



# MARKETING AND COMMUNICATIONS SALARY SURVEY

## 2018



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# Introduction

As part of our Parity *Plus* offering, we are delighted to present the results of the 2018 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.

## OUR SALARY SURVEY

Parity Consulting's 2018 industry salary survey provides information that larger salary surveys cannot uncover. Due to the specialised nature of what we do, Parity have the industry knowledge and desire to provide information on salary levels, bonuses and the real motivation behind changing roles for Marketing and Communications professionals.

The survey provides the following insights for Managers, Executives and HR professionals:

- Base salary by market sector and functional title;
- Bonus by functional title;
- Average salary increases;
- Percentage of active and passive job seekers;
- Diversity and Inclusion initiatives;
- Motivations behind role/organisation changes; and
- Name your Price! ("Name your Price" refers to the percentage increase in the participant's salary that it would take for them to move roles).

## NEW THIS YEAR!

### Professional Brand

The professional brand of an individual has never been more important – more specifically, ensuring that professionals are communicating their brand accurately and effectively within their team, organisation and wider industry.

This year's survey delves into how participants view their personal brand, with many identifying the need to

invest more time and effort in their personal brand to maximise their career success.

### Diversity & Inclusion

This is a hugely popular subject and one which Parity feels strongly about. The report shows how inclusive participants feel, not only within their individual teams, but within their organisation as a whole. 41% of participants reported feeling that their organisations were 'somewhat' diverse and inclusive.

## WHO WE ARE

Victoria Butt is the Founder and Managing Director of Parity Consulting and leads a high achieving team who all share the belief that recruitment of quality professionals needs to be multidimensional – that sharing knowledge, educating and consulting with Parity's applicants and clients is essential. Parity invests in ALL relationships and believes applicants and clients are of equal importance in the recruitment process.

## GET IN CONTACT

### Victoria Butt | Managing Director

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*84% of participants are either passively or actively looking for a new role. The top 3 motivations to move roles was Career Development, Remuneration and the Opportunity to use skills and abilities."*

**Victoria Butt**  
Managing Director,  
Parity Consulting



# Executive Summary

## REMUNERATION AND BONUSES

- Overall, Marketing salaries have remained the same across most industries in FY2018 compared to FY2017, with the exception of Software/IT. The main reason for this is the sharp increase in product choice and therefore the need to attract and retain customers. Executive teams have started to release additional budget to increase their Digital, Acquisition and Retention capabilities.
- Communications salaries have increased across most sectors. The reasons for this are:
  - External – the increased need to communicate to customers through different channels in order to retain and attract customers.
  - Internal – changes in structure, transformation and regulatory reform require regular communications to staff to help maintain confidence, enthusiasm and prevention of staff attrition.
- 20% of Marketing/Communications professionals did not receive a pay rise in FY2018 compared to 16% in FY2017.
- 69% of Marketing/Communications professionals received a bonus in FY2018 compared to 71% in FY2017.
- Out of the 31% who did not receive a bonus in FY2018, 87% were not eligible to receive a bonus.
- Bonuses have remained the same or decreased by up to 10% compared to FY2017 across most sectors. Given the anticipated changes within Financial Services due to the Royal Commission into Misconduct in the Banking, Superannuation and Financial Services industry, we expect this to further decrease by at least 20% next year.
- 61% of bonuses were paid within 9 weeks of announcement.

## MOTIVATIONS TO LEAVE ROLES

- 84% of Marketing/Communications professionals are either actively or passively open to new opportunities.
- The top 3 motivations why Marketing/Communications professionals would choose to move on from their current role/organisation are:

### 1. Career Development

### 2. Remuneration

### 3. Opportunity to use skills and abilities

- In FY2017, the top 3 motivations to move on from their current role/organisation were:

### 1. Career Development

### 2. Remuneration

### 3. Flexibility

- “Name your Price” has decreased across the Marketing Assistant/Coordinator level from 16-20% in FY2017 to 11-15% in FY2018. This would suggest that at the more junior level, employees are more open to move for less of an increase in remuneration than last year.

