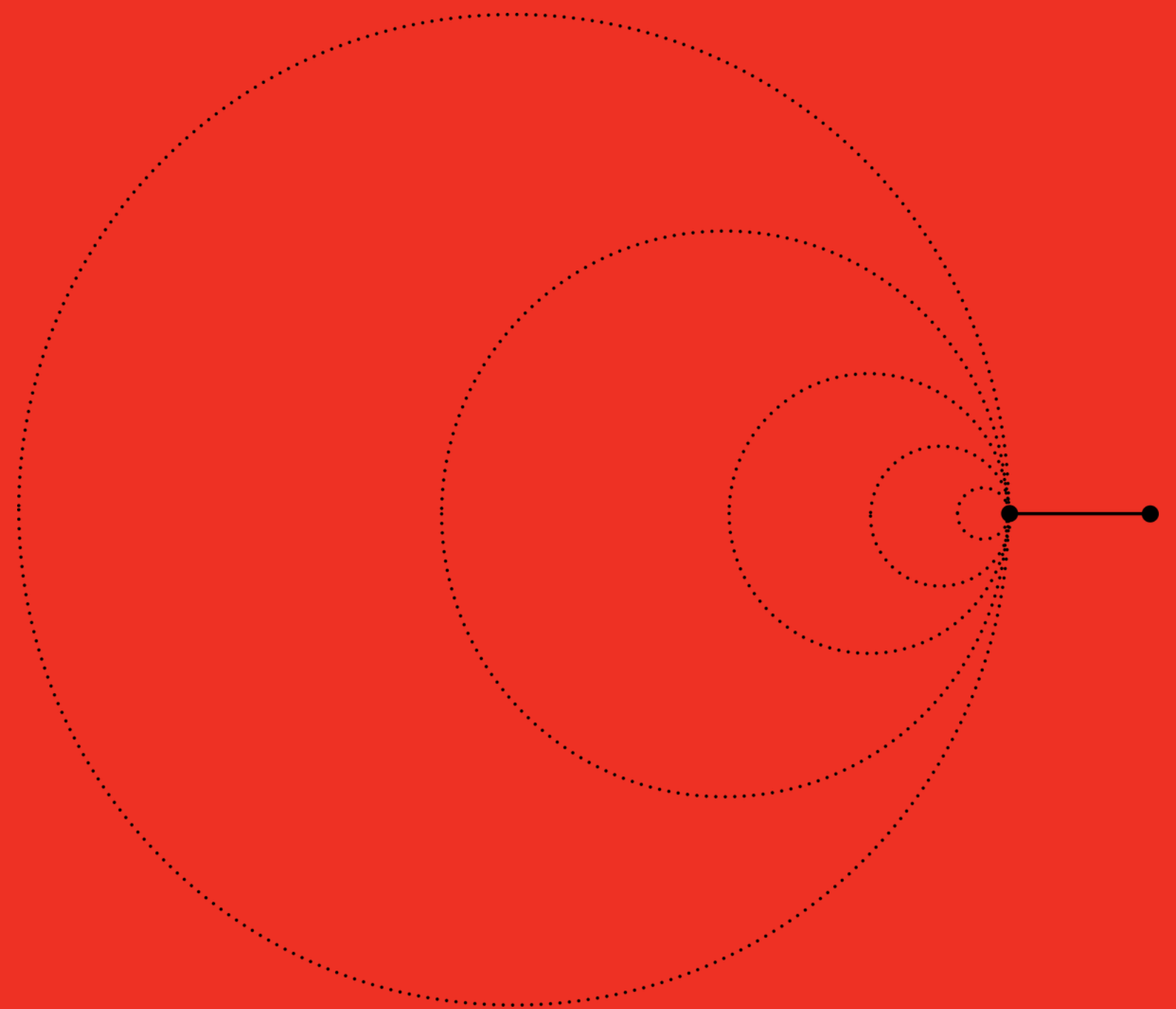


Salary Guide & insights for the marketing world



2026 - 2027

iknowwho

Specialist recruiters for the marketing world

Welcome to the annual iknowho Salary & Market Insights Guide for 26/27.

This go-to industry reference provides a clear overview of salary benchmarks, talent trends, and the forces shaping marketing careers across both in-house and agency environments.

As the marketing landscape continues to evolve, understanding what's changing is more important than ever. From shifting economic conditions and skillset expectations to the growing influence of AI, marketers and employers are navigating a period of significant change.

