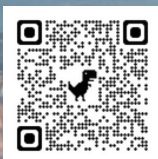


FY2024-25

SALARY GUIDE + PREDICTIONS

10th EDITION



THE AUTHORITY GUIDE TO NAVIGATING TALENT ACQUISITION AND RETAINING HIGH PERFORMING PROFESSIONALS
Product Management | Marketing, Communications & Digital | Data & Analytics



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return to this page](#)

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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. Always was, and always will be Aboriginal Land.

Cover Image and Cartoons

*Images were created using AI technology – how fun is that?
Everything else in the report has been designed by humans!*



Message from our CEO

Navigate with Confidence



Victoria Butt

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

Welcome to the 10th annual edition of Parity Consulting's Salary Guide and Market Predictions for Product, Marketing, Digital, and Data & Analytics. This year, our insights reveal a challenging landscape where despite stable base salaries, individuals are experiencing a decline in total compensation due to adjustments in bonus structures and benefits.

We have observed a significant uptick in job seekers, with a material increase in candidates actively exploring new opportunities. This trend is expected to grow as professionals feel constrained by limited external mobility options, leading to a sense of being "hostage" to their current organisations.

Flat organisational structures have compounded frustrations among high performers seeking internal advancement, highlighting the need for organisations to re-evaluate their promotion policies and career development frameworks.

Fear-based leadership has become more

prevalent, driven by the pressure on leaders to deliver results amidst resource constraints and budget cuts. This environment underscores the importance of leadership training and inclusive organisational cultures.

In a notable shift, professionals now prioritise working for companies that align with their personal values, alongside competitive remuneration and flexible working arrangements. This evolution in motivators reflects a broader trend towards seeking meaningful workplace experiences.

Our team remains dedicated to providing you with strategic insights to navigate these dynamic challenges. For 10 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*




Executive Summary

Salary Levels Trending Down





- ↓ **2.5%** Salary Budget for FY2025
- ↓ **10-35%** Contractor Pay Reduced
- ↓ **15%** Roles Not Replaced

 While many salaries remain the same as last year, they have not increased in line with CPI, therefore they are trending down.

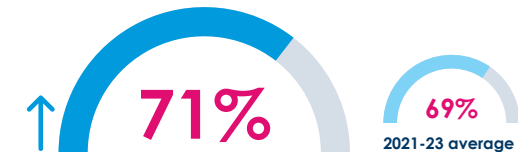
Bonus Levels Compared to Last Year



-  **45%** Same Bonus as Last Year
- ↓ **31%** Lower Bonus
- ↑ **24%** Higher Bonus


 Investment Management, Lending & FinTech are seeing the biggest drop in bonuses. Some companies have opted not to pay a bonus for FY2024.

Market Value Believe are Underpaid



Top Reasons Not Paid Market Value

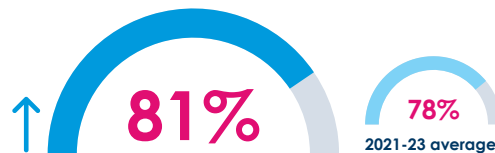
- 32%** Budget Constraints
- 22%** Rises not in line with Cost of Living
- 18%** Long Tenure - Pay Not at Market Rate
- 15%** More Responsibility - Same Pay

 There is a notable 2% jump in people feeling underpaid compared to the last 3 consecutive years.




Executive Summary

Open To New Roles



Actively Looking For New Opportunities



 More professionals are open to new roles than we have seen in the last 3 years. This includes active, immediately available and passive job seekers.

Key Motivators Driving Employees




 **39%** Remuneration

 **17%** Hybrid Working

 **16%** Values Alignment

 **12%** Career Development

 Values alignment has made the Top 3 for the first time in 10 years; bumping career development to 4th place.

