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MARKETING & SALES

SALARY GUIDE

2026/2027



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MARKET OUTLOOK

The pace of change in Marketing & Sales has never been greater.

Artificial intelligence, digital innovation and changing customer expectations are reshaping how organisations connect with their audiences and drive growth. Success is no longer measured by activity alone, but by the ability to deliver measurable commercial outcomes.

At BROOK, we're seeing employers seek professionals who combine creativity with commercial thinking, embrace emerging technologies and confidently adapt to change. The strongest performers are those who leverage AI to work smarter while continuing to build authentic relationships, solve complex problems and create meaningful customer experiences.

One thing is becoming increasingly clear: the highest-performing professionals won't compete with AI, they'll work alongside it.

Technology will continue to transform the industry, but strategy, creativity and human connection remain the foundations of exceptional marketing and sales.

This guide brings together BROOK's market insights, recruitment expertise and salary data to support informed hiring and career decisions across Marketing & Sales.



WHO WE ARE

For almost two decades, BROOK has partnered with some of Australia's most respected organisations to connect exceptional talent across Finance & Accounting, Human Resources, Business Support & Executive Assistants, Sales & Marketing and corporate leadership.

Our expertise extends far beyond recruitment. Through thousands of placements, long-standing client partnerships, and our growing B.Networks executive community, we've developed deep market intelligence and a genuine understanding of what drives successful businesses and high-performing careers.

We believe recruitment is about more than filling vacancies. It's about identifying individuals who will create lasting impact, strengthen culture, and contribute to long-term organisational success.

Whether you're building your team, benchmarking salaries, or exploring your next career move, our experienced consultants are here to provide trusted advice and market insight every step of the way.

We would love to start the conversation.

connect@brookrecruitment.com.au
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B.MARKETING

At BROOK, we are proud to support Marketing professionals who drive creativity and innovation across organisations. Often navigating fast-paced environments and diverse challenges, these individuals are eager to learn, connect, and refine their skills. To empower marketers in their professional growth, we created the B.Marketing Network.

The B.Marketing Network is designed for marketers at all levels, offering a space to connect, be inspired, and gain practical insights that elevate their careers. Our quarterly events focus on essential skills like strategic thinking, mastering emerging trends, and driving impactful campaigns. We also offer an online community where members can share knowledge, access resources, and connect with mentors for guidance and collaboration.

If you or someone you know would benefit from being part of this network, please reach out on connect@brookrecruitment.com.au



PARTNERSHIPS

BR00K partners with organisations that share our commitment to building stronger businesses, meaningful relationships and exceptional professional communities.

Our partners play an integral role in bringing B.Networks to life, supporting premium events, thought leadership and relevant connections that inspire collaboration and help shape the future of work.

We are proud to welcome Corporate Traveller as our Gold Partner for the 2026/27 Salary Guide and B.Networks.

CORPORATE TRAVELLER

Australia's leading travel management partner for SMEs, combining innovative technology with personalised service to make business travel simpler, smarter and more efficient.

[Click here to book a Business Travel Demo](#)



MARKETING & SALES

ROLE	0	10	20	30	40	50	60	70	80	90	100	110	120	130	140	150	160	170	180	190	200	210	220	230	240	250	260	270	280	290	300		
<u>MARKETING</u>																																	
Marketing Assistant																																	(65k - 75k)
Marketing Coordinator																																	(75k - 85k)
Marketing Executive																																	(80k - 95k)
Digital Marketing Executive																																	(90k - 110k)
Marketing Manager																																	(100k - 140k)
Performance Marketing Manager																																	(100k - 150k)
Senior Marketing Manager																																	(125k - 170k)
Digital Marketing Manager																																	(110k - 180k)
Marketing Director / Head of Marketing																																	(160k - 225k)
<u>SALES & ACCOUNT MANAGEMENT</u>																																	
Account Executive																																	(65k - 70k)
Account Manager																																	(70k - 90k)
Sales Representative																																	(75k - 90k)
Senior Account Executive																																	(80k - 110k)
Senior Account Manager																																	(95k - 120k)
Account Director																																	(110k - 150k)
Sales Manager																																	(110k - 160k)
<u>COMMUNICATIONS</u>																																	
Communications Coordinator																																	(65k - 85k)
Communications Advisor																																	(80k - 105k)
Communications Manager																																	(110k - 150k)
Communications Director																																	(150k - 230k)
<u>CREATIVE & SOCIAL MEDIA</u>																																	
Social Media Coordinator																																	(70k - 85k)
Graphic Designer																																	(72k - 90k)
Event Manager																																	(87k - 112k)
Social Media Manager																																	(90k - 115k)

**All salaries listed are base annual salary (excl. Super) \$'000

MARKETING TASK BREAKDOWN

Marketing Assistant65 – 75 (excl. Super)

Provide hands-on support to the marketing team, assisting with the execution of campaigns, content and administrative tasks across multiple channels.

