

SALARY GUIDE & PREDICTIONS

FY2023-24

PRODUCT MANAGEMENT
MARKETING, COMMUNICATIONS & DIGITAL
DATA & ANALYTICS



What's Inside

Thanks for downloading our Salary Guide & Predictions!

	Page		Page
From our CEO	3	Marketing, Communications & Digital	16
Executive Summary	5	- Parity's Marketing Team	17
Who We Are	6	- Salaries	18
Recruitment Services	7	- Bonuses	19
Top 5 Macro Trends for Employers	8	- Predictions	20
Parity Predictions for Employers	10	Data & Analytics	21
Product Management	11	- Parity's Data Team	22
- Parity's Product Team	12	- Salaries & Bonuses	23
- Salaries	13	- Predictions	24
- Bonuses	14	Preferred Partners	25
- Predictions	15	Favourite Numbers	26
		Contact Us	27

Acknowledgement of Country

We acknowledge and celebrate the First Nations People as the Traditional Custodians of this land and appreciate their connection to and love for country.

Let's go!



Message from our CEO

Beyond the Numbers

As we reflect on FY2023, it is evident that we have traversed another unprecedented year, filled with remarkable shifts in the salary landscape. Salaries have mostly flatlined, with some areas experiencing a decrease in total compensation (industry specific) compared to the previous year. This compensation softening can be attributed to various factors, including the normalisation of internal talent salary levels from FY2022, and a diminished willingness to yield to the unrealistic salary expectations of external candidates. Global market conditions have played a dominant role in influencing this adjustment, leading us to anticipate a focus on specific areas in FY2024 including:

- Increased hiring in Data & Analytics, especially in governance;
- The expectation of doing more with less resources;
- A cost-centric environment with careful consideration of resources; and
- Emphasis on high value specialist skills over generalised proficiencies.

Despite the global market challenges that lie ahead, employees and job seekers continue to have a powerful voice while unemployment is still low at 3.5%. While annual immigration for temporary and permanent skilled migrants is at 12.6% and 13.5% respectively for 2022, we do expect this to have increased significantly for 2023. We are witnessing employers looking for international skills and experience for critical positions.



Victoria Butt

Founder | CEO | Executive Search
Parity Consulting
vbutt@parityconsulting.com.au



Outside of remuneration, 37% of participants prioritised flexibility, and 19% named a compressed work week as a crucial motivator to seek new opportunities.

While 'quiet quitting' has received national press, it has not materialised as people predicted. There is a ground swell of increased pressure for employees to perform with less resources, therefore, we predict that organisations will need to focus more on mitigating employee burnout.

With 80% of participants open to new roles and nearly 70% sharing that they feel underpaid, employers will be looking for creative ways to retain key team members if budget is not available. We have seen the following strategies work effectively:

- Provide robust career development
- Tailoring benefit packages
- Additional annual leave
- Offering a compressed work week
- Offering fully remote work

This is a good place to start, however, not an exhaustive list of what our clients offer.

To navigate these dynamic circumstances, we have compiled this comprehensive FY2023-24 Salary Guide & Predications resource that amplifies the voices of over 6,000 participants. This Salary Guide provides insights into current compensation trends, the sentiment surrounding pay, and the factors that motivate employees and job seekers.

For the past 8 years, our Product, Marketing, Digital and Data & Analytics communities have relied on this guide with confidence and trust, recognising its credibility and value.

Please always reach out to my team or I if we can assist you further.

Warm regards,

Victoria

Our Purpose

*Bettering lives
Through deep
understanding and
real human connection*



Executive Summary

We know you're busy, so here are the highlights across Product Management, Marketing, Communications & Digital, and Data & Analytics professionals.

Key Motivators driving employees

39%
Money



23%
Career
Development



21%
Flexibility



SALARIES FLATLINE Compared to Last Year



↑ Product Development

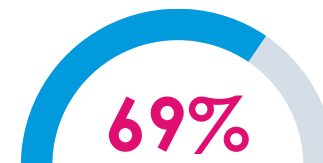
↓ Senior Positions (FS)

↓ Day Rate – D&A

BONUSES DOWN Compared to Last Year



Believe are Underpaid



Open to New Roles



TOP Industries Hiring

Privatised Govt

Healthcare

Tech led businesses



Who We Are

We love what we do and it shows in our results

Parity Consulting's team are fiercely passionate about assisting their clients to find the very best talent for their team, who will exceed expectations. We love partnering with our diverse client base, forming a deep understanding of their businesses to ensure we identify those hard-to-find candidates.