Top Career Development Upskilling Requests



39% GenAI

29% Leadership

11% Data & Analytics

In-Demand/Emerging Areas 2024 & Beyond

-  Data Product
-  Product Marketing
-  Product Design
-  AI Governance
-  AI Integration



Who We Are

Filling The Unfillable Roles – Since 2012

We better lives through deep understanding and real human connection. Our mission is to build unrivalled partnerships and empower our community to reach their unique goals.

1

RECRUITMENT SPECIALISTS

- Permanent
- Fixed term
- Contract



3

'PARITY PLUS' INSIGHTS



- Salary Surveys and Market Insight reports
- Employee Value Proposition research
- Events for Executives, HR and Talent professionals in our community

2

EXECUTIVE SEARCH



- Permanent
- Interim

4

HUMAN RESOURCES CONSULTING

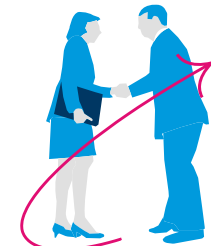


- Team structures, operating models
- Competitor analysis
- Interview training
- LinkedIn & resume assistance
- Leadership coaching & workshops

5

TRANSFORMATION PROJECTS

- Strategic partnering





Top 5 Macro Trends

1

COST-CUTTING ACROSS THE BOARD

Due to economic pressures and a focus on maintaining profitability, many companies are resorting to cost-cutting measures.

These measures include reducing the workforce, pausing projects, shelving innovation, cutting departmental budgets and limiting expenses.

These (sometimes) extreme actions are having increasing effects on employee engagement levels and having a direct impact on culture, engagement scores, retention and productivity.

Organisations who can balance their cost-cutting requirements with employee investment and engagement will prevail.

2

RESTRUCTURES & ORGANISATIONAL DESIGN CHANGES

In response to cost pressure and enterprise business changes, organisations are increasingly restructuring.

Typically, this aims to realign resources, streamline operations, enhance competitiveness, and notably address underperformance or seize new opportunities in the business environment.

This has meant that a significant number of senior roles are being replaced or restructured out of the business, leaving a surplus of highly qualified professionals looking for roles.

Go Deeper!



Video Inside

3

THE IMPACTS OF GENERATIVE AI

Generative AI is disrupting how professionals work, how organisations engage with their customers and is shifting the future of work.

So far, we have seen tasks being automated, enhancing productivity (in areas) and fostering innovation. It is increasingly used to streamline processes, generate creative solutions, and personalise customer experiences.

However, we are yet to see the long-term effects of Generative AI, as enterprises move quickly to integrate it into their BAU activities. These effects will not surface until FY2026 and beyond.



Top 5 Macro Trends

“



Given the current financial challenges and unpredictability we're all facing, the tangible, financial benefits you offer employees matter hugely – but that alone is not enough. Do what you can to give financial support and stability. Then focus on culture and leadership – engaged, high performing employees are your key to business success.

Mark Puncher | CEO
Employer Branding Australia

4

PROMOTION AND CAREER DEVELOPMENT

With the flattening of organisational structures and limited career progression opportunities, employees may feel undervalued and demotivated, affecting their long-term commitment to the organisation.

This lack of upward mobility can discourage high performers, and where there are limited external opportunities, there is increasing potential for disengagement.

Once the employment market shifts, these high performers will be the first to leave for external promotions with increased role scope and responsibility.

Go Deeper!



Video Inside

5

FLEXIBILITY AND VALUES ALIGNMENT

While there is a continued movement to working from the office, organisations are still working to find a balance between allowing their team members flexibility and meeting return to office mandates.

There is increased focus on Employee Value Propositions and how organisations can be clear on their values to ensure their people feel a sense of purpose, belonging, and ethical consistency, which contributes to job satisfaction and organisational harmony.

Access our full Employee Value Proposition research paper [here](#).



Parity Predicts

1 AI ASSISTING WITH BEST AVAILABLE CANDIDATES

Generative AI is revolutionising job matching and candidate screening, significantly enhancing the efficiency of chatbots in candidate communication.

In some job families, AI is accelerating decision-making processes, speeding up applications by 25%.

