

Australia Marketing and sales salary guide and market trends

2023



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Executive summary

We are delighted to introduce the 2023 Carter Murray Australia salary guide and market report, which analyses the key trends in recruitment, careers and salaries across marketing, communications, digital, sales and business development in Australia.

It has been a pleasure to be able to produce this report again after a couple of very unpredictable years for the world, where significant market change has been happening on a daily and weekly basis.

Sentiment for much of 2022 was very positive from both our clients and candidates.

Many of our clients saw the opportunities in the market and wanted to quickly increase their headcount across all areas of the sales and marketing function. This demand for staff pushed salaries to slightly unsustainable levels and did not start to slow until the later half of 2022.

From a candidate perspective, 2022 created uncertainty, with many unsure what to do, both with their current position and their future career ambitions.

With a performing market, many were easily hitting their targets and goals, they had more flexibility than ever in their roles but equally, they were curious about the higher salaries being spoken about in the market, creating a dilemma of stay or leave.

Fierce competition for talent is putting salaries at the forefront of the battle to attract talent, with starting salaries continuing to trend upward.

With this demand for talent remaining strong, we continue to see businesses across different industries experiencing challenges in filling vacant roles.

Sales and marketing roles were the key roles being recruited by most organisations last year as they took advantage of high buyer sentiment.

Never has there been a time when organisations have valued their frontline marketing and sales professionals as much as over the last 12 -18 months. We have seen a lot of investment in employee welfare and work life balance from organisations, as well as staggering increases in salary packages throughout the year.

The start of 2023 brought fears of recession and global political uncertainties, however the jobs market remained strong.

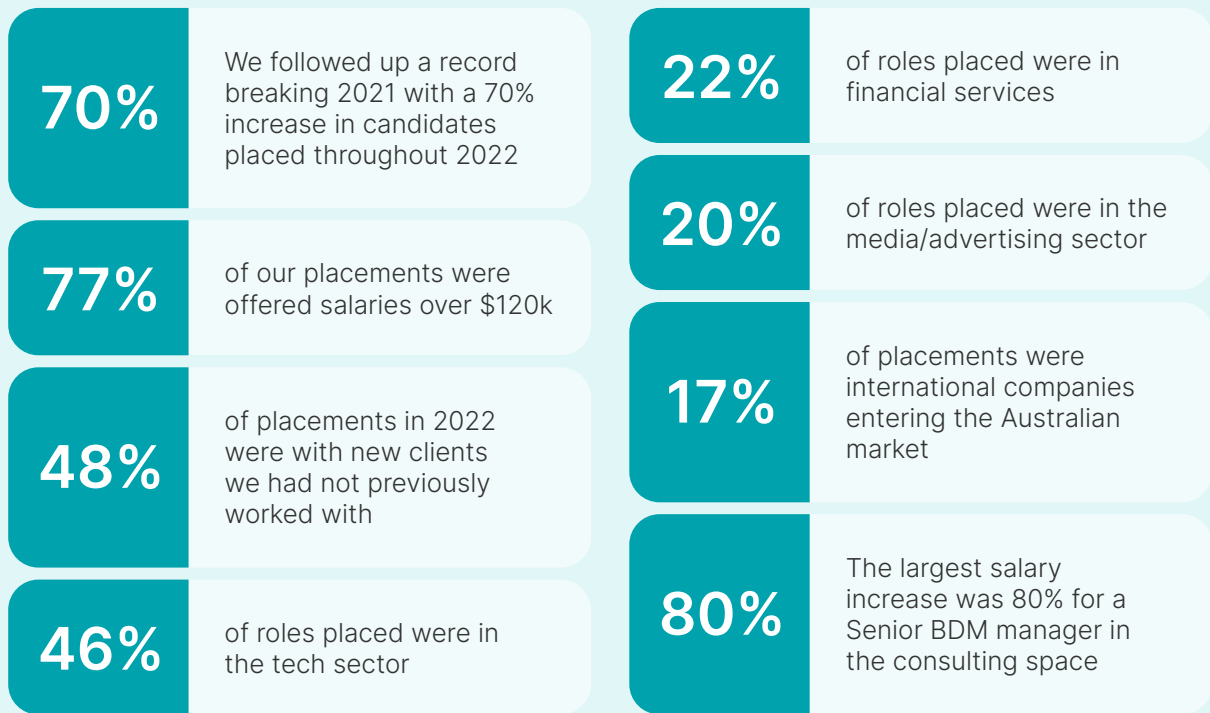


2022 was a record year for Carter Murray. We have doubled the size of our team on the ground in Australia and have seen strong growth across our core sectors of Technology, Banking and Finance, Professional Services, Consumer and Media.

