

2010  
SALARY  
GUIDE

HUDSON SALES, MARKETING & COMMUNICATIONS DELIVERS SPECIALISED SERVICES FOR ATTRACTING AND SELECTING THE MOST TALENTED SALES, MARKETING AND COMMUNICATIONS PROFESSIONALS AVAILABLE. OUR CONSULTANTS WORK IN DEDICATED TEAMS OF DISCIPLINE AND INDUSTRY SPECIALISTS WHICH EFFECTIVELY OPERATE AS INDIVIDUAL BOUTIQUES, GIVING US THE DEPTH OF EXPERTISE TO TRULY UNDERSTAND THE NEEDS OF OUR CLIENTS.

HUDSON SALES, MARKETING & COMMUNICATIONS CONSULTANTS HAVE INDUSTRY EXPERIENCE AND/OR TERTIARY QUALIFICATIONS IN A RELATED FIELD. WE RECRUIT FOR BOTH PERMANENT AND CONTRACT POSITIONS WITHIN EACH OF THE SALES, MARKETING AND COMMUNICATIONS JOB DISCIPLINES.

PLACING 1,400 SALES, MARKETING AND COMMUNICATIONS PROFESSIONALS EACH YEAR ACROSS AUSTRALIA AND NEW ZEALAND, OUR PEOPLE ARE PROVEN PERFORMERS, MANY OF WHOM ARE REPRESENTED OR PROFILED WITH RELEVANT INDUSTRY BODIES AND INSTITUTIONS.

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## INTRODUCTION

Hudson Sales, Marketing & Communications is pleased to provide our annual salary guide. Throughout the following pages, you will find a breakdown of the salary ranges available to candidates across industries.

Data has been collated from Hudson's placements in the last 12 months and in consultation with our national teams of specialist recruitment consultants.

We hope that you find the information a practical and useful tool in understanding what employees are worth in today's competitive market.

## MARKET SYNOPSIS

Across all sectors, demand for Sales, Marketing & Communications professionals was slow for most of 2009 due to the economic downturn. Toward the end of 2009, however, we began to see some increases in market activity as the economy began to stabilise and improve.

Most salary levels remained the same across the profession for the majority of 2009. Although there was slightly higher demand for some roles, this did not necessarily push salaries up, as employers have taken advantage of a very job-short market.

Sales professionals and sales skills have started to see growth in demand as companies across sectors focus on rebuilding their sales teams for 2010. Adding to this demand has been increased activity in new product development, mergers and acquisitions in the healthcare and pharmaceutical sectors, and growth in the energy and resources industries.

The buoyancy of the Australian economy compared to the rest of the world has made it a lucrative target for businesses in the consumer

and FMCG space. We expect that this will create an added demand for good candidates in 2010. Recovery of industries, particularly Financial Services and Professional Services, has also led to an increase in hiring. These industries, which were the first to stop hiring in the economic downturn, will be the first to ramp up their talent as they seek to expand and rebuild their product offerings and the sales and marketing teams to take these to market.

Demand for PR and External Communications and Public Affairs candidates has remained relatively steady over 2009. Mid-level marketing execution roles such as Campaign Managers and Direct Marketers have also seen steady demand. As companies solidify their strategies for 2010, the need for execution staff is still very much a priority. In contrast, Communications and Internal Communications roles have seen many redundancies over the past year, and an oversupply of candidates remains.

With roles requiring distinct marketing skills, we have seen little movement between marketing disciplines amongst mid-level marketing candidates who have found themselves out of work. Senior marketers, in particular, have tended to stay within their industries and role types in their chosen career paths.

With the growth of business technology and social media communications, we have seen a rising demand for candidates with online marketing, digital marketing, and social media marketing experience. Employers have been willing to pay higher salaries for this specialised skill.

