

Salary Guide



Salary Guide

	Permanent (AUD/000)
Senior Management	
Chief Marketing Officer	250 - 350
Chief Digital Officer	250 - 400
Chief Customer Experience Officer	250 - 300
Head of Marketing	180 - 220
Head of Digital	180 - 220
Head of Communications	160 - 200

	JUNIOR	MID WEIGHT	SENIOR
Communications & Content	Permanent (AUD/000)	Permanent (AUD/000)	Permanent (AUD/000)
Ecommerce Manager	80 - 90	90 - 110	110 - 130
Digital Marketing Manager	70 - 80	80 - 100	100 - 120
Account Manager	60 - 70	70 - 90	90 - 110
Digital Producer	60 - 70	70 - 95	95 - 110
Digital Campaign Manager	70 - 80	80 - 95	95 - 120
Digital Project Manager	70 - 80	80 - 100	100 - 150
Digital Analytics Manager	80 - 90	90 - 110	110 - 140
Email Marketing Specialist	50 - 60	60 - 70	70 - 100

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Salary Guide

	JUNIOR	MID WEIGHT	SENIOR
Marketing	Permanent (AUD/000)	Permanent (AUD/000)	Permanent (AUD/000)
Senior Marketing Manager	120 - 130	130 - 150	150 - 170
Marketing Manager	70 - 80	80 - 100	100 - 120
Marketing Executive	60 - 70	70 - 80	80 - 90
Product Manager	70 - 80	80 - 100	100 - 160
Brand Manager	80 - 90	90 - 110	110 - 130
Campaign Manager	70 - 80	80 - 100	100 - 120
Trade Marketing Manager	90 - 100	100 - 110	110 - 130
Sponsorships & Events Manager	80 - 90	90 - 130	130 - 150

	JUNIOR	MID WEIGHT	SENIOR
Marketing	Permanent (AUD/000)	Permanent (AUD/000)	Permanent (AUD/000)
Communications Manager	90 - 100	100 - 120	120 - 150
Marketing Communications Manager	90 - 100	100 - 120	120 - 150
Content Manager	70 - 80	80 - 100	100 - 120
Social Media Manager	80 - 90	90 - 100	100 - 120

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Hudson Brisbane
Level 17, 66 Eagle Street, Brisbane, 4000 | 07 3258 8333
au.hudson.com

Salary Guide

	JUNIOR		MID WEIGHT		SENIOR	
	Permanent (AUD/000)	Contracting (AUD/hr)	Permanent (AUD/000)	Contracting (AUD/hr)	Permanent (AUD/000)	Contracting (AUD/hr)
Events Coordinator	65	42	90	60	110	65
Media & Communications Coordinator	70	45	N/A	N/A	N/A	N/A
Media & Communications Advisor	70	45	90	60	120	75
Public Affairs Officer	70	45	90	60	120	75
Communications Officer	70	45	90	60	120	75
Marketing Co-ordinator	60	42	N/A	N/A	N/A	N/A

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Salary Guide

**Permanent
(AUD/000)**

Senior Management

Chief Marketing Officer	200 - 250
Chief Digital Officer	180 - 230
Chief Customer Experience Officer	160 - 210
Head of Marketing	150 - 180
Head of Digital	150 - 180
Head of Communications	140 - 170
Head of Engagement	140 - 160
Marketing Innovation Manager	140 - 160

Digital Marketing

JUNIOR

MID WEIGHT

SENIOR

	JUNIOR	MID WEIGHT	SENIOR
SEO/SEM Specialist	55 - 65	65 - 80	80 - 110
Digital Campaign Manager	80 - 90	90 - 115	115 - 130
Digital Campaign Specialist	65 - 75	75 - 90	90 - 115
CRM Marketing Manager	N/A	70 - 90	90 - 120
Digital Optimisation Manager	80 - 90	90 - 110	110 - 120
Digital Marketing Manager	70 - 85	85 - 100	100 - 120
Direct Marketing Specialist	55 - 70	70 - 90	90 - 105
Digital Marketing Coordinator	55 - 70	70 - 85	N/A
Social Media Account Manager (Agency)	50 - 60	60 - 80	80 - 90
Social Media Executive	50 - 70	70 - 90	N/A
Account Manager (Agency)	50 - 60	60 - 80	80 - 90

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Level 9, 90 Collins Street, Melbourne, 3000 | 03 9623 6666
au.hudson.com