## DIVERSITY & INCLUSION

- The gender balance in Marketing/Communications is still heavily weighted towards female professionals, however there are more males joining the function showing a 3% increase since FY2017.
- 52% of participants shared they were not aware of any Diversity and Inclusion (D&I) initiatives run within their organisation.

## M&C ESSENTIALS

- The vast majority of client requirements for FY2018 included requests for digital marketing experience and analytical skills. We expect this demand to continue through to FY2019 given the need for increased sophistication of the Marketing/Communications functions.
- 84% of Marketing/Communications professionals have suggested they have a Very Good or Good professional brand internally and less than 15% said it was Average or Below.
- 65% of participants reported that the top 2 skills great Marketing/Communications professionals have are:

### 1. Effective stakeholder management

### 2. Communications – written

# Executive Summary

## PARITY'S FY2019 SALARY AND BONUS PREDICTIONS

- Salaries for FY2019 will likely increase compared to FY2018 for the Marketing/Communications industry.
- Marketing teams have been allocated more resources in the last year and we have seen these teams structured in a functional way. We anticipate more resources will continue to be added in FY2019, with the main investment into Digital Marketing.
- Organisations will continue to invest in external communications in FY2019. This is due to the Royal Commission into Misconduct in the Banking, Superannuation and Financial Services industry and the need to increase communications to clients.
- SEM/SEO and Social Media Specialists will continue to attract a premium, as many organisations move into Digital.
- Companies will continue to build cross-functional and multi-disciplinary Marketing teams and we will likely see Digital and Marketing continue to move toward complete integration.
- Having a strong understanding of data and metrics and being able to show the ROI in Marketing is proving to be a strong role requirement.
- With increasing competition and the ability to move providers with a simple click of a button, businesses will need to hire strong retention marketers who understand customer lifecycle.
- We anticipate that there will be a continued shortage of Marketing/Communications Managers who have experience and skills in Digital and content creation.
- Due to the increased focus on ROI and marketing analytics, technical Marketing/Communications professionals with these skills will continue to secure roles ahead of others.
- Experienced Communications Managers are in high demand due to a need for Internal Communications professionals required to communicate continuous change within organisations.
- We are seeing a sharp increase in organisations hiring professionals outside of the industry, and placing more emphasis on culture fit and attitude rather than industry experience.

## PARITY'S TOP TIPS TO SUCCESSFULLY HIRE TALENT IN FY2019

- 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 on site, it will allow the professional to ask questions and interact with the organisation in more of a natural environment than an interview.
- Share the challenges of the role with the applicant early on in the process and set clear expectations about career growth. This allows the prospective applicant to know everything about the role, 'warts and all', to ensure their expectations will be set appropriately.
- Use social media to do an additional background check on the candidate.
- Psychometric Assessments were used to hire more than 60% of Marketing/Communications professionals in FY2017 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.
- Conduct team interviews to help to secure a great culture fit. It gives the candidate a chance to meet their future team and also allows the team to 'buy in' to the new team member before they come on board.



# Remuneration

## MARKETING AND COMMUNICATIONS SALARIES

### BASE REMUNERATION

	Superannuation / Wealth Management	Asset / Investment Management	Insurance	Banking	Software/IT	Other
Marketing Assistant/ Coordinator	<\$70k	<\$70k	<\$70k	<\$70k	<\$70k	<\$70k
Marketing Manager	\$110k to \$130k	\$110k to \$130k	\$110k to \$130k	\$110k to \$130k ↑	\$100k to \$120k ↑	\$100k to \$110k
Communications Manager	\$110k to \$130k	\$110k to \$130k	\$110k to \$130k ↑	\$100k to \$120k ↑	\$100k to \$120k ↑	\$100k to \$120k ↑
Senior Marketing Manager/Senior Communications Manager	\$150k to \$180k ↑	\$150k to \$180k ↓	\$150k to \$180k ↓	\$140k to \$160k	\$160k to \$180k	\$140k to \$160k ↑
Head of Marketing/ Communications/ Digital/Brand	\$200k to \$220k	\$190k to \$210k ↑	\$180k to \$200k	\$190k to \$220k ↑	\$160k to \$180k	\$160k to \$180k

Figures are calculated on participant's median salary excluding superannuation and bonus.

