



Method

Salary Guide 2026

SALES & MARKETING



About this guide

This guide provides a strategic overview of Australia's Sales and Marketing talent market in 2026. Drawing on active search insights, market trends and real-time hiring activity across industries, it highlights how commercial capability is evolving and where competition for high-impact talent is strongest.

Designed for both business leaders shaping growth strategies and professionals seeking to make informed career decisions, it offers clarity on market movement, candidate expectations and the strategic considerations influencing hiring and progression in today's commercial landscape.

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About Method Recruitment Group

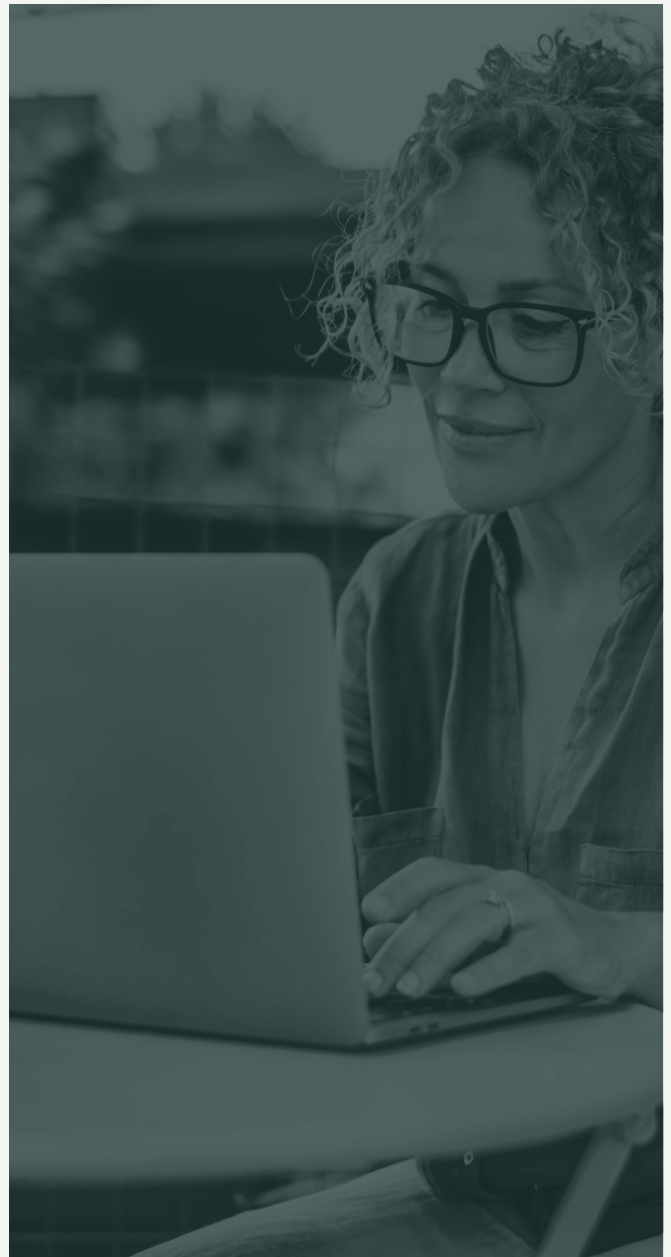
Method Recruitment Group was built on the belief that recruitment should be intentional, insights driven and strategically aligned – yet always uniquely human. We operate at the intersection of performance and partnership, aligning capability to business ambition and careers to long-term potential.

Across Technology, Accounting & Finance, Sales & Marketing, Business Support, HR, Risk and Executive engagements, our consultants are specialists by design. They work exclusively within their markets, combining deep commercial understanding with genuine relationship depth. That proximity gives our clients a competitive edge by way of access to informed advisory, calibrated market intelligence and talent networks built over years, not weeks.

Our vision is to be Australia's most trusted and impactful recruitment experience. Trust is earned through transparency. Impact is created through outcomes. Every brief we take on is approached with care, precision and a commitment to long-term success.

For clients, that means recruitment aligned to business performance.
For candidates, it means guidance, clarity and advocacy at pivotal career moments.

