

HUDSON MARKETING, COMMUNICATIONS AND DIGITAL

2019 Salary Guide



Discover great talent with Hudson

In this fast-changing world, an organisation's competitive advantage comes from having the best people.

Hudson helps organisations find and develop high performers with the right skills and experience – as well as the right motivational and cultural fit.

Hudson helps organisations achieve great performance by discovering talent and helping people realise their potential.

Find the best talent

In today's market where candidates are more passive than ever before, we use our extensive database of specialised talent pools, networks and multiple sourcing channels to find, engage and nurture outstanding candidates – quickly.

Rely on deep market knowledge

We understand the intricate needs of our clients and our candidates' niche skillsets, which ensures accuracy in our placements. Our specialist market knowledge of salaries, job titles and hiring trends helps us achieve the best outcome for your organisation at the appropriate remuneration.

Hire with confidence

Using data-driven and best practice talent profiling and assessment techniques, our solutions minimise the risk in hiring decisions and ensure you select high performers who will stay and grow.

We use rigorous recruitment processes and science-based psychometric assessment tools that give you in-depth insights into the skills, behaviours and motivational drivers of candidates. Which in turn helps you make an informed decision when it comes to the cultural fit, capabilities and potential of your people.

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.

HUDSON MARKETING, COMMUNICATIONS AND DIGITAL

Brisbane

SENIOR MARKETING MANAGEMENT

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

DIGITAL MARKETING

	Permanent (AUD/000)
Ecommerce Manager (Junior)	80 - 90
Ecommerce Manager (Mid Weight)	90 - 110
Ecommerce Manager (Senior)	110 - 130
Digital Marketing Manager (Junior)	70 - 80
Digital Marketing Manager (Mid Weight)	80 - 100
Digital Marketing Manger (Senior)	100 - 120
Account Manager (Junior)	60 - 70
Account Manager (Mid Weight)	70 - 90
Account Manager (Senior)	90 - 110
Digital Producer (Junior)	60 - 70
Digital Producer (Mid Weight)	70 - 95
Digital Producer (Senior)	95 - 100
Digital Campaign Manager (Junior)	70 - 80
Digital Campaign Manager (Mid Weight)	80 - 95
Digital Campaign Manager (Senior)	95 - 120
Digital Project Manager (Junior)	70 - 80
Digital Project Manager (Mid Weight)	80 - 100
Digital Project Manager (Senior)	100 - 150
Digital Analytics Manager (Junior)	80 - 90
Digital Analytics Manager (Mid Weight)	90 - 110
Digital Analytics Manager (Senior)	110 - 140
Email Marketing Specialist (Junior)	50 - 60
Email Marketing Specialist (Mid Weight)	60 - 70
Email Marketing Specialist (Senior)	70 - 100

HUDSON MARKETING, COMMUNICATIONS AND DIGITAL

Brisbane

MARKETING

	Permanent (AUD/000)
Senior Marketing Manager (Junior)	120 - 130
Senior Marketing Manager (Mid Weight)	130 - 150
Senior Marketing Manager (Senior)	150 - 170
Marketing Manager (Junior)	70 - 80
Marketing Manager (Mid Weight)	80 - 100
Marketing Manager (Senior)	100 - 120
Marketing Executive (Junior)	60 - 70
Marketing Executive (Mid Weight)	70 - 80
Marketing Executive (Senior)	80 - 90
Product Manager (Junior)	70 - 80
Product Manager (Mid Weight)	80 - 100
Product Manager (Senior)	100 - 160
Brand Manager (Junior)	80 - 90
Brand Manager (Mid Weight)	90 - 110
Brand Manager (Senior)	110 - 130
Campaign Manager (Junior)	70 - 80
Campaign Manager (Mid Weight)	80 - 110
Campaign Manager (Senior)	100 - 130
Trade Marketing Manager (Junior)	90 - 100
Trade Marketing Manager (Mid Weight)	100 - 110
Trade Marketing Manager (Senior)	110 - 130
Sponsorships and Events Manager (Junior)	80 - 90
Sponsorships and Events Manager (Mid Weight)	90 - 130
Sponsorships and Events Manager (Senior)	130 - 150