**Other industries include, but are not limited to:** Professional Services, Not for profit, Marketing Agency/Research, Health, Aged Care Services, NGO, Construction, Training/Education, Hospitality, Government, Fintech, Legal.

↑↓ The arrow represents either an increase or decrease on these salaries compared to FY2017.

# Bonuses and Experience

## MARKETING AND COMMUNICATIONS BONUSES AND EXPERIENCE

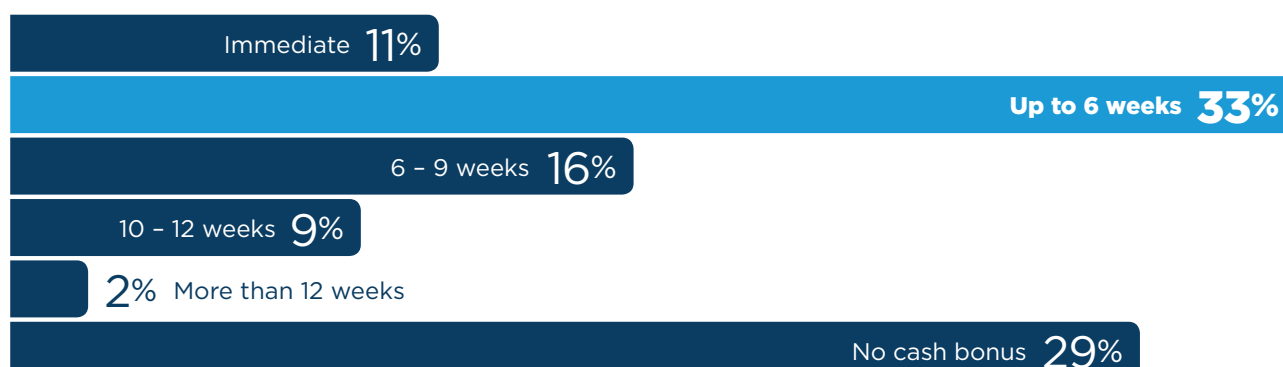
BONUS CALCULATED ON BASE SALARY ONLY

	Potential Annual Bonus	Actual Annual Bonus	Increase in Base from FY2017 – 18	Average amount of M & C Experience	Average Age	Highest level of Education	Name your Price **
Marketing Assistant/Coordinator	<10%	<10%	CPI*	0 to 3 yrs	25 to 34 yrs	24% Masters	11% to 15%
Marketing Manager	10% to 19%	10% to 19%	CPI* to 10%	7 to 10 yrs	25 to 34 yrs	30% Masters	11% to 15%
Communications Manager	20% to 29%	10% to 19%	CPI*	11 to 15 yrs	35 to 44 yrs	10% Masters	16% to 20%
Senior Marketing Manager/Senior Communications Manager	20% to 29%	10% to 19%	5% to 10%	11 to 15 yrs	38 to 47 yrs	39% Masters	11% to 15%
Head of Marketing/Communications/Digital/Brand	20% to 29%	10% to 19%	0% to 5%	16 to 20 yrs	38 to 47 yrs	37% Masters	16% to 20%

\* CPI: The Consumer Price Index is a measure of changes, over time, in retail prices of a constant basket of goods and services representative of consumption expenditure by resident households in Australian metropolitan areas. [www.abs.gov.au/ausstats/abs@.nsf/mf/6401.0](http://www.abs.gov.au/ausstats/abs@.nsf/mf/6401.0)

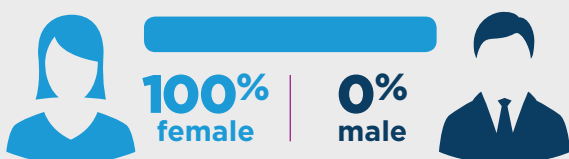
\*\* Name your Price: Refers to the percentage increase in the participant's salary that it would take for them to move roles.

