

MARKETING 08/09

Salary

SALARY & EMPLOYMENT FORECAST

Michael Page
INTERNATIONAL

WELCOME

Welcome to the 08/09 Michael Page International Marketing Salary & Employment Forecast.

Michael Page International is a world-leading specialist recruitment consultancy. Growing entirely organically, rather than by mergers or acquisitions, we now have over 5,000 people in 149 offices in 25 countries worldwide. Coming from all industry sectors, our clients range from market-leading multi-nationals to small and medium sized enterprises.

Our consistent organic growth strategy of investment through cycles is driving our growth in the specialist recruitment market in Australia. In just 23 years, we have grown to become one of the best-known and most respected recruitment consultancies and are proud to set the standard within our profession for specialist service, with a personal touch.

This year, the format of our Salary Survey has changed to reflect our growing business in Australia and make it easier for employers and candidates to stay abreast of current employment market and salary trends.

While a number of current industry surveys provide qualitative insight on hiring intentions and salary levels, the Michael Page International Salary & Employment Forecast combines both quantitative and qualitative research derived from our national survey of employers and job seekers and our extensive involvement in the professional labour market.

The national survey, completed by approximately 1,500 employers and 5,500 employees, covers a range of issues and trends relevant to today's corporate sector and establishes the Salary & Employment Forecast as a highly reputable report, based on in-depth national research.

The Marketing Salary & Employment Forecast provides employers and candidates with useful insights into the hiring expectations, recruitment challenges and wage forecasts of key hiring managers in the marketing profession over the coming year. You can also view the Salary & Employment Forecasts for the following key professions on our website:

- Finance
- Financial Services
- Legal
- Sales
- Technology
- Human Resources
- Engineering & Manufacturing
- Procurement & Supply Chain
- Property & Construction
- Mining & Resources

I wish to thank everyone who contributed to this year's Salary & Employment Forecast and trust you find the new report helpful and informative. We welcome your feedback and encourage you to contact us for further information or market specific advice at www.michaelpage.com.au/contact-us.



Phillip Guest
Managing Director, Australia

MARKET OVERVIEW

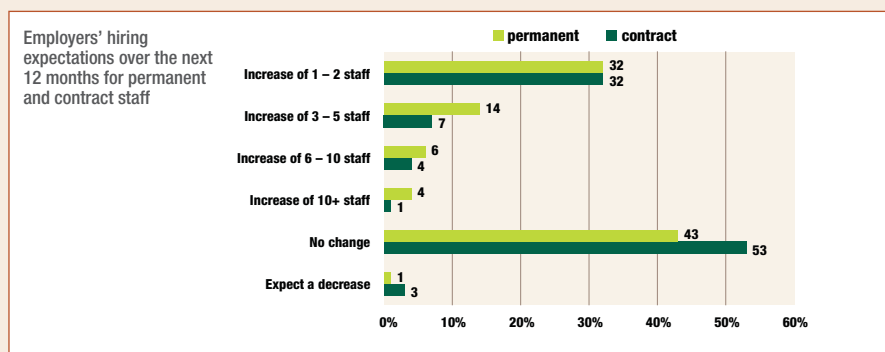
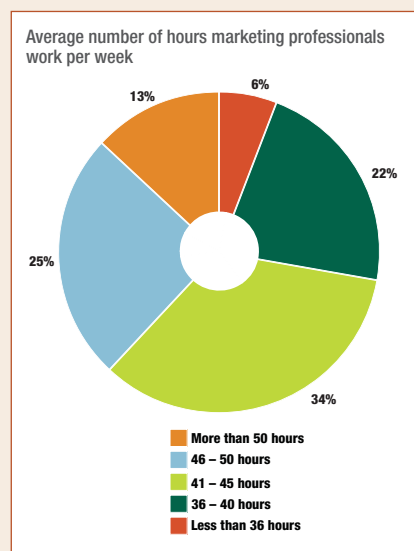
Demand for marketing professionals remains strong as companies continue to invest in the marketing function to maintain a competitive edge and as consumer confidence slows due to higher interest rates and a weaker equity market. Product and service innovation continues to be a key focus as companies aim to increase their stake in today's competitive business environment.

