



MARKETING AND COMMUNICATIONS

SALARY SURVEY

2016



PARITY
CONSULTING

📍 Level 2, 37 Bligh Street Sydney 2000
☎ +61 2 8068 2016
✉ info@parityconsulting.com.au
🌐 www.parityconsulting.com.au



INTRODUCTION

As part of our Parity Plus offering, we are delighted to present the results of the 2016 Marketing and Communications Salary Survey. We believe specific, market wide information is critical to allow Marketing and Communications Professionals to make sound career decisions and for organisations to provide independent and accurate market data to their Business Units and Executives.

SAMPLE SIZE

Over 600 Marketing and Communications Professionals contributed to our specialist Salary Survey in February 2016, the results of which have been combined with quantitative research from Marketing teams across Australia. The Executive Summary of this report is derived from client and applicant insight and information, combined with the specialist knowledge of Parity's Marketing and Communications recruitment team.

DIRECTOR'S PROFILE

For the past 13 years, Victoria has built her recruitment career specialising in the global Banking, Commerce and Financial markets. Beginning her professional career in London, Victoria spent five years honing her skills and building her extensive network, and was voted one of London's top four recruiters before relocating to Sydney in 2008.

Throughout Victoria's career she has always worked with the personal belief that an equal partnership between an applicant, client and recruitment consultant is the key to successful outcomes and client satisfaction, and in 2012 established Parity Consulting with this core belief in mind. Victoria has been relentless in her commitment to the professional development of her applicants and in advancing her clients' knowledge. Developing the Parity Plus value add series is a continuation of Parity's commitment to 'add to people'.

Victoria is passionate about recruitment, her business and the Product, Marketing and Communications industry. She has invested heavily in sourcing specialist industry recruiters to build a high achieving team who are driven by the same core values. With a BSc degree in Psychology and Business, her extensive experience and passion for the industry sees her partnering with some of Australia's leading organisations.

Victoria Butt | Director

✉ vbutt@parityconsulting.com.au
in [au.linkedin.com/in/victoriabutt](https://www.linkedin.com/in/victoriabutt)
☎ +61 2 8599 9026



KEY FINDINGS

- ➔ Salaries are relatively consistent across Financial Services sectors, however vary significantly outside of Financial Services
- ➔ On average, Financial Services Marketing and Communications Professionals are earning 20-30% more than their peers in other industries
- ➔ Over 74% of Marketing and Communications Professionals received up to 5% increases on their base remuneration in FY2016

30

Specific market wide salary information is critical to allow Marketing and Communications Professionals to make sound career decisions."

SURVEY RESULTS

MARKETING AND COMMUNICATIONS SALARIES (BASE REMUNERATION)

	Wealth Management	Asset Management	Insurance	Banking	Telco	Other
Marketing Assistant/ Marketing Coordinator	<\$70k	\$70k – \$85k	\$70k – \$85k	<\$70k	<\$70k	<\$70k
Marketing Manager/ Communications Manager	\$120k – \$140k	\$120k – \$140k	\$100k – \$120k	\$100k – \$140k	\$100k – \$120k	\$85k – \$120k
Senior Marketing Manager/ Senior Communications Manager	\$140k – \$180k	\$140k – \$180k	\$140k – \$180k	\$120k – \$140k	\$120k – \$140k	\$100k – \$140k
Head of Marketing	\$200k – \$230k	\$180k – \$200k	\$200k – \$230k	\$160k – \$200k	\$180k – \$200k	\$180k – \$200k
General Manager – Marketing	\$200k – \$230k	\$200k – \$230k	\$200k – \$260k	\$200k – \$230k	*	\$200k – \$230k

Other Industries Includes but not exclusive to: Retail, Fundraising, Software, Energy, Automotive, Transport, Recruitment and Mining.

* Insignificant amount of data to report on.