Recruitment Specialists

- Permanent
- Fixed term
- Contract

Executive Search

- Permanent
- Interim

Human Resources Consulting

- Productive team structures & operating models
- Competitor analysis

LinkedIn & Resume Assistance

- Powered by Leishman Consulting





Recruitment Services



Product Recruitment

- Product Analyst
- Product Manager
- Product Owner
- Product Governance Mgr
- Digital Product Manager
- Product Designer
- Product Development Mgr
- Senior Product Manager
- Head of Product
- Director of Product
- Chief Product Officer



Marketing / Communications Recruitment

- Marketing Manager
- Communications Manager
- Brand Manager
- General Manager Marketing/ Comms
- Marketing Specialist
- PR & Media Manager
- Investment Comms Manager
- Content Creator
- Head of Marketing/ Comms
- Chief Marketing Officer



Digital Recruitment

- Digital Manager
- UX/UI Manager
- Senior Digital Manager
- Website Optimisation Mgr
- Social Media Manager
- Paid Search Manager
- Community Manager
- Product Marketing Mgr
- Head of Digital
- Chief Digital Officer



Data Recruitment

- Data Analyst/ Engineer
- Data Scientist
- Data Product Manager
- Data & Analytics Manager
- Senior Data & Analytics Manager
- Senior Data Analyst/ Engineer/ Scientist
- Head of Data Analytics/ Engineering/ Science
- Data Architect
- Chief Data Officer



Executive Search

- Head of Product
- Head of Marketing
- Head of Data
- Chief Operating Officer
- Chief Product Officer
- Chief Marketing Officer
- Director of Product
- Director of Marketing
- GM Product
- GM Marketing
- GM Digital
- GM Comms



Top 5 Macro Trends



DIVIDED WORKFORCE

The gap between employer and employee expectations

With many organisations tightening Working from Home (WFH), flexibility and remote working arrangements, how and where professionals work is in another transitional phase.

Employers and employees have increasingly different expectations of each other when it comes to WFH, flexibility and remote work.



CULTURE ADD VS CULTURE FIT

Hiring for the future cultural state

Employers are looking to hire candidates who can contribute diverse perspectives, skills and experiences, that is, 'add' to the company culture instead of seeking candidates who are a perfect fit for the existing culture.

This strategy allows organisations to hire for the future cultural state.



BEYOND THE JOB DESCRIPTION

Doing more with less resources

Due to reduced headcount and budget pressure, it has become acceptable and somewhat encouraged for professionals of all levels to absorb more responsibilities into their day to day job description.

This pattern is occurring across all levels of seniority, and touching current and new team members. It will likely continue throughout FY2024.





Top 5 Macro Trends

4

EXTERNAL QUIET HIRING

Discreet and selective hiring on the rise

External hiring has increased for mid-senior level roles where discretion is required. It typically involves targeted networking, referrals and discreet outreach to suitable candidates.

The main reasons for this increase are:

- Increased expectations on employee's performance
- Confidential team restructuring
- External factors which require confidential hiring

5

DEI DEPRIORITISED

Spend on DEI related projects paused

HR, ESG and Talent teams are being kept exceptionally busy with market changes and business wide transformation. Critical projects are taking a lead over non essential projects.

In addition, where DEI budget is required to execute on the strategy, project timelines are being stretched out.



Parity Predicts



Employers and hiring leaders will push to promote organisational values in the hiring and internal promotion process. Employee alignment to the new post-Covid workplace will be high priority.

Mandating Office Based Work

Mandated return to the office policies driving issues with employee engagement

Pressure to increase productivity and team collaboration has resulted in mandated return to work policies for a certain percentage of time during the week. While there is some employee support of these initiatives, about 75% are resisting this direction and are sharing their frustrations. This will play a part in whether talent stay or leave organisations.

Focus on Career Development

Organisations will target professional development to retain key talent

When there is diminishing budget to meet the financial expectations of high performing talent, organisations will refer to career development opportunities in the hope to retain talent.

