

Guide to Clientside Salaries

(correct as of June 2009)



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 according to the size and type of Marketing Services Agency and the breadth of a person's experience. These rates are inclusive of superannuation at 9%.

Position	Permanent Rate	Freelance Day Rate
Marketing Graduate / Assistant	\$ 35 - 45 k	\$ 145 - 190
Marketing Coordinator / Executive	\$ 45 - 60 k	\$ 190 - 250
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 - 120 k	\$ 375 - 500
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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