There are a growing number of global multinationals establishing a regional presence in Australia because of our proximity to Asia and the size, scope and sophistication of our market makes a testing ground for new products and concepts. This is intensifying competition for marketing professionals, with significant levels of activity across all sectors. Our survey results show that 56% of employers expect to increase their permanent headcount and 43% plan to hire more contractors over the next 12 months.

In response to the domestic skills shortage, employers are recognising the need to look outside Australia to find talent and are prepared to conduct international recruitment campaigns in order to secure professionals at the mid to senior level. We have also seen considerable growth in contract employment, which is being driven by the tight labour market and the

shortage of permanent candidates to replace existing staff leaving. It is also common for employers to hire people on a contract basis to determine their potential and offer them a permanent role after three to six months.

Another trend gaining momentum is for employers to broaden the scope of their talent attraction process to increase the pool of available candidates. Rather than trying to find people with a specific skill set or level of industry experience, companies are hiring people based on cultural fit and transferable skills.



SKILLS IN DEMAND

Increased candidate movement combined with widespread investment in the marketing function is increasing demand for marketing professionals across all sectors. Demand far outweighs supply and competition for talented marketing professionals is intense.

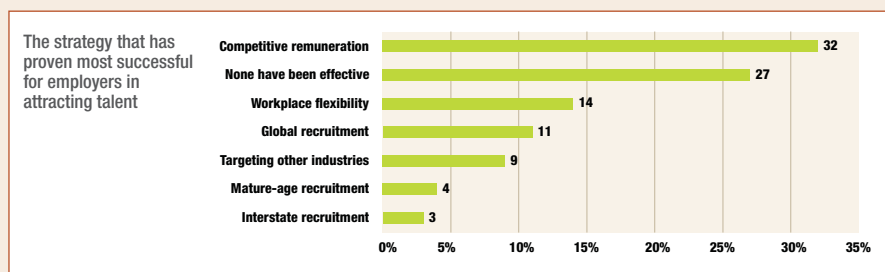
The highest demand is for mid to senior level candidates with three to eight year's experience. Executive positions are keenly contested due to the limited number of these roles based in Australia, which has led some senior executives to consider options outside of their industry or overseas to maintain career progression.

We have seen significant growth in the IT&T and media and entertainment sectors as companies invest in emerging digital technologies to enhance the customer experience. Candidates with online marketing and customer relationship management expertise are most highly sought after to support the introduction of new products and services.

Companies in the retail sector are recognising the importance of the marketing function in increasing their profile and improving customer relationships. Retailers are under pressure to deliver growth amidst waning consumer confidence and are looking for marketing and communications professionals who can develop creative strategies to boost sales.

Employment prospects in the FMCG sector remain strong due to brand consolidation and expansion of existing marketing teams to deliver growth in this highly competitive

market. Competition for quality marketing professionals with brand and consumer insight experience is strong as companies strive to become more creative and differentiate their products in the market. There continues to be high demand for both product and marketing communication candidates within financial services. This is largely due to the specific and technical nature of the areas being supported.