We have invested heavily in our CRM and Marketing Automation systems to make sure we are finding the best talent in the shortest time possible.

With a performing market, many were hitting targets and goals, they had more flexibility than ever in their roles but equally they were curious about the high salaries being spoken about in the market, creating a dilemma of stay or leave.

Some key highlights from 2022 include:



We hope that you find our 2023 salary guide and market report informative and useful. Should you have any questions or wish to discuss your company

or personal recruitment requirements, please feel free to contact me or a member of the Carter Murray Australia team.



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Australian marketing and sales market overview

2023 promises to be as unpredictable as the last couple of years but marketing and sales candidates are expected to still be in high demand throughout Australia.

We believe that 2023 will be a slightly different market, than what we saw in 2022, and whilst the cost-of-living crisis is a global crisis, we expect the Australian jobs market to perform strongly compared to that of the markets in Europe and the US. With its strong domestic market, we expect a stable market, the tech sector will invariably take some time to adjust to current over staffing but with smaller teams in Australia this impact should mainly be US and EU focused.

We expect H1 to be more about consolidation and replacement of existing roles. H2 2022 saw a slowdown in senior strategic roles, the focus was more on Individual contribution roles, and this is set to continue into 2023.

Senior management roles across sales and marketing are scarce at the moment and there is a very strong market of suitable candidates keen to make a move in 2023.

Work life balance and how many days in the office per week will continue to be a hot topic throughout 2023. The “norm” seems to be 3 days in office and 2 days at home, however we are seeing some sales organisations ramp up to 4 and 5 days per week in

the office as they approach quarter end.

Candidates will continue to put work environment, team and direct management above salary and package over the coming year. What was surprising in 2022 was the number of candidates who started roles and left within 6 months due to culture. The start of 2023 is also showing a significant number of people leave roles because they were 100% remote and they wanted to be back in the office a couple of days a week in a team environment.

New business sales, account management, demand generation marketing and marketing automation will continue to be in demand but will be more sector focused for 2023.

With many companies now getting back to normal and looking to take market share in the post-pandemic world, marketing and sales will continue to grow in importance and, with it, the competition for top talent will only increase. However, with the increase in salaries that we have seen over the past 12 months, clients will be expecting to be able to hire people with significant industry and sector knowledge for the increased salary packages.



Never has there been a time when organisations have valued their frontline marketing and sales professionals as much as over the last 12-18 months.

Most in-demand sales and marketing skills for 2023 and beyond

What skills will be in greatest demand in 2023?

The workplace is constantly changing and evolving, so too are the skills sought-after by employers. And with many organisations starting to return to growth, they are now considering the people and skills that they need to protect their future.

In 2023, any professional marketer needs to be an omni channel expert, not just when it comes to marketing across the channels themselves, but also in understanding how channels affect each other and how the right strategy can make them work together. Challenges remain for sales leaders and BDM's alike in 2023. Buyers will be more trepidatious, and sales teams will need to prove the value of the offer beyond a shadow of a doubt. To do that, they

will need to cater to their buyer's unique needs more specifically than ever. For this reason, skills such as communication, sales automation, business development and management have become the 'must-have' skill for sales professionals.

Skills like leadership and management, strategic thinking, and project management are applicable to a wide range of industries and job functions.

Depending on your area of expertise, these lists can help you identify and close skill gaps, grow your career, or plot your path toward a role change. These skills can help future-proof your career, or help you grow and build your teams.