Require More

Expectations of employees have surpassed pre-Covid levels

There will be increased expectation of talent to be more productive, gain the best outcomes for the business and work beyond their job description. Those who are not willing or able to do this may be less likely to gain internal opportunities/promotions, and may be required to move into other, less critical roles.

Specialised Talent

Ultra specialised (technical) skillsets will continue to be in demand

Technical digital and data expertise will not be affected by external market conditions, in line with other skillsets. Employers will continue to compete for top talent with exceptional technical skills.





Product Management & Development

Read on to...

- Meet our team
- Check how your Salary & Bonus compares
- Get Parity's Predictions for the next FY

Meet Our Product Team



VICTORIA BUTT

— Founder | CEO | Chief Wine Officer | Shark Diver

Victoria specialises in Executive Search, and Product role placements within the Financial Services Sector. Industries: Asset and Wealth Management, Insurance, Banking and Payments.



AGNES VILLANYI

— Senior Consultant | Prima Ballerina | Coffee Addict

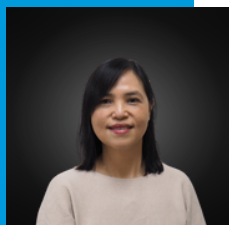
Agnes specialises in Product role placements within the Financial Services Sector. Industries: Asset and Wealth Management, Industry superannuation Funds.



TRISH ASPELL

— Senior Consultant | Sports Fanatic | Craic Agus Ceol

Trish specialises in Product role placements within the Financial Services Sector. Industries: Life, General & Health Insurance, Banking and Payments.



EVA NICHOLS

— Specialist Consultant | Artisan Baker | Keen Swimmer

Eva specialises in Product role placements within the Financial Services Sector. Industries: Asset and Wealth Management, Insurance, Banking and Payments.



AMANDA GLACKEN

— Division Director | ABBA Enthusiast | Cheese Connoisseur

Amanda specialises in Product role placements within the Digital, Technology and other Non-Financial Services Sectors. Industries: Digital, FinTech, SaaS.



Industries We Serve



ASSET MANAGEMENT



WEALTH MANAGEMENT



INSURANCE



BANKING



PAYMENTS



DIGITAL



TECHNOLOGY | FINTECH



SOFTWARE | SAAS



Salaries

	Banking & Payments	Insurance	Asset & Wealth	Tech Digital	FinTech	Tech SaaS	Other	Daily Rate
Product Analyst	\$90K - \$115K	\$85K - \$110K	\$100K - \$125K	\$100K - \$120K	\$100K - \$120K	\$100K - \$120K	\$100K - \$120K	\$600
Product Manager	\$135K - \$155K	\$135K - \$155K	\$130K - \$160K	\$140K - \$165K	\$145K - \$165K	\$140K - \$165K	\$140K - \$165K	\$900
Product Owner	\$145K - \$165K	\$160K - \$180K	\$150K - \$170K	\$140K - \$160K	\$145K - \$170K	\$140K - \$160K	\$140K - \$160K	\$900
Product Owner (Senior Mgr)	\$180K - \$210K	\$180K - \$200K	\$180K - 200K	\$150K - \$180K	\$160K - \$185K	\$150K - \$180K	\$150K - \$180K	\$1100
Digital Product Manager	\$150K - \$170K	\$140K - \$160K	\$140K - \$170K	\$140K - \$175K	\$150K - \$180K	\$140K - \$175K	\$140K - \$175K	\$1000
Digital Product Mgr (Senior)	\$160K - \$180K	\$150K - \$170K	\$170K - \$200K	\$160K - \$185K	\$150K - \$185K	\$160K - \$185K	\$160K - \$185K	\$1200
Product Designer	\$160K - \$180K	\$160K - \$180K	\$170K - \$190K	\$160K - \$190K	\$160K - \$190K	\$160K - \$190K	\$160K - \$190K	\$1000
Product Development Mgr	\$160K - \$180K	\$160K - \$180K	\$140K - \$180K	\$155K - \$185K	\$160K - \$190K	\$155K - \$185K	\$155K - \$185K	\$1000
Senior Product Manager	\$170K - \$190K	\$170K - \$200K	\$170K - \$200K	\$160K - \$185K	\$160K - \$185K	\$160K - \$185K	\$160K - \$185K	\$1200
Head of Product	\$200K - \$255K	\$220K - \$270K	\$220K - \$270K	\$200K - \$240K	\$220K - \$260K	\$200K - \$240K	\$200K - \$240K	\$1500
Director of Product	\$250K - \$270K	\$250K - \$330K	\$260K - \$330K	\$250K - \$300K	\$250K - \$300K	\$250K - \$300K	\$250K - \$300K	n/a
CPO	\$300K +	\$300K +	\$300K +	\$275K - \$320K	\$275K - \$320K	\$275K - \$320K	\$275K - \$320K	n/a

Note: Salary & Daily Rate data excludes superannuation and bonus.