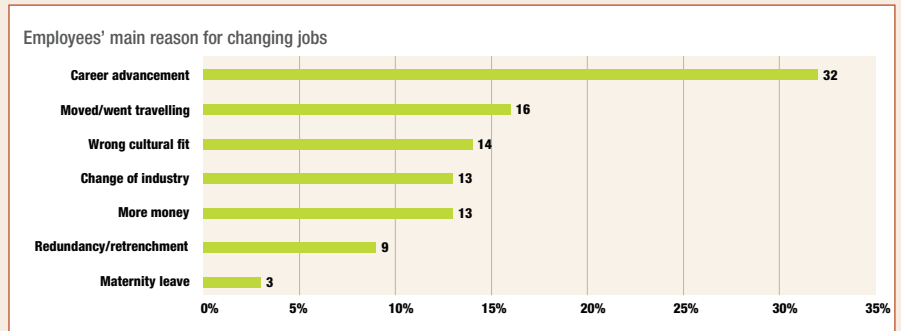
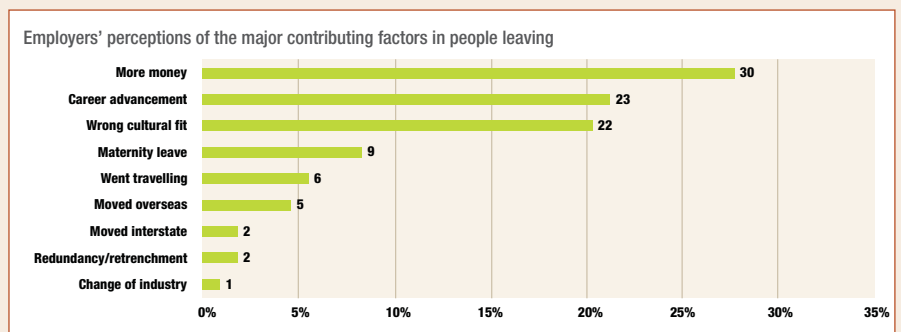


RECRUITMENT CHALLENGES

Companies that respond to the tight labour market by thinking outside the square and investing in long-term talent attraction and retention strategies will benefit most in the current environment.

We are seeing a shift towards job seekers ranking non-financial benefits and incentives higher than salary, as they look for a better work-life balance in today's highly pressured and fast-paced marketing industry. Professional development, the ability to work remotely, employee well-being programs and additional annual leave are just some of the benefits highly sought after by marketing professionals. Our survey results also show that cultural fit outweighs salary as the primary factor marketers look for in a potential employer.

A trend gaining momentum, particularly in financial services and IT&T, is to offer potential candidates flexible benefits packages, which allow them to prioritise the benefits most important to them, as opposed to the company dictating them. This approach should be encouraged because it provides a mutually beneficial outcome by allowing employers to improve staff attraction and retention and employees to achieve greater job satisfaction.



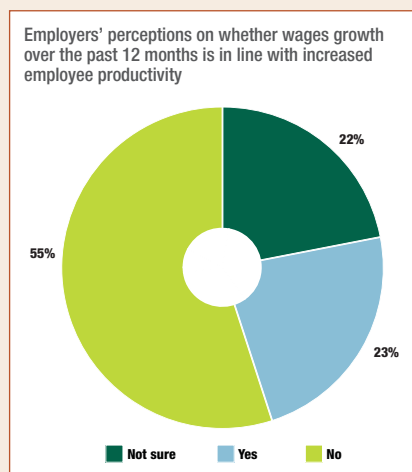
Companies need to create a defined career path for top performers and budget for staff development and training rather than 'throwing money' at marketers to persuade them to stay. Our survey results support this with over 30% of marketers citing career advancement as the main reason for their last job change.

Employers should also embrace initiatives targeted at women returning to work after having children, as it is critical to the long-term productivity of the marketing profession. Similarly, employers who support interstate transfers or overseas secondments will enjoy a competitive edge and avoid losing top performers to competitors.

