

Salary Guide



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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Get in touch to see
how we can help

Hudson Melbourne
Level 9, 90 Collins Street, Melbourne, 3000 | 03 9623 6666
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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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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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