Here is a list of the most in-demand marketing and sales skills:



Digital marketing

With more businesses moving their operations online, digital marketing skills such as social media marketing, SEO, content marketing, and email marketing have become increasingly important.



Sales automation

With the rise of sales automation tools, companies are looking for sales professionals who can use these tools to streamline their sales processes and increase efficiency.



Video marketing

Video has become one of the most engaging forms of content, and companies are looking for marketing professionals who can create compelling video content to promote their products and services.



Mobile marketing

With more people using mobile devices to access the internet, mobile marketing skills have become critical for businesses. Marketers who can create mobile-optimized content and campaigns are highly valued.



Data analytics

The ability to analyse and interpret data has become crucial in today's data-driven marketing and sales environment. Companies are looking for professionals who can use data analytics tools to gather insights and make informed decisions.



Influencer marketing

Influencer marketing has become a popular way for businesses to reach new audiences. Therefore, marketing professionals who can develop and execute effective influencer marketing campaigns are highly sought after.



Business development

Hunter new logo business development continues to be in high demand with companies looking for sales professionals who can generate new revenue by prospecting, identifying and closing business with new logos.



Customer experience

Providing an excellent customer experience has become a top priority for businesses. Therefore, professionals who can create personalized and engaging experiences for customers are in high demand.



Communication skills

With the new hybrid way of working communication skills have become even more important. This involves not just speaking effectively, but many other factors such as active listening, adapting, friendliness, giving and receiving feedback, respect and understanding of body language. This skill is important in all forms of communication, such as job applications, interviews, meetings, emails and video calls.



Leadership/management

Good leadership and management is about bringing the best out of other people and making sure they can thrive, and its not only for those at the top of the ladder. Factors like distributed teams, increasing diversity, the gig economy, and more fluid organisational structures mean that leadership skills will be important for every individual throughout the company, whether they are leading a project, a team, or an entire department.



AI/ML solution sales

AI has the potential to transform every industry. Understanding the latest tools in AI and machine learning (ML) algorithms is what's going to help you stay on top of your current customers' behaviour patterns, remain ahead of the changing marketplace trends and generate sales leads at a quicker pace. Professionals with consulting sales experience selling onto enterprise clients are in demand.



Marketing automation

A fast-growing field that can make any marketing strategy more productive and effective, and is often a requirements for all high profile marketing positions.



Strategic thinking

While strategic thinking is a valuable skill for everyone in an organization, it becomes increasingly essential as you ascend the ladder. The ability to think on a big and small scale, long and short term, and into the past and the present.



Project management

Essential for coordinating and organizing complex projects, whether you are leading a team or working on your own. Being able to plan, delegate, and track tasks can help you ensure that projects are completed on time and within budget.

Focusing on the most in-demand skills can help ensure that employers have the talent they need to address their changing business needs, and that workers maintain relevant skill sets.

Overall, marketing and sales professionals who can demonstrate a strong understanding of the latest trends and technologies in their field, along with excellent communication, creativity, and problem-

solving skills, are likely to be in high demand in the coming years.

Because when your skills are in demand, you're in demand. No matter the setback, learning in-demand skills can help individuals and teams reach their career goals in 2023, even in the face of a tough macro environment.

Financial services - Marketing and communications

Market snapshot

Marketing and communications roles in financial services have been competitive throughout the year with a mix of new and replacement roles.

Retail banking (Big 4, mid-tier banks, community banks, regional banks, foreign banks, building societies and credit unions) has seen a lot of movement and candidate sentiment to the large retail banks is very positive with a lot of marketing candidate actively looking to go into one of the big 4 banks.

With the stock market in turmoil for most of 2022 there has been a bit of a slowdown across roles for the private equity and investment bank sectors.

We are continuing to see the trend of more senior marketing and communications professionals moving across to the fintech sector where they can leverage their deep B2C and B2B financial services experience to help grow fintech start-ups.

Impact on salaries

Like most roles in market, salary increases were into double digit percentage growth last year. The most significant increases were with junior roles, where there was a war for talent and sector speciality was not as important.