### TIME BETWEEN BONUSES BEING ANNOUNCED AND BEING PAID



# Analysis

## MARKETING ASSISTANT/ COORDINATOR

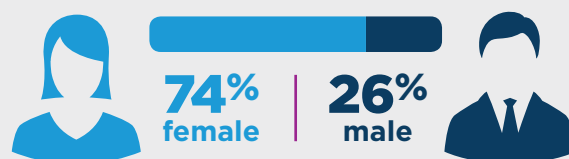


2 main motivations for leaving were Remuneration and Career Development

**Top**

3 skills are:  
1. Analytical  
2. Effective stakeholder management  
3. Communication - written

## MARKETING MANAGER

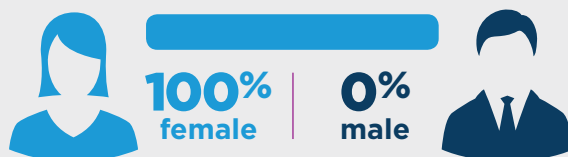


2 main motivations for leaving were Career Development and Remuneration

**Top**

3 skills are:  
1. Analytical  
2. Creativity  
3. Customer advocacy

## COMMUNICATIONS MANAGER

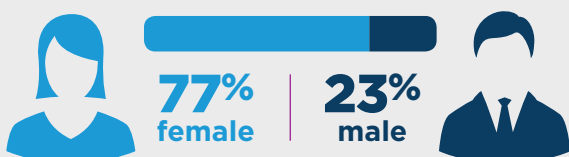


2 main motivations for leaving were Career Development and to Conduct Meaningful Work

**Top**

3 skills are:  
1. Communication - written  
2. Effective stakeholder management  
3. Organised

## SENIOR MARKETING MANAGER/ SENIOR COMMUNICATIONS MANAGER

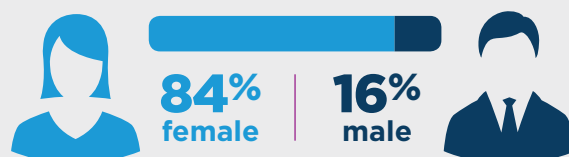


2 main motivations for leaving were Career Development and seeking Meaningful Work

**Top**

3 skills are:  
1. Communication - written  
2. Effective stakeholder management  
3. Project management

## HEAD OF MARKETING/ COMMUNICATIONS/DIGITAL/BRAND



2 main motivations for leaving were Remuneration and Career Development

**Top**

3 skills are:  
1. Commercial acumen  
2. Effective stakeholder management  
3. Planning and strategy