Other: Govt, Healthcare, Hospitality, Prof Services, NFP, Energy & Renewable, Travel



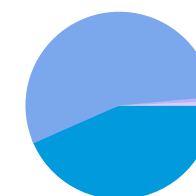


Bonuses

	Median Salary (cross-industry)	Eligible for Bonus	Bonus Potential	Bonus Paid
Product Analyst	\$95K - \$115K	68%	10% - 19%	\$12K
Product Manager	\$135K - \$155K	71%	10% - 19%	\$23K
Product Owner	\$130K - \$150K	82%	20% - 39%	\$35K
Product Owner (Senior Mgr)	\$165K - \$185K	85%	20% - 39%	\$39K
Digital Product Manager	\$140K - \$170K	78%	20% - 39%	\$28K
Digital Product Mgr (Senior)	\$160K - \$180K	71%	20% - 79%	\$39.5K
Product Designer	\$160K - \$180K	75%	20% - 39%	\$35K
Product Development Mgr	\$155K - \$175K	69%	20% - 39%	\$30K
Senior Product Manager	\$170K - \$195K	71%	20% - 39%	\$47.5K
Head of Product	\$210K - \$240K	89%	40% - 79%	\$67K
Director of Product	\$250K - \$300K	92%	uncapped	\$108K
CPO	\$300K +	89%	uncapped	\$162K

Note: Median Salary data excludes superannuation and bonus

Our Survey Participants



59% Male
39% Female
1% Prefer not to say
1% Non Binary



14%
 Banking & Payments



14%
 Insurance



25%
 Asset & Wealth



10%
 Tech Digital



13%
 Fin Tech



14%
 Tech SaaS



1%
 Tech other



1%
 Telco

8% Other -
 Government, Healthcare, Hospitality, Professional
 Services, NFP, Energy & Renewables, Travel





PREDICTIONS – Product



TRADITIONAL PRODUCT PRACTICES ABANDONED

Financial Services will follow digitally lead organisations and move product practices to project based initiatives.

Traditional product management teams will disintegrate and their roles will be reshaped and rescoped into agile (or equivalent) based working.

This shift will encourage traditional Product Managers to upskill/re-train and will create opportunities for cross-functional career development.



MULTI-SKILLED PRODUCT MANAGERS IN DEMAND

Product Managers with skills in Data/Analytics, Pricing, UX/UI, and/or Design will be in high demand as employees and their teams are increasingly asked to do more with less.

Deep expertise across 3-4 different functions which surround product will be expected.

Ability to think strategically as well as be involved in the detail will be essential for some organisations.



DATA-LED NPD ON THE RISE

Inherently, New Product Development (NPD) budgets decrease in line with softening markets, however FY2024 will be a significant year for NPD spend.

The concept phase will be incredibly robust and NPD will be data and analytics lead.

Organisations will be looking for innovative product professionals who can work cohesively with data teams to monetise legacy data for commercial outcomes.

“

***It's an exciting time** for Product as the function will lead the charge in areas such as Commercial Growth, Business Transformation and Strategy.*

VICTORIA BUTT
FOUNDER | CEO
PARITY CONSULTING

”

Growth Industries To Watch

MARKETPLACE

eCOMMERCE

BANKING

SOFTWARE ANALYTICS



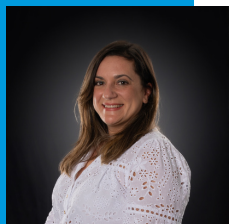


Marketing, Communications & Digital

Read on to...

