

Marketing

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Information you can trust.

Marketing

Demand for marketing professionals has increased over the last 12 months as businesses look to build their support functions. This positive jobs growth will continue over the year ahead as companies develop their revenue generating capacities and will require marketers to support business expansion.

The strongest demand is for professionals with skills in digital and online channels, such as Online Marketing Executives and Digital Marketing Managers. Businesses are looking to strengthen their traditional marketing methods with online capabilities, particularly across the retail, consumer goods, B2B, media and entertainment sectors. We are also seeing a strong demand for product management skills

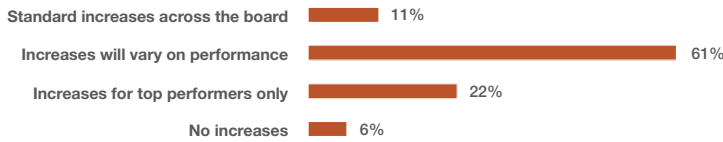
within the IT&T sector as companies bring new products to the consumer market. The demand for brand strategy management professionals with experience across international markets is also growing strongly.

With the limited supply of marketing professionals and increasing demand for specialist skills, more employers are increasing salaries to retain staff. Average increases are expected to be 3-4% on base salaries. For professionals with specialist skills in online, digital and product development, increases of up to 14% will be awarded. Some 67% of employers in the marketing industry will be awarding bonuses in the next 12 months as a retention strategy for top performers. The vast

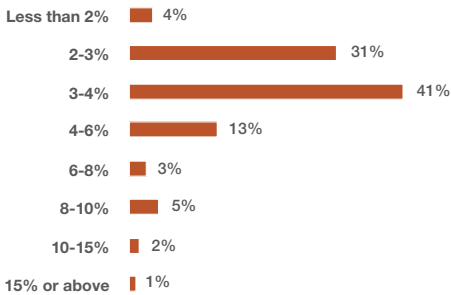
majority (76%) of bonuses will be awarded based on a combination of individual, team and company performance. Only 10% of bonus payments will be made solely on the basis of individual performance.

Over the next 12 months, hiring activity is expected to increase at a steady pace across all marketing sectors. The B2B, retail, media and entertainment sectors will continue to actively recruit marketing professionals in digital and online roles. There will also be consistent demand for brand and product management skills across the B2B sector, specifically for the launch of new pharmaceutical products onto the market, following their patency.

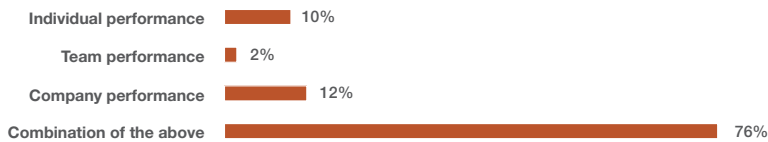
Salary increases over the next 12 months



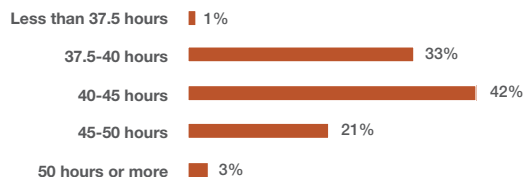
Average percentage salary increases



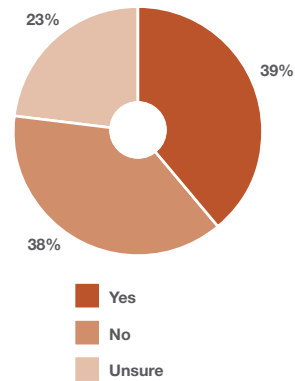
Basis for bonuses over the next 12 months



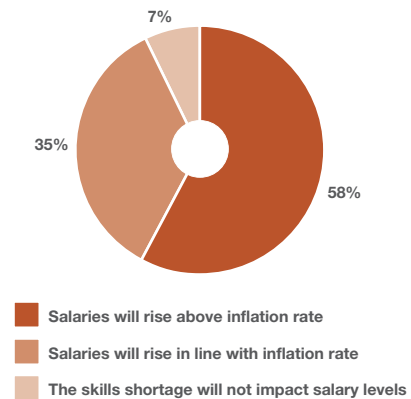
Average weekly working hours



Professional skills shortage in the next 12 months



Skills shortage placing upwards pressure on salaries



Marketing

CONSUMER GOODS

State	NSW		VIC		WA		QLD	
Size of Company	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large
Salary	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Marketing Assistant	47-58	53-58	45-58	55-60	43-47	46-53	44-48	47-54
Assistant Brand Manager	53-63	63-74	56-68	65-75	53-63	55-74	55-62	55-77
Brand Manager	82-100	110-135	80-95	110-125	68-105	84-105	70-90	85-105
Senior Brand Manager	100-131	135-160	105-130	120-155	105-137	116-147	110-130	120-135
Market Research/Insights Manager	N/A	130-160	N/A	130-160	N/A	120-145	N/A	130-150
Innovation Manager	N/A	130-160	N/A	120-150	N/A	105-126	N/A	110-130
Senior Marketing Manager	126-158	158-189	135-150	158-185	115-150	130-170	110-135	140-175
Marketing Director	190+	250+	179+	242+	168+	189+	175+	195+