# Motivations to Leave Roles

## PASSIVE VS. ACTIVE

**64%**  
passive



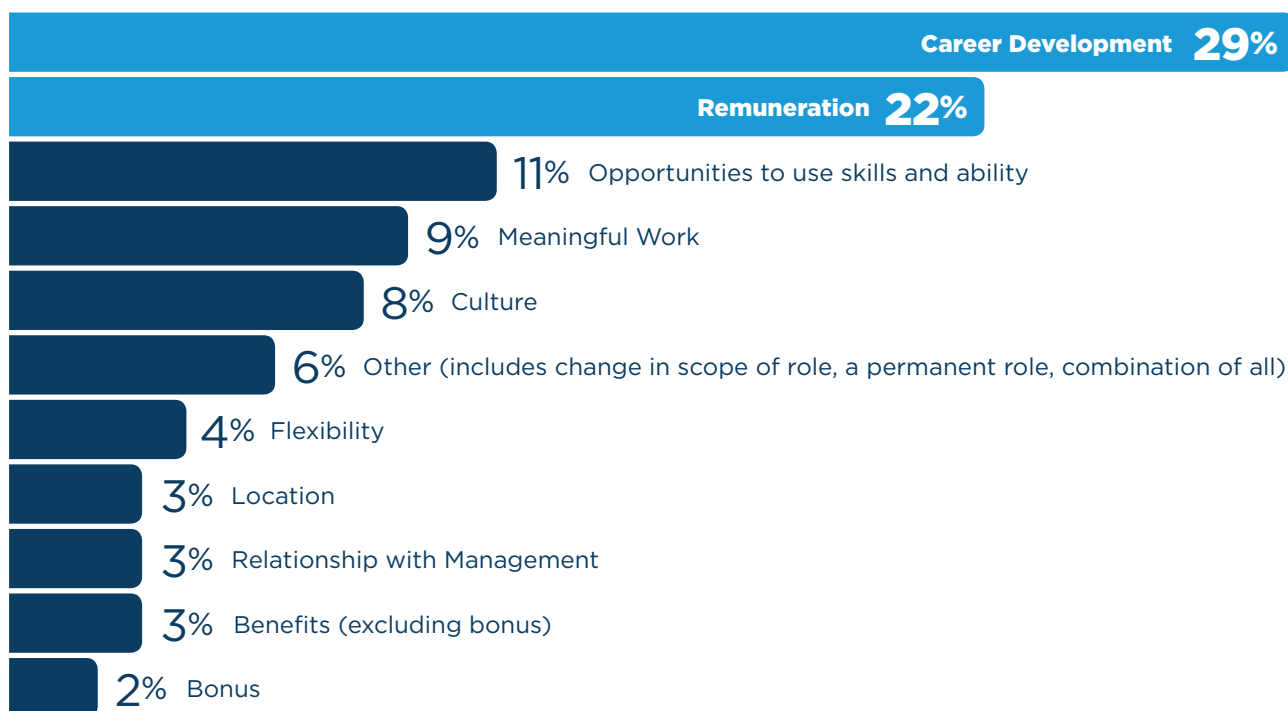
**20%**  
active



**16%**  
will not look  
to move roles



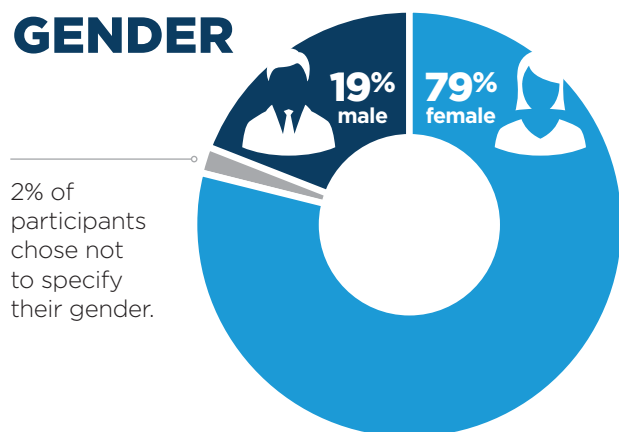
## TOP MOTIVATORS TO LEAVE A ROLE



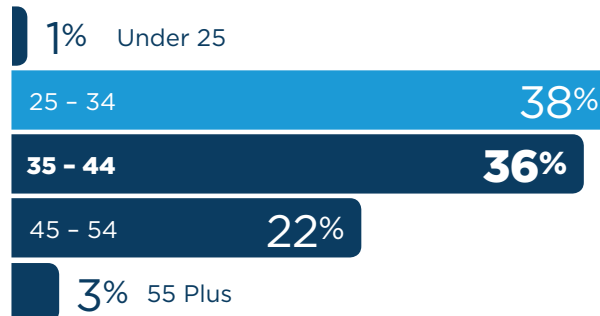


# Diversity & Inclusion

## GENDER



## AGE



## DIVERSITY & INCLUSION (D&I)

### HOW DIVERSE AND INCLUSIVE DO YOU FEEL YOUR CURRENT TEAM IS?

23%	Very
<b>41%</b>	<b>Mostly</b>
25%	Somewhat
8%	Not at all
3%	Other

### HOW DIVERSE AND INCLUSIVE DO YOU FEEL YOUR CURRENT ORGANISATION IS?

23%	Very
<b>36%</b>	<b>Mostly</b>
29%	Somewhat
8%	Not at all
4%	Other

### DOES YOUR CURRENT ORGANISATION RUN INITIATIVES TO IMPROVE DIVERSITY & INCLUSION?

<b>47%</b>	<b>Yes</b>
26%	No
27%	Not that I am aware of

### D&I INITIATIVES COMPANIES ARE ALREADY RUNNING:

- Celebrate different national days
- Membership with Pride in Diversity
- LGBTIQ Support Community (e.g. Sponsor Mardi Gras)
- Internships for different minority groups / Indigenous hiring program
- International Women's Day
- Diversity targets/quotas
- Initiatives for hiring professionals over the age of 50

### SUGGESTED D&I INITIATIVES FROM PARTICIPANTS:

- Transparency in salaries regardless of gender or seniority
- Show diversity across areas other than gender