With almost 20 years of experience specialising exclusively in marketing recruitment, iknowho brings a unique perspective on the people, opportunities and trends driving the industry forward.

This guide is for you if you want to:



**Attract and
retain great
marketing talent**



**Prepare for upcoming
performance reviews
or REM discussions**



**Stay informed on
workplace trends,
salaries & expectations**



**Make confident
hiring plans or
career decisions**



This guide brings together salary benchmarks, emerging trends, and real-world insights to support both hiring and career planning decisions. Data in this guide combines results from the iknowho Salary Survey, hundreds of candidate conversations from our specialist iknowho Talent Partners and contributions from industry leading sources.

Executive Summary



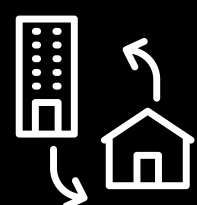
State of the Market

- FY27 is showing early signs of renewed confidence, with clients beginning to re-engage in growth and headcount conversations for the year ahead.
- The senior end of the market continues to be candidate-rich and highly competitive, but demand remains consistent for agile, hands-on marketers with a strong delivery skillset.



Growing Skillsets

- Demand is growing for hands-on social, content and performance marketing expertise, as clients sharpen their budgets and prioritise more targeted, responsive and measurable campaigns.



Workplace Flexibility

- Flexibility is no longer a perk, it's an expectation, with 91% of marketers receiving flexible working benefits and 70% of job seekers likely to turn down a role if it wasn't offered.
- Most marketers are expected to be in office 2-4 days p.week.



AI in Marketing

- Roughly 95% of marketers use AI in some form, but only 42% feel fully trained and confident.
- The biggest barriers around AI progression are in translating capabilities into sustainable frameworks & systems that drive commercial impact.



Top priorities

- The top five career priorities when looking for a new role: Salary | Flexible working | Company culture | Career pathway | Direct Manager.



Salaries

- 71% of respondents said they received no increase in the last year - even when moving to a new employer.
- Bonuses were also less common - 62% of respondents received no bonus for the past financial year.

State of the market Quick Stats

194 315
marketing professionals



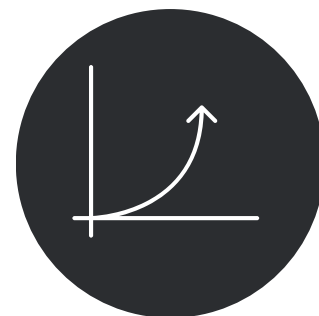
Average tenure
1.5 years

Gender split
Female: 62%
Male: 38%



Turnover
13% changed jobs in
the last 12 months

Fastest growing titles
Head of Growth
Growth Manager / Specialist
Social Media Manager



Top growing skills
Digital Marketing
Social Media Management
Performance Marketing

State of the market

Economic uncertainty, ongoing restructures and reduced budgets have continued to shape the marketing landscape over the past 12 months. These conditions have resulted in a competitive, candidate-rich market with fewer opportunities available, particularly at the senior end. Encouragingly, we're starting to see some companies revisit growth plans and re-engage in hiring conversations as we head toward a more stabilised 2027.

Reflecting on broader market conditions, salary growth has remained conservative. While some marketers reported modest increases to their remuneration, more than half received no salary increase at all. Bonuses were also less widespread, and salary uplifts resulting from promotions or changing roles remained limited. At the same time, candidates are placing increasing importance on workplace flexibility and company culture when considering new opportunities. As salary increases become more difficult to offer, many employers are getting more creative with non-cash benefit levers to attract and retain talent.



of respondents received no salary increase in their current role.



of respondents are unsure if they'll stay with current employer for the next 12 months.



Research indicates that candidates are monitoring the market, showing fewer people feel settled or valued in their current role or company. This emphasises the importance of clear communication to engage and retain.



Opportunity

Candidates are open to conversations about job opportunities but are not applying to job ads due to tight timings and high applicant volumes. This highlights that strong relationships and proactive engagement with passive candidates is critical to secure the best talent.

Hiring trends & market sentiment

Hiring processes are taking longer across many businesses. Decision making is often delayed by shifts in role scope, budget considerations, or a strong pool of candidates making final selections more complex. For permanent positions, we've seen interview timelines extend by an average of 7 days compared with FY25.

