



GUIDE TO CLIENTSIDE 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
Marketing Graduate / Assistant	\$ 35 - 50 k	\$ 145 - 200
Marketing Coordinator	\$ 50 - 65 k	\$ 200 - 270
Marketing Executive	\$ 50 - 70 k	\$ 200 - 290
Assistant Brand / Product Manager	\$ 60 - 80 k	\$ 250 - 330
Brand / Product / Campaign Manager	\$ 70 - 95 k	\$ 290 - 395
Group / Senior Brand Manager	\$ 80 - 150 k	\$ 330 - 625
Marketing Manager	\$ 90 - 140 k	\$ 375 - 580
Online Marketing Executive	\$ 50 - 80 k	\$ 210 - 330
Online Marketing Manager	\$ 80 - 120 k	\$ 330 - 500
Head of Marketing	\$ 150 - 200 k	\$ 625 - 830
Marketing Director	\$ 180 k+	\$ 750 +
Media Relations / PR Manager	\$ 70 - 100 k	\$ 290 - 415
Head of Corporate Communications	\$ 100 - 150 k	\$ 415 - 625
Research / Insight Executive	\$ 60 - 70 k	\$ 250 - 290
Research / Insight Manager	\$ 80 - 120 k	\$ 330 - 500

Source: The Stopgap Group internal analysis

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