- CEO taking a public stand on the issue and following through with examples of initiatives
- Have more females on the boards and leading from the front

# M&C Essentials

## PROFESSIONAL BRAND

### HOW WOULD YOU DESCRIBE YOUR PROFESSIONAL BRAND IN YOUR CURRENT WORKPLACE?



- Excellent 20%** Needs no improvement – the senior leadership team, my manager and colleagues are clear on my skills/potential and the value I add to the organisation
- Very good 45%** Small room for improvement
- Good 19%** I need to invest more time into it
- Average 13%** I have not really invested much time into it and have simply let my work speak for itself
- Below average 2%** I am yet to build my profile at work and/or do not feel confident that my managers and colleagues know my full and true value
- Significantly below average 1%**

### TOP 5 SKILLS OF MARKETING AND COMMUNICATIONS PROFESSIONALS

Participants were asked what top 3 skills made a great Marketing/Communications professional (16 skills listed)

Effective stakeholder management

Communication – written

Commercial acumen

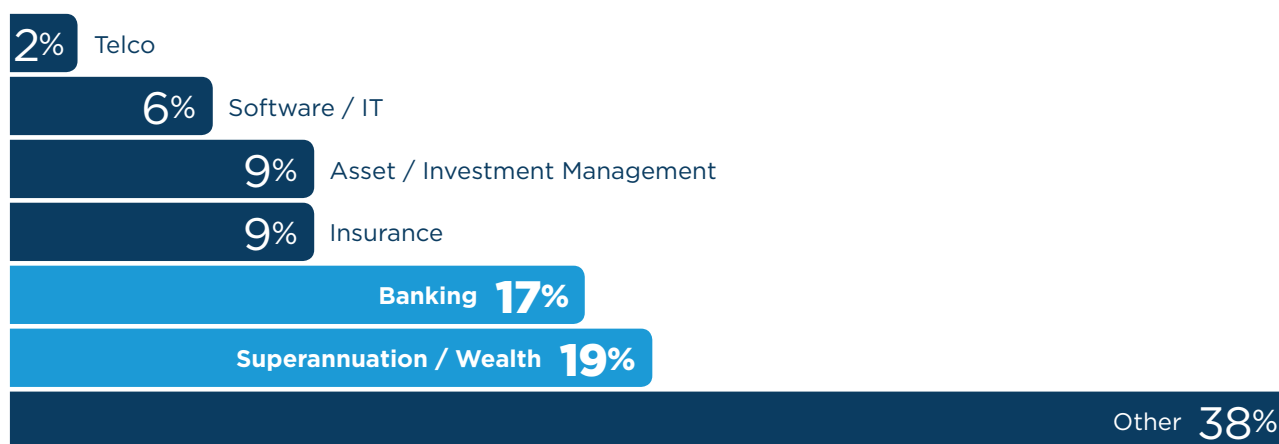
Organised & goal-oriented

Creativity / Creative thinking

# M&C Essentials

## INDUSTRY SECTORS

Below highlights the top 6 industry sectors which the participants currently work in.