Assist in the coordination and execution of marketing campaigns across digital and traditional channels
Draft, proofread and format marketing copy for social media, EDMs, websites and print materials
Support the production of marketing materials including presentations, brochures and digital assets
Provide general administrative support to the marketing team including filing, meeting coordination and budget tracking assistance

Marketing Coordinator75 – 85 (excl. Super)

Supports the marketing team with administrative tasks, campaign coordination, and market research.

Provide administrative & operational support to the marketing team
Coordinate activities like email campaigns, social media, & event preparation
Organise & maintain marketing assets, including promotional materials & documents
Assist with market research, competitor analysis, & tracking industry trends
Update & manage the company CRM & email marketing tools
Schedule meetings, prepare presentations, & assist with reports
Track marketing expenses & support budget management

Marketing Executive80 – 95 (excl. Super)

Executes marketing campaigns, content creation, and performance analysis across digital and traditional channels.

Execute marketing campaigns across digital, social, & traditional channels
Create content for social media, newsletters, & blogs, ensuring consistent branding
Monitor & report on campaign performance, tracking key metrics like engagement & ROI
Coordinate with agencies & internal teams for successful campaign delivery
Research competitors & industry trends to refine marketing strategies
Manage databases & segment lists for targeted campaigns
Assist with event planning & execution, including product launches & trade shows

Digital Marketing Executive90 – 110 (excl. Super)

Executes digital marketing strategies across platforms, focusing on SEO, PPC, & social media to drive online engagement.

Assist in the planning, execution, & optimisation of digital marketing campaigns across SEO, PPC, email, & social media channels
Monitor campaign performance using analytics tools, generating detailed reports to track KPIs & ROI
Create engaging, platform-specific content, including blogs, social media posts, & email newsletters, ensuring consistent messaging
Work closely with graphic designers, content creators, & other team members to deliver cohesive & impactful campaigns

Marketing Manager100 – 140 (excl. Super)

Develops and manages marketing strategies, campaigns, and team operations to drive brand and business growth.

Develop & execute marketing strategies across digital, print, & event channels
Manage a marketing team, oversee tasks, & ensure timely campaign delivery
Coordinate with product, sales, & design teams for cohesive messaging
Analyse customer data & feedback to refine strategies & improve targeting
Manage budgets to optimise resources & maximise ROI
Oversee agency partnerships for SEO, SEM, content, & paid advertising
Track performance metrics & report on campaign effectiveness, conversions, & brand reach

Performance Marketing Manager100 – 150 (excl. Super)

Manages performance-based marketing strategies, focusing on optimising ROI through data-driven campaigns across various channels.

Develop & implement performance marketing strategies, including customer acquisition & revenue generation
Manage campaigns across channels, including PPC, affiliate marketing, & display advertising
Analyse campaign data & performance metrics to identify trends & areas for optimisation, adjusting strategies accordingly
Work with creative teams to produce compelling ad copy and visuals that resonate with target audiences
Conduct A/B testing to determine the most effective messaging & targeting strategies to improve campaign performance

**All salaries listed are base annual salary (excl. Super) \$'000

MARKETING TASK BREAKDOWN

Senior Marketing Manager	125 - 170 (excl. Super)
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Leads high-level marketing projects and teams, driving strategy and campaign execution for large-scale initiatives.

- Lead the development & execution of campaigns to drive customer acquisition & brand growth
- Oversee cross-functional teams, including digital, content, & product marketing
- Manage high-level projects, ensuring alignment with business goals & campaign objectives.
- Analyse market trends, customer behaviour, & competitor strategies to guide decisions
- Implement segmentation strategies to optimise targeting & improve conversion rates
- Monitor budgets to maximise ROI & optimise spending
- Develop strategic marketing plans & present them to C-level executives

Digital Marketing Manager	110 - 180 (excl. Super)
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Develops & oversees digital marketing campaigns, utilising data analytics to optimise performance & enhance customer acquisition.

- Lead the execution of digital marketing strategies to achieve business objectives & enhance brand visibility
- Manage the digital marketing budget, ensuring resources are allocated effectively across campaigns & channels
- Analyse campaign metrics & generate reports to measure success & inform future strategies
- Work closely with sales, product, & other marketing teams to ensure alignment of digital marketing efforts with overall business strategies

Marketing Director / Head of Marketing	160 - 255 (excl. Super)
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Sets the overall marketing vision and strategy, leading teams to drive brand growth, revenue, and competitive positioning.