MARKETING AND COMMUNICATIONS BONUSES (PERCENTAGE DERIVED FROM BASE REMUNERATION)

	Potential Annual Bonus	Actual Annual Bonus	Increase in Base	Increase/Decrease in Bonus	Name your price?
Marketing Assistant/ Marketing Coordinator	<10%	<10%	CPI – 5%	Same	0 – 9%
Marketing Manager/ Communications Manager	10 – 19%	<10%	0 – CPI	Same	10 – 20%
Senior Marketing Manager/ Senior Communications Manager	10 – 29%	0 – 20%	CPI – 5%	Same	10 – 20%
Head of Marketing	0 – 39%	20 – 29%	CPI – 5%	Decrease of up to 50%	16 – 20%
General Manager – Marketing	20 – 39%	20 – 39%	CPI – 5%	Same	16 – 30%

POINTS OF INTEREST ON TITLES

Role titles have not varied over the last 2 years, however there has been a distinct broadening of role responsibilities across all industries. We predict the reason for this change is due to a tightening of full time headcount allocations. Some variations on job titles include;

- Communications and Online Content Advisor
- Communications Advisor
- Campaign Project Manager
- Events Administrator
- Marketing Specialist
- Loyalty Specialist
- Marketing Director

FINDINGS WHICH SURPRISED US!

- 26% of Marketing Managers/ Communications Managers did not receive a bonus from FY2015
- Across all levels, Asset Management Marketing and Communication's professionals received double the bonus levels of those professionals in Wealth Management
- Largest variance in salaries came from the Banking industry at the Marketing Manager/Communications Manager level
- The Assistant Marketing Manager level role is less prevalent and there was not enough data to report on

30

Role titles have not varied, however there has been a broadening of role responsibilities across all industries."

COMMENTARY

1 MARKETING ASSISTANT/MARKETING COORDINATOR

100% female
0% male



80%
received CPI-5%
increases in FY2016



60%
received same bonus
as last year



3yrs on average, Marketing Coordinators/Marketing Assistants have less than 3 years of experience in Marketing

60% earn less than \$70,000

80% of Marketing Coordinators/Marketing Assistants require at least a 10% pay increase to move roles

30

80%

of Marketing Coordinators/Marketing Assistants achieved their bonus potential."

2 MARKETING MANAGER/COMMUNICATIONS MANAGER

75% female
25% male



74%
achieved a bonus
for FY2015



66%
received the same
bonus as last year



11yrs Marketing Managers/Communications Managers on average, have 11 years experience in the industry and average 9-10 years in Marketing

76% of the Marketing Managers/Communications Managers who achieved a bonus from FY2015, received less than 10%

15% of Marketing Managers/Communications Managers did not receive an increase on their base salary from last financial year

74% of Marketing Managers/Communications Managers require 10-20% to move roles and 15% require 21-30%

30

26%

of Marketing Managers/Communications Managers did not receive a bonus for FY2015."

COMMENTARY

3 SENIOR MARKETING MANAGER/SENIOR COMMUNICATIONS MANAGER

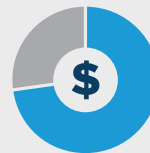
82% female
18% male



40% achieved 10-19% bonus



73% received their potential annual bonus



15yrs Senior Marketing Managers/Senior Communications Managers have on average, 15 years of experience in the industry and 11 years in Marketing

68% received between CPI-5% increase in FY2016

100k over \$100,000 variance in base salaries for Senior Marketing Managers/Senior Communications Managers across the industry

73% of Senior Marketing Managers/Senior Communications Managers require 10-20% to move roles

30

There is over **\$100k** variance in base salaries for Senior Marketing Managers/Senior Communications Managers across different industries."

4 HEAD OF MARKETING

66% female
34% male



58% achieved up to 20% in bonus



58% received the same bonus as last year



15yrs Heads of Marketing have on average, 15-20 years of experience in the industry and 14 years of experience in Marketing

67% received between CPI-5% increase in FY2016

47% huge variance in bonuses where Heads of Marketing can receive anything from 0-70% in bonuses

58% of Heads of Marketing require at least 16% to move to a new role

30

Huge variance in bonuses where Heads of Marketing can receive anything from 0 to **70%** in bonuses."