HUDSON MARKETING, COMMUNICATIONS AND DIGITAL

Brisbane

COMMUNICATIONS AND CONTENT

	Permanent (AUD/000)
Communications Manager (Junior)	90 - 100
Communications Manager (Mid Weight)	100 - 120
Communications Manager (Senior)	120 - 150
Marketing Communications Manager (Junior)	90 - 100
Marketing Communications Manager (Mid Weight)	100 - 120
Marketing Communications Manager (Senior)	120 - 150
Content Manager (Junior)	70 - 80
Content Manager (Mid Weight)	80 - 100
Content Manager (Senior)	100 - 120
Social Media Manager (Junior)	80 - 90
Social Media Manager (Mid Weight)	90 - 100
Social Media Manager (Senior)	100 - 120

FEATURED ROLE

Digital Marketing Manager

Permanent salary range (AUD/000)

70 - 120

About the role

Develops and drives brand awareness across the various digital platforms and continuously strives to increase engagement and customer acquisition. They utilise analytics and insights to understand target audiences and determine customer behaviours in order to attract quality leads. They manage all aspects of social media, SEO, paid search, and content, and report on the results of campaigns.

Key skills/attributes

- Passion for all things digital marketing
- A strategic thinker, however hands-on
- Knowledge of Google Analytics, SEM, SEO and PPC

HUDSON MARKETING, COMMUNICATIONS AND DIGITAL

Melbourne

SENIOR MARKETING MANAGEMENT

	Permanent (AUD/000)	Contracting (AUD/hr)
Head of Marketing	140 - 200	70 - 100
Head of Digital	150 - 190	80 - 100
Head of Communication	140 - 180	60 - 70
Head of Engagement	140 - 170	70 - 80

FEATURED ROLE

Direct Marketing Specialist

Permanent salary range (AUD/000)

50 - 100

About the role

Direct Marketing and eDM specialist with experience in market segmentation and campaign monitoring. Responsibilities of this role include analysing open and click-through rates, measuring ROI and end-to-end campaign effectiveness.

Key skills/attributes

- Marketing Automation software
- Knowledge of eDM platforms
- Experience with Google Analytics and other tracking tools

HUDSON MARKETING, COMMUNICATIONS AND DIGITAL

Melbourne

MARKETING

	Permanent (AUD/000)	Contracting (AUD/hr)
Brand Manager (Junior)	85 - 100	50 - 60
Brand Manager (Mid Weight)	100 - 120	60 - 70
Brand Manager (Senior)	120 - 140	70 - 80
Assistant Brand Manager (Junior)	65 - 75	35 - 45
Assistant Brand Manager (Mid Weight)	75 - 90	40 - 50
Campaign Manager (Junior)	80 - 90	45 - 55
Campaign Manager (Mid Weight)	90 - 115	55 - 65
Campaign Manager (Senior)	115 - 130	65 - 75
Campaign Executive (Junior)	55 - 70	30 - 40
Campaign Executive (Mid Weight)	70 - 80	40 - 45
Campaign Executive (Senior)	80 - 110	45 - 60
Trade Marketing Manager (Junior)	120 - 140	70 - 80
Trade Marketing Manager (Mid Weight)	140 - 160	80 - 90
Trade Marketing Manager (Senior)	160 - 180	90 - 100
Events and Sponsorship Manager (Junior)	100 - 120	60 - 70
Events and Sponsorship Manager (Mid Weight)	120 - 150	70 - 85
Events and Sponsorship Manager (Senior)	150 - 170	85 - 95
Events and Sponsorship Executive (Junior)	70 - 80	40 - 50
Events and Sponsorship Executive (Mid Weight)	80 - 100	50 - 60
Events and Sponsorship Executive (Senior)	100 - 120	60 - 70
Product Manager (Junior)	70 - 80	40 - 50
Product Manager (Mid Weight)	80 - 100	50 - 60
Product Manager (Senior)	100 - 120	60 - 70