- Meet our team
- Check how your Salary & Bonus compares
- Get Parity's Predictions for the next FY

Meet Our Marketing, Comms, Digital Team



VANESSA LALANI

— Division Director | Avid Reader | Sun Seeker

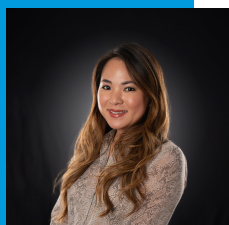
Vanessa specialises in Executive Search, Marketing, Comms & Digital role placements within the Financial Services Sector. Industries: Asset and Wealth Management, Insurance, Banking and Payments.



LAURA KING

— Senior Consultant | Cocktail Queen | Personal Stylist

Laura specialises in Marketing, Comms & Digital role placements within the Financial Services Sector. Industries: Asset and Wealth Management, Industry superannuation Funds.



AI IWAMI

— Specialist Consultant | Cat Whisperer | Beach Lover

Ai specialises in Marketing, Comms & Digital role placements within the Financial Services Sector. Industries: Life, General & Health Insurance, Banking and Payments.



EDWINA STUCKEY

— Senior Consultant | Sushi Addict | Uno Champion

Edwina specialises in Marketing, Comms & Digital role placements within the Financial Services Sector. Industries: Life, General & Health Insurance, Banking and Payments.



HAZEL KATON

— Senior Consultant | F1 Insider | Adventure Seeker

Hazel specialises in Marketing, Comms & Digital role placements within the Digital, Technology and other Non-Financial Services Sectors. Industries: Digital, FinTech, SaaS.



Industries We Serve



ASSET MANAGEMENT



WEALTH MANAGEMENT



INSURANCE



BANKING



PAYMENTS



DIGITAL



TECHNOLOGY | FINTECH



SOFTWARE | SAAS



Salaries

	Banking & Payments	Insurance	Asset & Wealth	Tech Digital	FinTech	Tech SaaS	Other	Daily Rate
Specialist	\$90K - \$110K	\$90K - \$110K	\$100K - \$120K	\$90K - \$110K	\$100K - \$120K	\$90K - \$110K	< \$100K	\$550
Marketing Manager	\$120K - \$140K	\$120K - \$140K	\$130K - \$160K	\$120K - \$140K	\$130K - \$160K	\$120K - \$140K	\$120K - \$140K	\$900
Communications Manager	\$120K - \$140K	\$120K - \$140K	\$130K - \$160K	\$120K - \$140K	\$130K - \$160K	\$120K - \$140K	\$100K - \$120K	\$800
Digital Manager	\$130K - \$150K	\$130K - \$150K	\$140K - \$160K	\$140K - \$160K	\$140K - \$160K	\$140K - \$160K	\$120K - \$140K	\$800
Senior Manager - Generalist/ Comms & Digital	\$150K - \$180K	\$160K - \$180K	\$160K - \$180K	\$150K - \$180K	\$160K - \$180K	\$150K - \$180K	\$140K - \$160K	\$1000
Head of Marketing / Comms & Digital	\$200K - \$220K	\$220K - \$240K	\$230K - \$260K	\$200K - \$220K	\$230K - \$260K	\$200K - \$220K	\$180K - \$200K	\$1500
CMO / General Manager - Marketing / Comms & Digital	\$300K +	\$330K +	\$330K +	\$270K - \$300K	\$270K - \$300K	\$270K - \$300K	\$230K - \$250K	n/a
<p><i>Note: Salary and Daily Rate data excludes superannuation and bonus.</i></p> <p><i>Other: Property, Govt, Healthcare, Hospitality, Professional Services, NFP</i></p>								

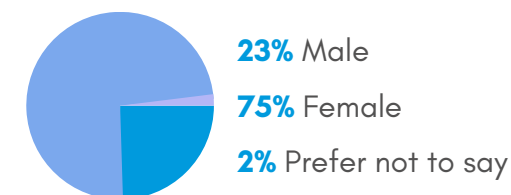




Bonuses

	Median Salary (cross-industry)	Eligible for Bonus	Bonus Potential	Bonus Paid
Specialist	\$90K - \$110K	35%	<10%	\$4.5K
Marketing Manager	\$120K - \$140K	72%	10% - 19%	\$12K
Communications Manager	\$120K - \$140K	45%	10% - 19%	\$11K
Digital Manager	\$120K - \$140K	59%	0% - 19%	\$9K
Senior Manager - Generalist / Comms & Digital	\$155K - \$175K	73%	20% - 39%	\$18.5K
Head of Marketing / Comms & Digital	\$190K - \$210K	71%	20% - 79%	\$39.5K
General Manager Marketing / Comms & Digital	\$280K - \$310K	82%	40% - 79%	\$63K
CMO	\$300K +	77%	uncapped	\$108K
<i>Note: Median Salary data excludes superannuation and bonus</i>				