WAGES INFLATION

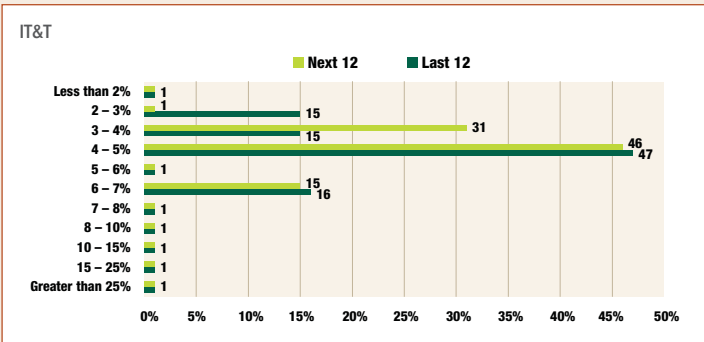
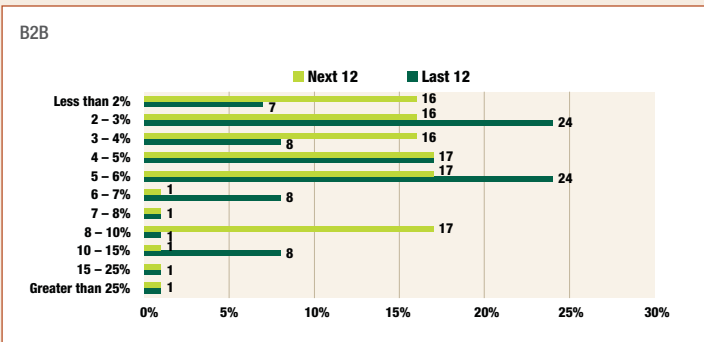
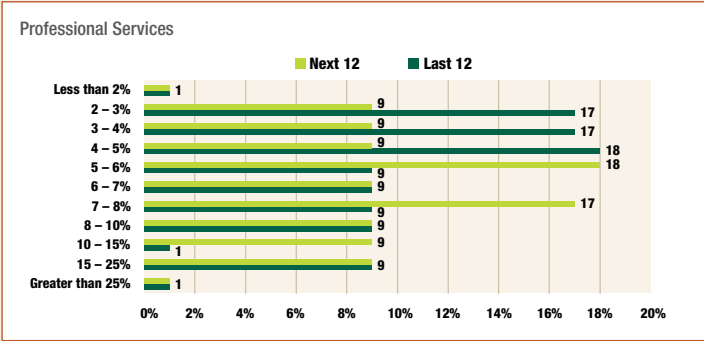
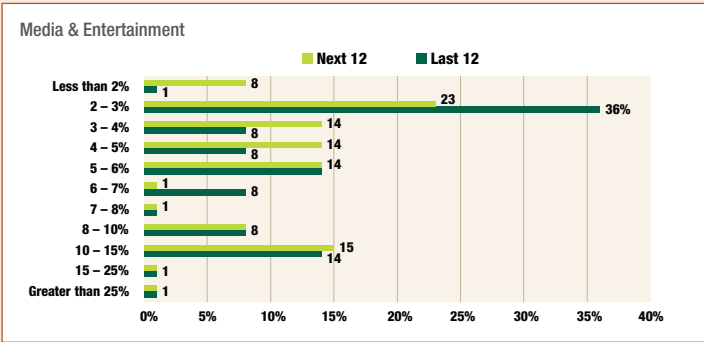
There will continue to be strong competition for marketing professionals across all sectors and we expect the candidate market to remain tight in the coming 12 months. While we don't expect this to have a marked impact on wages growth in the coming year, employers will remain under pressure to find innovative ways to attract and retain talent.

Our prediction is for standard salary increases of 3–5% across the board as companies remain under pressure to keep costs down and maximise shareholder returns. For highly sought after skill sets, or for candidates changing jobs, rises of 7–12% are expected. These increases will mainly be to base salaries rather than bonuses or other financial incentives.