Salary Guide

	Permanent (AUD/000)		
Design & Creative	JUNIOR	MID WEIGHT	SENIOR
UI/UX Designer	55 - 70	70 - 90	90 - 120
UX Consultant	50 - 70	70 - 90	90 - 110
Graphic Designer	50 - 60	60 - 80	80 - 100
Visual/Multimedia Designer	55 - 70	70 - 90	90 - 120
Web Designer	60 - 80	80 - 95	95 - 110
Digital Producer	55 - 70	70 - 90	90 - 120

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Salary Guide

	Permanent (AUD/000)		
Marketing	JUNIOR	MID WEIGHT	SENIOR
Product Manager	100 - 130	130 - 150	150 - 180
Brand Manager	85 - 100	100 - 120	120 - 140
Marketing Manager	70 - 90	90 - 110	110 - 140
Marketing Executive	55 - 60	60 - 70	70 - 80
Trade Marketing Manager	90 - 120	120 - 150	150 - 170
Sponsorships & Events Manager	80 - 100	100 - 130	130 - 160
Sponsorships & Events Executive	70 - 80	80 - 100	100 - 120
Communications & Content			
Corporate & Public Affairs Manager	70 - 85	85 - 100	100 - 140
Communications Manager	70 - 85	85 - 110	110 - 150
Marketing & Communications Manager	75 - 90	90 - 110	110 - 140
Bids & Tenders Manager	65 - 80	80 - 100	100 - 140
Media/Public Relations	65 - 80	80 - 100	100 - 130
Social Media Manager	70 - 90	90 - 110	110 - 130
Web Content Manager	70 - 90	90 - 110	110 - 130
Event Communications Manager	65 - 80	80 - 95	95 - 130
Engagement Manager	70 - 85	85 - 110	110 - 150

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Salary Guide

	Permanent (AUD/000)
Communications Manager	90 - 130
Communications Officer	60 - 80
Content Officer	60 - 80
Corporate & Public Affairs Manager	80 - 130
Marketing & Communications Manager	90 - 130
Marketing Coordinator	50 - 75
Media/Public Relations Manager	90 - 130
Campaign Manager	80 - 110
Digital Producer	70 - 110
Graphic/Visual Designer	60 - 90

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Hudson Newcastle
Level 3, 77 Hunter Street, Newcastle, 2300 | 02 4927 2220
au.hudson.com

Salary Guide

	Permanent (AUD/000)	Contracting (AUD/hr)
Digital Marketing		
Digital Marketing Consultant	70 - 90	N/A
Digital Campaign Manager	65 - 80	N/A
Digital Account Coordinator	55 - 65	N/A
Digital Account Manager	70 - 80	N/A
Digital Director	90 - 120	N/A
Digital Producer	75 - 110	N/A
SEO/SEM/CRO Specialist	65 - 80	35 - 65
Social Media Coordinator	50 - 65	N/A
Social Media Executive	65 - 80	N/A
Social Media Specialist	85 - 120	N/A
Digital Project Manager	70 - 110	N/A
Inbound Marketer	65 - 100	30 - 50
Digital Content Strategist	65 - 80	30 - 50
Digital Content Specialist	90 - 130	50 - 80
Research Analyst	75 - 130	N/A
Digital Analyst	70 - 100	N/A

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Salary Guide

	Permanent (AUD/000)	Contracting (AUD/hr)
Design and Creative		
UI/UX Designer	75 - 120	45 - 80
UX Consultant	100 - 140	100 - 140
Graphic Designer	60 - 90	27 - 60
Visual/Multimedia Designer	65 - 100	30 - 60
Web Designer	65 - 90	35 - 60
Digital Designer	65 - 110	40 - 70

Featured role

Inbound Marketer

Permanent salary (AUD/000)

65 - 100

About the role

There is an increasing demand for content-driven roles within the digital space.

Inbound marketers not only need to be strong in content marketing, but they have to understand the target audience and their motivations before formulating an overarching content strategy across omnichannel platforms.

In order to be a successful inbound marketer, the candidate should have experience with blogging, social media, search marketing, content marketing, google analytics and reporting.