However, the impact of AI on specialised roles and the assessment of candidates with diverse, transferable skills remains to be fully realised.

With HR and talent teams facing resource constraints, both human and AI interactions can overlook three critical areas: cultural fit, candidates from diverse backgrounds who may not fit traditional profiles, and the overall candidate experience.

2 SKILLS AND EXPERIENCE REQUIRED

There is a noticeable rise in "fear-based upskilling", particularly in Generative AI and Leadership.

Candidates are anxious that technological advancements may render them obsolete, prompting a rush to retrain and upskill over the next 12 months.

While this upskilling complements traditional experience-based hiring, it enables candidates to perform better in interviews and transition into new roles with greater ease.

We anticipate this fear-driven upskilling trend will stabilise as financial markets improve and cost-cutting pressures ease.

3 HOSTAGE EMPLOYEES

In FY2025, there will be increasing discontent among employees regarding stagnant promotions, lack of meaningful work, constant change, financial pressures, and return-to-work policies.

These "trapped" employees, feeling compelled to stay despite dissatisfaction, may voice their concerns more openly, potentially harming organisational culture and employer brand.

With headcount freezes, budget constraints, and mounting pressure to respond effectively, organisations will face the challenge of managing this "quiet quitting." Successfully navigating this phase of employee disengagement will require leadership skills and experience of the highest calibre.

“



AI advances have improved candidate-role matching but have limitations. Clients must tap into both passive and active job markets, requiring time, networks, and a human touch. Despite 81% of candidates being open to new opportunities, guiding them in an uncertain economy demands skill, expertise, and trust.

Vanessa Lalani | Division Director
Parity Consulting

They say being a
Product Manager
is like being a
Marriage Counsellor!

Totally!
We just get people in
a room and force them to
talk to each other until the
problem disappears!
[giggles]

PRODUCT MANAGEMENT & DEVELOPMENT



Product Predictions

1 GO TO MARKET PROFESSIONALS WIN!

The need for commercially focused, go-to-market product professionals is set to increase rapidly in FY2025.

Product folks have been busy delivering and building products to keep up with the changing landscape and few have the visibility of the end-to-end product life cycle.

Sub categories like Product Marketing, Commercial Product Management or Strategic Product Management will be in high demand and professionals with these skills will command a premium.

Organisations will look offshore and from adjacent industries to secure the best talent.

2 GENERATIVE AI INTEGRATION

The integration of GenAI will revolutionise product management by enhancing AI-driven insights, enabling comprehensive data collation across sources for deep customer understanding and market opportunities discovery.

Machine learning tools will predict customer behaviour, optimising feature development and boosting customer satisfaction.

Predictive AI models will optimise product roadmaps, aligning development with customer needs.

3 UNIVERSAL CAPABILITY FRAMEWORK

According to Adrienne Tan, Product Management will benefit from a 'Universal Capability Framework' that aligns Engineering, Design, Solution Analysis & Delivery Managers. This structured approach will define essential skills and competencies needed across diverse domains and functions.

It will provide a common language for assessing and developing skills such as data analysis, user experience design, agile methodologies, and strategic thinking.

Such frameworks will be crucial for adapting to evolving market dynamics and fostering innovation in product development.

“



Good Product Management will become the engine of growth of many organisations. It will provide the guardrails for organisations to identify and pursue valuable market opportunities, deliver desirable and feasible customer solutions, thereby achieving long lasting business results.

