

HUDSON MARKETING & COMMUNICATIONS

Salary guide

Permanent Roles - Annual base salary 2017 AUD '000

	Sydney	Newcastle	Brisbane	Melbourne	Adelaide	Perth
Senior Management						
Chief Marketing Officer	250+	110+	170+	200+	180+	200+
Head of Marketing	180+	95 - 130	140+	150+	140+	180 - 200
Marketing Director	220+	N/A	170+	200+	180+	200+
Digital Director	180+	120+	140+	150+	140+	140+
General Manager, Communications	170+	N/A	100 - 140	130+	130+	140 - 160
Digital Marketing						
Digital Campaign Manager	90 - 135	70 - 110	80 - 130	90 - 130	90 - 130	85 - 120
Transformation Manager	80 - 115	N/A	80 - 110	75 - 110	75 - 110	70 - 100
Digital Account Manager	75 - 110	70 - 95	75 - 110	75 - 100	75 - 100	75 - 100
Digital Producer	80 - 112	70 - 90	70 - 110	80 - 120	80 - 120	75 - 110
SEO/SEM/CRO Specialist	65 - 100	65 - 85	65 - 95	65 - 90	65 - 90	65 - 100
Direct Marketing & CRM Manager	85 - 115	80 - 110	70 - 110	70 - 110	70 - 110	65 - 100
Social Media Manager	95 - 120	70 - 110	85 - 110	90 - 130	90 - 130	80 - 100
Social Media Executive	70 - 90	N/A	65 - 90	65 - 90	65 - 90	60 - 90
Social Media Coordinator	50 - 65	50 - 65	50 - 65	50 - 65	50 - 65	50 - 65
Ecommerce Manager	85 - 125	80 - 110	80 - 120	80 - 120	80 - 120	80 - 120
Project Management	90 - 150	N/A	90 - 150	90 - 150	90 - 150	85 - 130

This salary guide is a compilation of salary and market information provided by Hudson consultants, clients, candidates and other sources across Australia. Information was gathered by drawing on the extensive knowledge of our specialist recruitment consultants across Hudson's specialist practice groups. Salary ranges are approximate guides only. They relate to base salaries and exclude superannuation/bonuses/incentive schemes/stock options.

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Marketing						
Product & Portfolio Manager	110 - 180	N/A	100 - 180	110 - 180	110 - 180	110 - 180
Brand Manager	100 - 140	80 - 120	100 - 130	100 - 130	90 - 120	90 - 120
Assistant Brand Manager	80 - 110	N/A	80 - 100	80 - 100	70 - 90	80 - 110
Campaign Manager	90 - 125	80 - 110	80 - 120	90 - 120	80 - 110	90 - 120
Campaign Executive	60 - 95	55 - 80	60 - 90	60 - 90	60 - 90	80 - 110
Trade Marketing Manager	130 - 170	N/A	120 - 160	130 - 170	120 - 160	120 - 160
Trade Marketing Assistant	90 - 130	N/A	80 - 120	90 - 130	80 - 120	80 - 110
Events & Sponsorship Manager	110 - 150	90 - 120	100 - 150	120 - 150	100 - 140	90 - 120
Communications & Content						
Corporate & Public Affairs Manager	110 - 140	80 - 130	85 - 120	85 - 120	85 - 110	100 - 130
Communications Manager	100 - 160	90 - 140	100 - 150	100 - 150	100 - 150	100 - 150
Communications Executive	80 - 110	80 - 110	70 - 95	75 - 100	75 - 100	75 - 100
Marketing Communications Manager	100 - 150	90 - 150	90 - 150	100 - 150	100 - 150	100 - 150
Marketing Communications Executive	80 - 110	80 - 110	70 - 100	70 - 100	70 - 100	75 - 100
Bids & Tenders Manager	80 - 130	80 - 120	80 - 120	90 - 120	90 - 120	90 - 120
Media/Public Relations Manager	80 - 120	80 - 130	80 - 120	85 - 120	85 - 120	100 - 140
Content Manager	80 - 150	80 - 120	80 - 130	90 - 130	90 - 130	90 - 130

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Design & Creative						
UX/UI Design	120 - 180	80 - 120	120 - 160	120 - 150	120 - 150	85 - 130
Graphic/Visual Designer	65 - 110	60 - 100	65 - 110	75 - 100	75 - 100	65 - 100

Get in touch

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