Recruitment done right isn't reactive. It's deliberate, refined and human at its core. That's our Method.



Growth doesn't
happen by accident.
Neither does great hiring.

Employment Market Overview

The 2026 Sales & Marketing market across Australia is defined by one clear shift: Commercial accountability now outweighs brand presence.

Employers are drawing a firmer line between roles that directly influence revenue and those that primarily support brand, reputation or enablement. That distinction is shaping salary bands, incentive structures and, critically, hiring success.

Revenue Impact Drives Pay Decisions

Revenue-linked roles — Sales, Growth, Performance Marketing and Commercial Marketing — are commanding materially stronger total remuneration. When variable pay is included, these positions often sit meaningfully above comparable brand-led roles.

Brand, communications and enablement functions remain essential. However, salary ceilings tighten where commercial contribution cannot be clearly evidenced. This is most visible in NFP, Education and Industrial sectors, while Financial Services and Retail increasingly expect brand leaders to demonstrate measurable business impact.

Employer takeaway: Remuneration must be commercially defensible. “Market rate” is no longer justification on its own.

Variable Pay Is Now Standard, But Execution Matters

Variable structures are no longer confined to Sales leadership. Incentives are now common across:

- Growth and performance marketing
- CRM and lifecycle
- Demand generation and GTM
- Revenue operations

However, misalignment is emerging between performance expectations and operating reality.

Where aggressive variable models are introduced without mature attribution, sufficient budget, or realistic ramp-up periods, employers are experiencing:

- Extended time-to-hire
- Offer resistance
- Early attrition risk

This is particularly pronounced in sectors with long sales cycles or lower brand maturity.

Employer takeaway: Incentives must reflect outcomes candidates can genuinely influence and not aspirational board targets.

Demand Is Concentrated in Commercial Capability

Hiring demand is strongest for professionals who translate activity into measurable commercial outcomes.

High-priority capabilities include:

- Digital performance and analytics
- CRM, lifecycle and retention strategy
- Go-to-market execution
- Sales enablement and revenue operations
- Data-led commercial storytelling

Across the Eastern Seaboard, employers are prioritising talent that can operate cross-functionally and influence revenue beyond their immediate remit.

Employer takeaway: Technical specialism still matters. Commercial fluency is now non-negotiable.

Flexibility vs Earnings: Know Who You’re Hiring For

Two dominant talent profiles define the current market:

1. Earnings-driven professionals

Motivated by structured upside, progression and OTE growth.

2. Lifestyle-led professionals

Prioritising flexibility, stability and values alignment.

Misalignment between reward structure, expectations and target profile is one of the

most common causes of stalled hiring processes.

Employer takeaway: Clarity on trade-offs is a competitive hiring advantage.

Strategy Without Support Creates Friction

Mid-level roles remain heavily execution focused. Senior roles require strategy – but with clear delivery ownership and accountability.

Hiring friction most commonly occurs when:

- Strategic expectations sit alongside execution-level budgets
- Performance pressure exceeds tools, team or authority

The most successful hiring outcomes share common traits:

Clear KPIs. Transparent constraints. Realistic ramp-up periods. Honest articulation of upside and limitations.

Informed candidates are not avoiding accountability but they are avoiding ambiguity.



EMMA WHITTING

Associate Director - Marketing & Sales

Emma.Whitting@methodrecruitment.com.au

0420 699 614

Sales & Category



Diversity:
30-40% Female



Tenure:
2.0-2.8 years



Demand:
Very High

The Sales and Category segment remains robust, particularly within Financial Services, Retail, Manufacturing and Industrial sectors. Demand continues to centre on revenue ownership, forecast accuracy and commercial discipline, rather than pure relationship management. Segment diversity remains moderate, with female representation around 30–40%, though Retail and NFP show stronger gender balance at mid-level. Leadership diversity is improving slowly but unevenly. Average tenure sits at 2–2.8 years, influenced by OTE-driven mobility, strong counteroffer culture, and clear market-wide performance benchmarking.

Enterprise and consultative sellers who can demonstrate pipeline creation, structured conversion methodology and margin awareness are commanding premium total remuneration. OTE structures between 20–50% remain standard; however, packages are increasingly scrutinised against achievable revenue influence.