COMMENTARY

5 GENERAL MANAGER

75% female
25% male



50%
achieved more than
30% in bonus



50%
received 5% base
increases in FY2016



21yrs General Managers of Marketing have on average, over 21 years of experience in the industry and average 18 years in Marketing



The base salaries for General Manager level is the most consistent across all sectors

75% received the same bonus as last financial year and 25% received an increase of 21-39%

“

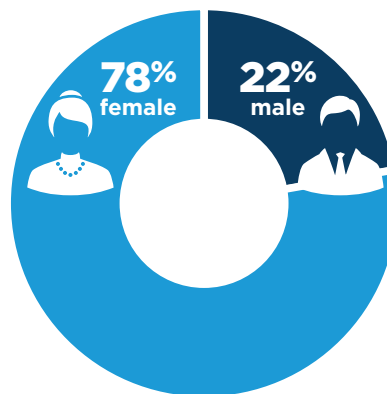
The base salaries for General Manager level is the most consistent across all sectors.”

“

Marketing and Communications teams across different sectors in Australia continue to be female dominated.”

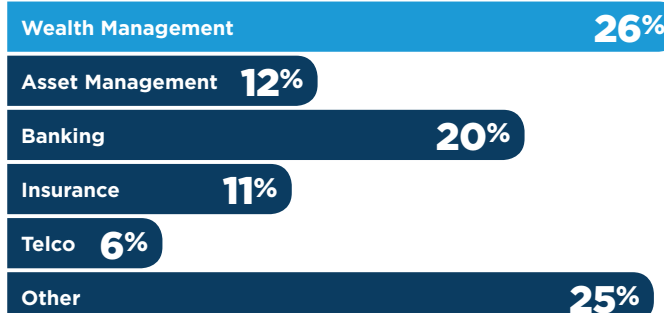
GENDER

Marketing and Communications teams across different sectors in Australia remain female dominated. 78% of our statistical data was received from the female Marketing and Communications community and we believe this is a fair representation of the male/female ratio within the profession. At the more senior levels in Marketing, there is more of an equal representation of male and female professionals.



INDUSTRY SECTORS

69% of our statistical data was received from the Financial Services industry where we have specifically surveyed the Wealth Management, Asset Management, Insurance and Banking sectors. Salaries were relatively similar within the Financial Services sectors, however in industries such as Retail, Fundraising, Energy, Automotive, Transport, Recruitment and Mining, the salaries varied dramatically. Mining and Utilities industries were the highest paid industries next to Financial Services, and Automotive was the lowest.



Other Industries Includes but not exclusive to: Retail, Fundraising, Software, Energy, Automotive, Transport, Recruitment and Mining.

SUMMARY

EXECUTIVE SUMMARY

- 97% of Marketing and Communications professionals named their price to move roles. In reality, money does tend to be a driving factor when deciding to accept a new role, however it is not one of the top motivators. The top 5 motivations reported include:
 1. Cultural alignment
 2. Relationship with management
 3. Nature of the role
 4. Company direction and values alignment
 5. Career opportunities
- The greatest disparity in remuneration across all industries surveyed came from the Marketing Manager level. It seems that the definition of a 'Manager' is being used for a range of different levels and responsibilities across different industries
- 48% of Marketing and Communications professionals could be enticed to move roles for a 15% pay increase
- The majority of Marketing and Communications professionals receive between CPI-5% increase in remuneration year on year if they do not move roles internally
- There is increased demand for channel marketers, digital marketers and experience in ROI delivery
- Professionals who possess a blend of Marketing and Communications experience will attract a premium. For example, brand and communications skills alongside the ability to analyse metrics
- Within Communications, there is an increase amount of blended roles, including everything from social content to internal and external communications
- There is an increased focus on proficiency in written communications, specifically professionals with experience writing content for various platforms
- The Strategic Marketing Manager roles have developed into end to end roles requiring a more diverse range of skills

