



Digital Marketing

Salary Guide

June 2024

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Slade EXECUTIVE



Digital Marketing

SALARY GUIDE 2024

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About the Guide

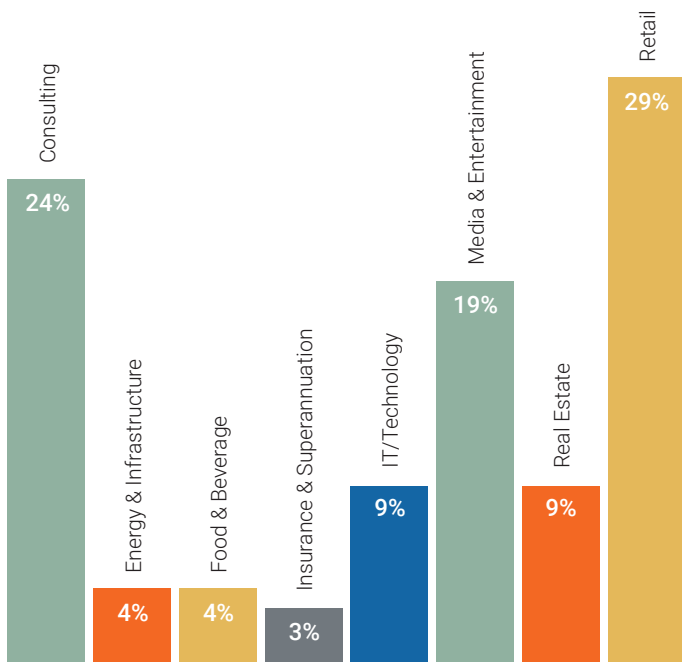
The 2024 Slade Group Digital Marketing Salary Guide provides a comprehensive overview of trends in compensation and benefits packages amongst digital marketing professionals in Melbourne. A result of our meticulous data collection and analysis, it offers valuable insights to employers, employees, and job seekers navigating the dynamic landscape of salary expectations. This study exclusively examines the seven most prevalent and sought-after roles in digital marketing.

In addition to salary data, the guide reveals common benefits packages provided by employers. From flexible working arrangements to performance-based incentives and purchased leave, it observes trends in employee benefits and evolving workplace priorities.

The Guide serves as a vital resource for employers seeking to attract and retain top talent, employees aiming to negotiate fair compensation, and job seekers navigating career opportunities. With its wealth of information and actionable insights, this guide equips stakeholders with the knowledge to thrive in today's competitive job market.

Industries Surveyed

Industries and sectors surveyed for this Guide include: Consulting, Energy and Infrastructure, Food and Beverage, Insurance and Superannuation, IT/Technology, Media and Entertainment, Real Estate, and Retail.



Benefits Received

85% Received no benefits

15% Received some benefits

- Performance bonus
- Work car
- Fuel allowance
- Car insurance
- Flexible start/finish times

Open to New Opportunities

28%

Would consider a move if approached



Source: LinkedIn Talent Insights

Median Tenure

Median tenure of Digital Marketing professionals in a role. Factors include flexibility, remuneration, and development opportunities.

1.3 years



Hiring Demand

5/5



Very high

Digital Marketing roles are currently in high demand

Salary Survey Results

Our survey delves into the intricacies of job titles, revealing average salary ranges reflective of roles within each industry. From entry-level positions to senior roles, this guide provides a clear understanding of compensation benchmarks, aiding employers in making informed decisions regarding salary structures and negotiations.

Role	Range	Average
Digital Marketing Manager	\$100,000 - \$200,000	\$137,700
Digital Marketing Coordinator	\$70,000 - \$82,000	\$76,100
Digital Marketing Specialist	\$90,000 - \$150,000	\$109,500
Social Media Manager	\$80,000 - \$125,000	\$107,500
Social Media Coordinator	\$60,000 - \$90,000	\$75,000
Content Marketing Manager	\$105,000 - \$140,000	\$119,000
SEO Specialist	\$75,000 - \$135,000	\$102,700

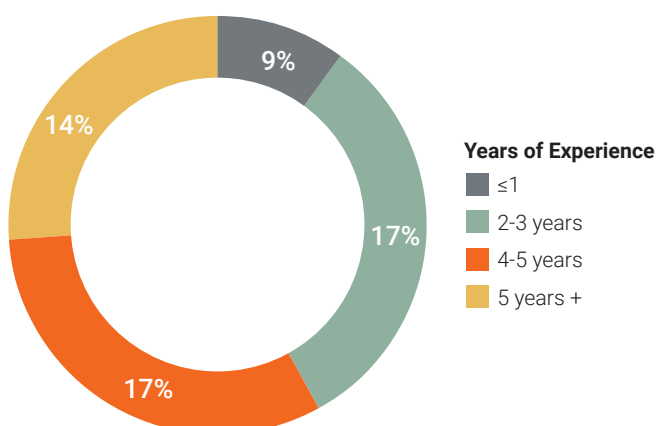
Candidate Pool Analysis

Diverse Skill Sets: The surveyed candidates possess diverse skill sets encompassing areas such as search engine optimisation (SEO), pay-per-click (PPC) advertising, social media marketing, content creation, data analytics and email marketing. Employers seeking to fill digital marketing roles, currently have access to a rich talent pool with expertise across various marketing channels and platforms.