Employers offering aggressive targets without structured ramp periods or enablement support are experiencing longer hiring cycles and higher offer-stage friction. Category and commercial roles tied directly to P&L performance are similarly strengthening in value, particularly where pricing strategy, margin optimisation and commercial forecasting sit within remit.

Demand remains very high, with revenue protection keeping these roles critical even in cautious markets. Category and commercial sales positions in Retail and Manufacturing remain particularly competitive, with employers prioritising proven closers over potential. Well-defined revenue roles with credible earning potential continue to move quickly, while ambiguity in commission mechanics or growth expectations materially slows hiring momentum.

Role	Lower / Entry Level	Mid / Core Market	Senior / Leadership
Business Development Manager	\$85k–\$105k	\$105k–\$135k	\$135k–\$155k
Territory Manager	\$60k–\$80k	\$80k–\$100k	\$100k–\$115k
Account Manager	\$60k–\$80k	\$80k–\$95k	\$95k–\$110k
National Account Manager	\$95k–\$115k	\$115k–\$135k	\$135k–\$150k
Partnerships Manager	\$90k–\$105k	\$105k–\$125k	\$125k–\$145k
Category Analyst	\$70k–\$85k	\$85k–\$100k	\$100k–\$115k
Category Manager	\$105k–\$125k	\$125k–\$145k	\$145k–\$170k
Regional Sales Manager	\$115k–\$135k	\$135k–\$155k	\$155k–\$175k
National Sales Manager	\$145k–\$165k	\$165k–\$185k	\$185k–\$210k
National Business Manager	\$140k–\$155k	\$155k–\$170k	\$170k–\$190k
Head of Partnerships	\$145k–\$165k	\$165k–\$185k	\$185k–\$210k
Head of Category	\$165k–\$185k	\$185k–\$205k	\$205k–\$230k
Head of Sales	\$165k–\$190k	\$190k–\$215k	\$215k–\$240k+
Sales Director / Head of Sales	\$175k–\$200k	\$200k–\$225k	\$225k–\$260k+
Head of Sales & Marketing	\$180k–\$210k	\$210k–\$250k	\$250k–\$320k+
Country Manager	\$200k–\$240k	\$240k–\$280k	\$280k–\$330k+

Level	Car Allowance / Vehicle	Bonus / Commission (OTE)
Entry / Lower-Level	Not typical	10–30% of base
Mid-Level	\$12k–\$20k or company vehicle (role-dependent)	20–50% of base
Senior / Leadership	\$18k–\$25k or executive vehicle	30–60%+ of base

Traditional Marketing



Diversity:
55-65% Female



Tenure:
2.8-3.5 years



Demand:
Moderate

Traditional Marketing functions (including Brand, Product Marketing and Campaign Leadership) remain active but are operating within a more commercially accountable framework than in previous cycles.

Employers are increasing investment in product-to-market capability, particularly within Manufacturing, Industrial and Retail sectors where competitive positioning and margin pressure are intensifying. Brand leadership continues to be valued; however, remuneration growth is increasingly linked to demonstrable contribution to revenue outcomes, customer acquisition or market share expansion.

Mid-level salary bands have remained relatively stable compared to digital, growth and sales-aligned disciplines. Premiums at senior level are achievable where brand strategy intersects with commercial ownership, customer insight and cross-functional influence.

Segment representation remains predominantly female across most industries, with strong participation in Education, Not-for-Profit and Retail sectors. Leadership diversity is improving but remains more limited at executive level.

Tenure patterns are influenced by organisational brand investment and strategic priority. Professionals tend to remain longer where brand is treated as a core business driver and where organisational values align with functional purpose. Shorter tenure is more common in environments where brand activity is deprioritised relative to performance marketing or direct revenue channels.

Demand for traditional marketing capability is moderate. Roles are available but hiring is selective, with employers favouring candidates who can demonstrate commercial outcomes, cross-functional influence and measurable business impact. Brand remains a strategic lever in 2026, but accountability determines its market value.