**Other Industries include, but are not limited to:** Professional Services, Not for profit, Marketing Agency/Research, Health, Aged Care Services, NGO, Construction, Training/Education, Hospitality, Government, Fintech, Legal.

# Recommendations

## STAFF RETENTION IF BUDGET IS NOT AVAILABLE

### For Employees

- Find a mentor. Whether it is investing in someone else's future or partnering with a senior staff member to help grow your own, 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 change to reflect a more diverse role.
- Investigate talent programs / Learning and Development opportunities internally and externally.
- Negotiate a retention bonus.
- Suggest industry conferences/professional memberships and client events you can attend to further your experience and network.
- Order Marketing and Communications books to help share knowledge and upskill the wider team.
- Proactively speak to senior management about your long term plans and solicit feedback as to how they feel you can achieve this.

### For Organisations

- Diversify your team's skillset. Introducing new skills and functions is one of the most successful ways to retain employees.
- Quarterly Rest and Relaxation days. This would also include mental health days.
- Give your employees the option to buy annual leave.
- Allow flexible working / part time / work from home options.
- Encourage your team to take their birthday off without impacting their annual leave.
- Invest in your employee's career, and use your Learning and Development budget on key team members.
- Invest time into your employees to find out how and what motivates them. Often, investing time into employees is more meaningful than financial investment.
- Implement a recognition and award program.
- Quarterly events such as a cultural lunch day: 'Bring in a dish from your heritage country' and get to taste the delights from around the world.
- Additional benefits can include health insurance, retirement saving plan, salary sacrifice, massage services, daycare subsidy, dry cleaning pick up, and on site tech support.
- Proactively engage 'stay' interviews which are aimed at long-tenured employees to understand what it may take for them to stay in the business.

# FY2017 Results

## FY2017 RESULTS FOR COMPARISON

### MARKETING AND COMMUNICATIONS SALARIES BASE REMUNERATION

	Wealth Management	Asset/Funds Management	Insurance	Banking	Software/IT	Other
Marketing Assistant/Coordinator	<\$70k	<\$70k	<\$70k	<\$70k	<\$70k	<\$70k
Marketing Manager/Communications Manager	\$110k – \$130k	\$120k – \$140k	\$110k – \$120k	\$90k – \$110k	\$85k – \$100k	\$100k – \$110k
Senior Marketing Manager/Senior Communications Manager	\$140k – \$160k	\$160k – \$180k	\$160k – \$180k	\$140k – \$180k	*	\$120k – \$140k
Head of Marketing/Communications	\$200k – \$230k	\$180k – \$200k	\$180k – \$200k	\$180k – \$220k	*	\$160k – \$180k

\* Insufficient amount of data to report on.

**Other industries include, but not exclusive to:** Real Estate, Professional Services, Not for profit, Marketing Agency/Research, Health, Aged Care Services, NGO, Construction, Training/Education, Hospitality, Automotive.

**Variations on the above job titles include:** Principal Content (Digital) Writer - APAC, Account Manager, Operations Director, Content Creation Manager, Market Development and Event Manager.