+7 days

Avg. interview process time VS FY25



Sheryn Small
Lead Talent Partner

“The strongest agency talent isn't necessarily the most experienced, it's the most adaptable. Agencies are looking for people who can spot opportunities, can pivot quickly, and who are comfortable playing both a strategic and executional role”



Bec Godkin
Lead Talent Partner

“Candidates are investing significant time into their job search, yet the high volume of applications can prove difficult to get traction. Timely, open communication and a positive candidate experience remain key to protecting employer brand in this market”

Top priorities

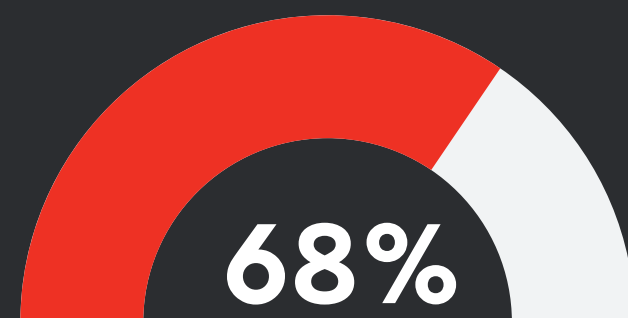


When looking for a new role, salary continues to lead the top priorities list with 36% ranking it as their number one. Interestingly, flexible working and a strong company culture were only marginally behind as critical considerations for marketers when exploring new opportunities.

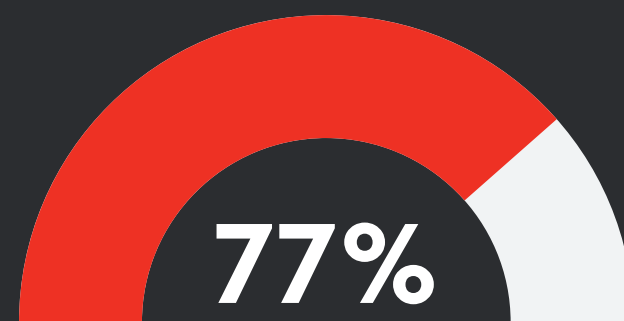


Bec Godkin
Lead Talent Partner

“Candidates are looking beyond the role itself to understand the organisation's growth plans, long-term vision and whether clear pathways for progression are in place. Conversations around career stability are more important than ever.”