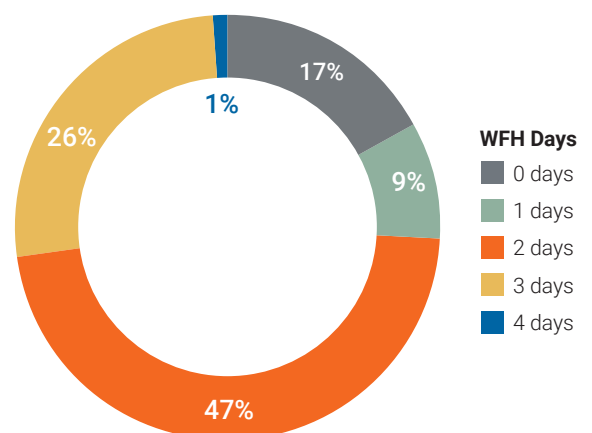
Experience Levels: The candidate pool encompasses individuals with a wide spectrum of experience levels, ranging from entry-level marketers to senior professionals with years of industry experience. Entry-level candidates often bring fresh perspectives and enthusiasm for learning, whilst more experienced talent offer valuable insights, leadership capabilities, and strategic thinking honed through years of practice.

Job Market Dynamics: The digital marketing job market is dynamic and highly competitive, with opportunities available across various industries. As businesses increasingly prioritise their online presence and digital marketing efforts, demand for skilled professionals continues to grow. Candidates with specialised expertise in areas such as SEO, marketing automation, and content creation are particularly sought after in today's job market. Within this salary survey, digital marketing professionals across the Media & Entertainment, Information Technology, Consulting, Retail, Real Estate, Food & Beverage, Energy & Infrastructure, and Insurance & Superannuation sectors were interviewed, providing insights into the current trends and job market within the digital marketing industry.

Years of Professional Experience



Working from Home (WFH) Days



Key Findings



Salary Distribution: The survey revealed a varied distribution of salaries among digital marketing professionals, with significant differences based on factors such as job title, industry, and experience level. While some individuals reported competitive salaries in line with their skills and experience, others indicated discrepancies in compensation relative to industry standards. The lack of standardised job titles in digital marketing leads to significant salary discrepancies, with candidates performing similar responsibilities often compensated differently based solely on their titles. Employers should strive for clearer role definitions and regular salary benchmarking to ensure fair compensation aligned with actual job duties.



Role-specific Compensation: Certain digital marketing roles exhibited higher salary ranges compared to others, reflecting the specialised skill sets and responsibilities associated with these positions. Roles such as SEO Specialist, Digital Marketing Manager and Content Marketing Manager reported relatively higher salaries, highlighting the demand for professionals with expertise in these areas.



Non-monetary Benefits: In addition to base salaries, the survey explored the prevalence of non-monetary benefits and perks offered to digital marketing professionals. Common benefits included flexible work arrangements, performance-based incentives, and company cars. Given the competitive nature of the current market, employers who offer attractive non-monetary benefits packages may have a competitive advantage in attracting and retaining top talent in the field.



Future Trends: The survey identified emerging trends and areas of focus that are likely to shape the digital marketing industry's compensation landscape. These include the increasing demand for professionals with expertise in emerging technologies, such as AI, as well as the growing emphasis on data-driven marketing strategies and digital transformation initiatives. Overall, the key insights derived from the survey shed light on the nuanced dynamics of salary trends and compensation practices within the top seven most prevalent and sought-after roles in digital marketing.

Survey Design and Methodology

The salary survey was designed to capture comprehensive information regarding salary ranges, benefits, and additional compensations offered to digital marketing professionals across different job titles and experience levels. It consisted of structured questions covering key aspects related to compensation, such as base salary, bonuses, incentives, and non-monetary benefits.

A meticulous sampling method was employed to target individuals actively working in the digital marketing field. Participants were selected based on their employment status and job roles within the industry. Efforts were made to ensure a diverse representation of professionals – from public, private and publicly listed businesses across different industry sectors in Melbourne – to enhance the validity of the findings.

Data collection was conducted through phone calls with over 100 digital marketing professionals. The interviews followed a standardised protocol to maintain consistency and ensure the reliability of the data collected.

“ The 2024 Slade Group Digital Marketing Salary Guide represents a diverse array of talent characterised by varied skill sets, experience levels, and industry sectors.

With access to a large candidate pool, employers can use these insights to refine their recruitment strategies, attract top talent, and build high-performing teams capable of driving success in today's competitive digital landscape. ”

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As a consultant in the Slade Executive team, Losh specialises in Marketing, Design and Digital roles, providing tailored and effective recruitment solutions. With previous experience recruiting for these specialised functions and industry sectors, Losh is equipped with the skills required for matching clients with the right talent needed to drive business success.