Throughout 2010, particularly the second half of the year, we expect to see a continuing improvement in salary levels. With salaries seeing little increase over 2009, retention strategies for employers in the coming year will be closely tied to salaries. Over the last year, we saw growing

pressure on marketing professionals to take on greater workloads, often without compensation. In a recent Hudson survey, we asked employers how they compensate their Sales, Marketing & Communications staff who work beyond standard hours. Over a third of employers (36%) said they allowed for time in lieu, while 50% gave no compensation at all. In the next 12 months, we anticipate that this will become unsustainable. If employers do not increase salaries, existing employees are more likely to look externally as the market continues to pick up.

	NSW AUD '000	VIC AUD '000	ACT AUD '000	QLD AUD '000	SA AUD '000	WA AUD '000
<b>ADVERTISING &amp; MEDIA</b>						
<b>Marketing</b>						
Marketing Coordinator	50-65	50-65	55-65	43-53	45-55	45-65
Marketing Executive	60-80	60-80	65-80	61-75	55-70	55-70
Product Manager	80-120	80-120	80-90	68-83	70-100	70-120
Web Content Manager	75-105	75-105	70-85	68-83	55-70	75-100
PR Manager	90-120	90-120	90-100	74-88	80-100	90-120
Marketing Communications Manager	95-130	95-130	85-110	77-94	80-110	80-105
Marketing Director	150-200	150-200	120	90-100	120+	110-160
Sales Executive	60-80	60-80	70-75	63-78	50-60	50-70
Account Manager	60-85	60-85	65-75	68-83	50-60	55-75
Account Director	90-145	90-145	75-85	85-95	75-100	100-140
Business Development Manager	75-100	75-100	75-85	80-110	55-65	70-85
National Sales Manager	120-160	120-160	90-110	85-120	100-140	110+
Sales Director	140-200+	140-200+	110-120	90-100	130-160	150+

<b>ENERGY &amp; RESOURCES</b>						
<b>Marketing</b>						
Marketing Coordinator	50-65	50-65	n/a	55-70	45-55	55-70
Product Development Manager	80-110	70-100	n/a	75-90	65-90	75-100
Senior Product Manager	70-90	90-115	n/a	85-110	85-100	95-125
Direct Marketing Executive	100-120	75-90	n/a	75-90	65-/8	65-85
Direct Marketing Manager	75-110	90-125	n/a	100-130	75-100	85-110
Marketing Analyst	75-100	70-90	n/a	80-95	60-80	85-110
Market Research Specialist	75-120	70-90	n/a	60-75	70-90	70-90
Channel Marketing Manager	80-120	70-100	n/a	100-125	85-100	95-110
Strategy Manager	75-110	150-200+	n/a	n/a	85-110	150+
Segment Manager	90+	80-130	n/a	n/a	100-120	110-140
Marketing Manager	120+	110-150	n/a	100-130	85-120	95-140
Marketing Director	150+	150-200+	n/a	130-160	120+	150+

<b>Sales (base)</b>						
Sales Executive	50-65	55-75	n/a	55-75	60-85	70-100
Account Manager	60-80	60-100	n/a	55-75	70-95	70-100
Senior Account Manager	70-100	80-100	n/a	75-100	80-110	90-120
Business Development Manager	80-120	80-100	n/a	80-250	90-120	95-130
National Sales Manager	100-140	115-140	n/a	100-300	100-140	100-150
Sales Director	120-180	150-200+	n/a	100-300	130-160	140+

