

Stopgap client-side salary guide 2020

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 accordingly to the size and type of Agency as well as the breadth and depth of a person's experience. These rates are inclusive of superannuation at 9.5%.

Position	Salary Band	Average Salary
Marketing Coordinator	\$60k - \$70k	\$65k
Marketing Executive	\$70k - \$90k	\$80k
Marketing Manager	\$100k - \$145k	\$120k
Senior Marketing Manager	\$130k - \$170k	\$145k
Director of Marketing	\$180k - \$260k	\$210k
Event Coordinator	\$55k - \$75k	\$65k
Event Manager	\$80k - \$120k	\$100k
Graphic Designer	\$70k - \$120k	\$100k
Brand/Product Manager	\$100k - \$140k	\$120k
Campaign Manager	\$100k - \$140k	\$120k
Research Executive/Marketing Analyst	\$70k - \$140k	\$100k
Direct Marketing Manager	\$90k - \$130k	\$120k
Communications Advisor	\$80k - \$120k	\$100k
Communications Manager	\$100k - \$140k	\$120k
Sponsorships/Fundraising Coordinator	\$90k - \$150k	\$125k
E-Commerce Specialist	\$80k - \$100k	\$90k
Online Manager	\$90k - \$130k	\$110k
Online Marketing Manager	\$100k - \$140k	\$120k
Digital Marketing Coordinator	\$50k - \$75k	\$70k
Digital Marketing Executive	\$80k - \$100k	\$90k
Digital Marketing Manager	\$100k - \$150k	\$140k
Content Manager	\$70k - \$100k	\$95k
Web Content Editor	\$70k - \$100k	\$85k
Website Manager	\$100k - \$130k	\$120k
SEO Specialist	\$70k - \$100k	\$85k
SEM Specialist	\$70k - \$90k	\$80k
Content Writer	\$75k - \$100k	\$85k
Digital Analyst	\$70k - \$140k	\$110k
Digital Strategy Manager	\$120k - \$180k	\$150k
Social Media Coordinator	\$50k - \$70k	\$60k
Social Media Executive	\$70k - \$90k	\$80k
Social Media Manager	\$100k - \$150k	\$120k
CRM Manager	\$90k - \$140k	\$120k
PR Coordinator	\$60k - \$75k	\$65k
PR Executive	\$75k - \$90k	\$80k
PR Manager	\$125k - \$140k	\$125k
PR Director	\$130k - \$180k	\$150k
Media Relations Manager	\$100k - \$140k	\$120k
Corporate Relations Advisor	\$70k - \$120k	\$100k
Corporate Relations Manager	\$70k - \$100k	\$85k