FINANCIAL SERVICES

State	NSW		VIC		WA		QLD	
Size of Company	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large
Salary	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Marketing Assistant	55-65	60-70	55-60	63-70	54-60	60-68	55-62	62-70
Marketing Executive	70-80	58-72	72-83	58-68	68-79	60-70	70-85	55-77
Assistant Product Manager	77-89	89-100	76-90	84-95	63-74	68-89	65-75	70-95
Product Manager	100-110	110-120	82-116	95-150	79-116	95-137	82-110	90-125
Market Analyst	74-95	89-110	67-80	80-110	63-79	74-95	60-75	72-90
Senior Market Analyst	110-126	116-163	95-110	95-155	89-100	89-142	85-100	87-120
Research Manager	110-137	126-163	90-110	105-137	84-105	105-126	84-100	95-120
Senior Product Manager	120-140	145-170	120-140	126-171	105-130	120-140	100-130	125-135
Campaign Manager	105-131	110-137	85-100	100-125	79-100	95-126	77-95	90-120
Marketing Manager	95-110	110-152	88-110	110-150	81-105	119-135	85-100	120-138
Direct Marketing Manager	95-110	110-152	90-111	109-142	79-100	105-137	75-95	100-125
Communications Manager	110-130	110-145	88-126	105-147	92-126	109-147	90-115	105-136
Senior Marketing Manager	137-163	163-205	126-161	150-190	119-150	141-160	125-145	140-165
Head of Marketing	190+	220+	180+	200+	180+	185+	150+	182+

MEDIA & ENTERTAINMENT

State	NSW		VIC		WA		QLD	
Size of Company	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large
Salary	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Marketing Assistant	50-58	58-68	52-61	58-68	42-47	47-53	43-45	46-52
Marketing Executive	58-68	68-84	58-70	68-79	47-58	58-68	48-56	57-66
Assistant Product Manager	58-74	70-85	62-74	70-82	58-74	63-84	57-70	61-82
Product Manager	74-95	100-126	74-95	90-130	74-89	84-105	73-88	82-101
Web/Internet Manager	74-89	89-116	80-92	89-116	68-89	84-105	65-82	80-103
PR Manager	74-89	95-116	80-92	95-116	63-84	84-105	61-85	87-103
Sponsorship Manager	68-89	84-116	72-100	90-120	63-84	74-95	60-82	73-94
Communications Manager	89-110	116-142	89-115	116-142	84-105	105-137	85-104	103-132
Marketing Director	137-168	158-200	140-175	158-200	105-147	126-168	100-133	130-182

Please note:

1. Salaries indicated are based on annual basic salary, excluding bonus/incentive schemes. 2. Small to medium companies are defined as having a turnover of less than \$100 million. Large companies are defined as having a turnover of more than \$100 million. 3. Market rates are becoming much less uniform. While we have taken great care, these salary ranges can only be approximate guides, as there are often specific circumstances relating to individual companies. Please call us for additional information. 4. Roles marked N/A in this report are not commonly found in the area specified.

Marketing

IT&T

State	NSW		VIC		WA		QLD	
Size of Company	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large
Salary	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Marketing Assistant (3 Years)	44-55	48-60	50-61	55-62	49-58	49-58	47-55	49-57
Marketing Executive (3 Years)	65-80	76-88	55-70	62-74	60-68	63-68	58-66	65-70
Marketing Communications Specialist	65-80	76-88	62-75	65-80	75-79	81-95	72-77	77-90
Assistant Product Manager	70-85	80-90	68-80	63-80	58-68	63-74	55-65	60-71
Product Manager	84-120	105-125	84-124	90-124	79-95	89-105	76-91	85-102
Senior Product Manager	105-137	125-147	105-148	110-155	89-110	95-121	86-102	90-117
Marketing Analyst	65-76	70-90	75-80	80-90	58-74	68-89	55-68	65-88
Research Manager	85-100	95-120	89-100	95-125	79-89	84-100	75-87	82-105
CRM Analyst	80-100	90-116	80-95	90-100	74-95	79-100	72-93	75-90
Channel Marketing Manager	89-116	98-136	95-130	105-135	79-100	95-110	77-101	93-111
Direct Marketing Manager	89-105	100-136	95-130	105-135	79-100	105-137	78-95	101-125
Communications Manager	105-120	110-142	110-145	120-150	89-110	105-126	85-109	100-122
Senior Marketing Manager	116-126	150-175	120-150	150-175	103-121	119-142	100-117	115-140
Marketing Director	150-175	180+	150-175	180+	137-163	158+	135+	160+