	NSW AUD '000	VIC AUD '000	ACT AUD '000	QLD AUD '000	SA AUD '000	WA AUD '000
<b>FINANCIAL SERVICES</b>						
<b>Marketing</b>						
Marketing Coordinator	50-65	50-70	n/a	50-60	50-65	50-75
Product Development Manager	80-110	80-120	n/a	75-85	80-110	80-110
Direct Marketing Executive	70-90	70-100	n/a	65-85	70-90	75-100
Direct Marketing Manager	100-120	100-130	n/a	70-90	100-120	110-140
Marketing Analyst	75-110	70-100	n/a	45-75	75-110	80-120
Market Research Specialist	75-100	70-100	n/a	60-80	75-100	80-110
PR Manager	75-120	75-115	n/a	75-110	75-120	80-130
Internal Communications	80-120	80-120	n/a	65-75	80-120	80-120
Campaign Manager	70-100	75-110	n/a	80-90	70-100	80-120
Sponsorship Manager	75-110	85-120	n/a	80-90	75-110	80-110
Strategy Manager	120+	150-200+	n/a	65-85	120+	130+
Segment Manager	90+	90-130	n/a	75-80	90+	110+
Marketing Manager	85+	100-150	n/a	90-95	85+	100-130
Marketing Director	150+	150-200+	n/a	95-110	150+	150+
<b>FMCG</b>						
<b>Marketing</b>						
Marketing Coordinator / Assistant	45-55	50-75	45-55	50-60	45-55	50-70
Assistant Brand Manager	50-65	50-70	50-65	45-55	50-65	55-75
Brand Manager (1-3 years)	70-90	70-90	70-90	55-75	65-85	85-110
Senior Brand Manager (4+ years)	90-130	90-120	90-130	65-85	80-100	100-145
Marketing Manager	130-180	120-160	130-180	55-60	85-120	95-140
Marketing Director	200+	160-220+	200+	50-65	120+	80-100
Marketing Analyst	60-95	65-85	60-95	70-95	60-80	90-120
Online / eMarketing Manager	110+	95-130	110+	70-95	85-100	80-110
Research / Insights Manager	120-160	110-150	120-160	70-95	90-110	95+
Communications Manager	120-150	110-140	120-150	85-105	90-120	120-160
NPD / Innovation Manager	120-150	110-140	120-150	85-120	120-150	150+
Trade Marketing Manager	100-150	120-150	100-150	100-150	100-150	n/a
<b>Sales (base)</b>						
Account Manager	55-65	55-65	55-65	75-85	55-65	80-100
Category Executive	55-65	55-65	55-65	45-55	80-120	n/a
Category Manager	80-120	80-130	80-120	70-120	50-60	n/a
Territory Manager (entry level)	50-60	55-65	55-70	65-85	65-80	n/a
Territory Manager (3+ years)	60-80	60-80	60-80	50-70	75-10	70-90
Field Sales / Regional Sales Manager	70-100	80-110	70-100	55-95	100-150	n/a
State Manager - Large FMCG	100-150	100-150	100-150	95-110	90-120	110-130
National Field Sales Manager - Small	100-130	100-150	100-130	95-110	110-150	n/a
National Field Sales Manager - Large	130-160	100-150	130-160	n/a	70-90	120-170
Key / State Account Manager	70-90	75-100	90-100	n/a	80-110	n/a

	NSW AUD '000	VIC AUD '000	ACT AUD '000	QLD AUD '000	SA AUD '000	WA AUD '000
National Account Manager (1-3 years)	80-110	80-110	70-90	85-95	100-130	n/a
National Account Manager (4+ years)	100-130	100-130	100-130	n/a	120-150	90-130
National Business Manager	130-160	130-160	130-160	n/a	150+	n/a
Sales Director	200+	180-250	200+	95-110	n/a	150+
Trade Marketing Executive	55-65	55-65	55-65	50-60	n/a	70-80

## HEALTHCARE

### Marketing

Marketing Assistant	55-65	50-65	50-65	45-55	55-65	n/a
Assistant Product Manager	70-85	70-90	70-90	55-70	65-80	n/a
Product/Brand Manager	85-120	85-120	85-120	60-80	90-120	n/a
PR/Corporate Affairs	85-120	90-120	80-90	65-70	85-120	n/a
Corporate Affairs Manager	120-160+	130-160+	80-95	55-75	120-140+	n/a
Internal Communications	85-120	90-120	80-90	55-80	85-120	n/a
Marketing Analyst	80-110	65-105	80-110	40-55	80-110	n/a
Marketing Manager	110-150	110-150	110-140	75-95	110-140	n/a
Marketing Director	140-200+	150-200+	140-160+	85-105	140-160+	n/a