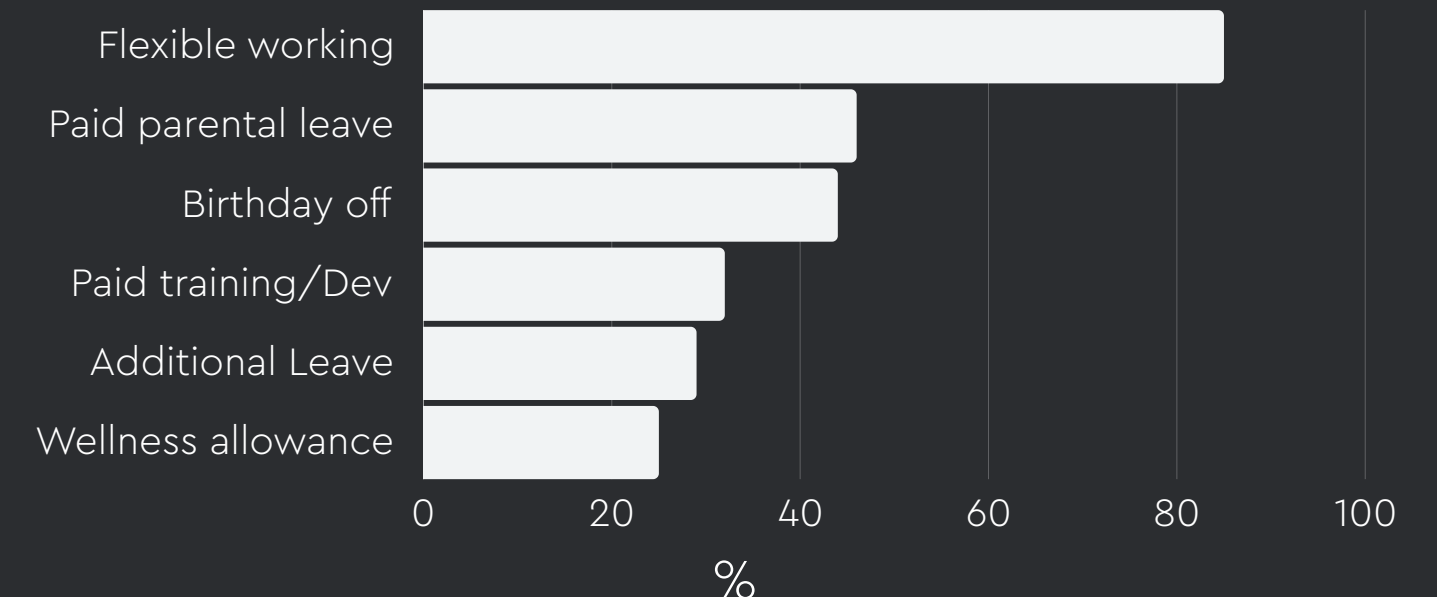


of respondents ranked 'Manager' in their top 5 most important factors when evaluating a new role.



of respondents cited it's important that their workplace values DE&I.

Top benefits received by Marketers



of respondents would likely turn down a role without flexible working.



HOT TIP

Competitive salaries remain an important consideration, but candidates are placing equal value on a clearly defined workplace culture that offers flexibility. A positive, well-structured recruitment process that reflects these qualities, supported by a compelling employer brand, has never been more important. Culture itself extends far beyond perks and office benefits, it is built on trust, transparency, inclusion and the behaviours that shape the everyday employee experience.

The update on hybrid working

Workplace flexibility has evolved from a differentiator to a baseline expectation for marketers. Organisations that can foster meaningful in-person collaboration while empowering employees with autonomy are increasingly the ones securing and retaining talent.

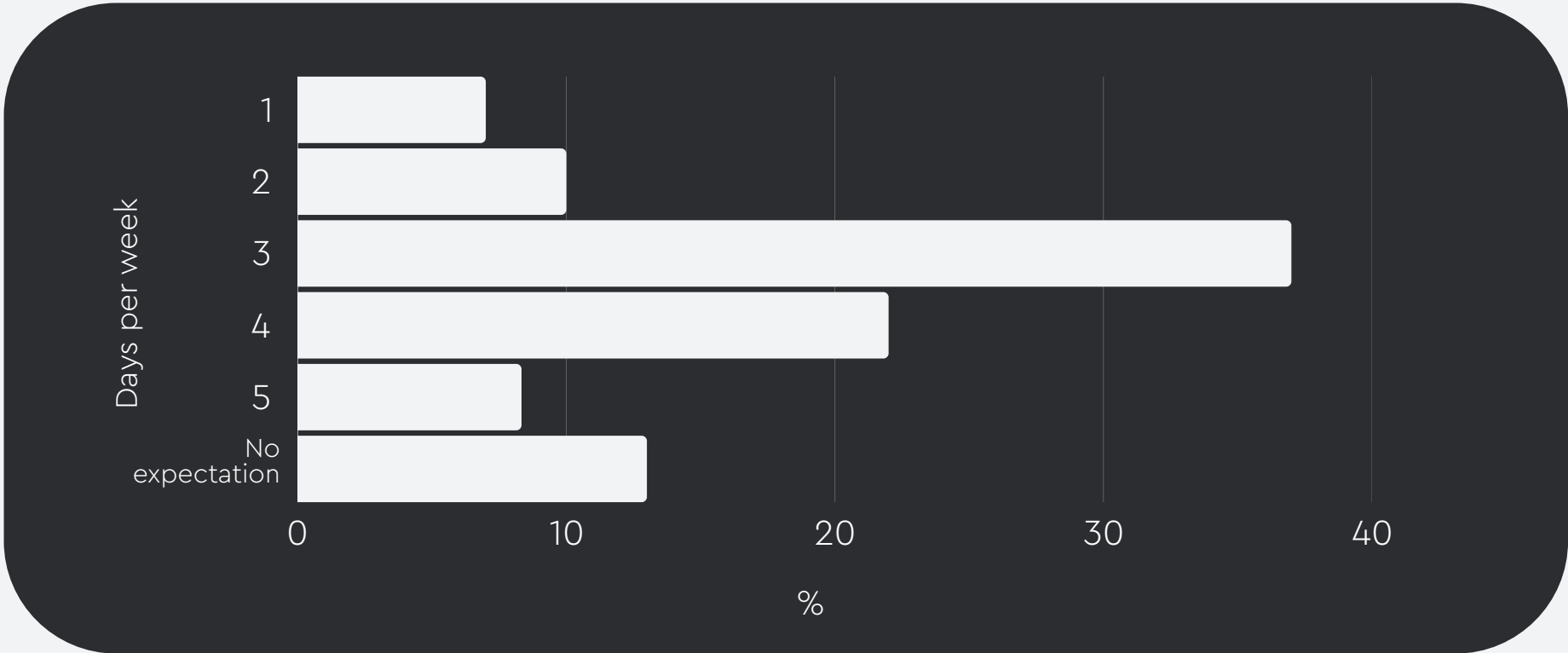
Hybrid work continues to be the favoured model, with most marketers spending between two and four days a week in the office. Increasingly, however, candidates are assessing more than the policy itself. They want to see flexibility embedded in an organisation's culture, where trust, accountability and outcomes are valued and policies are applied consistently and with purpose.

