees on the snapshot date (5 April each year) to publish their gender pay gap data. The employer is the legal entity under which an employee is engaged.

We are committed to fairly rewarding all EssenceMediacomX employees, regardless of gender, age, disability, ethnicity and sexual orientation. This report focuses on gender pay as required by UK legislation.

At the time of the report, EssenceMediacomX was called Essence, so all 2022 references to the company will be as Essence.

## Essence's 2022 workforce

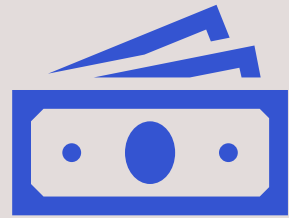
**F 53%\***  
vs 54% in 2021

**M 47%\***  
vs 46% in 2021

# Gender pay gap vs equal pay

## EQUAL PAY

We ensure equal pay across our organisation, with bands that are specific to the role performed and the experience of employees and prospective candidates.



Is a legal requirement. It means being paid the same salary for carrying out the same or similar work, regardless of gender.

## F | M

This report is about the gender pay gap which is the difference in hourly pay between men and women in a workforce. This is not the same as equal pay.



A gender pay gap is the result of gender imbalance. i.e. Having more of one gender in junior or senior roles compared to the other. This means gender pay gaps are likely to persist until organisations have a fair representation of men and women at every level.

# The difference between the mean and the median Gap

## The Median Pay Gap

The median is the middle. To explain this imagine that all employees were lined up in a female line and a male line from lowest to highest in terms of rate of pay. The female and male in the middle of each line are compared, this is what gives us the median gender pay gap.



## The Mean Pay Gap

The mean is the average. The mean pay gap is the difference in the average hourly rate of pay between all men and all women.



# What gender pay gap information are we required to publish?

## **Pay Gap**

Percentage difference (mean and median) in hourly rate of pay at 5 April (snapshot date) between male and female employees.

## **Bonus Gap**

Percentage difference (mean and median) in total bonus payments received by male and female employees in the 12 months preceding the snapshot date.

## **Quartiles**

Total percentage of employees in order from lowest hourly rate of pay to highest hourly rate of pay, split into four equal groups.

## **Percent Received Bonus**

Percent of all males and females who received a bonus in the 12 months preceding the snapshot date.

### Median Pay Gap (5 April 2022)

**17.3%\***

vs 16.8% in 2021

### UK National Median Average 2022

**14.9%\*\***

vs 15.4% in 2021

### Mean Pay Gap (5 April 2022)

**23.1%\***

vs 14.7% in 2021

## Our results: Median Pay Gap

- Essence's 2022 Gender Pay Gap reflects both the smaller number of women in Essence's most senior leadership positions in the UK (59/41% m/f split) and the fact that people in senior roles are typically paid more.
- Between 2021 and 2022, Essence hired more women in Quartiles 1 and 2 (most junior quartiles) than men, meaning that a greater proportion of women are in the lower paid brackets, affecting the overall median distribution.
- More men were hired during that time in the senior quartile.

# The gap

<b>Snapshot Date</b>	<b>5 April 2020</b>	<b>5 April 2021</b>	<b>5 April 2022</b>
<b>Median Gender Pay Gap</b>	21.4%	16.8%	17.3%
<b>Mean (Average) Gender Pay Gap</b>	22.4%	14.7%	23.1%
<b>Bonus gap (46% M/ 49% F)</b>		17.9%	21.7%

# M/F Quartiles

		5 Apr 20	5 Apr 21	5 Apr 22
<b>Proportion of Males and Females in each Quartile</b> <b>(Senior to Junior)</b>		<b>M/F Split</b>	<b>M/F Split</b>	<b>M/F Split</b>
	<b>Quartile 4</b>	64:36	55:45	59:41
	<b>Quartile 3</b>	54:46	50:50	56:44
	<b>Quartile 2</b>	44:56	39:61	44:56
	<b>Quartile 1</b>	43:57	42:58	35:65



# The gap: Analysis

## The Gap

Essence's 2022 Gender Pay Gap reflects both the smaller number of women in Essence's most senior leadership positions in the UK and the fact that people in senior roles are typically paid more.

- Between 2021 and 2022, Essence hired more women in Quartiles 1 and 2 (most junior quartiles) than men, meaning that a greater proportion of women are in the lower paid brackets, affecting the overall median distribution.
- More men were hired during that time in the senior quartile than women.

While between the snapshot dates in 2021 and 2022 we promoted more females than males (54% F vs 46% M), we experienced an increased churn of senior female talent, which changed the makeup of the leadership team, and there were a greater number of females promoted in quartiles 1 and 2 than quartiles 3 and 4.

