



March, 2008

## **The new generation of 'Power PAs' earning up to £100,000**

- Secretaries are the new powerhouses of big business, says leading jobs site Gumtree.com -

A new breed of multi-skilled secretaries, or 'power PAs' are earning whopping salaries of up to £100,000 a year, over double that of a GP's starting salary, according to new research from Gumtree.com, the UK's busiest jobs site.\*

The research from Gumtree.com, which receives more than 200 job listings for PAs every week, paints a radically evolved picture of the role, despite a third of the general public (35%) still not seeing it as a well respected, or even well paid profession.

Today's 'power PAs' are often more qualified than management: on top of the traditional skills set of shorthand and typing, one quarter (24%) of respondents surveyed spoke at least one foreign language and 23% had earned a postgraduate degree.

The research also revealed that rather than occupying the bottom rung of the ladder, PAs have become among the most powerful people in the company. Three quarters (76%) claim to be privy to confidential information such as mergers and acquisitions long before the rest of the company, and one in five (21%) are the first to hear about office affairs and scandals.

However, Cora Lydon, Editor of Executive PA, says:

"It's amazing to see how the role has evolved over the past ten years.

People's perceptions may not have changed, but the fact is that the role of PA has never been better qualified, and that's reflected in their salaries and perks!"

Positions of power and indispensability appear to produce fantastic working relationships between PAs and their employers. Three quarters of respondents (74%) claim to have an excellent relationship with their boss and almost one in every ten PA has been with their boss longer than they've been married. Closer still, a worrying, 2% of respondents admit to purchasing their bosses underwear on a regular basis.

The research reveals that on top of amazing salaries and privileged positions, high-flying PAs benefit from numerous perks of the job. Company benefits are commonplace for almost a half of PAs (43.8%), and top 'power-perks' include annual bonuses, gym memberships, regular trips abroad, company cars and clothing allowances.

Gumtree spokesperson Sophy Silver comments:

"It's clear from the research that the position of a PA is becoming highly coveted. On top of high salaries, 43.8% of our respondents receive perks such as regular trips abroad and even hair and beauty allowances.

However, from the research it's evident that this new breed of PA requires a bit more than a nice demeanor and short-hand skills. Potential candidates should think outside the box when it comes to qualifications; look for courses such as presentation training, or web design on the community section of Gumtree.com to help propel them into the premier league of the 'power PA'."

City based 'power PA', Joanna Theodoulou has an excellent and rewarding working relationship with her boss who she has worked with for almost a decade. She has since used her position as 'right arm' to

help set up an organisation for PAs. She says:

“I have been working for David Grigson, the CFO at Reuters for the past eight years. I worked briefly for him at Emap until he joined Reuters and he asked me to come with him. We have a fantastic working relationship and I couldn't ask for anything more from him as my boss. He encouraged and supported me when I set up the Reuters PA Network three years ago, which has now grown to represent over 100 London based PAs.”

**-Ends-**

#### **Gumtree jobs of the Week:**

- **PA Leading Auction House £30k 35k**  
<http://www.gumtree.com/london/25/20991525.html>
- **Bilingual Personal Assistant**  
<http://www.gumtree.com/london/60/20947460.html>
- **Ascot Park Polo Club Office Assistant**  
<http://www.gumtree.com/london/60/20947460.html>

**Visit Gumtree.com for more information.**

**For more information or case studies please contact the Gumtree press office at Lexis Public Relations on 020 7908 6589 or email [gumtree@lexispr.com](mailto:gumtree@lexispr.com)**

#### **Notes to Editor**

- Research carried out among 1531, adults aged 18-30 and 550 secretaries and Pas by Tickbox, February 2008
- \* Based on traffic and listings

## About Gumtree.com

- Gumtree.com was created in London in March 2000 and now covers 60 cities across 6 countries - the UK, and US Ireland, Poland, Australia, New Zealand and South Africa
- It is the UK's biggest website for local community classifieds including flat share, flat rentals and jobs
- Some Fast Facts
  - 20,000 new ads in a day
  - 100,000 new ads in a week
  - Half a million new ads in a month
  - One million ads live on the site at any one time
  - 150 million page impressions every month
  - Around 6 million visitors a month
  - Gumtree.com users spend 5,360,000 minutes on the website each month
- Gumtree is your local community online. Home to all the things you'd expect from your local community; a place to find and advertise rooms, flats and houses, a notice board for selling and buying stuff, somewhere to find job or a date even just to chat with friends