Guide to Agency Salaries

(Correct as of January 2011)

This guide is intended only to give you a 'feel' for the level of salaries currently on offer in the marketplace. Every job will differ accordingly to the size and type of Marketing Services Agency as well as the breadth and depth of a person's experience. These rates are inclusive of superannuation at 9%.

Position	Permanent Rate	Freelance Day Rate
Graduate / Account Co-ordinator	**$ 30 – 35 k**	**$ 140**
Account Executive	**$ 40 – 45 k**	**$ 170 – 220**
Senior Account Executive	**$ 45 – 50 k**	**$ 200 – 250**
Account Manager	**$ 55 – 65 k**	**$ 250 – 300**
Senior Account Manager	**$ 70 – 85 k**	**$ 320 – 350**
Junior Account Director	**$ 80 – 90 k**	**$ 350 – 400**
Account Director	**$ 90 – 105 k**	**$ 400 – 450**
Senior Account Director	**$ 100 – 130 k**	**$ 420 – 500**
Group Account Director	**$ 130 – 180 k**	**$ 500+**

Source: The Stopgap Group internal analysis

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