



Salary Guide 2025

MARKETING, DIGITAL AND COMMUNICATIONS

AMPERSAND.COM.AU



SYDNEY HEAD OFFICE
LEVEL 4, 10 BOND STREET
SYDNEY NSW 2000
PHONE: +61457 885 505

Salary Guide 2025: Marketing, Digital and Communications

Whether you're looking to pursue a career in marketing, you're seeking a promotion or you're responsible for leading a team of professionals, it's essential to be across the latest industry salaries.

This guide provides an overview of the latest industry salary benchmarks across marketing, digital and communications. Armed with this information, you'll be better positioned to prepare for performance reviews, navigate the recruitment process and secure top talent.

The guide incorporates AmperSand's very own data with some of the industry's leading recruitment specialists to provide a detailed overview of current industry salary trends. With individual breakouts for the Sydney, Melbourne and Brisbane markets, you'll also be able to see how some of the capitals are performing within the marketing, digital and communications landscapes.

Whether you're aiming to attract and retain top marketing talent, land your next role or secure a promotion, this guide provides an overview of salaries for hiring managers and job seekers across marketing, digital and communications.

Marketing

The marketing sector is diverse, covering a wide range of roles from entry-level positions to senior management. Salaries can vary depending on the role, experience, and location, but this section provides a solid overview of current industry benchmarks, helping both job seekers and hiring managers understand the salary landscape.

Role	Lower End Salary	Higher End Salary
Marketing Coordinator^	\$65,000	\$75,000
Marketing Executive / Officer / Snr Coordinator^	\$75,000	\$95,000
BD, Marketing or Bid Assistant or Coordinator*	\$80,000	\$105,000
Brand / Product Manager^	\$90,000	\$130,000
Snr Marketing Executive / Advisor^	\$95,000	\$110,000



SYDNEY HEAD OFFICE
LEVEL 4, 10 BOND STREET
SYDNEY NSW 2000
PHONE: +61457 885 505

Role	Lower End Salary	Higher End Salary
BD, Marketing or Bid, Senior Advisor, Executive or Junior Manager*	\$105,000	\$145,000
Marketing Manager^	\$110,000	\$150,000
Manager-Marketing or Brand*	\$130,000	\$185,000
BD or Bid Manager (no team management)*	\$140,000	\$190,000
Marketing Manager (team management responsibilities)*	\$150,000	\$200,000
Senior Marketing Manager*	\$180,000	\$250,000
Head of Marketing^	\$150,000	\$200,000
Senior BD Manager or Head-Of (team management responsibilities)*	\$190,000	\$315,000
Marketing Director / GM / CMO^	\$200,000	\$350,000
Director or CMO*	\$250,000	\$550,000
Snr Marketing Executive / Advisor^	\$95,000	\$110,000

^ All salaries are w/o super and perm.

* Sourced from Ampersand Professional Services Marketing & Business Development Salary Survey 2023 Australia. All salaries include superannuation but exclude any bonus entitlement.



SYDNEY HEAD OFFICE
LEVEL 4, 10 BOND STREET
SYDNEY NSW 2000
PHONE: +61457 885 505

Marketing roles in Sydney, Melbourne and Brisbane

Salary expectations for marketing roles differ across Australia's major cities, with Sydney generally offering the highest salaries, followed by Melbourne and Brisbane. These figures provide a snapshot of the regional variations in marketing salary ranges across the country.

Role	Sydney	Melbourne	Brisbane
Marketing Coordinator	\$70,000-\$80,000	\$65,000-\$75,000	\$65,000-\$75,000
Marketing Executive	\$80,000-\$100,000	\$80,000-\$95,000	\$75,000-\$90,000
Marketing Manager	\$110,000-\$150,000	\$100,000-\$140,000	\$95,000-\$130,000
Senior Marketing Manager	\$125,000-\$175,000	\$125,000-\$170,000	\$120,000-\$160,000
Marketing Director	\$180,000-\$250,000	\$160,000-\$255,000	\$160,000-\$220,000
Brand Manager	\$95,000-\$150,000	\$90,000-\$135,000	\$90,000-\$135,000
Campaign Manager	\$95,000-\$145,000	\$95,000-\$140,000	\$90,000-\$135,000
Product Manager	\$95,000-\$150,000	\$90,000-\$135,000	\$90,000-\$135,000



SYDNEY HEAD OFFICE
LEVEL 4, 10 BOND STREET
SYDNEY NSW 2000
PHONE: +61457 885 505

Digital Marketing

Digital marketing continues to grow as businesses increasingly invest in online and digital channels to reach their audiences. This section highlights key roles in digital marketing, from coordinators to senior leaders, and the salary ranges for these positions.

