

MARKET TRENDS & SALARY REVIEW

DIGITAL, SALES
& MARKETING 2016 / 2017

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Welcome to the Perceptor Market Trends & Salary Review 2016 / 2017. Established in 1999, Perceptor has the benefit of long experience and deep expertise in the recruitment of professionals across Digital, Sales and Marketing appointments.

Overall, the last 12 months has progressed as expected with steadily improving market conditions in terms of recruitment activity levels. This is driven primarily at the junior to mid market levels, but we are definitely seeing the early signs of a recovering senior / executive market.

The factors that have driven this market improvement will continue to provide support to the market over the next 12 months. These are an improving non-mining economy, a lower exchange rate, increased NSW government spending and improved confidence levels driving corporate investment and candidate willingness to move.

Of course, layered over the top of this is the on-going transformation in jobs as a result of digital and technology. The content of a marketing job now is very different from 10 years ago and this change will continue. The range of jobs in a marketing and digital team are now broad and varied although, of course, the end objective is still the same.

The Pendulum is Swinging

Our outlook for the next 12 months is one of improving confidence and activity in the recruitment market. Indeed, for the first time since the GFC (8 years ago!) we are seeing the pendulum swing back to a candidate market in certain skill sets and certainly in the junior to mid market. We are confident that barring some major global economic shock this trend will continue with growth in levels of hiring and movement of candidates. For this reason, we recommend those organisations who want to up-skill or expand their team to start the process early in the new financial year. For those in "candidate mode" the market will be offering more and more interesting opportunities so this year will be a good year to make a career move.

Everyone is Talking Digital

Digital as a channel is absolutely mainstream now and the debate seems to be shifting to where a digital function sits within a structure (stand alone, report to CMO, report to CIO). Our observation is that this issue tends to be subjective and is really a reflection of the internal politics and digital maturity of the organisation. Regardless, different levels of digital transformation are happening across most organisations. We are seeing strong demand for Digital Product Developers, Project Managers, UX, Business Analysts and Program Managers.

Salaries Flat

Overall, salary levels are not moving by more than 2-3%, except in specialist or niche areas of performance marketing/SEM/SEO, data analytics or customer experience. These in-demand skills are able to gain increases of 5-10% per annum especially if someone is moving into a new role.

AT THE TOP END

Chief Digital Officer

This market has been active over the last 12 months and we are expecting another strong market in 2016/17. These roles typically exist in large service organisations such as retail or financial services where digital is both a strategic communication channel and major customer acquisition/transaction channel. Salary ranges for these roles vary depending on organisation size but typically are in the \$250,000 to \$300,000 plus STI plus LTI range. Increasingly, companies are wanting to see strong evidence of a track record of achievement in this space when making a hire.

Chief Marketing Officer

After many years of low levels of hiring we have started to see the market beginning to improve at this level. Across all sectors it seems companies are wanting to start investing again in marketing and the customer, and want the best person possible to lead their team. Whilst there are still more candidates than opportunities we expect the market to improve over the next 12-18 months.

Sales Director

We believe this market is the weakest of all the 'Chief of' levels. This is because most companies promote from within if at all possible and quality candidates tend not to move too often. Across all sectors, we are expecting this market to start picking up in 2016/17 as companies focus more on growing the top line again. There are many high calibre candidates currently in the market seeking their next opportunity.

General Management / Managing Director

The GM/MD market is starting to improve in terms of demand levels. This is driven by medium sized and private equity backed businesses positioning themselves for growth and international businesses deciding to set up their own entity on the ground rather than go through the distribution market. We expect this market to continue to gather strength over the next 18 months as more and more businesses seek to expand and position themselves for sale or growth via acquisition. Typically, the profile of skills in demand include sales leadership and revenue or P+L exposure in the previous 3 years.