HUDSON MARKETING, COMMUNICATIONS AND DIGITAL

Melbourne

DIGITAL MARKETING

	Permanent (AUD/000)	Contracting (AUD/hr)
Marketing Innovation Manager	150 - 180	75 - 90
Social Media Executive (Junior)	50 - 80	25 - 40
Social Media Executive (Mid Weight)	70 - 90	35 - 45
Digital Marketing Coordinator (Junior)	55 - 70	28 - 35
Digital Marketing Coordinator (Mid Weight)	65 - 80	35 - 40
Social Media Account Manager - Agency (Junior)	50 - 60	25 - 30
Social Media Account Manager - Agency (Mid Weight)	60 - 80	30 - 40
Social Media Account Manager - Agency (Senior)	70 - 90	35 - 45
Account Manager - Agency (Junior)	50 - 60	25 - 30
Account Manager - Agency (Mid Weight)	60 - 80	30 - 40
Account Manager - Agency (Senior)	70 - 90	35 - 45
Digital Marketing Specialist (Junior)	70 - 85	35 - 45
Digital Marketing Specialist (Mid Weight)	80 - 95	40 - 50
Digital Marketing Specialist (Senior)	90 - 105	45 - 55
Digital Marketing Manager (Mid Weight)	80 - 95	40 - 50
Digital Marketing Manager (Senior)	100 - 120	50 - 65
Campaign Specialist (Junior)	55 - 65	30 - 35
Campaign Specialist (Mid Weight)	65 - 80	35 - 45
Campaign Specialist (Senior)	80 - 100	45 - 55
CRM Marketing Manager (Mid Weight)	70 - 90	37 - 50
CRM Marketing Manager (Senior)	90 - 120	47 - 65
Direct Marketing Specialist (Junior)	50 - 65	25 - 35
Direct Marketing Specialist (Mid Weight)	60 - 80	30 - 45
Direct Marketing Specialist (Senior)	80 - 100	40 - 55
SEO/SEM Specialist (Junior)	55 - 65	27 - 35
SEO/SEM Specialist (Mid Weight)	60 - 80	32 - 45
SEO/SEM Specialist (Senior)	80 - 110	45 - 57

HUDSON MARKETING, COMMUNICATIONS AND DIGITAL

Melbourne

COMMUNICATIONS AND CONTENT

	Permanent (AUD/000)
Communications Manager (Junior)	70 - 85
Communications Manager (Mid Weight)	85 - 110
Communications Manager (Senior)	110 - 150
Stakeholder Engagement Manager (Junior)	70 - 85
Stakeholder Engagement Manager (Mid Weight)	85 - 110
Stakeholder Engagement Manager (Senior)	110 - 150
Community Engagement Manager (Junior)	70 - 85
Community Engagement Manager (Mid Weight)	85 - 110
Community Engagement Manager (Senior)	110 - 150
Senior Communications Advisor (Junior)	70 - 85
Senior Communications Advisor (Mid Weight)	85 - 110
Senior Communications Advisor (Senior)	110 - 150
Media Manager (Junior)	65 - 80
Media Manager (Mid Weight)	80 - 100
Media Manager (Senior)	100 - 140
Communications and Events Manager (Junior)	65 - 80
Communications and Events Manager (Mid Weight)	80 - 95
Communications and Events Manager (Senior)	95 - 130
Content Lead (Junior)	65 - 80
Content Lead (Mid Weight)	80 - 110
Content Lead (Senior)	110 - 140
Social Media Manager (Junior)	65 - 80
Social Media Manager (Mid Weight)	80 - 95
Social Media Manager (Senior)	95 - 120
Web Content Manager (Junior)	65 - 80
Web Content Manager (Mid Weight)	80 - 100
Web Content Manager (Senior)	100 - 130
Corporate and Public Affairs Manager (Junior)	70 - 85
Corporate and Public Affairs Manager (Mid Weight)	85 - 110
Corporate and Public Affairs Manager (Senior)	110 - 150