Adrienne Tan | Co-Founder, CEO
Brainmates



Product Management, Design & Development Salaries

	Banking & Payments	Insurance	Asset & Wealth	Tech Digital	FinTech	Tech Software / SaaS	Other *	Daily Rate
Product Analyst	\$95K - \$115K ↑	\$95K - \$120K ↑	\$100K - \$125K	\$100K - \$120K	\$100K - \$120K	\$100K - \$120K	\$100K - \$120K	\$600
Disclosure/Offer Documents	\$110K - \$120K	\$120K - \$140K	\$130K - \$160K	n/a	n/a	n/a	n/a	\$800
Product Marketing	\$120K - \$140K	\$130K - \$150K	\$130K - \$150K	\$160K - \$180K	\$160K - \$180K	\$160K - \$180K	\$160K - \$180K	\$900
Product Governance	\$130K - \$150K	\$130K - \$150K	\$130K - \$150K	n/a	n/a	n/a	n/a	\$1000
Product Manager	\$135K - \$155K	\$135K - \$155K	\$140K - \$160K	\$140K - \$165K	\$135K - \$165K ↓	\$140K - \$160K	\$140K - \$165K	\$800 ↓
Product Owner	\$150K - \$170K ↑	\$160K - \$180K	\$160K - \$180K	\$150K - \$170K	\$150K - \$170K	\$150K - \$170K ↑	\$140K - \$160K	\$900
Digital Product Manager	\$150K - \$170K	\$140K - \$160K	\$140K - \$170K	\$140K - \$175K	\$150K - \$180K	\$140K - \$175K	\$140K - \$175K	\$1000
Digital Product Manager (Senior)	\$160K - \$180K	\$150K - \$170K	\$170K - \$200K	\$160K - \$185K	\$150K - \$180K	\$160K - \$185K	\$160K - \$185K	\$1100 ↓
Product Designer	\$160K - \$180K	\$160K - \$180K	\$170K - \$190K	\$160K - \$190K	\$160K - \$190K	\$160K - \$190K	\$160K - \$190K	\$1000
Product Development Manager	\$160K - \$180K	\$160K - \$180K	\$160K - \$180K ↑	\$165K - \$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	\$1100 ↓
Product Owner (Senior Manager)	\$180K - \$200K	\$180K - \$200K	\$180K - \$210K ↑	\$150K - \$180K	\$160K - \$185K	\$150K - \$180K	\$150K - \$180K	\$1100
Head of Product	\$220K - \$250K ↑	\$220K - \$270K	\$220K - \$270K	\$200K - \$240K	\$220K - \$260K	\$200K - \$240K	\$200K - \$240K	\$1500
Director of Product	\$250K - \$280K	\$250K - \$330K	\$260K - \$330K	\$250K - \$300K	\$250K - \$300K	\$250K - \$300K	\$250K - \$300K	n/a
General Manager / 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. Services, Telecommunications, Management Consulting, Wagering, Travel.*



Product Management, Design & Development Bonuses

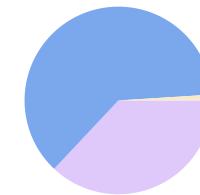
	Median Salary (cross-industry)	Eligible for Bonus	Bonus Potential †	Bonus Paid
Product Analyst	\$100K - \$120K	53%	<10%	\$7K
Disclosure/Offer Documents	\$120K - \$140K	63%	10% - 19%	\$15K
Product Marketing	\$140K - \$160K	55%	10% - 19%	\$14K
Product Governance	\$130K - \$150K	60%	10% - 19%	\$20K
Product Manager	\$135K - \$155K	63%	10% - 19%	\$18K
Product Owner	\$150K - \$170K	69%	10% - 19%	\$24K
Digital Product Manager	\$140K - \$170K	75%	10% - 19%	\$30K
Digital Product Manager (Senior)	\$160K - \$180K	76%	20% - 39%	\$38K
Product Designer	\$160K - \$180K	76%	10% - 19%	\$35K
Product Development Manager	\$160K - \$175K	71%	20% - 39%	\$30K
Senior Product Manager	\$170K - \$190K	70%	20% - 39%	\$45K
Product Owner (Senior Manager)	\$180K - \$200K	73%	20% - 39%	\$39K
Head of Product	\$210K - \$240K	75%	40% - 79%	\$58K
Director of Product	\$250K - \$300K	84%	uncapped	\$85K
General Manager / CPO	\$300K +	89%	uncapped	\$135K

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

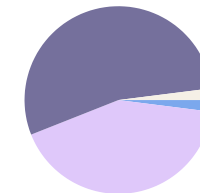
† Some organisations offer Equity and Options as part of the package.