Are companies increasing office mandates?

**76%**
of respondents cited their company has **not** mandated more days in the office

While some industries are reporting return-to-office mandates, this hasn't been as prominent across the marketing industry. In fact, three quarters of respondents said their company has not increased in-office requirements over the past year.

How often are Marketers expected to be in the office?



Flexibility

Flexibility has evolved well beyond where employees work. Increasingly, candidates are looking for workplaces with the ability to adapt to individual and team needs. Organisations moving away from rigid, one-size-fits-all policies in favour of more tailored approaches are better positioned to attract and retain high-quality talent. We're also seeing greater adoption of initiatives such as "9-day fortnights" or "work from anywhere", giving employees the opportunity to work remotely while travelling or spending extended time with family overseas.



91% of respondents currently receive flexible working benefits as standard.



37% of respondents say they're expected to be in office 3 days/week.



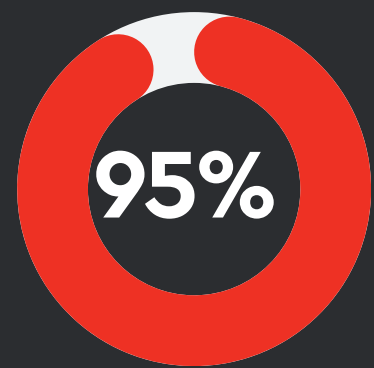
Sheryn Small
Lead Talent Partner

“Despite the headlines around mergers and restructures, Australia's agency sector remains incredibly resilient. New independent agencies continue to emerge, specialist capabilities are growing, and there is still strong demand for talented people who can deliver outstanding client outcomes.”

AI in Marketing :

Opportunity, Upskilling & Impact

AI continues to reshape the marketing landscape as access and adoption increases. Over 90% of professionals reported using AI in their role, whether that be daily or occasionally. When reflecting on the 2025 industry report where just 11% felt fully trained and confident, this has now increased to 42% which highlights positive adoption and integration within the marketing space.



of respondents use AI in their role (daily or occasionally).



feel fully trained and confident when it comes to using AI tools.



say their employer has made no investment in AI upskilling.

“Consistent upskilling is no longer just about keeping pace with industry changes, it's becoming a key way for marketers to differentiate themselves and remain competitive in a more challenging hiring landscape.”



Bec Godkin
Lead Talent Partner

Fewer marketers feel completely unprepared than a year ago which is progress, but adoption is clearly outpacing structured skill-building. For marketing leaders, this is the area with the widest gap between what's happening on the ground and what's being formally supported.

65%

of respondents said they're learning AI "on the job" but would welcome more structured support.

Bridging the Gap

Insights from the ACAM (Australia Centre for AI in Marketing) **AI Benchmark 2026 Report** shows an industry making real progress but still working out how to turn AI activity into sustained commercial impact.

AI usage by marketers has increased in maturity over the past 12-months but momentum is outpacing the systems needed to scale it.



What has improved?

- Marketing AI confidence is rising
- AI use cases are expanding
- Governance is more visible



What is halting progress?

- Not enough focus on AI roadmaps/planning
- Workflow redesign is not at pace with change
- ROI measurement systems are inconsistent



Louise Cummins
Founder, ACAM

“AI adoption is no longer the primary challenge. The real gap is between using AI and using it well. More marketers are receiving training and using AI every day, yet only 19% feel fully equipped.”

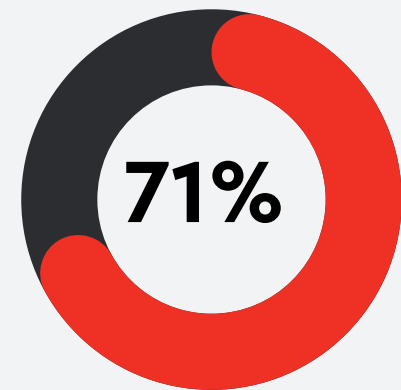
The future belongs to marketers who can orchestrate AI while bringing the commercial judgement, creativity, empathy and critical thinking needed to turn activity into meaningful advantage.”