HUDSON MARKETING, COMMUNICATIONS AND DIGITAL

Newcastle

	Permanent (AUD/000)
Communications Manager	90 - 130
Communications Officer	60 - 80
Content Officer	60 - 80
Corporate and Public Affairs Manager	80 - 130
Marketing and 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

HUDSON MARKETING, COMMUNICATIONS AND DIGITAL

Perth

SENIOR MARKETING MANAGEMENT

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

MARKETING

	Permanent (AUD/000)	Contracting (AUD/hr)
Marketing Officer	55 - 65	28 - 33
Marketing Co-ordinator	65 - 75	33 - 38
Marketing Executive	85 - 95	42 - 45
Marketing Manager	95 - 120	45 - 55
Marketing Director	170 +	90 +
Brand Manager	95 - 110	45 - 50
Product Manager	95 - 110	45 - 50
Campaign Manager	95 - 110	45 - 50
Communications Manager	120 +	60 +
Community Engagement Manager	130 +	65 +
Social Insights Manager	130 +	65 +
Corporate / Public Affairs Executive	80 - 95	40 - 45
Corporate / Public Affairs Manager	135 +	75 +
External Relations Manager	135 +	75 +
Media / Public Relations Manager	135 +	75 +

HUDSON MARKETING, COMMUNICATIONS AND DIGITAL

Perth

DIGITAL MARKETING

	Permanent (AUD/000)	Contracting (AUD/hr)
Digital Marketing Specialist	70 - 100	40 - 80
Digital Account Manager	70 - 80	n/a
Digital Account Coordinator	60 - 70	n/a
Digital Campaign Manager	70 - 90	n/a
Digital Content Coordinator	65 - 80	n/a
Digital Content Specialist	80 - 100	n/a
Head of Content	110 - 150	n/a
Inbound Marketing Specialist	65 - 100	n/a
Growth Marketer	65 - 100	n/a
Digital Producer	75 - 100	n/a
Digital Director	90 - 120	n/a
SEO/SEM Specialist	70 - 80	35 - 65
Social Media Manager	85 - 100	n/a
Social Media Coordinator	65 - 75	n/a
Marketing Automation Specialist	100 - 130	n/a
Digital Optimisation / Analytics Specialist	90 - 120	n/a

FEATURED ROLE

Communications Manager

Permanent salary range (AUD/000)

120 +

About the role

Perth is seeing a demand for communications strategy engaging both internal and external audiences during a period of change. Typically this person is being engaged on a contract basis as the market rebounds from a period of inactivity. Messaging is being developed to not only inform the market of activities related to the organisation but also to the internal staff to offer transparency and facilitate engagement.

Key skills/attributes

- Stakeholder engagement skills
- Strong writing and editing ability
- Ability to work in a changing environment
- Capacity to facilitate change
- Staff management experience (in some cases)

HUDSON MARKETING, COMMUNICATIONS AND DIGITAL

Perth

DESIGN AND CREATIVE

	Permanent (AUD/000)	Contracting (AUD/hr)
UI/UX Designer	75 - 120	45 - 80
UX Consultant / Researcher	100 - 140	80 - 140
Digital Designer	65 - 100	40 - 70
Multimedia Designer	65 - 100	30 - 60
Animator	60 - 90	30 - 55
Web Designer	65 - 90	35 - 60
Graphic Designer	60 - 90	30 - 60

FEATURED ROLE

Digital Optimisation / Analytics Specialist

Permanent salary range (AUD/000)

90 - 120

About the role

There is an increasing demand for analytics roles within the digital space. This emerging role will be analysing the end-to-end digital journeys from the customer's perspective, measuring drop off rates, bounce rates, and cost effectiveness. This role will be overseeing all digital platforms and recommending ways to optimise and improve on conversion rates. In order to be successful in this role, you will need to be able to work with a wide variety of data and transform that into insights fit for sharing across the wider business.

