



Guide to Agency Salaries

(Correct as of July 2010)

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 - 35k	\$140
Account Executive	\$40 - 45k	\$170 - 220
Senior Account Executive	\$45- 50k	\$200 - 250
Account Manager	\$55 - 65k	\$250 - 300
Senior Account Manager	\$70 - 85k	\$320 - 350
Junior Account Director	\$80 - 90k	\$350 - 400
Account Director	\$90 - 105k	\$400 - 450
Senior Account Director	\$100 - 130k	\$420 - 500
Group Account Director	\$130 - 180k	\$500+

Source: The Stopgap Group's Internal Analysis