Advice to candidates

Tenure is important, candidates who jump around too much are finding it increasingly difficult to secure their next move, likewise candidates who are in an organisation 8+ years are seen to be institutionalised if they cannot show progression within that organisation.

Advice to clients

While the market has eased at the start of 2023, there is still a lack of talent looking to move. Attracting talent away from competitors will only happen if you can provide the candidate with a strong learning and development opportunity.

Top four skills in demand



Content creation



CRM and loyalty management



Marketing automation



Product marketing

Most in demand roles



Strategic Senior Marketing Manager



Head of Growth Marketing



Digital Marketing Executive



Demand Generation Executive

Salaries

Marketing

	Retail banking	Corporate/ investment banking	Superannuation/ funds	Fintech	Insurance
Chief Marketing Officer (CMO)	240,000-380,000	260,000-400,000	260,000-400,000	250,000-400,000	265,000-400,000
Head of Marketing	190,000-260,000	210,000-290,000	210,000-290,000	200,000-270,000	215,000-270,000
Marketing Director	180,000-250,000	200,000-260,000	200,000-260,000	190,000-260,000	200,000-260,000
Senior Marketing Manager	130,000-160,000	170,000-200,000	170,000-200,000	150,000-170,000	160,000-170,000
Marketing Manager	120,000-150,000	150,000-190,000	150,000-190,000	130,000-160,000	130,000-160,000
Product Manager	120,000-155,000	150,000-185,000	150,000-185,000	130,000-165,000	130,000-165,000
Brand Manager	110,000-140,000	130,000-160,000	130,000-160,000	110,000-140,000	110,000-140,000
Senior Marketing Executive	90,000-110,000	100,000-150,000	100,000-150,000	90,000-120,000	90,000-120,000
Marketing Executive	75,000-90,000	90,000-110,000	90,000-110,000	80,000-100,000	80,000-100,000
Marketing Coordinator	70,000-80,000	75,000-95,000	75,000-95,000	70,000-80,000	70,000-80,000

Digital marketing

	Retail banking	Corporate/ investment banking	Superannuation/ funds	Fintech	Insurance
Chief Digital Officer	210,000-295,000	220,000-300,000	220,000-300,000	220,000-300,000	210,000-295,000
Head of Digital	200,000-240,000	200,000-250,000	200,000-250,000	200,000-250,000	200,000-240,000
Digital Director	170,000-230,000	180,000-250,000	180,000-250,000	180,000-250,000	170,000-230,000
Senior Digital Marketing Manager	130,000-150,000	130,000-160,000	130,000-160,000	130,000-160,000	130,000-150,000
Digital Marketing Manager	115,000-145,000	120,000-150,000	120,000-150,000	120,000-150,000	115,000-145,000
Digital Marketing Executive	85,000-110,000	90,000-120,000	90,000-120,000	90,000-120,000	85,000-110,000
Digital Marketing Coordinator	70,000-80,000	75,000-90,000	75,000-90,000	75,000-90,000	70,000-80,000

Communications

	Retail banking	Corporate/ investment banking	Superannuation/ Funds	FinTech	Insurance
Chief Communications Officer	210,000-265,000	230,000-285,000	230,000-285,000	220,000-275,000	210,000-265,000
Head of Communications	200,000-225,000	210,000-240,000	210,000-240,000	200,000-230,000	200,000-225,000
Communications Director	170,000-210,000	195,000-200,000	195,000-200,000	180,000-220,000	170,000-210,000
Senior Communications Manager	140,000-175,000	155,000-190,000	155,000-190,000	145,000-180,000	140,000-175,000
Communications Manager	115,000-145,000	130,000-150,000	130,000-150,000	120,000-150,000	115,000-145,000
Senior Communications Executive	100,000-120,000	110,000-130,000	110,000-130,000	100,000-120,000	100,000-120,000
Communications Executive	80,000-95,000	85,000-10,000	85,000-100,000	80,000-100,000	80,000-95,000
Communications Assistant	70,000-80,000	85,000-90,000	85,000-90,000	70,000-90,000	70,000-80,000

All salaries are in AUD and are an indication of market averages. There are anomalies outside of these bandings where exceptional compensation structures apply. If you would like bespoke salary benchmarking, please do get in touch.