Our Survey Participants



12%
Banking & Payments



14%
Insurance



29%
Asset & Wealth



2%
Tech Digital



6%
Fin Tech



10%
Tech SaaS



4%
Tech other



1%
Telco

22% Other - Property, Government, Healthcare, Hospitality, Professional Services, NFP



PREDICTIONS – Marketing, Communications & Digital



INSOURCING EXPERTISE & RETAINING IP

Organisations will move back to an insource model to control cost and keep their expertise and IP in-house.

In addition, fewer generalist marketing roles will be required.

Therefore, professionals will either be required to upskill or quickly adapt to the growing need for deep specialist expertise and digital capability.



DATA DRIVEN MARKETING (GROWTH MARKETING)

Marketers with data skills will be in high demand as organisations continue to prioritise funding into data driven marketing campaigns.

Utilising legacy data for future marketing campaigns, coupled with the governance of this data will remain a key focus in FY2024.



RISE OF INTERNAL COMMUNICATIONS

Business transformation, cost cutting and the future of flexible working for employees will see increased importance of effective internal communications.

Priorities will include talent retention and engagement, individually tailored employee values propositions, and promotion of organisational values.

“

By embracing innovation, staying adaptable and understanding the pulse of consumer behaviour, change can be embraced with confidence across dynamic industries.

**VANESSA LALANI,
DIVISION DIRECTOR
PARITY CONSULTING**

”

Growth Industries To Watch

eCOMMERCE
BANKING
FINTECH
INDUSTRY SUPER FUNDS

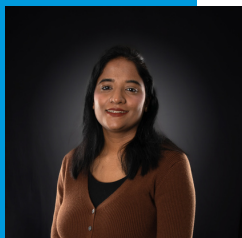


Data & Analytics

Read on to...

- Meet our team
- Check how your Salary & Bonus compares
- Get Parity's Predictions for the next FY

Meet our Data & Analytics Team



HIMA ARAFATH

— Specialist Consultant | Blogger | Shopaholic

Hima specialises in Data Science, Data Engineering and Data Analytics role placements within the Financial Services Sector. Industries: Asset and Wealth Management, Insurance, Banking and Payments.



AMANDA GLACKEN

— Division Director | ABBA Enthusiast | Cheese Connoisseur

Amanda specialises in Data & Analytics role placements within the Digital, Technology and other Non-Financial Services Sectors. Industries: Digital, FinTech, SaaS.



Industries We Serve



ASSET MANAGEMENT



WEALTH MANAGEMENT



INSURANCE



BANKING



PAYMENTS



DIGITAL



TECHNOLOGY | FINTECH



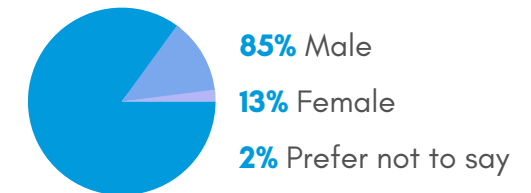
SOFTWARE | SAAS



Salaries & Bonuses

	Permanent (Salary)	Contract (Daily rate)	Bonus Potential	Bonus Paid
Data Analyst	\$90K - \$120K	\$450 - \$700	<10%	25%
Data Engineer	\$120K - \$140K	\$800 - \$1000	7.5% - 12%	25% - 40%
Data Scientist	\$140K - \$160K	\$700 - \$1000	7.5% - 12%	25% - 40%
Data Product Manager	\$140K - \$160K	\$1000 - \$1300	10% - 19%	50%
Data & Analytics Manager	\$140K - \$160K	\$1000 - \$1300	10% - 19%	50%
Senior Data & Analytics Manager	\$160K - \$180K	\$1000 - \$1400	20% - 40%	50%
Senior Data Analyst	\$130K - \$155K	\$650 - \$900	10% - 19%	50%
Senior Data Scientist	\$160K - \$180K	\$1000 - \$1200	10% - 20%	50%
Senior Data Engineer	\$160K - \$185K	\$1000 - \$1250	10% - 20%	50%
Head of Data Science / Data & Analytics / Data Engineering	\$200K - \$270K	\$1300 - \$1800	30% - 60%	50% - 75%
<i>Note: Salary and Daily Rate data excludes superannuation and bonus.</i>				