Role	Lower End Salary	Higher End Salary
SEO/SEM / Social Media / Digital Marketing Coordinator^	\$65,000	\$75,000
Paid / Search Specialist^	\$95,000	\$110,000
Manager-Marketing, Brand, Communications or Digital*	\$130,000	\$185,000
Digital Marketing Manager^	\$110,000	\$150,000
Head of Digital / CDO^	\$200,000	\$300,000

^ All salaries are w/o super and perm.

* Sourced from Ampersand Professional Services Marketing & Business Development Salary Survey 2023 Australia. All salaries include superannuation but exclude any bonus entitlement.



SYDNEY HEAD OFFICE
LEVEL 4, 10 BOND STREET
SYDNEY NSW 2000
PHONE: +61457 885 505

Digital marketing roles in Sydney, Melbourne and Brisbane

Digital marketing salaries are similarly impacted by location, with Sydney offering the highest salary ranges, followed by Melbourne and Brisbane. This data provides an essential tool for both employers and professionals in digital marketing to understand how geographic location can influence earning potential.

Role	Sydney	Melbourne	Brisbane
Digital Project Manager	\$115,000-\$150,000	\$105,000-\$145,000	\$100,000-\$135,000
Digital Marketing Coordinator	\$80,000-\$90,000	\$75,000-\$90,000	\$75,000-\$90,000
Digital Marketing Executive	\$100,000-\$120,000	\$95,000-\$110,000	\$90,000-\$100,000
Digital Designer	\$100,000-\$130,000	\$95,000-\$120,000	\$90,000-\$120,000
Digital Marketing Manager	\$115,000-\$180,000	\$110,000-\$180,000	\$110,000-\$165,000
Content Manager	\$100,000-\$130,000	\$90,000-\$120,000	\$85,000-\$100,000
Campaign Manager	\$95,000-\$145,000	\$95,000-\$140,000	\$90,000-\$135,000
Web Content Editor	\$90,000-\$110,000	\$90,000-\$120,000	\$85,000-\$100,000



SYDNEY HEAD OFFICE
LEVEL 4, 10 BOND STREET
SYDNEY NSW 2000
PHONE: +61457 885 505

Communications and public relations

Communications and public relations (PR) roles play a crucial part in managing a company's reputation and messaging. This section outlines salary ranges for a variety of communications roles, from entry-level coordinators to senior communications directors.

Role	Lower End Salary	Higher End Salary
Communications Officer / Coordinator^	\$75,000	\$85,000
Snr Comms Officer / Executive / Advisor^	\$95,000	\$110,000
Communications Manager^	\$120,000	\$150,000
Communications Manager*	\$130,000	\$185,000
Head of Comms / Comms Director / Head of Corporate Affairs^	\$150,000	\$220,000
Communications Manager (team management responsibilities)*	\$150,000	\$200,000
Senior Communications Manager*	\$180,000	\$250,000

^ All salaries are w/o super and perm.

* Sourced from AmperSand Professional Services Marketing & Business Development Salary Survey 2023 Australia. All salaries include superannuation but exclude any bonus entitlement.



SYDNEY HEAD OFFICE
LEVEL 4, 10 BOND STREET
SYDNEY NSW 2000
PHONE: +61457 885 505

Communications and public relations in Sydney, Melbourne and Brisbane

Salaries in communications and PR also vary by location, with Sydney leading in compensation levels, followed by Melbourne and Brisbane. These regional differences highlight the impact that geography can have on career growth and salary expectations within the communications and PR industries.

Role	Sydney	Melbourne	Brisbane
PR Coordinator	\$70,000-\$90,000	\$70,000-\$85,000	\$70,000-\$75,000
PR Executive	\$85,000-\$100,000	\$75,000-\$90,000	\$70,000-\$90,000
PR Manager	\$100,000-\$145,000	\$95,000-\$135,000	\$90,000-\$120,000
PR Director	\$160,000-\$200,000	\$150,000-\$185,000	\$145,000-\$180,000
Media Relations Manager	\$115,000-\$150,000	\$100,000-\$150,000	\$100,000-\$140,000
Corporate Relations Advisor	\$80,000-\$125,000	\$80,000-\$125,000	\$80,000-\$110,000
Corporate Relations Manager	\$105,000-\$140,000	\$100,000-\$140,000	\$100,000-\$135,000
Director Of Communications	\$160,000-\$275,000	\$150,000-\$250,000	\$150,000-\$225,000
Executive Director Of Communications	\$250,000-\$350,000	\$225,000-\$275,000	\$200,000-\$250,000

Trust Ampersand for your recruitment needs

As a premium boutique recruitment agency, Ampersand is well-versed in placing the right person in the right role. With access to the best and brightest professionals across marketing, digital and communications, you can count on our recruitment specialists to match the right talent to your role.

Whether you're on the hunt for fresh talent or you're looking for a new position, Ampersand specialises in seamlessly placing individuals across both permanent and contract roles. [Get in touch](#) with our recruitment experts to see how we can help you with your journey.