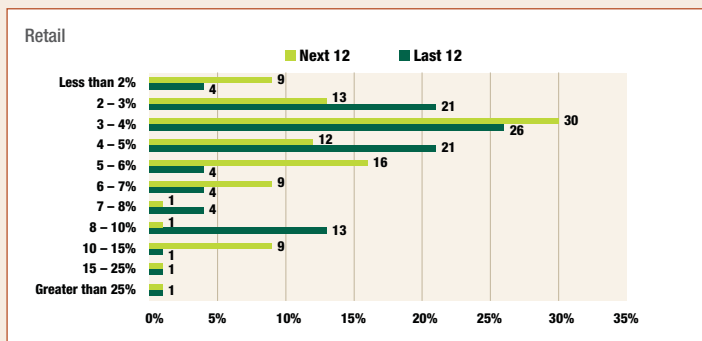
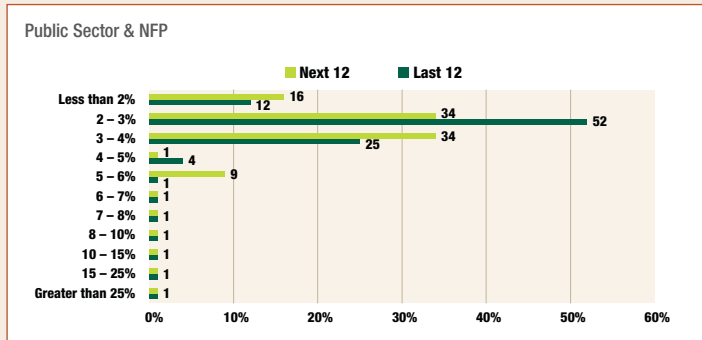
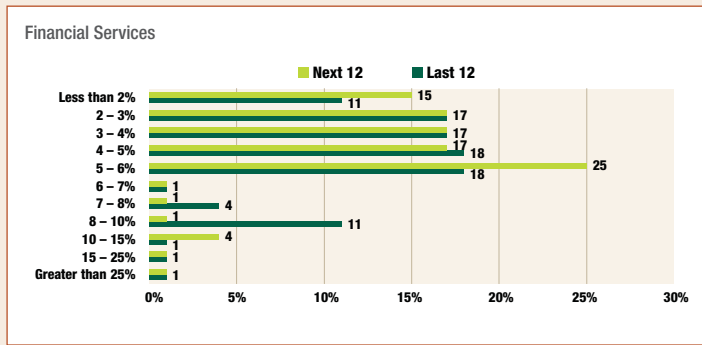
EMPLOYER SALARY PREDICTIONS

Percentage increase next 12 months VS last 12 months



EMPLOYER SALARY PREDICTIONS

Percentage increase next 12 months VS last 12 months



SALARY TABLES

PUBLIC SECTOR

State	NSW		VIC		WA		QLD	
	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large
Salary	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
ROLE								
Marketing Assistant (1½ years)	45–50	45–60	45–50	45–60	35–45	45–55	45–50	45–60
Marketing Coordinator (3–5 years)	55–65	60–75	55–65	60–75	45–55	55–70	55–65	60–75
Events Manager	65–80	75–100	65–80	75–100	50–65	60–80	65–80	75–100
Copywriter	60–70	60–85	60–70	60–85	55–65	60–75	60–70	60–85
Database Manager	65–75	70–95	65–75	70–95	55–65	60–75	65–75	70–95
Sponsorship/Fundraising Manager	70–90	75–110	70–90	75–110	50–65	65–80	70–90	75–110
Public/Corporate Affairs Manager	80–95	95–130	80–95	95–130	60–80	80–110	80–95	95–130
Marketing Communications Manager	75–95	80–120	75–95	80–120	65–85	75–110	75–95	80–120
Senior Marketing Manager	95–125	120–145	95–125	120–145	80–115	90–120	95–125	120–145
Marketing Director†	100–125	140+	100–125	140+	90–115	100–140+	100–125	140+

MEDIA & ENTERTAINMENT

State	NSW		VIC		WA		QLD	
	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large
Salary	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
ROLE								
Marketing Assistant (1½ years)	45–55	55–65	45–55	55–65	40–45	45–50	45–55	55–65
Marketing Executive (3–5 years)	55–65	65–80	55–65	65–75	45–55	55–65	55–65	65–80
Assistant Product Manager (5 years)	55–70	65–80	55–70	65–75	55–70	60–80	55–70	65–85
Product Manager (7 years)	70–90	95–120	70–90	95–120	70–85	80–100	70–95	95–120
Web/Internet Manager	70–85	85–110	70–85	85–110	65–85	80–100	70–85	85–110
Public Relations Manager	70–85	90–110	70–85	90–110	60–80	80–100	70–85	90–110
Sponsorship Manager	65–85	80–110	65–85	80–110	60–80	70–90	65–85	80–110
Marketing Communications Manager	85–105	110–135	85–105	110–135	80–100	100–130	85–105	110–135
Marketing Director†	130–160	150–190	130–160	150–190	100–140	120–160	130–160	150–190

