



Market changes

The last 12 months witnessed continued growth in the number of senior sales roles, particularly within FMCG, building/construction, mining and resources. Yet there is a severe lack of professional salespeople, compounded by a shift in the views of sales candidates who increasingly seek account management/relationship roles that do not require the aggressive creation of new business opportunities.

The major marketing trend has been an increase in vacancies for senior staff with professional services experience and media/communication specialists.

Counter offers have increased in prevalence, although this has not been reflected in an increase in retention figures, proving that this is rarely a successful retention tool.

Positions in demand

Sales and business development roles are in highest demand. Within the IT&T and financial services sectors there is growing demand for product innovation specialists and product managers to better harness technology and increase competition and penetration in emerging customer segments, such as banking with generation Y.

This sector is also making improvements to better improve the 'customer

experience'. In some cases, this has meant the development of entirely new teams dedicated to a brand's customer value proposition and customer experience. Consequently marketing, communications and product candidates with specific experience in this specialist area are increasingly valuable.

Public sector trends

The change of Federal Government has increased the need for marketing communications specialists, both internally and externally. Public affairs, media advisors and media relations professionals are also highly regarded as the new government seeks to utilise the media more effectively.

Salary movements

Sales and Business Development Managers are the biggest salary winners across most states, particularly Western Australia. Such increases were however not reflected at the State/National Manager and Director levels. Many employers are also rewarding their staff with generous commission structures and blue-sky bonus incentives.

In general marketing professionals have not experienced any major salary movements due to a surplus of candidates. The exceptions are salaries for Brand Managers (which increased by 14.9 percent) and Communications Managers (which increased by 3.4

percent). Salaries for Directors of Marketing in Melbourne also increased strongly from \$160,000 to \$200,000.

Salaries for roles in regional locations such as Townsville, Mackay and Newcastle increased strongly, in some cases by as much as 25 percent, as companies use salaries to attract candidates.

Recruitment practices

While many salary increases were conservative over the year, employers are offering benefits such as private healthcare, gym memberships and flexible working hours. Employers are also actively promoting work/life balance as an attraction and retention strategy and are offering staff work from home options. However it remains to be seen if employers can put these offers into practice with the same fervour as they promote them.

Advice to candidates

In today's fast-moving market, be prepared to receive an offer following your first interview. Do your research and know your decision before you enter the final round of interviews or you could be caught unawares and if you delay the process you may miss out on the opportunity. Most importantly, be realistic; companies are offering competitive salaries but they will not pay beyond market rates and offers are withdrawn if a candidate is perceived to be unrealistic in their expectations.

Sales & Marketing	Inside Sales Rep	Sales Executive	Account Manager	Channel Sales	Senior Account Manager
	Typical Salary	Typical Salary	Typical Salary	Typical Salary	Typical Salary
NSW - Sydney	60,000 50,000 - 65,000	85,000 75,000 - 110,000	85,000 75,000 - 110,000	90,000 80,000 - 110,000	100,000 80,000 - 150,000
VIC - Melbourne	50,000 45,000 - 55,000	60,000 50,000 - 80,000	80,000 70,000 - 110,000	90,000 80,000 - 110,000	90,000 70,000 - 120,000
QLD - Brisbane	40,000 35,000 - 45,000	55,000 45,000 - 65,000	65,000 60,000 - 80,000	75,000 70,000 - 85,000	80,000 70,000 - 100,000
SA - Adelaide	55,000 45,000 - 65,000	70,000 50,000 - 75,000	60,000 50,000 - 75,000	70,000 50,000 - 75,000	70,000 60,000 - 80,000
WA - Perth	47,000 40,000 - 55,000	65,000 55,000 - 70,000	65,000 55,000 - 75,000	70,000 60,000 - 80,000	90,000 70,000 - 120,000
ACT - Canberra	50,000 45,000 - 55,000	55,000 50,000 - 60,000	60,000 50,000 - 75,000	70,000 60,000 - 80,000	80,000 70,000 - 90,000
NZ - Auckland	55,000 45,000 - 60,000	65,000 55,000 - 70,000	85,000 70,000 - 110,000	85,000 70,000 - 100,000	95,000 80,000 - 120,000

All Salaries are shown excluding superannuation. For sales roles, salary excludes car and commission.
New Zealand Salaries are represented in New Zealand Dollars.