* Other: Govt. Services, Telecommunications, Management Consulting, Wagering, Travel.

Our Survey Participants



62% Male
37% Female
1% Rather not say



54% Millennial/Gen Y (1981-1996)
42% Gen X (1965-1980)
2% Gen Z (1997-2012)
2% Boomer (1946-1964)



16%
Banking & Payments



11%
FinTech



13%
Insurance



9%
Tech SaaS



32%
Asset & Wealth



4%
Tech other



7%
Tech Digital



8%
Other *

To replace Creatives
with AI, clients will
need to accurately
describe what they want.

Well, we're safe!
[chuckles]

MARKETING, COMMS, DIGITAL

Marketing | Comms | Digital Predictions



1 IT'S ALL ABOUT THE BRAND

Organisations will intensify their focus on enhancing their customer brand to aid with product differentiation and client acquisition.

With increasing M&A activity, customers expect organisations to realign their brand, efficiently maintaining customer loyalty and confidence for sustainable growth.

Increased investment in Media, PR and Communications will bolster brand visibility and reputation management specifically highlighting organisational values, Diversity, Equity & Inclusion (DEI), Environmental Social Governance (ESG), and Corporate Social Responsibility (CSR).

2 INTEGRATION OF CUSTOMER EXPERIENCE

In the near future, customer experience will seamlessly integrate into every organisational function, from Business Development, Onboarding, Marketing to Product Development, Operations and Enterprise support.

This holistic approach will become necessary for consistent, personalised interactions across the customer journey, fostering loyalty and advocacy.

Effective customer-led product design and experience is critical for organisations to attract and retain their customers.

3 GENERATIVE AI FOR SUPPORT FUNCTIONS & ANALYTICS

GenAI will assist Comms and Marketing professionals with many support functions such as research, customer experience, consumer insights, diverse content creation and SEO/SEM.

It will also optimise algorithms and predict and refine strategies in real-time, maximising Return on Investment (ROI).

It will not, however, replace many roles in FY2025 and allow professionals to focus on the integrity of customers information and buying patterns which fuels GenAI.

“



We believe that Brand is the promise you make, and Customer Experience is the promise you keep. Too many organisations say they are customer-centric, but too few actually are. The best organisations integrate CX throughout their entire business by deeply understanding their customers so well that they grow faster and keep their customers longer.

Damian Kernahan | CEO
Proto CX



Marketing, Communications & Digital Salaries

	Banking & Payments	Insurance	Asset & Wealth	Tech Digital	FinTech	Tech Software / SaaS	Other *	Daily Rate
Specialist	\$90K - \$110K	\$90K - \$110K	\$100K - \$125K	\$90K - \$110K	\$100K - \$120K	\$90K - \$110K	< \$100K	\$550
Events Manager	\$100K - \$120K	\$120K - \$140K	\$120K - \$150K ↑	\$100K - \$120K	\$120K - \$140K	\$100K - \$120K	\$100K - \$120K	\$650 ↓
Content Manager	\$120K - \$140K	\$120K - \$140K	\$120K - \$150K	\$120K - \$150K	\$110K - \$134K ↓	\$120K - \$140K	\$120K - \$140K	\$800
Marketing Manager - Generalist	\$120K - \$140K	\$120K - \$140K	\$130K - \$160K	\$120K - \$140K	\$120K - \$140K ↓	\$120K - \$140K	\$120K - \$140K	\$800 ↓
Communications Manager - Internal	\$120K - \$140K	\$120K - \$150K	\$120K - \$150K	\$120K - \$140K	\$120K - \$140K	\$120K - \$140K	\$100K - \$120K	\$800
Communications Manager - External	\$120K - \$140K	\$120K - \$140K	\$130K - \$150K	\$120K - \$140K	\$130K - \$150K	\$120K - \$140K	\$100K - \$120K	\$800
CX Manager	\$125K - \$145K	\$125K - \$145K	\$130K - \$150K	\$125K - \$145K	\$125K - \$145K	\$125K - \$145K	\$110K - \$130K	\$800
Digital Marketing Manager	\$125K - \$145K	\$130K - \$150K	\$140K - \$160K	\$140K - \$160K	\$140K - \$160K	\$140K - \$160K	\$120K - \$140K	\$800
Senior Manager - Marketing Generalist/ Comms / Digital	\$150K - \$180K	\$160K - \$180K	\$160K - \$180K	\$150K - \$180K	\$150K - \$180K	\$150K - \$180K	\$140K - \$160K	\$1000
Head of Marketing / CX / Comms / Digital	\$220K - \$240K ↑	\$220K - \$240K	\$230K - \$260K	\$200K - \$220K	\$220K - \$240K ↑	\$220K - \$240K ↑	\$180K - \$200K	\$1500
CMO / General Manager Marketing / Comms / Digital	\$300K +	\$330K +	\$330K +	\$270K - \$300K	\$270K - \$300K	\$270K - \$300K	\$230K - \$250K	n/a