- Shape & oversee the company's marketing vision & strategy, aligned with business goals
- Lead & inspire a large team across digital, brand, communications, & product marketing
- Oversee major projects, including brand repositioning, product launches, & global campaigns
- Manage relationships with key stakeholders, including the C-suite, investors, & partners
- Drive innovation through data, AI, & emerging technologies to stay ahead of trends
- Monitor & optimise the marketing budget, focusing on high-impact areas

**All salaries listed are base annual salary (excl. Super) \$'000

SALES & ACCOUNT MANAGEMENT TASK BREAKDOWN

Account Executive65 - 70 (excl. Super)

Supports the sales team by identifying new business opportunities, managing prospect relationships, & assisting in converting leads into customers.

Prospect & qualify new business opportunities through outbound & inbound sales activities
Build relationships with prospective clients to understand their needs & present suitable solutions
Prepare proposals, presentations, & sales documentation to support the sales process
Maintain accurate customer records & sales activity within the CRM system
Collaborate with internal teams to ensure a smooth handover of new clients & support ongoing business development

Account Manager70 - 90 (excl. Super)

Manages client relationships, ensuring customer satisfaction, retention, & the identification of opportunities for account growth.

Build & maintain strong relationships with existing clients, acting as their primary point of contact
Understand client objectives & provide tailored solutions to support their business goals
Identify opportunities to upsell, cross-sell, & expand existing accounts
Coordinate with internal teams to deliver projects, products, & services that meet client expectations
Monitor account performance, resolve client issues proactively, & provide regular account updates

Sales Representative75 - 90 (excl. Super)

Drives new business growth by generating leads, building customer relationships, & achieving sales targets.

Identify & pursue new sales opportunities through prospecting, networking, & referrals
Conduct sales meetings, presentations, & product demonstrations with prospective customers
Prepare quotations, proposals, & negotiate commercial agreements
Maintain accurate records of customer interactions, opportunities, & sales activity within the CRM
Achieve individual sales targets while delivering a high standard of customer service throughout the sales process

Senior Account Executive80 - 110 (excl. Super)

Builds & manages client relationships while driving new business opportunities, supporting account growth, & delivering exceptional customer outcomes.

Develop & manage a portfolio of client accounts, building strong relationships to support long-term partnerships
Identify opportunities to grow existing accounts through upselling, cross-selling, & additional services
Manage the sales process from prospecting through to proposal development, negotiation, & closing
Collaborate with internal teams to ensure the successful delivery of products & services that meet client expectations
Monitor account performance, provide strategic recommendations, & mentor junior team members where required

Senior Account Manager95 - 120 (excl. Super)

Leads strategic client relationships, driving customer retention, account growth, & long-term business partnerships.

Develop & maintain trusted relationships with key client stakeholders
Lead strategic account planning to identify opportunities for revenue growth & client success
Manage complex client requirements, ensuring projects & deliverables are completed successfully
Mentor junior account managers & provide guidance on client management best practices
Monitor account performance, prepare business reviews, & recommend strategies to strengthen client partnerships

Account Director110 - 160 (excl. Super)

Provides strategic leadership across key client accounts, overseeing account performance, commercial outcomes, & long-term client partnerships.

Develop & execute strategic account plans aligned with client objectives & business growth targets
Build executive-level relationships with key client stakeholders & decision-makers
Lead commercial negotiations, contract renewals, & major account opportunities
Oversee the performance of account teams, ensuring exceptional client service & delivery standards
Identify new business opportunities within existing client portfolios while supporting broader business development initiatives

**All salaries listed are base annual salary (excl. Super) \$'000

SALES & ACCOUNT MANAGEMENT TASK BREAKDOWN

Sales Manager	110 – 160 (excl. Super)
Leads the sales team to achieve revenue targets by developing sales strategies, coaching team members, & driving business growth.	
Develop & implement sales strategies to achieve revenue, growth, & profitability objectives	
Lead, coach, & mentor the sales team to improve performance & capability	
Monitor sales performance, forecast revenue, & analyse pipeline activity to inform business decisions	
Establish sales targets, track KPIs, & implement performance improvement initiatives where required	
Collaborate with marketing, customer success, & leadership teams to maximise new business opportunities & customer retention	

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COMMUNICATIONS TASK BREAKDOWN

Communications Coordinator65 – 85 (excl. Super)

Support the communications team in delivering consistent, on-brand messaging across internal and external channels.

Draft, proofread and format communications content including media releases, newsletters, intranet updates and social media posts

Assist in the coordination and scheduling of communications campaigns and editorial calendars

Monitor media coverage and social media channels, compiling daily or weekly reports for the team

Liaise with internal stakeholders to gather information and assist in the development of communications materials

Provide administrative support to the communications team including managing distribution lists, filing assets and coordinating meetings

Communications Advisor80 – 105 (excl. Super)

Develops and implements communication strategies to manage public relations and internal messaging

Develop and implement internal and external communication plans to support company objectives

Write and edit content for press releases, corporate statements, speeches, and newsletters

Build relationships with media outlets and act as a spokesperson when necessary.