Independent initiatives like ACAM are helping to close the AI capability gap in marketing through training and support programs. Reach out to see what might be available to you.

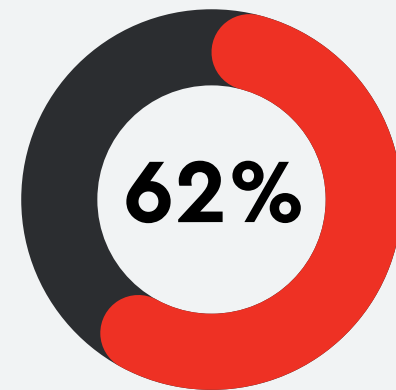
Salary benchmarks

Salaries across the marketing industry have remained relatively steady over the past 12 months, with some marketers reporting modest increases and more than half receiving no pay rise at all. Bonuses are also less common, and salary jumps from promotions or role changes were minimal. With more candidates in market, particularly at the mid to senior level, employers have taken a more considered and conservative approach to hiring and salary offers.

Historically, job-hopping and promotion have been the two most reliable levers for a pay rise; both appear to be losing their edge. For leaders setting compensation strategy, this suggests retention risk is shifting from "will they get poached with a bigger offer" toward quieter dissatisfaction with the role or company culture.



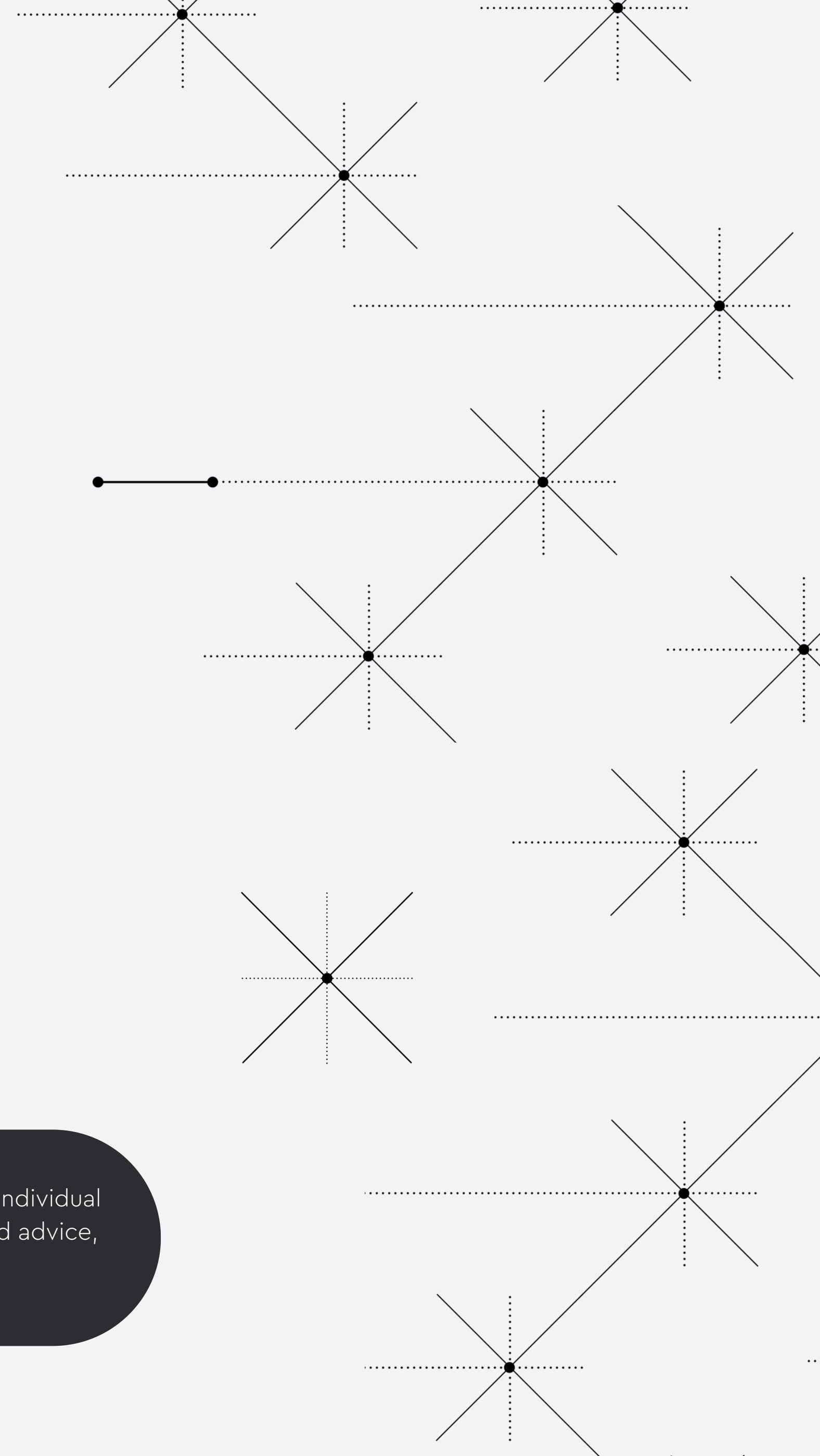
of respondents said they received no increase even when moving to a new employer.