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

* Other: Govt Services, Education, Utilities, NFP, Telecommunications, Management Consulting, Wagering, Travel.



Marketing, Communications & Digital Bonuses

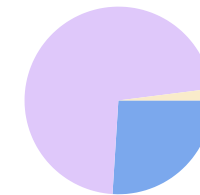
	Median Salary (cross-industry)	Eligible for Bonus	Bonus Potential †	Bonus Paid
Specialist	\$90K - \$110K	30%	<10%	\$5K
Events Manager	\$100K - \$120K	25%	10% - 19%	\$10K
Content Manager	\$120K - \$140K	56%	10% - 19%	\$11K
Marketing Manager - Generalist	\$120K - \$140K	68%	10% - 19%	\$12K
Communications Manager - Internal	\$120K - \$140K	51%	10% - 19%	\$11K
Communications Manager - External	\$120K - \$140K	60%	10% - 19%	\$11K
CX Manager	\$125K - \$145K	52%	10% - 19%	\$12K
Digital Marketing Manager	\$130K - \$150K	63%	10% - 19%	\$14K
Senior Manager - Marketing Generalist/ Comms / Digital	\$150K - \$180K	73%	20% - 39%	\$25K
Head of Marketing / CX / Comms / Digital	\$220K - \$240K	81%	29% - 79%	\$54K
CMO / General Manager Marketing / Comms / Digital	\$280K - \$300K+	78%	uncapped	\$95K

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

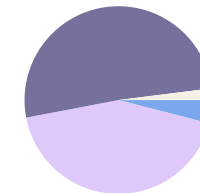
† Some organisations offer Equity and Options as part of the package.

*Other: Govt Services, Education, Utilities, NFP, Telecommunications, Management Consulting, Wagering, Travel.

Our Survey Participants



72% Female
26% Male
2% Rather not say



51% Millennial/Gen Y (1981-1996)
43% Gen X (1965-1980)
4% Gen Z (1997-2012)
2% Boomer (1946-1964)



14%
Banking & Payments



16%
Fin/Ed Tech



9%
Insurance



9%
Tech SaaS



24%
Asset & Wealth



4%
Tech other



15%
Tech Digital



9%
Other *



Our new machine learning
model can now predict
customer churn
with 99% accuracy!

Great [sigh]!
Now management will expect
us to explain why the other 1%
decided to leave!

DATA & ANALYTICS



Data & Analytics Predictions

1

STRATEGIC MANAGEMENT OF DATA

Strategic data management will reach critical heights due to its role in enhancing operational efficiency, regulatory compliance, and decision-making accuracy.

Data is the fuel to GenAI and organisations will focus on optimising data governance frameworks, and place increased emphasis on data security.

Effective data management will drive innovation, customer insights, and overall business resilience in a rapidly evolving digital landscape.