Key skills/attributes

- Experience with Facebook Ads Manager, Twitter, LinkedIn, Copywriting, Content Marketing, SEO, SEM, Google Analytics, Hootsuite, Hubspot
- Forward-thinking and the ability to grasp new technology and platforms quickly

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9/111 St Georges Terrace, Perth WA 6000 | 08 9323 0222
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Salary Guide

	Permanent (AUD/000)	Contracting (AUD/hr)
Senior Management		
Chief Marketing Officer	250+	150+
Communications & Content		
Communications Manager	150+	90+
Communications Executive	90 - 120	50 - 60
Communications Coordinator	75 - 85	40 - 50
Media/PR Manager	150+	90+
Media/PR Executive	90 - 120	50 - 60
Media/PR Coordinator	75 - 85	40 - 50
Corporate/Public Affairs	150+	90+
Marketing		
Product/Portfolio Manager	75 - 120	40 - 60
Brand Manager	75 - 120	40 - 60
Campaign Manager	75 - 120	40 - 60
Event/Sponsorship Manager	120 - 150	70 - 90
Event/Sponsorship Executive	75 - 120	40 - 60
Community Engagement Manager	135 - 160	80 - 100
Community Engagement Executive	80 - 130	45 - 75

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Salary Guide

Featured role

Community Engagement Manager

Permanent salary
(AUD/000)

135 - 160

About the role

The Community Engagement Manager provides strategic advice to organisations seeking to build connections with stakeholders and consumers.

An effective CEM is able to create a personality for the brand that helps it distinguish itself in the sector. A CEM is responsible for developing sustainable networks while setting and implementing strategic goals for the future.

Key skills/attributes

- Stakeholder engagement
- Strategic planning and implementation
- Project management
- Good research skills
- Public speaking / tendering

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Chief Marketing Officer	250 - 350
Chief Digital Officer	250 - 400
Chief Customer Experience Officer	250 - 300
Head of Marketing	180 - 220
Head of Digital	180 - 220
Head of Communications	160 - 200

Digital Marketing

JUNIOR

MID WEIGHT

SENIOR

	JUNIOR	MID WEIGHT	SENIOR
Digital Analytics Manager	100 - 110	110 - 120	120 - 130
Digital Marketing Manager	80 - 90	90 - 100	100 - 120
Digital Account Manager	60 - 70	70 - 80	80 - 95
Digital Strategist	80 - 90	90 - 110	110 - 140
Digital Campaign Manager	70 - 85	85 - 100	100 - 120
Digital Project Manager	60 - 70	70 - 90	90 - 110
Digital Producer	70 - 80	80 - 95	95 - 110
CX Manager	90 - 100	100 - 120	120 - 150
CRO Manager	90 - 100	100 - 110	110 - 120
Email Marketing Specialist	70 - 80	80 - 100	100 - 130
Ecommerce Manager	70 - 80	80 - 100	100 - 130

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	Permanent (AUD/000)		
Marketing	JUNIOR	MID WEIGHT	SENIOR
Senior Marketing Manager	120 - 130	130 - 150	150 - 170
Marketing Manager	80 - 90	90 - 100	120 - 150
Marketing Executive	65 - 80	80 - 90	90 - 100
Product Manager	100 - 130	130 - 150	150 - 180
Brand Manager	80 - 100	100 - 120	120 - 140
Campaign Manager	70 - 90	90 - 110	110 - 130
Sponsorships & Events Manager	80 - 100	100 - 130	130 - 150
Trade Marketing Manager	90 - 100	100 - 110	110 - 130
Trade Marketing Executive	60 - 70	70 - 80	80 - 90
Communications & Content			
Marketing Communications Manager	90 - 110	110 - 120	120 - 170
Communications Manager	85 - 100	100 - 120	120 - 160
Corporate & Public Affairs Manager	85 - 100	100 - 120	120 - 150
Media/Public Relations Manager	70 - 90	90 - 110	110 - 130
Content Manager	75 - 90	90 - 110	110 - 150
Social Media Manager	70 - 90	90 - 110	110 - 130
Bids & Tenders Manager	80 - 100	100 - 120	120 - 180

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UI/UX Designer	80 - 90	90 - 110	110 - 160
Graphic Designer	70 - 80	80 - 95	95 - 120
Visual/Multimedia Designer	90 - 100	100 - 110	110 - 130
Web Designer	90 - 100	100 - 110	110 - 120
Digital Designer	90 - 100	100 - 110	110 - 120
Sales			
General Manager	180 - 300		
National Sales Manager	140 - 200		
Sales Manager	90 - 100		
Business Development Director	120 - 170		
Business Development Manager	80 - 120		
Account Manager	65 - 90		

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