Financial services - Sales and business development

Market snapshot

The market for sales and business development in financial services is a highly competitive and dynamic industry. Financial services encompass a wide range of businesses, including banking, insurance, investments, and other financial products and services and we have seen a lot of growth across all sectors over the last 18-24 months.

The turmoil in the stock markets has had a big impact on the investment space but retail banking, insurance and fintech have continued to be very busy.

We have seen a lot of financial services sales professionals move away from traditional banks and move across into the fintech sectors, where they are selling back into the banking sector.

Consulting, analytics, business intelligence and digital banking platform have been extremely busy with a lot of growth, resulting in increased recruitment into the sector.

Insurance and FX sales have seen steady growth during 2022 and into the start of 2023, and we are expecting this growth to continue over the coming year.

Impact on salaries

We have seen a steady jump in sales salaries across the financial services sector over the last 18 months. Retail banking salaries have increased at a slower rate than other sectors such as the fintech sector. We saw a very high demand and therefore higher salaries for Senior Business Development Managers with experience in banking and experience selling tech into the banking sector.

Advice to candidates

Relationships are key in this area, organisations want to hire people who understand the banking industry, can showcase their sales skills and who have relationships within the wider financial services sector. When moving roles, move to one where you can leverage your previous skill set.

Advice to clients

In order not to overpay for talent you need to be flexible with the skill set required, there are great candidates in smaller organisations who are ready to step up into roles with larger deal sizes. Retention of existing teams is key; candidates are looking for a work/life balance and rank it higher than compensation.

Top four skills in demand



New business development



Account management



Analytical thinking



Consultancy

Most in demand roles



Business Development Manager



Relationship Manager



Partnership Manager



Alliance Manager

Salaries

Sales and business development

	Retail banking	Corporate/ investment banking	Superannuation/ Funds	Fintech	Insurance
Head of Sales	240,000-300,000	255,000-355,000	250,000-350,000	250,000-350,000	240,000-320,000
Head of Business Development	235,000-300,000	240,000-325,000	235,000-310,000	240,000-320,000	235,000-310,000
Director of Sales	210,000-280,000	225,000-300,000	215,000-290,000	220,000-300,000	210,000-280,000
Director of Business Development	210,000-280,000	225,000-300,000	225,000-300,000	220,000-300,000	210,000-280,000
National Sales Manager	185,000-230,000	210,000-260,000	210,000-260,000	200,000-250,000	185,000-230,000
Senior Business Development Manager	175,000-220,000	185,000-255,000	185,000-255,000	180,000-250,000	175,000-220,000
Sales Manager	170,000-215,000	180,000-225,000	180,000-225,000	180,000-225,000	170,000-215,000
Partnerships Manager	170,000-215,000	175,000-220,000	175,000-220,000	165,000-220,000	170,000-215,000
Business Development Manager	150,000-195,000	155,000-200,000	155,000-200,000	150,000-200,000	150,000-195,000
Relationship Manager	100,000-140,000	115,000-140,000	115,000-140,000	100,000-140,000	100,000-140,000
Account Manager	80,000-120,000	90,000-125,000	90,000-125,000	80,000-120,000	80,000-120,000
Sales Executive	80,000-100,000	90,000-110,000	90,000-110,000	80,000-100,000	80,000-100,000
Inside Sales Executive	65,000-80,000	70,000-85,000	70,000-85,000	65,000-80,000	65,000-80,000
Sales Coordinator	60,000-75,000	65,000-80,000	65,000-80,000	60,000-75,000	60,000-75,000

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Commerce and industry - Marketing and communications

Market snapshot

2022 was a busy year right across marketing and communications roles in commerce and industry in Australia. We saw a lot of domestic organisations look to increase headcount in marketing. This was a mix of brand, communications and digital roles.

Candidates coming with demand generation experience continue to be in short supply and follows on from the e-commerce spike during the covid pandemic of the previous years.

It was and remains a very competitive market for mid-level marketing generalists who are happy to roll up their sleeves and get involved in all aspects of marketing from strategy, communications, branding, campaign management and digital marketing.