PUBLIC SECTOR

State	NSW		VIC		WA		QLD	
Size of Company	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large
Salary	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Marketing Assistant (1-2 Years)	47-53	47-63	47-53	47-63	43-47	47-58	44-48	48-55
Marketing Coordinator (3-5 Years)	58-68	63-63	58-68	63-79	47-58	58-74	48-55	55-72
Events Manager	68-84	79-105	68-84	79-105	53-68	63-84	50-62	62-75
Copywriter	63-74	63-89	63-74	63-89	58-68	63-79	57-67	62-75
Database Manager	68-79	85-100	68-79	74-100	58-68	63-79	57-65	62-75
Sponsorship/Fundraising Manager	74-95	85-116	74-95	79-116	53-68	68-84	52-66	66-75
Public/Corporate Affairs Manager	84-100	100-137	84-100	100-137	63-84	84-116	62-73	80-99
Marketing Communications Manager	79-100	85-130	79-100	84-126	68-89	81-116	72-85	80-105
Senior Marketing Manager	100-131	130-150	100-131	126-152	84-121	95-126	90-111	96-123
Marketing Director	105-131	150+	130-170	147+	95-121	105-147	101-119	106-125

PROFESSIONAL SERVICES

State	NSW		VIC		WA		QLD	
Size of Company	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large
Salary	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Marketing Assistant (2+ Years)	50-60	55-65	53-62	58-72	54-58	59-63	52-57	58-61
Marketing Executive (3-5 Years)	60-75	65-80	58-74	66-79	60-68	65-72	61-69	66-75
Bids & Tenders Executive	68-89	74-95	68-89	74-95	68-89	74-95	69-85	73-89
Bids & Tenders Manager	84-116	100-131	84-116	100-131	84-116	100-131	88-110	103-141
Web/Internet Manager	63-74	95-110	70-82	84-100	63-74	84-95	62-73	82-93
Events Coordinator	55-70	60-80	60-72	65-79	58-68	65-79	56-66	67-80
PR/Media Manager	95-116	105-126	95-116	105-126	95-116	105-126	93-114	103-122
Communications Manager	84-105	116-137	88-110	116-137	92-105	116-137	95-107	110-131
Marketing Director	160-200	220+	160-200	220+	140-168	160-200	142-166	158-197
Business Development Coordinator	58-79	63-84	58-79	63-84	60-79	65-84	58-67	67-82
Business Development Manager	95-116	116-137	95-116	116-137	95-116	119-137	91-110	122-135
Business Development Director	160+	200+	160+	200+	160+	200+	160+	200+

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B2B, INDUSTRIAL & TECHNICAL

State	NSW		VIC		WA		QLD	
Size of Company	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large
Salary	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Marketing Assistant (1-2 Years)	55-65	60-70	53-65	65-72	45-47	45-53	45-48	45-51
Marketing Coordinator (3-5 Years)	60-70	65-75	66-75	66-74	50-58	59-63	51-56	60-65
Marketing Communications Manager	95-116	120-150	90-110	120-150	84-105	95-137	83-100	92-120
Marketing Manager	126-163	137-184	126-163	140-175	95-126	116-158	90-110	110-145
Marketing Director	160-190	200+	155-180	200+	126-168	200+	120-160	200+

AGENCY

State	NSW		VIC		WA		QLD	
Size of Company	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large
Salary	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Account Executive	47-58	50-60	40-50	45-55	43-57	49-57	42-55	48-56
Senior Account Executive	53-63	53-63	50-55	55-62	56-62	60-68	53-61	58-68
Account Manager	68-79	75-90	60-68	60-70	65-77	70-82	66-79	69-85
Senior Account Manager	74-89	85-95	70-80	75-85	70-88	76-88	69-83	75-84
Account Director	95-110	100-120	90-100	90-110	80-108	93-113	78-105	91-110
Group Account Director	105-126	110-131	105-126	130-150	103-124	115-129	105-122	112-125
Client Services Director	105-131	120-140	120-140	170-200	110-129	125-134	109-132	123-135

HEALTHCARE

State	NSW		VIC		WA		QLD	
Size of Company	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large
Salary	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Marketing Assistant	50-65	47-63	52-62	55-68	46-57	46-62	45-56	45-61
Assistant Product Manager	70-85	80-90	63-79	72-89	62-77	67-82	60-75	66-80
Product Manager	105-131	116-150	85-120	96-136	103-129	113-139	100-127	111-135
Senior Product Manager/ Group Product Manager	147-168	147-180	130-160	175-190	144-165	144-165	142-166	143-166
Business Unit Manager/ Marketing Manager	179-210	190-220	157-180	190-200	175-206	185-206	170-210	183-207

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