### MARKETING AND COMMUNICATIONS BONUSES PERCENTAGE DERIVED FROM BASE REMUNERATION

	Potential Annual Bonus	Actual Annual Bonus	Increase in Base from FY2016 – 17	Average amount of M & C Experience	Average Age	Name Your Price
Marketing Assistant/Coordinator	0 – 10%	0 – 10%	CPI – 5%	0 – 3 years	25 – 34 years	16 – 20%
Marketing Manager/Communications Manager	0 – 20%	<10%	CPI – 5%	3 – 8 years	25 – 34 years	11 – 15%
Senior Marketing Manager/Senior Communications Manager	20 – 29%	10 – 19%	0 – 10%	11 – 15 years	35 – 44 years	11 – 15%
Head of Marketing/Communications	30 – 39%	20 – 29%	CPI – 5%	16 – 20 years	35 – 44 years	16 – 20%

**CPI:** The Consumer Price Index is a measure of changes, over time, in retail prices of a constant basket of goods and services representative of consumption expenditure by resident households in Australian metropolitan areas. [www.abs.gov.au/ausstats/abs@.nsf/mf/6401.0](http://www.abs.gov.au/ausstats/abs@.nsf/mf/6401.0)

**Name your Price:** Refers to the percentage increase in the participant's salary that it would take for them to move roles.



# About Us

## HOW WE DO IT?

Over 850 Marketing and Communications professionals contributed to our specialist salary survey in 2018, the results of which have been combined with qualitative research from Marketing and Communications teams across Australia.

The Executive Summary of this report is derived from client and applicant insights and information, combined with the specialist knowledge of Parity's Marketing and Communications recruitment team.

## THANK YOU

We would like to thank all participants, clients, applicants and strategic partners who have participated and contributed to our Marketing and Communications salary survey.

We would also welcome the opportunity to hear from our community on new

## DISCLAIMER

Our salary survey is part of our Parity *Plus* initiative, and whilst every care is taken in the collection and compilation of data, the guide is interpretive and indicative – not conclusive.

The information contained in this document should be used as a guideline only, and should not be reproduced in total or in part without express written consent from Parity Consulting.

areas of interest and feedback as to how we may be able to improve this survey in 2019.

For more information on Parity *Plus* and our additional initiatives, please visit:

➔ [www.parityconsulting.com.au/parity-plus/](http://www.parityconsulting.com.au/parity-plus/)

## PARITY CONSULTING

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

At Parity, we invest in ALL relationships. We see our applicants as equally important as our clients and will work with high calibre applicants in the Product, Marketing, Communications and Digital space. We work proactively with our applicants to open up opportunities in the market and love seeing our applicant relationships transform into client relationships.

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.

**For more information about Parity Consulting, please call us on +61 2 8068 2016 or +61 3 9016 8606 to speak to your dedicated Parity Consultant.**

➔ [www.parityconsulting.com.au/parity/meet-our-team/](http://www.parityconsulting.com.au/parity/meet-our-team/)



# Our Valued Partners



## BRAINMATES

Every day, Brainmates helps clients build products customers love through Product Management Training, Consulting Services, Events and Career Development programs.

They contribute fresh ideas and tested processes and deliver significant outcomes for businesses and their customers.

The Brainmates Product Management framework and methodology combines the best product development approaches, including Lean StartUp, Agile and Customer-Centered Design.

➔ [brainmates.com.au/](http://brainmates.com.au/)



## NMG GROUP

NMG Consulting is a leading global consulting firm focusing exclusively on the asset management, wealth, insurance and reinsurance markets. NMG Consulting's vertically integrated model – consulting backed by 'information advantage' from proprietary research – differentiates them from the competition.

They work with financial institutions (insurers, reinsurers, fund managers and pension funds, banks and brokers) to shape strategy, implement change and manage performance.

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**LEADING THE PRODUCT**  
A Product Management Conference

## LEADING THE PRODUCT

Leading the Product is the largest Product Management Conference in the Southern Hemisphere and is a community event, championed by Product Managers so that all Product professionals have a place to ignite their passion for developing and managing great products and services. Now in its third year in Sydney, Leading the Product is an event you can't miss if you work in or around product.

Leading the Product Sydney is happening on Tuesday 23rd October 2018, where Parity Consulting's Managing Director Victoria Butt will be sharing her knowledge and experience of recruiting top quality Product professionals. Be sure not to miss it!

➔ [leadingtheproduct.com/](http://leadingtheproduct.com/)