Impact on salaries

Like all markets, we saw a sharp increase in salaries throughout the year, especially for junior and mid-level candidates. While salaries were also increasing for more senior candidates, the real demand for talent was at entry level to manager level, so these areas saw the largest salary movement.

Advice to candidates

Specialise more and more. Companies have moved away from generalist marketers in favour of building a smaller team of specialist marketers. The market is still volatile, so it is useful to speak to an expert that knows the market, understands what clients are looking for and really has your best interests at heart.

Advice to clients

Define your roles and have a defined career path for the person. To attract candidates at the junior to mid-level you need to entice them with a job that is going to excite them and give them the opportunity to grow within the role and the company.

Top four skills in demand



Product marketing



CRM and loyalty management



Internal communications



Insight/data led marketing

Most in demand roles



Demand Generation Manager



Digital Marketing Specialist



Lifecycle Marketing Manager



Marketing Manager

Salaries

Marketing

	Technology	Consumer/FMCG	Media
Chief Marketing Officer (CMO)	275,000-400,000	250,000-350,000	250,000-350,000
Head of Marketing	190,000-275,000	180,000-260,000	180,000-260,000
Marketing Director	190,000-275,000	180,000-250,000	180,000-250,000
Senior Marketing Manager	140,000-175,000	130,000-165,000	120,000-160,000
Marketing Manager	120,000-150,000	110,000-150,000	100,000-150,000
Product Manager	130,000-165,000	110,000-150,000	110,000-150,000
Brand Manager	110,000-160,000	100,000-145,000	100,000-140,000
Senior Marketing Executive	100,000-130,000	90,000-120,000	90,000-120,000
Marketing Executive	80,000-100,000	75,000-100,000	75,000-100,000
Marketing Coordinator	65,000-80,000	65,000-80,000	65,000-80,000

Digital marketing

	Technology	Consumer/FMCG	Media
Chief Digital Officer	275,000-400,000	250,000-325,000	250,000-325,000
Head of Digital	190,000-250,000	180,000-250,000	180,000-250,000
Digital Director	180,000-250,000	180,000-250,000	180,000-250,000
Senior Digital Marketing Manager	140,000-175,000	120,000-160,000	120,000-160,000
Digital Marketing Manager	110,000-150,000	100,000-150,000	100,000-140,000
Digital Marketing Executive	80,000-110,000	80,000-100,000	75,000-95,000
Digital Marketing Coordinator	70,000-90,000	70,000-85,000	65,000-85,000

Communications

	Technology	Consumer/FMCG	Media
Chief Communications Officer	190,000-280,000	180,000-260,000	180,000-250,000
Head of Communications	180,000-240,000	180,000-240,000	180,000-240,000
Communications Director	175,000-235,000	165,000-210,000	165,000-200,000
Senior Communications Manager	140,000-160,000	120,000-160,000	120,000-160,000
Communications Manager	110,000-150,000	100,000-150,000	100,000-150,000
Senior Communications Executive	90,000-120,000	80,000-110,000	80,000-110,000
Communications Executive	75,000-100,000	75,000-95,000	75,000-95,000
Communications Assistant	65,000-80,000	65,000-75,000	65,000-75,000

All salaries are in AUD and are an indication of market averages. There are anomalies outside of these bandings where exceptional compensation structures apply. If you would like bespoke salary benchmarking, please do get in touch.

Commerce and industry - Sales and business development

Market snapshot

The last three years have been phenomenally busy for sales and business development within commerce and industry, with an obvious shortage of suitable candidates in the market, due to borders closing because of covid. This closure caused a significant shortage of experienced sales candidates.

Over the last 12 months we have seen a high percentage of new roles created as companies have tried to take advantage of pent-up demand in the market with most organisations and global economies over-performing. With most sales organisations over-performing and embracing a better work life balance post covid, loyalty was at a high and candidates were not active on the market.

2023 has seen the tech sector look to adjust headcount post covid and we are now seeing redundancies in the big SaaS organisations. We expect these headcount adjustments to be complete by the end of Q2 / beginning of Q3 2023 and a move to a more normal and stable market for Q3 / Q4 2023.