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Sales & Marketing	Business Development Manager	State / Regional Manager	National Sales Manager	Director of Sales	Marketing Assistant / Coordinator
	Typical Salary	Typical Salary	Typical Salary	Typical Salary	Typical Salary
NSW - Sydney	110,000 80,000 - 150,000	120,000 100,000 - 150,000	140,000 130,000 - 200,000	200,000 160,000 - 250,000	55,000 50,000 - 65,000
VIC - Melbourne	100,000 80,000 - 140,000	95,000 80,000 - 120,000	130,000 100,000 - 150,000	200,000 180,000 - 220,000	50,000 48,000 - 65,000
QLD - Brisbane	85,000 60,000 - 100,000	100,000 80,000 - 110,000	120,000 110,000 - 150,000	140,000 120,000 - 170,000	45,000 35,000 - 50,000
SA - Adelaide	70,000 55,000 - 80,000	70,000 60,000 - 85,000	85,000 80,000 - 100,000	110,000 90,000 - 140,000	40,000 35,000 - 55,000
WA - Perth	70,000 60,000 - 100,000	95,000 75,000 - 120,000	130,000 110,000 - 150,000	150,000 130,000 - 200,000	50,000 45,000 - 65,000
ACT - Canberra	80,000 70,000 - 90,000	90,000 80,000 - 100,000	100,000 90,000 - 110,000	120,000 110,000 - 130,000	50,000 45,000 - 55,000
NZ - Auckland	80,000 65,000 - 95,000	100,000 80,000 - 120,000	120,000 80,000 - 140,000	150,000 130,000 - 180,000	45,000 35,000 - 50,000

Sales & Marketing	Marketing Executive	Marketing Analyst / Research Exec	Product Manager	Channel Marketing Manager	Campaign Manager
	Typical Salary	Typical Salary	Typical Salary	Typical Salary	Typical Salary
NSW - Sydney	70,000 65,000 - 85,000	70,000 50,000 - 75,000	100,000 95,000 - 115,000	105,000 80,000 - 130,000	85,000 75,000 - 110,000
VIC - Melbourne	65,000 50,000 - 80,000	70,000 60,000 - 80,000	90,000 70,000 - 100,000	90,000 80,000 - 120,000	90,000 80,000 - 100,000
QLD - Brisbane	60,000 55,000 - 70,000	70,000 65,000 - 90,000	85,000 80,000 - 110,000	105,000 80,000 - 130,000	80,000 65,000 - 90,000
SA - Adelaide	55,000 45,000 - 60,000	50,000 45,000 - 65,000	60,000 50,000 - 70,000	80,000 60,000 - 85,000	50,000 45,000 - 65,000
WA - Perth	60,000 55,000 - 70,000	65,000 55,000 - 70,000	70,000 60,000 - 120,000	85,000 70,000 - 110,000	75,000 60,000 - 90,000
ACT - Canberra	55,000 50,000 - 60,000	70,000 60,000 - 80,000	80,000 70,000 - 90,000	85,000 70,000 - 90,000	90,000 85,000 - 95,000
NZ - Auckland	55,000 45,000 - 65,000	60,000 50,000 - 75,000	90,000 80,000 - 100,000	100,000 80,000 - 120,000	80,000 70,000 - 100,000

Sales & Marketing	Communications Manager	Brand Manager	Director of Marketing	Corporate Relations Manager	Fundraising Manager
	Typical Salary	Typical Salary	Typical Salary	Typical Salary	Typical Salary
NSW - Sydney	100,000 80,000 - 120,000	95,000 90,000 - 130,000	200,000 180,000 - 220,000	125,000 100,000 - 150,000	85,000 75,000 - 95,000
VIC - Melbourne	90,000 80,000 - 100,000	90,000 80,000 - 100,000	200,000 180,000 - 220,000	110,000 100,000 - 130,000	90,000 85,000 - 110,000
QLD - Brisbane	85,000 80,000 - 110,000	95,000 90,000 - 130,000	135,000 120,000 - 150,000	110,000 100,000 - 140,000	85,000 70,000 - 100,000
SA - Adelaide	80,000 65,000 - 85,000	70,000 60,000 - 90,000	110,000 80,000 - 130,000	80,000 70,000 - 100,000	60,000 50,000 - 80,000
WA - Perth	75,000 70,000 - 90,000	80,000 65,000 - 100,000	120,000 100,000 - 130,000	80,000 65,000 - 100,000	80,000 70,000 - 110,000
ACT - Canberra	95,000 85,000 - 105,000	98,000 85,000 - 105,000	120,000 100,000 - 150,000	85,000 80,000 - 90,000	80,000 70,000 - 85,000
NZ - Auckland	90,000 75,000 - 115,000	90,000 75,000 - 100,000	180,000 150,000 - 200,000	120,000 100,000 - 140,000	75,000 70,000 - 90,000