IT&T

State	NSW		VIC		WA		QLD	
	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large
Salary	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
ROLE								
Marketing Assistant (1½ years)	40–50	40–55	35–50	40–55	45–55	45–55	35–50	40–55
Marketing Executive (3 years)	50–65	55–70	50–65	55–70	55–65	55–65	50–65	55–70
Marketing Communications Specialist	55–65	60–75	55–65	60–75	60–75	70–90	55–65	60–75
Assistant Product Manager (3 years)	60–70	60–75	60–70	60–75	55–65	60–70	60–70	60–75
Product Manager (5 years)	80–110	80–110	80–110	80–110	75–90	85–100	80–110	80–110
Senior Product Manager (7 years)	100–130	100–140	100–130	100–140	85–105	90–115	100–130	100–140
Marketing Analyst (4 years)	55–70	60–80	55–70	60–80	55–70	65–85	55–70	60–80
Research Manager	80–90	90–110	80–90	90–110	75–85	80–95	80–90	90–110
CRM Analyst (6 years)	70–90	80–110	70–90	80–110	70–90	75–95	70–90	80–110
Channel Marketing Manager	85–110	90–120	85–110	90–120	75–95	90–105	85–110	90–120
Direct Marketing Manager	85–100	95–110	85–100	95–110	70–95	90–110	85–100	95–110
Communications Manager (8 years)	100–110	100–130	100–110	100–130	85–105	100–120	100–110	100–130
Senior Marketing Manager	110–120	120–140	110–120	120–140	90–115	110–135	110–120	120–140
Marketing Director†	140–160	150+	140–160	150+	130–155	150+	140–160	150+

Please note:

- Salaries are based on the TCE – Total Cost of Employment, including base salary, superannuation, car etc. excluding any 'at-risk' component unless otherwise stated.
- Small to medium companies are defined as having a turnover of less than \$100 million. Large companies are defined as having a turnover of more than \$100 million.
- For management roles, salary differentials are dependent upon the size of teams and staffing responsibilities.
- Years of experience are used as a guide only and may vary between organisations.

† Salaries at this level can vary widely depending on the individual's background and experience and the scope of the role. Please contact our Executive Search team for specific advice regarding salaries at the executive level.

B2B

State	NSW		VIC		WA		QLD	
Size of Company	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large
Salary	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
ROLE								
Marketing Assistant (0–18 months)	55–65	55–65	55–60	55–65	35–45	40–50	55–60	55–65
Marketing Coordinator (3–5 years)	60–65	60–70	60–65	60–70	45–55	50–60	60–65	60–70
Marketing Communications Manager	90–110	100–145	90–110	100–145	80–100	90–130	90–110	100–145
Marketing Manager	120–155	130–175	120–155	130–175	90–120	110–150	120–155	130–175
Marketing Director†	145–200	165–240	145–200	165–240	120–160	150–200	145–200	165–240

FMCG

State	NSW		VIC		WA		QLD	
Size of Company	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large
Salary	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
ROLE								
Marketing Assistant (1–2 years)	45–55	50–55	40–55	50–55	35–45	40–50	40–55	50–55
Assistant Brand Manager (1–2 years)	50–60	60–70	50–60	60–70	50–60	50–70	50–60	60–70
Brand Manager (3–7 years)	70–90	90–110	70–85	90–105	65–100	80–100	70–85	90–105
Senior Brand Manager (7 years)	95–125	110–140	95–120	110–130	100–130	110–140	95–120	110–130
Market Research/Insights Manager	N/A	120–160	N/A	120–130	N/A	140–160	N/A	120–130
Innovation Manager	N/A	110–140	N/A	110–135	N/A	100–120	N/A	110–135
Senior Marketing Manager	120–150	150–180	120–140	150–170	130–150	150–180	120–140	150–170
Marketing Director†	180+	230+	170+	230+	160+	180+	170+	230+