Impact on salaries

Junior and mid-level sales professionals saw massive increases to base salary levels. Candidates were receiving offers with 25-40% increases as the war for individual contributors was at its height in April to June.

While there were senior strategic roles in the market, they were harder to find and there is currently a large portion of senior candidates active in the market for strategic senior management roles.

Advice to candidates

While taking advantage of a booming market to increase your salary is obviously attractive, making sure you move to the right organisation with the right product and management team is a lot of the time more important than the increased package.

Advice to clients

The last 3 to 4 months of the year the market came back to more sensible levels. When going to market you need to be flexible with package and experience required. We saw a lot of companies increase their packages by 10-15%, however candidates increased their salary expectations at the same time by 50%.

Top four skills in demand



Account management



Customer success



New business development



AI/ML analytics

Most in demand roles



Head of Sales



Business Development Director - Data/AI



Business Development Manager



Business Development Executive

Salaries

Sales and business development

	Technology	Consumer/FMCG	Media
Head of Sales	220,000-300,000	230,000-270,000	185,000-250,000
Head of Business Development	220,000-270,000	210,000-250,000	175,000-225,000
Sales Director	200,000-260,000	200,000-240,000	165,000-220,000
National Sales Manager	170,000-210,000	150,000-180,000	150,000-200,000
Senior Business Development Manager	135,000-170,000	110,000-160,000	100,000-140,000
Sales Manager	130,000-175,000	100,000-145,000	100,000-150,000
Business Development Manager	100,000-130,000	90,000-120,000	90,000-120,000
Account Manager	100,000-130,000	80,000-110,000	80,000-120,000
Sales Executive	85,000-105,000	75,000-90,000	75,000-100,000
Business Development Executive	80,000-100,000	70,000-90,000	70,000-90,000
Sales Coordinator	70,000-80,000	65,000-80,000	65,000-75,000

All salaries are in AUD and are an indication of market averages. There are anomalies outside of these bandings where exceptional compensation structures apply. If you would like bespoke salary benchmarking, please do get in touch.

Professional services - marketing, communications and business development

Market snapshot

The professional services sector is currently experiencing a resurgence in recruitment after covid, with a strong supply of opportunities available across a variety of disciplines including marketing, communications, business development, and digital. However, there exists a demand-supply gap, with more roles available than there are candidates to fill them, leading to intense competition for top talent. This trend is particularly evident in the legal sector, where organizations traditionally seek candidates with industry-specific experience, resulting in a limited pool of potential hires. However, many firms have recognized the need to broaden their search criteria and become more open-minded about a candidate's background and industry experience to successfully fill these positions.

Candidates specializing in business development, client development, and proposals are in high demand. Additionally, there is a marked trend of businesses seeking more specialist roles, such as digital, pitch, client development, and content, as they review their teams, make restructures, and conduct job analysis.

Impact on salaries

Salaries have risen on average 8-12% to cope with intense competition as well as counter offers and internal pay increases - which firms are using as a retention tool.

Advice to candidates

Look internally for new role and opportunities before looking externally. A lot of organisations are becoming more dynamic and flexible with their roles and are open to changing thing around for the candidates.

Advice to clients

Be as quick as possible when it comes to hiring, right from the initial brief to offer stage. Although the talent pool is tight, there are a number of excellent candidates in the market who will be attracted by flexible working opportunities as well as the long-term progression opportunities.

Top four skills in demand



Business development



Digital marketing



Content writing and pitching



Marketing automation

Most in demand roles



Marketing Manager



Internal Communications Manager



Digital Marketing Executive



Business Development Executive

Salaries

Marketing

	Legal	Accountancy	Consultancy	Property/real estate
Chief Marketing Officer (CMO)	220,000-320,000	275,000-400,000	220,000-320,000	275,000-400,000
Head of Marketing	180,000-240,000	180,000-240,000	170,000-220,000	180,000-240,000
Marketing Director	150,000-200,000	140,000-200,000	150,000-200,000	150,000-200,000
Senior Marketing Manager	120,000-180,000	130,000-180,000	155,000-200,000	130,000-180,000
Marketing Manager	110,000-160,000	110,000-160,000	120,000-180,000	110,000-160,000
Senior Marketing Executive	90,000-115,000	100,000-150,000	110,000-160,000	100,000-150,000
Marketing Executive	80,000-90,000	80,000-90,000	75,000-85,000	80,000-90,000
Marketing Coordinator	75,000-85,000	75,000-85,000	70,000-80,000	75,000-85,000