We are an equal opportunities employer and every role we recruit for at all levels, we ensure we have a mixture of male and female candidates. At senior levels this is 50:50. While it is our aim to ensure we have equal representation of both men and women across the business, it does take time to make this happen.

# The bonus gap & quartiles: Analysis

## The Bonus Gap

The decision to award a bonus to an employee is determined by a number of factors, regardless of gender, such as an employee's contractual agreement and qualifying status for eligibility (e.g. start date and performance). An increase in men at more senior levels is also a contributing factor into the increase in bonus gap numbers.

## Quartiles

The quartile distribution shows a continued underrepresentation of senior women (Quartile 4) in Essence UK's business as we moved into 2022, however, our female representation at our more junior levels (Quartiles 1 and 2) shows a significant increase.

While we continue to progress in many areas of gender representation, we recognise we have work to do to reach our ultimate aim of gender balance and equity at all levels of the organisation.

# Reducing the Gap

Programmes running since April 2022

Given these results, our challenge and opportunity continues to be increasing the proportion of women in our leadership team. 2021 – 2022 has had its own challenges, particularly with the well-documented problem of talent attrition in the media industry as a whole.

## Senior Leadership Roles:

- Achieved 50:50 balance in our UK ExCo Team (7F:7M) & 24F:25M in our UK Leadership team (as of 21 Mar 23)
- Equal opportunities sourcing for all candidates
- Continued training & sponsorship – Accelerate, Mentoring & other female focused programmes.



# Reducing the Gap

## Gender Balanced Hiring Opportunities

All senior positions require male and female candidates to be put forward for interview. For senior interviews we have a 50:50 candidates list.

## Walk the Talk

This programme supports women at the point where we start to see a reduction in female representation in the industry.

The sessions are designed to enable women to share their experiences from self-limiting beliefs-to work and family blend. This enables them to create a network and seek advice, support and guidance to thrive at EMX.

## Company Surveys

We recently conducted an engagement survey to better understand the lived experience of our employees. As a part of this, we included several demographic questions such as identifying gender and ethnicity by response. We will use this information to better understand the current lived experience of our female employees and how we make changes.

## Menopause

We have educated all management irrespective of gender or age to be able to have empathetic and informed conversations about the menopause. We are also actively supporting women who are experiencing perimenopausal and menopausal symptoms by providing performance coaching for our senior women to ensure they do not drop out of the workplace due to symptoms.

# Reducing the Gap

## Elevate

We have introduced a Leadership Development and Sponsorship Experience for Black Women. This has the goal of providing personal and professional development to support and strengthen leadership capabilities.

## Returners programme

In 2021, we pioneered, alongside the WPP network, a returners programme for mid-life women. The aim of this programme is to ensure better representation of mid-life and experienced women, who are either entirely new to the industry or wishing to return after a long-term break.

## Back in the Game

This programme supports those returning from long term parental leave by offering them tailored support and advice on how to re-enter the world of work following extended time out of their careers. It enables returning parents to connect with those living similar experiences and create a wider support network to get advice and support.

## Parental leave and Progression

We have a policy of sharing vacancies and opportunities with those on parental leave. Historically in the workplace, women particularly have felt that parental leave has led them to fall behind and we will now be sharing opportunities and encouraging people to apply for relevant opportunities.

Our promotion process ensures we showcase all opportunities to everyone, including those on parental leave and we have actively promoted women on maternity leave.

# Return on Women (RoW)

**Return on Women** first launched in November 2019 with the ultimate goal of achieving a better gender-balanced Executive Committee and Leadership team by supporting women in their development journey. RoW continues to actively redress gender imbalance and support women throughout the organisation.

## There are four parts to the RoW programme:

### Listen

While there is a lot of research into the challenges faced by women at work, we wanted to hear directly from our employees (of all genders) to find out about their personal experiences, including barriers to progression into the top tiers and perceived gender inequality. In February 2020, with the help of an external partner, we conducted a series of focus groups to gather robust qualitative data to further understand our employees' needs, identifying a number of key areas on which to give women additional support.

### Accelerate

Following the feedback from the LISTEN sessions, a female acceleration programme for those on the cusp of achieving leadership positions (Account Director+) was launched in 2021 and we continue to run these sessions successfully. The research-based programme encourages discussion about what participants see at Essence and will take a coaching (not telling) approach.

### RoW Mentoring

We have launched a female focused mentoring programme, pairing women with leaders from across the agency to gain different perspectives and discover signposting opportunities for ongoing development and career growth.

### Events

We continue to run a schedule of keynotes with external speakers and panellists to educate and inspire future female leaders.



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