FY2017 SALARY AND BONUS PREDICTIONS

- We anticipate that there will be minimal changes in bonuses being paid for FY2016 compared to FY2015
- Marketing professionals who can contribute to the ROI and positive commercial outcomes for a business should expect higher bonus potential
- Securing a pay rise of more than 10% will be a challenge
- Bonuses are moving away from a discretionary model and becoming directly related to the individual and the organisation's performance
- There is now more visibility surrounding salary banding for different level roles. This provides transparency for Marketing and Communications professionals as to what each level is



SUMMARY

RECOMMENDATIONS

STAFF RETENTION IF BUDGET IS NOT AVAILABLE

- Diversify your skillset. Learning new skills and being introduced to a new function is one of the most successful ways to retain staff/stay engaged
- Find a Mentor/become a Mentor. Whether it is investing in someone else's future or partnering with a senior team member to help grow yours, it is important to surround yourself with individuals you can learn from
- Understand and increase your circle of influence. Invest in the diversity of your internal and external network. This is often most effective when it's organic and long term focussed
- Propose a role title or responsibility change
- Investigate talent programs/Learning and Development opportunities for courses both internally and externally
- Request the option to buy annual leave
- An increasingly popular retention strategy is a flexible working environment/part time option for staff

PROVEN WAYS TO HIRE SUCCESSFULLY

- Set a written assessment on or off site giving the Marketing/Communications professional an opportunity to showcase their style of work and commitment to the role. Note that if the assessment is onsite, it will allow the professional to ask questions and interact with the organisation in more of a natural environment than an interview
- Ask the professional to provide examples of their portfolio
- Psychometric Assessments were used to hire more than 50% of Marketing and Communications professionals in FY2015 and they will continue to be important in making hiring decisions. In addition, there is a growing requirement for Emotional Intelligence testing as opposed to Aptitude testing
- It is becoming more popular for professionals to take their written recommendations for suggested Marketing and Communications changes to an interview
- Successful interviews can involve the organisation establishing the professional's Marketing/Communications Methodology and/or thought process to their work



ABOUT US

PARITY CONSULTING

Consultants at Parity are not just 'recruiters,' we are dedicated to guiding applicants through their Product, Marketing and Communications career journey. Our role is to train, mentor and support both applicants and clients through this process and deliver a successful outcome for all.

Parity [noun]

The state or condition of being equal

The principle of parity, of equality, is at the core of how our consultants work. At Parity, we believe that our applicants,

clients and recruitment consultants are equal partners in the process of hiring quality staff and we ensure a high level of individualised service to both our clients and applicants throughout our engagements.

In 2015, Parity was voted in the Top 100 Fastest Starters in Australia by Business Review Weekly. We are consistently used as the recruiter of choice in Product, Marketing and Communications and we are proud that our achievements have also been recognised by the business community.

PARITY PLUS

Parity Plus is a value-add initiative designed by Parity Consulting to contribute to our clients and applicants skills development and industry knowledge. We regularly partner with industry leaders and specialists to provide opportunities to engage with and learn from market leaders at the cutting edge of industry transformation. This series is a complimentary service for our clients and loyal applicants who are also dedicated to investing in their own Professional development and that of their teams.

This series is the first of its kind facilitated by an Australian based recruitment company specialising in Product, Marketing and Communications. The initiatives of Parity Plus include:

- Technical Product Management training led by Brainmates – Hosted in March and October
- Technical Marketing Training – Hosted in April and November
- Annual Marketing Seminar – Most recent topic in 2015 *"Building Powerful Brands From the Inside Out"*

- Annual Product Seminar – 6th Annual Product Seminar *"The Psychology Behind Purchasing Decisions"*
- Leading the Product Conference 2016 – *"Be a Part of Something Bigger"* 25th October 2016
- Human Resources Roundtable – Most recent topic in 2015 *"Closing The Gender Pay Gap"*
- Career Elevation Strategy Day – 4 sessions covering networking skills, interview techniques and career planning with qualified career coaches – 24th August 2016

As the market continues to change pace and the ability to take the time to think strategically about your career path is becoming a rarity, Parity are committed to growing this series and providing more opportunities for clients and applicants to engage.

For more information about Parity Plus, please call us on +61 2 8068 2016 or speak to your dedicated Parity Consultant.