Digital marketing

	Legal	Accountancy	Consultancy	Property/real estate
Head of Digital	180,000-300,000	180,000-300,000	170,000-250,000	180,000-300,000
Digital Director	160,000-210,000	140,000-200,000	160,000-210,000	140,000-200,000
Senior Digital Marketing Manager	110,000-160,000	110,000-160,000	120,000-180,000	110,000-160,000
Digital Marketing Manager	90,000-115,000	100,000-150,000	110,000-160,000	100,000-150,000
Digital Marketing Executive	75,000-85,000	75,000-85,000	70,000-80,000	75,000-85,000
Digital Marketing Coordinator	70,000-80,000	70,000-80,000	60,000-70,000	70,000-80,000

Communications

	Legal	Accountancy	Consultancy	Property/real estate
Chief Communications Officer	220,000-320,000	275,000-400,000	220,000-320,000	275,000-400,000
Head of Communications	180,000-240,000	180,000-240,000	170,000-220,000	180,000-240,000
Communications Director	150,000-200,000	140,000-200,000	150,000-200,000	150,000-200,000
Senior Communications Manager	110,000-160,000	110,000-160,000	120,000-180,000	110,000-160,000
Communications Manager	90,000-115,000	100,000-150,000	110,000-160,000	100,000-150,000
Senior Communications Executive	90,000-115,000	100,000-150,000	110,000-160,000	100,000-150,000
Communications Executive	75,000-85,000	75,000-85,000	70,000-80,000	75,000-85,000
Communications Assistant	70,000-80,000	70,000-80,000	60,000-70,000	70,000-80,000

Business development

	Legal	Accountancy	Consultancy	Property/real estate
Head of Sales	N/A	200,000-320,000	210,000-325,000	200,000-320,000
Head of Business Development	220,000-300,000	180,000-300,000	190,000-315,000	180,000-300,000
Sales Director	N/A	180,000-255,000	185,000-265,000	180,000-255,000
Business Development Director	180,000-250,000	180,000-255,000	185,000-265,000	180,000-255,000
Senior Business Development Manager	160,000-220,000	160,000-200,000	175,000-210,000	160,000-200,000
National Sales Manager	N/A	160,000-200,000	175,000-210,000	160,000-200,000
Business Development Manager	110,000-180,000	125,000-195,000	125,000-195,000	125,000-195,000
Sales Manager	N/A	125,000-195,000	135,000-200,000	125,000-195,000
Account Manager	N/A	100,000-130,000	90,000-120,000	100,000-130,000
Sales Executive	N/A	65,000-95,000	80,000-110,000	65,000-95,000
Business Development Executive	70,000-100,000	65,000-95,000	75,000-100,000	65,000-95,000

All salaries are in AUD and are an indication of market averages. There are anomalies outside of these bandings where exceptional compensation structures apply. If you would like bespoke salary benchmarking, please do get in touch.

About Carter Murray

We're a global search and recruitment consultancy dedicated to marketing and sales.

Since 2000, we've connected global brands as well as start-ups and scale-ups with exceptional talent in marketing, digital, sales, business development, communications and investor relations.

We help companies in every sector to find the talent they need to thrive and help professionals at every step of their career journey.

Through deep expertise within our markets, we're consistently able to fulfil even the most complex

briefs and match the best specialist to every role.

We have offices in Europe, the Middle East, Asia and Australia, offering a global reach for businesses and professionals.

As part of The SR Group, a fast-growing and hugely successful collection of specialist search and recruitment consultancies, we cover everything from tax, treasury and senior finance, as well as legal, risk and compliance to marketing, sales and HR.

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