Our Survey Participants



17%
Banking & Payments



27%
Insurance



25%
Asset & Wealth



20%
Technology



5%
Telco

6% Other -
Sustainability, Travel, Aviation, Building Materials





PREDICTIONS – Data & Analytics



AI REVOLUTION & OPTIMISATION

Generative AI adoption has witnessed significant growth, empowering organisations with insights for enhanced decision-making, and unlocking new opportunities for innovation and efficiency.

This will lead to increased demand for organisations to adapt business models with AI optimisation.



DATA GOVERNANCE

The Emergent AI revolution has made organisations realise the need for Data Governance to manage AI risks and data breaches.

The need for robust security frameworks to manage and protect the data assets, while addressing privacy concerns will be the first priority going forward.



DATA EVOLUTION WILL OUTPACE SKILL SUPPLY

Current data and AI progress rate and evolution are outpacing the knowledge base available on the market.

Skilled data professionals with expertise in Chatbots, NLP, ML, Research, and AI will be in great demand.

Recruitment of AI Researchers, Data Architects, Data Governance Leads, Data Stewards and Data Modellers will see significant growth.

“

As the demand for data-driven decision making and generative AI continues to grow, ethical considerations and sustainability will be one of the key trends that Data & Analytics (D&A) leaders will follow this year.

HIMA ARAFATH,
SPECIALIST CONSULTANT
PARITY CONSULTING

”

Growth Industries To Watch

DATA TECH
HEALTHCARE





Preferred Partners

Collaboration is at our heart

We take great delight in collaborating with a diverse array of remarkable organisations, all of which play a crucial role in supporting our community. Our strong alliance is built on mutual trust, respect, and a shared commitment to high standards of work.



Leading The Product

Market Leading Product
Conference for High Performers



Work Happy

Parity's preferred world-class
Employee Assistance Program



Talent Insights

Specialised Career Coaching for
Executives & Senior Professionals



Leishman Coaching

Our incredible LinkedIn expert
and CV wizard partner



Brainmates

One stop shop for Product
Management Consulting



Rover

Parity's strategic partner in data
for Talent Insights and Analysis





A FINAL FEW of our favourite numbers

6,000 ————— 85 ————— 10%

Unique Contributions

With over 6,000 Unique Contributions to our Salary Surveys in Product, Marketing, Communications, Digital and Data & Analytics, Parity Consulting is proud to share the results and insights with our community.

This Salary Guide is one of many initiatives we complete each year to add value to our candidates and clients.

Disclaimer

Our Salary Guide is part of our Parity Plus initiative and whilst every consideration is taken in the collection and compilation of data, the guide is interpretive and indicative - not conclusive. Therefore, the information contained in this document should be used as a guideline only and should not be reproduced in total or in part without the express written consent from Parity Consulting.

Combined Industry Experience

Collectively, our team boasts an impressive 85 years of combined experience in the industry.

This extensive background gives us a unique advantage, as we've encountered and overcome a wide range of highs, lows and market shifts enabling us to support you through all market conditions.

We Give Back

We don't just have an outstanding reputation for matching great talent with the best companies — we also proudly invest 10% of our profits annually into industry training and events through our Parity Plus initiatives;

– A recruitment industry first in Australia!

Our way of giving back to support our community of product, marketing and data specialists.

Diversity, Equity & Inclusion (DEI)

At Parity, we embrace diversity and value individuality. We champion inclusion, equality and equal opportunity. We work with partners to support our people's unique needs, fostering inclusive environments for success and authenticity.

Talk to us we're here to help!

SPECIALIST RECRUITMENT SERVICES:

- PRODUCT MANAGEMENT
- MARKETING, COMMUNICATIONS & DIGITAL
- DATA & ANALYTICS



Parity Consulting Pty Ltd ABN 46 155 067 182

info@parityconsulting.com.au | www.parityconsulting.com.au

Level 12, 35 Clarence Street Sydney NSW 2000 | +61 2 8068 2016

Suite 310, 139 Cardigan Street Melbourne VIC 3053 | +61 3 9923 8081