PROFESSIONAL SERVICES

State	NSW		VIC		WA		QLD	
Size of Company	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large
Salary	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
ROLE								
Marketing Assistant (2 years+)	45–55	50–60	45–55	50–60	45–55	50–60	45–55	50–60
Marketing Executive (3–5 years)	55–70	60–75	55–70	60–75	50–65	55–65	50–65	55–65
Bids & Tenders Executive	65–85	70–90	65–85	70–90	65–85	70–90	65–85	70–90
Bids & Tenders Manager	80–110	95–125	80–110	95–125	80–110	95–125	80–110	95–125
Web/Internet Manager	60–70	80–90	60–70	80–90	60–70	80–90	60–70	80–90
Events Coordinator	50–65	60–75	50–65	60–75	50–65	60–75	50–65	60–75
Public Relations/Media Manager	90–110	100–120	90–110	100–120	90–110	100–120	90–110	100–120
Marketing Communications Manager	80–100	110–130	80–100	110–130	80–100	110–130	80–100	110–130
Marketing Director	160+	190+	160+	190+	160+	190+	160+	190+
Business Development Coordinator	55–75	60–80	55–75	60–80	55–75	60–80	55–75	60–80
Business Development Manager	90–110	110–130	90–110	110–130	90–110	110–130	90–110	110–130
Business Development Director†	150+	200+	150+	200+	150+	200+	150+	200+

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- Small to medium companies are defined as having a turnover of less than \$100 million. Large companies are defined as having a turnover of more than \$100 million.
- For management roles, salary differentials are dependent upon the size of teams and staffing responsibilities.
- Years of experience are used as a guide only and may vary between organisations.
- Roles marked N/A are not commonly found in small to medium companies.

† Salaries at this level can vary widely depending on the individual's background and experience and the scope of the role. Please contact our Executive Search team for specific advice regarding salaries at the executive level.

FINANCIAL SERVICES

State	NSW		VIC		WA		QLD	
Size of Company	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large	Sml/Med	Large
Salary	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
ROLE								
Marketing Assistant (1½ years)	50–55	55–65	65–70	70–80	65–70	70–80	65–70	70–80
Marketing Executive (3 years)	55–65	65–75	70–80	80–90	70–80	80–90	70–80	80–90
Assistant Product Manager (2 years)	60–70	65–85	80–85	85–105	80–85	85–105	80–85	85–105
Product Manager	75–110	90–130	100–145	145–155	100–140	145–155	100–140	145–155
Market Analyst	60 – 75	70–90	70–90	85–105	70–95	85–105	70–95	85–105
Senior Market Analyst	85–95	85–135	105–120	110–155	105–120	110–150	105–120	110–155
Research Manager	80–100	100–120	105–130	120–155	105–130	120–155	105–130	120–155
Senior Product Manager	100–150	120–160	130–170	155–235	130–160	155–235	130–165	155–235
Campaign Manager (5–7 years)	75–95	90–120	100–125	105–130	100–125	105–130	100–125	105–130
Marketing Manager	70–100	95–120	90–105	105–145	90–105	105–145	90–105	105–145
Direct Marketing Manager	75–95	95–130	90–105	105–145	90–105	105–145	90–105	105–145
Communications Manager	80–120	95–140	105–145	110–165	105–145	110–165	105–145	110–165
Senior Marketing Manager	110–145	130–165	130–155	155–195	130–155	155–195	130–155	155–195
Head of Marketing†	140–210	175+	180–235	220+	180–235	220+	180–235	220+

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SYDNEY

t +612 8292 2000 f +612 8292 2001

PARRAMATTA

t +612 8836 0700 f +612 8836 0701

CHATSWOOD

t +612 8292 2500 f +612 8292 2501

MELBOURNE

t +613 9607 5600 f +613 9607 5666

WHEELERS HILL

t +613 8562 5400 f +613 8562 5499

BRISBANE

t +617 3414 6100 f +617 3414 6101

PERTH

t +618 9215 9500 f +618 9215 9599

e enquiry@michaelpage.com.au