2

GENERATIVE AI WILL REPLACE LEGACY BUSINESS APPLICATIONS

GenAI will excel in transforming legacy applications. Despite critical systems relying on outdated tech, modernising them has been a longstanding aim.

Developers will derive an increasing amount of benefits from GenAI across the entire software lifecycle promoting prompt engineering.

GenAI shines by unravelling legacy complexities, offering modernisation strategies, refactoring, testing, and other tools to accelerate updates.

3

AI REGULATIONS AND POLICY ENFORCED

By 2025, the regulation and governance of AI is predicted to become paramount, addressing ethical concerns and ensuring accountability across platforms and applications.

Organisation's internal policy guidelines will be honed and enforced in anticipation for regulatory intervention.

Regulations can steer AI towards beneficial applications while mitigating risks like inherent bias, security and privacy breaches.



Data & Analytics Salaries & Bonuses

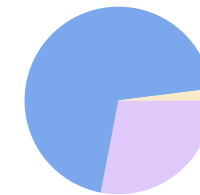
	Permanent (Salary)	Contract (Daily rate)	Bonus Potential †	Bonus Paid
Data Analyst	\$120K - \$140K	\$600 - \$750	<10%	50%
Data Strategy Manager	\$140K - \$160K	\$750 - \$900	<10%	50%
Data Engineer	\$160K - \$180K	\$800 - \$1000	10% - 15%	50%
Data Scientist	\$160K - \$180K	\$800 - \$1000	10% - 15%	50%
Data Product Manager	\$140K - \$160K	\$800 - \$1000	10% - 15%	50%
Data & Analytics Manager	\$160K - \$180K	\$800 - \$1000	10% - 15%	50%
Senior Data & Analytics Manager	\$180K - \$200K	\$1000 - \$1200	10% - 20%	50%
Senior Data Analyst	\$180K - \$200K	\$1000 - \$1200	10% - 20%	50%
Senior Data Engineer	\$180K - \$200K	\$1000 - \$1200	10% - 20%	75%
Senior Data Scientist	\$180K - \$200K	\$1000 - \$1200	10% - 20%	75%
Head of Data Science / Data & Analytics / Data Engineering	\$250K - \$300K	\$1300 - \$1500	20% - 30%	60%

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

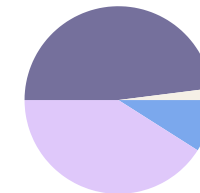
† Some organisations offer Equity and Options as part of the package.

* Other: Government Services, Education, Utilities, NFP, Telecommunications, Management Consulting, Health, Aviation.

Our Survey Participants



70% Male
28% Female
2% Rather not say



48% Millennial/Gen Y (1981-1996)
41% Gen X (1965-1980)
9% Gen Z (1997-2012)
2% Boomer (1946-1964)



10%
Banking & Payments



21%
Fin/Ed Tech



9%
Insurance



15%
Tech SaaS



15%
Asset & Wealth



4%
Tech other



13%
Tech Digital



13%
Other *



Recruitment Services



Product Recruitment

- Product Analyst
- Disclosure/Offer Documents
- Product Mgr
- Product Marketing Mgr
- Product Owner
- Product Governance Mgr
- Digital Product Mgr
- Product Designer
- Product Development Mgr



Marketing / Communications

- Marketing Mgr
- Communications Mgr
- Communications Mgr-internal
- Brand Manager
- Marketing Specialist
- PR & Media Mgr
- Investment Comms Mgr
- Content Creator
- Customer Experience Mgr
- Graphic Designer
- Events Mgr



Digital Recruitment

- Digital Mgr
- UX/UI Mgr
- Senior Digital Mgr
- Website Optimisation Mgr
- Social Media Mgr
- Paid Search Mgr
- Community Mgr



Data Recruitment

- Data Analyst
- Data Engineer
- Data Scientist
- Data Architect
- Data Product Mgr
- Data & Analytics Mgr