of respondents received no bonus, which aligns with the previous year's results for remuneration packages.



Salary data and insights in this guide should be used as a reference only, as individual salaries can vary based on sector, experience, and company size. For tailored advice, please reach out to us at info@iknowwho.com.au.



Marketing

Salaries are excluding superannuation.

Job Title/Level	Permanent Salary	Freelance Day rate
Marketing Coordinator/Assistant	70,000 - 75,000	290 - 315
Marketing Executive / Specialist	80,000 - 100,000	350 - 430
Marketing Manager	110,000 - 145,000	460 - 600
Senior Marketing Manager	130,000 - 180,000	545 - 775
Marketing Director	180,000 - 250,000	750 - 1040 +
Campaign Executive / Specialist	85,000 - 105,000	355 - 440
Campaign Manager	95,000 - 145,000	400 - 600
Senior Campaign Manager	120,000 - 160,000	500 - 670
Assistant Brand Manager	90,000 - 110,000	375 - 460
Brand Manager	120,000 - 140,000	500 - 585
Senior Brand Manager	140,000 - 160,000	585 - 670
Head of Brand	180,000 - 220,000	750 - 920
Assistant Product Marketing Manager	100,000 - 120,000	420 - 500
Product Marketing Manager	120,000 - 150,000	500 - 625
Senior Product Marketing Manager	150,000 - 180,000	625 - 750
Head of Marketing / General Manager, Marketing	200,000 - 260,000	835 - 1085+
Chief Marketing Officer	250,000 +	-

Events & Sponsorships

Salaries are excluding superannuation.

Job Title/Level	Permanent Salary	Freelance Day rate
Event Coordinator	65,000 - 75,000	270 - 315
Event Manager	75,000 - 110,000	315 - 460
Head of Events	120,000 - 160,000	500 - 670
Sponsorship Manager	100,000 - 120,000	420 - 500
Head of Sponsorships/Partnerships	160,000 - 220,000	670 - 920

PR & Communications

Salaries are excluding superannuation.

Job Title/Level	Permanent Salary	Freelance Day rate
PR / Comms Coordinator	70,000 - 75,000	290 - 315
PR / Comms Executive / Specialist	75,000 - 95,000	315 - 395
PR / Comms Manager	100,000 -130,000	420 - 540
PR / Comms Director	150,000 - 200,000	625 - 835
Corporate Communications Executive/Specialist	75,000 - 100,000	315 - 420
Corporate Communications Manager	100,000 - 140,000	420 - 585

Digital Marketing

Salaries are excluding superannuation.

Job Title/Level	Permanent Salary	Freelance Day rate
Digital Marketing Coordinator	80,000 - 90,000	350 - 375
Digital Marketing Executive / Specialist	90,000 - 110,000	375 - 460
Digital Marketing Manager	110,000 - 150,000	460 - 625
Senior Digital Marketing Manager	145,000 - 180,000	605 - 750
Head of Digital Marketing	180,000 - 220,000	750 - 920
E-Commerce Coordinator	70,000 - 80,000	290 - 350
E-Commerce Executive / Specialist	80,000 - 110,000	335 - 460
E-Commerce Manager	115,000 - 165,000	480 - 690
Head of E-Commerce	180,000 - 200,000	750 - 920
CRM Specialist	80,000 - 100,000	335 - 420
CRM Manager	120,000 - 140,000	500 - 585
Head of CRM	180,000 - 220,000	775 - 900
Growth Marketing Manager	120,000 - 150,000	500 - 625
Head of Growth	160,000 - 220,000	670 - 920

Social & Content

Salaries are excluding superannuation.