Key skills/attributes

- Web analytics tools such as Adobe Analytics or Google Analytics
- Tag Management tools such as Adobe or Google tag management systems
- Salesforce (or similar)
- Use of A/B testing and audience segmentation tools such as Adobe Target

HUDSON MARKETING, COMMUNICATIONS AND DIGITAL

Sydney

SENIOR MARKETING MANAGEMENT

	Permanent (AUD/000)
Chief Marketing Officer	275 - 400
Chief Digital Officer	275 - 450
Chief Customer Experience Officer	250 - 350
Head of Marketing	190 - 260
Head of Digital	200 - 280
Head of Communications	160 - 250

DESIGN AND CREATIVE

	Permanent (AUD/000)
UX Consultant (Junior)	90 - 100
UX Consultant (Mid Weight)	100 - 120
UX Consultant (Senior)	120 - 130
UI / UX Designer (Junior)	80 - 90
UI / UX Designer (Mid Weight)	90 - 110
UI / UX Designer (Senior)	110 - 160
Graphic Designer (Junior)	70 - 80
Graphic Designer (Mid Weight)	80 - 100
Graphic Designer (Senior)	95 - 120
Visual / Multimedia Designer (Junior)	90 - 100
Visual / Multimedia Designer (Mid Weight)	100 - 110
Visual / Multimedia Designer (Senior)	110 - 130
Web Designer (Junior)	90 - 100
Web Designer (Mid Weight)	100 - 110
Web Designer (Senior)	110 - 120
Digital Designer (Junior)	90 - 100
Digital Designer (Mid Weight)	100 - 120
Digital Designer (Senior)	110 - 175

HUDSON MARKETING, COMMUNICATIONS AND DIGITAL

Sydney

MARKETING

	Permanent (AUD/000)
Senior Marketing Manager (Junior)	130 - 150
Senior Marketing Manager (Mid Weight)	150 - 170
Senior Marketing Manager (Senior)	170 - 200
Marketing Manager (Junior)	85 - 95
Marketing Manager (Mid Weight)	95 - 110
Marketing Manager (Senior)	110 - 130
Marketing Executive (Junior)	60 - 70
Marketing Executive (Mid Weight)	70 - 80
Marketing Executive (Senior)	80 - 90
Product Manager (Junior)	100 - 135
Product Manager (Mid Weight)	135 - 160
Product Manager (Senior)	160 - 200
Brand Manager (Junior)	90 - 110
Brand Manager (Mid Weight)	110 - 130
Brand Manager (Senior)	130 - 150
Campaign Manager (Junior)	80 - 100
Campaign Manager (Mid Weight)	100 - 120
Campaign Manager (Senior)	120 - 140
Sponsorships and Events Manager (Junior)	75 - 90
Sponsorships and Events Manager (Mid Weight)	90 - 110
Sponsorships and Events Manager (Senior)	110 - 130
Trade Marketing Manager (Junior)	90 - 115
Trade Marketing Manager (Mid Weight)	115 - 125
Trade Marketing Manager (Senior)	125 - 140
Trade Marketing Executive (Junior)	65 - 75
Trade Marketing Executive (Mid Weight)	75 - 90
Trade Marketing Executive (Senior)	90 - 100

