

Salary Guide



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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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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Hudson Perth
9/111 St Georges Terrace, Perth WA 6000 | 08 9323 0222
au.hudson.com

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	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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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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