Job Title/Level	Permanent Salary	Freelance Day rate
Social Media Coordinator	75,000 - 85,000	315 - 375
Social Media Executive / Specialist	85,000 - 100,000	355 - 460
Social Media Manager	110,000 - 130,000	460 - 540
Content Manager	100,000 - 130,000	460 - 540
Head of Social/Content	160,000 - 220,000	670 - 920

Paid Performance

Salaries are excluding superannuation.

Job Title/Level	Permanent Salary	Freelance Day rate
Paid Search Executive	70,000 - 85,000	290 - 355
Paid Search Manager	80,000 - 110,000	335 - 460
Paid Media Lead	120,000 - 150,000	500 - 625
Head of Performance	180,000 +	920+

SEO

Salaries are excluding superannuation.

Job Title/Level	Permanent Salary	Freelance Day rate
SEO Executive/Specialist	70,000 - 90,000	290 - 375
SEO Manager	95,000 - 120,000	395 - 500
SEO Lead	120,000 - 150,000	500 - 625
Head of SEO	140,000 +	585 +

Programmatic

Salaries are excluding superannuation.

Job Title/Level	Permanent Salary	Freelance Day rate
Programmatic Executive	70,000 - 85,000	290 - 355
Programmatic Manager	85,000 - 110,000	355 - 460
Programmatic Lead	120,000 - 160,000	500 - 670
Programmatic Director	150,000 +	625 +

Agency Account Service

Salaries are inclusive of superannuation.

Job Title/Level	Permanent Salary	Freelance Day rate
Graduate / Account Executive	65,000 - 75,000	270 - 310
Account Manager	75,000 - 90,000	310 - 375
Senior Account Manager	90,000 - 110,000	375 - 460
Account Director	110,000 - 130,000	460 - 540
Senior Account Director	130,000 - 150,000	540 - 625
Group Account Director	150,000 - 200,000	625 - 830
Client Partner / Managing Partner / CSD	200,000 - 250,000	830 - 1,000+
General Manager / Managing Director	250,000 +	-

Agency Creative Services

Salaries are inclusive of superannuation.

Job Title/Level	Permanent Salary	Freelance Day rate
Traffic Manager / Head of Traffic	100,000 - 150,000	450 - 650
Producer / Project Manager	80,000 - 120,000	330 - 500
Senior Producer / Project Director	120,000 - 160,000	500 - 665
Studio Manager	120,000 - 160,000	500 - 665
Creative Services Manager	130,000 - 180,000	550 - 775
Executive Producer / Head of Production	150,000 - 200,000	650 - 850

Agency Strategy

Salaries are inclusive of superannuation.

Job Title/Level	Permanent Salary	Freelance Day rate
Junior Strategist	80,000 - 110,000	350 - 475
Strategist	110,000 - 150,000	475 - 650
Senior Strategist	140,000 - 180,000	585 - 775
Strategy Director	180,000 - 220,000	775 - 920
Head of Strategy	220,000 +	920 +

Social & Content

Salaries are inclusive of superannuation.

Job Title/Level	Permanent Salary	Freelance Day rate
Community Manager	75,000 - 90,000	320 - 400
Social Media Manager / Senior Social Manager	85,000 - 110,000	375 - 475
Content Manager / Content Producer	80,000 - 110,000	350 - 475
Social Account Director	90,000 - 120,000	400 - 530
Social Strategist / Senior Social Strategist	100,000 - 160,000	450 - 675
Head of Social	150,000 - 180,000	650 - 775

Agency Office Support

Salaries are inclusive of superannuation.

Job Title/Level	Permanent Salary	Freelance Day rate
Executive Assistant	80,000 - 100,000	330 - 420
Office Manager	100,000 - 130,000	450 - 550



established in
2008



we've placed
2,550+
marketers



5 star
Google review



we've helped
300+
brands

Get in touch

 **Filling over 80% of roles from our database or network.**

As a specialist marketing recruitment agency we bring together handpicked talent and top notch brands across agency land and the corporate sector.

With a team of savvy specialists from a marketing background themselves, we use a blend of deep knowledge, lived experience and specialist industry insights, to help make and shape incredible careers and build teams that can take on the world.

Let's chat!



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