Executive Search

- | | | | |
|-------------------------|-----------------------------|-------------------------|----------------------------|
| — Head of Product | — Head of Marketing / Comms | — Head of Digital | — Head of Data & Analytics |
| — GM Product | — GM Marketing / Comms | — GM Digital | — GM Data & Analytics |
| — Director of Product | — Director of Marketing | — Chief Digital Officer | — Chief Data Officer |
| — Chief Product Officer | — Chief Marketing Officer | | |



Meet Team Parity



VICTORIA BUTT

Founder | CEO | Chief Wine Officer | Shark Diver

Victoria specialises in Executive Search placements within the Financial Services, Fintech, and Tech led organisations including CPO, COO and CEO.



VANESSA LALANI

Division Director | Avid Reader | Sun Seeker

Vanessa specialises in Executive Search, Marketing, Comms & Digital role placements in Financial Services, Fintech, and Tech led organisations.



AMANDA GLACKEN

Division Director | ABBA Enthusiast | Cheese Connoisseur

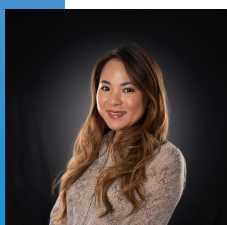
Amanda specialises in Digital Product role placements within Financial Services, Fintech, and Tech led organisations.



AGNES VILLANYI

Senior Candidate Relationship Mgr | Prima Ballerina | Coffee Addict

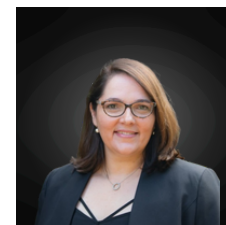
Agnes specialises in Regulatory and Governance Product role placements within Financial Services.



AI IWAMI

Candidate Relationship Mgr | Cat Whisperer | Beach Lover

Ai specialises in Marketing, Comms & Digital role placements within Financial Services, Fintech, and Tech led organisations.



MIRJANA MALES

Head of Finance, Legal & Risk
80's Music Queen | Office Baker

Mirjana is Parity's resident holder of IP, and all round Office Champion.



ELIZA MCGIVERN

Head of Marketing & Operations
Globe Trotter | Ocean Lover

Eliza is Parity's queen of all things Marketing and delivers incredible work to help us be more impactful.



PAUL CLARKE

Video Production
Cornhole Champion | Beer Connoisseur

Paul delivers Parity's video strategy and is an end-to-end support for all video production.

Industries We Serve



ASSET MANAGEMENT



PAYMENTS



WEALTH MANAGEMENT



DIGITAL



INSURANCE



TECHNOLOGY | FINTECH



BANKING



SOFTWARE | SAAS



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.



Employer Branding Australia

Parity's chosen EVP partner for guaranteed success



The Ecommerce Tribe

Bringing the best of AI practices from Ecomm to train your teams



OMB Point

Independent Workplace Ombuds to navigate workplace conflict



Proto CX

Australia's leading consultancy in CX



Brainmates

One stop shop for Product Management Consulting



Work Happy

Parity's preferred world-class Employee Assistance Program



A FINAL FEW of our favourite numbers

5000 ————— 20k ————— 10%

UNIQUE CONTRIBUTIONS

With over 5,000 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 10th edition of our annual 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.

SALARY NEGOTIATIONS SUPPORTED

Collectively, our Salary Guide has been downloaded over 20,000 times and has aided both our clients and candidates in benchmarking roles in all stages of the job life cycle.

Our unique recruitment expertise in Product, Marketing, Communications, Digital and Data & Analytics, gives us the depth of understanding and cross-industry viewpoint to be able to support our clients and candidates.

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, events and philanthropy.

A recruitment industry first in Australia — and our way of giving back to support our community of Product, Marketing, Communication, Digital 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.

Craving more insights behind our salary data? Contact us to arrange a tailored presentation for your Talent Team and C-Suite.
info@parityconsulting.com.au

CONTACT US
TO ACCESS TOP TALENT

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