Role	Lower / Entry Level	Mid / Core Market	Senior / Leadership	Contract Day Rate
Chief Marketing Officer (CMO)	\$220k–\$250k	\$250k–\$280k	\$280k–\$350k+	\$1,000–\$1,600+
Head of Marketing	\$160k–\$180k	\$180k–\$210k	\$210k–\$250k+	\$730–\$1,150
Marketing Manager	\$105k–\$120k	\$120k–\$140k	\$140k–\$160k	\$480–\$730
Senior Brand Manager	\$135k–\$150k	\$150k–\$165k	\$165k–\$185k	\$615–\$840
Brand Manager	\$105k–\$120k	\$120k–\$140k	\$140k–\$155k	\$480–\$705
Assistant Brand Manager	\$80k–\$90k	\$90k–\$105k	\$105k–\$120k	\$365–\$545
Marketing Coordinator Specialist	\$80k–\$95k	\$95k–\$110k	\$110k–\$125k	\$365–\$570
Campaign Specialist / Manager	\$90k–\$105k	\$105k–\$125k	\$125k–\$145k	\$410–\$660
Trade Marketing Specialist / Manager	\$105k–\$120k	\$120k–\$140k	\$140k–\$160k	\$480–\$730
Product Marketing Manager	\$110k–\$130k	\$130k–\$150k	\$150k–\$170k	\$545–\$795
Growth Marketing Manager	\$125k–\$145k	\$145k–\$165k	\$165k–\$185k	\$570–\$840

Digital & eCommerce



Diversity:
40-50% Female



Tenure:
1.8-2.5 years



Demand:
Very High

Digital and eCommerce remains one of the most commercially scrutinised disciplines within the broader marketing function. Employers are prioritising professionals who can demonstrate measurable revenue contribution, not simply channel activity.

Performance marketing, lifecycle and CRM capability, attribution literacy and conversion optimisation remain in very high demand. Retail, Financial Services and Education sectors continue to drive digital uplift, while Manufacturing and Industrial organisations are accelerating later-stage digital adoption. Nationally, this is one of the most candidate-short segments across Sales & Marketing.

Variable remuneration structures are increasingly embedded beyond the leadership level, particularly across growth and performance roles. However, organisations operating with immature attribution frameworks or constrained media investment are encountering resistance from senior digital talent wary of accountability without genuine commercial influence.

eCommerce leaders with direct trading and revenue ownership remain in short supply, particularly at mid-to-senior level, placing sustained pressure on salary bands. Demand is also driving faster progression into leadership roles, especially for high-performing individuals with proven ROI impact.

Cohort diversity currently sits at approximately 40–50% female representation, with improving balance at junior and mid-level. Leadership roles in eCommerce and performance marketing remain more male-skewed, though this is gradually shifting as progression accelerates. Average tenure sits between 1.8 and 2.5 years – the shortest across the Sales & Marketing landscape. High mobility is driven by skills-based salary inflation, rapid cross-sector demand and the clarity of digital ROI, which enables confident external movement.

The market continues to reward digital professionals who combine executional depth with commercial fluency, data confidence and stakeholder influence. In 2026, accountability is expected – but so is the infrastructure to support it.

Role	Lower / Entry Level	Mid / Core Market	Senior / Leadership	Contract Day Rate
Head of Digital	\$165k–\$185k	\$185k–\$215k	\$215k–\$260k+	\$750–\$1,090
Head of CRM	\$160k–\$180k	\$180k–\$205k	\$205k–\$240k	\$525–\$770
Head of CX	\$165k–\$185k	\$185k–\$215k	\$215k–\$245k	\$340–\$545
Digital Marketing Manager	\$115k–\$130k	\$130k–\$150k	\$150k–\$170k	\$295–\$500
Digital Marketing Coordinator	\$75k–\$90k	\$90k–\$105k	\$105k–\$120k	\$430–\$705
Social Media Coordinator	\$65k–\$80k	\$80k–\$95k	\$95k–\$110k	\$570–\$865
CRM Specialist / Manager	\$95k–\$115k	\$115k–\$135k	\$135k–\$155k	\$410–\$680
Performance Marketing Manager	\$125k–\$145k	\$145k–\$165k	\$165k–\$190k	\$590–\$910
SEO Specialist / Manager	\$90k–\$110k	\$110k–\$130k	\$130k–\$150k	\$430–\$705
eCommerce Manager	\$130k–\$150k	\$150k–\$170k	\$170k–\$200k	\$545–\$820
Website Specialist	\$95k–\$115k	\$115k–\$135k	\$135k–\$155k	\$570–\$840
Marketing Automation Manager	\$120k–\$140k	\$140k–\$160k	\$160k–\$180k	\$750–\$950
CRO / Optimisation Manager	\$125k–\$145k	\$145k–\$165k	\$165k–\$185k	\$600–\$900