Handle media inquiries and public relations crises, providing timely and accurate information

Collaborate with internal teams to ensure consistent messaging across all communications

Conduct communication audits and research to improve the effectiveness of corporate messaging

Track communication metrics, such as media coverage, public sentiment, and engagement levels

Communications Manager110 – 150 (excl. Super)

Leads corporate communication efforts, managing media relations and public statements to align with business objectives.

Lead the company’s communication efforts, managing both internal and external communications strategies

Develop crisis communication plans and serve as the point of contact for media and public relations issues

Create communication campaigns that align with the company’s goals, enhancing public perception

Oversee content creation for press releases, reports, newsletters, and social media

Manage media relationships, organising press conferences, interviews, and public appearances

Collaborate with senior leadership to ensure communication strategies are aligned with business objectives

Measure the effectiveness of communication efforts through data analysis and key metrics

Communications Director150 – 230 (excl. Super)

Directs all corporate communications, including public relations, media engagement, and crisis management.

Oversee all corporate communications, including public relations, media relations, internal communications, and investor relations

Set the overall communications strategy, aligning messaging with the company’s goals and brand positioning

Serve as the company’s chief spokesperson, handling high-level media relations and public statements

Lead a communications team, providing mentorship and oversight to ensure strategic objectives are met

Manage high-level communications during crises or significant events, ensuring the company's reputation is maintained

Collaborate with senior executives to ensure consistency in messaging across all business functions

Monitor industry trends and adjust the communication strategy to stay competitive and relevant

**All salaries listed are base annual salary (excl. Super) \$'000

CREATIVE & SOCIAL MEDIA TASK BREAKDOWN

Social Media Coordinator70 – 85 (excl. Super)

Assists in managing and executing social media strategies, creating content, & engaging with the online community.

Assist in developing engaging content for various social media platforms, including posts, stories, & graphics
Manage the social media content calendar, scheduling posts to ensure timely & relevant engagement with the audience
Monitor & respond to audience interactions, fostering community engagement & brand loyalty
Analyse social media metrics to track engagement & growth, reporting findings to the social media manager
Stay updated on social media trends, platform updates, & audience preferences to inform content strategies

Graphic Designer72 – 90 (excl. Super)

Creates visual content for marketing campaigns, ensuring brand consistency across digital and print materials.

Create visual assets for marketing campaigns, websites, social media, and print materials
Collaborate with the marketing team to ensure visuals align with overall branding and messaging
Design layouts, infographics, and illustrations that effectively communicate the company's message
Ensure brand consistency across all visual content, from digital platforms to printed materials
Stay updated with design trends and tools to produce cutting-edge and engaging content
Manage revisions based on stakeholder feedback, ensuring timely delivery of design projects
Prepare designs for printing, including creating mockups and overseeing production

Event Manager87 – 112 (excl. Super)

Plans and executes company events, managing logistics, budgets, and event strategies to meet business objectives.

Plan, coordinate, and execute company events, including corporate functions, trade shows, and product launches
Manage event logistics, including venue selection, vendor relationships, and event scheduling
Oversee budgets for events and ensure cost-effective solutions
Work with marketing and sales teams to align event goals with broader company objectives
Ensure brand consistency and messaging during all events, both on-site and digitally
Handle post-event follow-ups, evaluations, and reporting to assess event success

Social Media Manager90 –115 (excl. Super)

Leads social media strategy & execution, managing content creation & community engagement to enhance brand presence online.

Develop & implement social media strategies to boost brand awareness & engagement
Manage content creation & publication, ensuring alignment with brand guidelines & audience preferences
Monitor audience insights & trends to optimise content strategy & engagement
Analyse metrics to evaluate campaign success, providing reports & recommendations to stakeholders
Collaborate with marketing, PR, & creative teams to align social media efforts with overall strategies

**All salaries listed are base annual salary (excl. Super) \$'000

WHAT'S NEXT

For almost 20 years, BROOK has built trusted relationships with Australia's leading organisations and exceptional professionals. Those relationships continue to shape the insights, opportunities and connections that define our business today.

Whether you're looking to hire exceptional talent, benchmark salaries, explore your next career opportunity or gain market insight, our experienced team is here to help.

At BROOK, we believe the best outcomes begin with a conversation. Whether you're building a high-performing team, advancing your career, or looking for strategic recruitment advice, we'd love the opportunity to support your journey.

Let's start the conversation.

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