### Sales (base)

GP Sales Representative	50-70	55-70	55-65	55-75	50-65	55-60
Specialist Representative	60-85	65-85	65-70	65-85	70-90	70-80
GP Sales Manager	85-110	85-110	80-90	65-75	80-110	95-110
Regional Sales Manager	100-130	100-130	n/a	85-95	80-120	120+
National Sales Manager	130-180	130-180	n/a	95-110	100-140	n/a

## INDUSTRIAL

### Marketing

Marketing Coordinator	50-65	50-65	45-55	45-50	45-55	50-70
Marketing Executive	70-90	70-90	55-65	60-100	55-70	60-85
Product Manager	90-130	90-130	n/a	75-95	70-100	75-110
Web Content Manager	75-100	75-100	65-75	75-100	55-70	75-100
PR Manager	100-130	100-130	75-90	80-110	70-100	85-110
Marketing Communications Manager	110-150	110-150	75-90	95-120	85-110	90-130
Marketing Director	150-250	150+	90-110	110-150	120+	140+

### Sales (base)

Sales Executive	65-85	65-85	55-65	55-75	50-60	55-75
Account Manager	75-100	75-100	55-65	55-75	60-80	60-80
Account Director	75-120	75-100	65-80	55-75	80-110	85-115
Business Development Manager	100-140	100-130	75-85	55-75	50-65	65-85
National Sales Manager	130-180	130-160	90-110	125-150	100-140	100-140
Sales Director	150-200+	150-200	100-125	125-150	140+	140+

	NSW AUD '000	VIC AUD '000	ACT AUD '000	QLD AUD '000	SA AUD '000	WA AUD '000
<b>IT&amp;T</b>						
<b>Marketing</b>						
Marketing Coordinator	50-80	50-70	55-65	55-65	45-60	50-70
Product Development Manager	80-120	80-120	70-90	65-75	65-90	90-120
Senior Product Manager	110-150	110-160	85-95	65-80	85-100	110-150
Direct Marketing Manager	90-130	80-130	100-130	65-80	75-100	85-125
Marketing Analyst	80-120	70-130	85-95	55-65	60-80	90-120
Market Research Specialist	90-140	90-120	70-85	60-80	70-90	80-100
Channel Marketing Manager	90-130	75-120	100-130	75-80	85-100	90-130
Strategy Manager	120-150	90-150	110-140	75-85	85-110	150+
Segment Manager	110-140	100-140	100-125	65-75	100-120	100-150
Marketing Manager	90-140	150-200+	125-140	75-85	85-110	90-150
Marketing Director	160+	150-200+	150-170	95-110	120+	150+

<b>Sales (base)</b>						
Account Manager	60-90	60-90	80-100	75-95	60-90	60-140
Senior Account Manager	90-130	90-140	110-140	80-100	70-110	80-140
Account Director	120-160	120-160	140-170	85-110	100-160	100-160
Business Development Manager	80-150	80-140	140-180	85-120	80-130	80-130
Pre-sales	70-100	60-110	110-140	75-95	70-100	65-120
Sales Manager	100-140	100-160	110-160	85-95	100-150	120-170
Sales Director	150+	150+	150-200	95-110	150+	140-180

<b>PROFESSIONAL SERVICES</b>						
<b>Marketing</b>						
Marketing Coordinator	50-75	50-65	55-65	50-75	45-55	50-65
Direct Marketing Executive	60-90	60-80	65-85	50-75	55-70	60-85
Direct Marketing Manager	90-140	90-130	85-100	90-115	65-80	75-120
Marketing Analyst	70-130	70-110	75-85	75-85	60-80	75-100
Market Research Specialist	70-130	70-110	75-90	75-90	70-90	75-100
PR/External Communications	70-140	70-130	85-100	65-75	70-100	85-130
Internal Communications	70-130	70-130	85-110	65-85	80-120	80-120
Events Manager	55-100	55-80	75-85	60-80	55-80	60-90
Marketing Manager	100-160	100-140	100-120	110-150	85-110	100+
Marketing Director	150-250	140-180	120-130	130-160	120+	140+