PR & Communications



Diversity:
65-75% Female



Tenure:
3.0-4.0 years



Demand:
Low-Moderate

The Australian PR industry remains a strategic growth area, valued in the hundreds of millions and projected to expand at an annualised rate of around 2.7%, reaching approximately \$760 million by 2028-29. This growth is being driven by digital transformation and strong demand for integrated communications solutions - evidence that PR continues to play a critical role in commercial agendas.

More than half of modern communications activity is now digital, spanning social channels, influencer engagement and content strategy. The discipline is shifting toward multi-channel stakeholder orchestration rather than message broadcasting alone. Employers are increasingly seeking communications professionals who can manage reputational risk, support executive positioning and align messaging across transformation, change and organisational strategy.

Salary growth in the segment remains more conservative than revenue-linked commercial functions. Premium remuneration is typically associated with roles involving crisis response, regulatory exposure, or high-profile stakeholder and leadership communication responsibilities.

The workforce remains predominantly female, with representation across this cohort between 65-75%, particularly across junior and mid-level roles. Leadership diversity varies by sector and organisation maturity. Average tenure sits around 3-4 years, reflecting the relationship-based nature of communications work and the long-cycle impact of reputation management and trust-building activities.

Demand is low to moderate in volume but highly specialised in focus. Hiring activity is strongest for professionals experienced in reputation management, change and transformation communications, and stakeholder engagement strategy. Commercial awareness, executive influence and the ability to connect narrative to business outcomes continue to differentiate senior candidates in this market.

Role	Lower / Entry Level	Mid / Core Market	Senior / Leadership	Contract Day Rate
Head of Communications	\$155k–\$175k	\$175k–\$200k	\$200k–\$230k	\$705–\$1,045
PR Specialist / Manager	\$105k–\$120k	\$120k–\$140k	\$140k–\$160k	\$480–\$730
Communications Advisor	\$85k–\$95k	\$95k–\$110k	\$110k–\$130k	\$385–\$590
Media Specialist / Manager	\$90k–\$105k	\$105k–\$125k	\$125k–\$145k	\$410–\$660
Corporate Affairs Manager	\$145k–\$165k	\$165k–\$190k	\$190k–\$220k	\$660–\$1,000
Internal Communications Manager	\$115k–\$130k	\$130k–\$150k	\$150k–\$170k	\$525–\$770

Hiring across other teams?

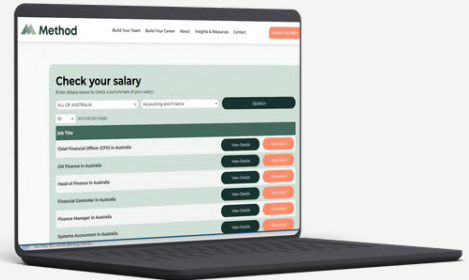


Workforce planning doesn't happen in isolation. If you are recruiting across other functions, our specialist salary guides provide detailed market insights across Technology, Data & AI, Accounting & Finance, Business Support, HR, and Risk & Compliance.

Scan the QR code to access our full Salary Guide library and explore market trends, remuneration benchmarks and hiring insights designed to support your planning decisions.



Benchmark With Our Salary Tool



Our Salary Checker Tool is based on real hiring activity and placements across Australia. While no tool can account for every variable, it provides a reliable market-aligned benchmark. Our specialist recruitment team updates this data quarterly or sooner if there are considerable market changes.

Scan the QR code to explore real-time market positioning.





Method

Get in touch



Level 11/179 Queen St, Melbourne VIC 3000



(03) 9996 9840



info@methodrecruitment.com.au



www.methodrecruitment.com.au