HUDSON MARKETING, COMMUNICATIONS AND DIGITAL

Sydney

DIGITAL MARKETING

	Permanent (AUD/000)
Digital Analytics Manager (Junior)	100 - 120
Digital Analytics Manager (Mid Weight)	120 - 130
Digital Analytics Manager (Senior)	130 - 150
Digital Marketing Manager (Junior)	90 - 100
Digital Marketing Manager (Mid Weight)	100 - 120
Digital Marketing Manager (Senior)	120 - 130
Digital Account Manager (Junior)	80 - 90
Digital Account Manager (Mid Weight)	90 - 100
Digital Account Manager (Senior)	100 - 110
Digital Strategist (Junior)	90 - 100
Digital Strategist (Mid Weight)	100 - 120
Digital Strategist (Senior)	120 - 140
Digital Campaign Manager (Junior)	80 - 90
Digital Campaign Manager (Mid Weight)	90 - 100
Digital Campaign Manager (Senior)	100 - 120
Digital Project Manager (Junior)	70 - 80
Digital Project Manager (Mid Weight)	80 - 95
Digital Project Manager (Senior)	95 - 110
Digital Producer (Junior)	75 - 90
Digital Producer (Mid Weight)	90 - 100
Digital Producer (Senior)	100 - 120
CX Manager (Junior)	95 - 110
CX Manager (Mid Weight)	110 - 125
CX Manager (Senior)	125 - 150
CRO Manager (Junior)	95 - 110
CRO Manager (Mid Weight)	110 - 120
CRO Manager (Senior)	120 - 130
Email Marketing Specialist (Junior)	80 - 90
Email Marketing Specialist (Mid Weight)	90 - 100
Email Marketing Specialist (Senior)	110 - 120
Ecommerce Manager (Junior)	80 - 90
Ecommerce Manager (Mid Weight)	90 - 100
Ecommerce Manager (Senior)	110 - 120

HUDSON MARKETING, COMMUNICATIONS AND DIGITAL

Sydney

COMMUNICATIONS AND CONTENT

	Permanent (AUD/000)
Marketing Communications Manager (Junior)	90 - 110
Marketing Communications Manager (Mid Weight)	110 - 130
Marketing Communications Manager (Senior)	120 - 170
Communications Manager (Junior)	85 - 100
Communications Manager (Mid Weight)	100 - 130
Communications Manager (Senior)	120 - 170
Corporate and Public Affairs Manager (Junior)	85 - 100
Corporate and Public Affairs Manager (Mid Weight)	100 - 135
Corporate and Public Affairs Manager (Senior)	120 - 150
Media / Public Relations Manager (Junior)	70 - 90
Media / Public Relations Manager (Mid Weight)	90 - 110
Media / Public Relations Manager (Senior)	110 - 130
Content Manager (Junior)	75 - 90
Content Manager (Mid Weight)	90 - 120
Content Manager (Senior)	110 - 150
Social Media Manager (Junior)	70 - 90
Social Media Manager (Mid Weight)	90 - 110
Social Media Manager (Senior)	110 - 130
Bids and Tenders Manager (Junior)	90 - 110
Bids and Tenders Manager (Mid Weight)	100 - 120
Bids and Tenders Manager (Senior)	120 - 150
Digital Content Producer (Junior)	75 - 90
Digital Content Producer (Mid Weight)	90 - 110
Digital Content Producer (Senior)	110 - 130

FEATURED ROLE

Digital Content Producer

Permanent salary range (AUD/000)

75 - 130

About the role

There is a higher demand now more than ever for compelling content within the digital space. This role requires adaptable and highly communicative, multi-tasking Digital Content professionals to drive and coordinate the design, development and ongoing operation of digital and online content across all channels.

Key skills/attributes

- Development and execution of social campaigns and always-on content strategy
- Influencer campaigns to reach and engage niche audiences on a consistent basis
- Creating keyword optimisation and improvement in new SEO/SEM opportunities

Hudson's specialist recruitment consultants have the in-depth market knowledge of salaries, job titles and hiring trends to ensure you achieve the best outcome for your organisation at the appropriate remuneration.

We build highly nurtured and engaged pools of select talent so you can find the right person quickly. This means greater speed and precision in placements, and higher satisfaction for both clients and candidates.

Our proprietary assessment tools and techniques will help you find candidates with the right technical skills and capabilities for the role and for your team, so you can achieve.

Get in touch to see how we can help

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Great people. Great performance.