<b>Sales (base)</b>						
Client Relationship Manager	90-110	90-110	90-110	80-110	85+	85+
Business Development Manager	90-120	90-120	90-110	80-110	100+	100+
Business Development Director	150-220	150-220	120-140	110-140	150+	150+

	NSW AUD '000	VIC AUD '000	ACT AUD '000	QLD AUD '000	SA AUD '000	WA AUD '000
<b>PUBLIC SECTOR</b>						
<b>Marketing</b>						
Marketing Coordinator	65-75	55-65	55-65	55-75	55-65	50-65
Events Manager	70-75	65-80	65-75	60-70	55-80	65-90
Sponsorship/Fundraising Manager	80-90	85-125	80-110	55-70	60-90	80-120
Public/Corporate Affairs Manager	120-140	90-150	90-120	70-100	90-120	90-150
Policy Manager	80-150	80-150	90-110	85-110	80-100	90-130
Marketing Communications Manager	120-140	85-140	95-120	75-100	85-110	80-120
Strategy Manager	120-130	115-150	90-110	85-120	110+	110+
Marketing Manager	120-130	100-150	95-110	75-100	120+	90+
<b>RETAIL</b>						
<b>Operations</b>						
Area Manager - Small Format	60-75	60-75	n/a	n/a	n/a	n/a
Regional Manager - Small Format	75-95	75-95	n/a	n/a	n/a	n/a
Regional Manager - Large Format	110-140	110-140	n/a	n/a	n/a	n/a
State Manager - Small Format	110-130	110-130	n/a	n/a	n/a	n/a
National Retail Manager - < 100 stores	100-140	100-140	n/a	n/a	n/a	n/a
National Retail Manager - > 100 stores	130-170	130-170	n/a	n/a	n/a	n/a
General Manager - Specialty	200+	200+	n/a	n/a	n/a	n/a
General Manager - Large	250+	250+	n/a	n/a	n/a	n/a
Franchise Regional Manager	75-100	75-100	n/a	n/a	n/a	n/a
National Franchise Manager	130-150	130-150	n/a	n/a	n/a	n/a
<b>Merchandise &amp; Marketing</b>						
Assistant Merchandise Planner	50-60	50-60	n/a	n/a	n/a	n/a
Merchandise Planner (1-3 years experience)	60-75	60-75	n/a	n/a	n/a	n/a
Merchandise Planner (4+ years experience)	75-110	75-110	n/a	n/a	n/a	n/a
Merchandise Planning Manager	110+	110+	n/a	n/a	n/a	n/a
Assistant Buyer	50-60	50-60	n/a	n/a	n/a	n/a
Buyer (1-3 years experience)	60-75	60-75	n/a	n/a	n/a	n/a
Senior Buyer (4+ years experience)	75-110	75-110	n/a	n/a	n/a	n/a
Merchandise (Buying) Manager	120-160	120-160	n/a	n/a	n/a	n/a
General Manager Merchandise	200-250	200-250	n/a	n/a	n/a	n/a
Marketing Executive	55-75	55-75	n/a	n/a	n/a	n/a
Marketing Manager	90-150	90-150	n/a	n/a	n/a	n/a
General Manager Marketing	200-250	200-250	n/a	n/a	n/a	n/a
Visual Merchandise Manager - State	60-90	60-90	n/a	n/a	n/a	n/a
Visual Merchandise Manager - National	100-120	100-120	n/a	n/a	n/a	n/a

\* All figures exclude superannuation, bonuses and share options.

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