GENERAL MANAGEMENT AND "CHIEF SALES / MARKETING / DIGITAL"

Large Corporate

(ASX 100 (excluding Top 20) or major multinational)

General Manager	\$375 – \$500K package + 40 – 50% STI + LTI
Chief Marketing Officer	\$385 – \$475K package + 40 – 50% STI + LTI
Chief Sales	\$325 – \$470K package + 50 – 70% STI + LTI
Chief Digital Officer	\$250 – \$350K package + 30 – 50% STI + LTI

Medium Size Corporate

(ASX 300 or multinational)

General Manager	\$325 – \$400 package + 40 – 50% STI + LTI
Chief Marketing Officer	\$270 – \$370K package + 30 – 40% STI + LTI
Chief Sales	\$270 – \$370K package + 50 – 60% STI + LTI
Chief Digital Officer	\$220 – \$300K package + 20 – 30% STI + LTI

RECENT ASSIGNMENTS

Global Brand Director, Australian Beauty Brand

Chief Digital Officer, ASX Listed Telco

Marketing & Sales Director, ASX Listed Telco

Head of Product Development, SVOD Platform

General Manager, Travel Services



MARK O'CONNOR, MANAGING DIRECTOR – DIGITAL, SALES & MARKETING

Mark specialises in senior level appointments across Sales, Marketing, Digital, Analytics and GM positions. Commencing his recruitment career in 1993 he works across all major industry sectors.

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ENTERTAINMENT / MEDIA

Hiring activity in the Entertainment and Media sector has been strong over the past year proving the sector continues to be resilient in the face of digital disruption.

We have seen an increase in hiring activity at mid-senior levels across Marketing, Product and Digital roles in Theatrical Film, TV, VOD (VideoOnDemand) and Digital Media. Despite consolidation of some of the key players in the sector reducing the volume of roles, there is continuing demand for strong commercial sales and marketing candidates in the Home Entertainment and Licensed Consumer Products recruitment market. We have seen a number of key clients continue to integrate their retail and digital teams so candidates with experience in both retail and digital channels are in high demand.

With impending regulatory changes to the media sector on the horizon, there is likely to be continued M&A discussions between key players across the various platforms. In the event of such mergers taking place, we expect there to be opportunities for high calibre mid-senior executives with multi-platform experience.

Other skill sets in demand are Digital Product Managers and Content Managers. We expect to see clients in the Entertainment and Media sectors continue to invest in Digital Strategy, Performance Marketing and Social Media Managers. Candidates with specific experience across SEM, SEO and Google Analytics will continue to be awarded above average salary increases due to skills shortages in these areas and competition for high calibre candidates from the Financial Services and Telecommunication sectors.

As companies in these sectors continue to invest in digital marketing and digital distribution, highly commercial candidates who can demonstrate success in developing sales and marketing strategies that drive significant conversions for a business will continue to be in demand.

The figures stated show Total Package including cash, superannuation and benefits. Discretionary components such as bonus and options are excluded. Bonus components tend to range from 10 – 40% of Total Package, with senior executives on the higher end.

MARKETING & COMMUNICATIONS ENTERTAINMENT / MEDIA

Sydney & Melbourne	\$.000
Marketing Director	\$250+
Marketing Manager	\$130 - \$150
Senior Product/Senior Brand Manager	\$110 - \$140
Product/Brand Manager	\$100 - \$120
Segmentation/Acquisition/ Retention Manager	\$120 - \$150
Digital Marketing Manager	\$130 - \$170
Public Relations Manager	\$100 - \$130
Internal/External Comms Manager	\$100 - \$120
Internal/External Comms Advisor	\$110 - \$130
Head of Communications	\$200+

SALES & CATEGORY ENTERTAINMENT / MEDIA

Sydney & Melbourne	\$.000
Sales Director	OTE \$300
Sales Manager	OTE \$150 - \$170
Business Manager	\$130 - \$160
Strategic or National Account Manager	\$100 - \$130
Channel Sales Manager	\$130 - \$150
Business Development Manager	\$150 - \$170
Category Analyst	\$90 - \$110

DIGITAL ENTERTAINMENT / MEDIA

Sydney & Melbourne	\$.000
Chief Digital Officer	\$250+
Head of Digital	\$220+
Head of Online/Ecommerce	\$160+
Head of SEO/SEM	\$100 - \$150
Head of Content/Blog	\$120 - \$150
Social Media Manager	\$100 - \$140
Head of UX	\$160 - \$190
Head of Digital Product/Platform	\$140 - \$190

The figures stated show Total Package including cash, superannuation and benefits. Discretionary components such as bonus and options are excluded. Bonus components tend to range from 10 - 40% of Total Package, with senior executives on the higher end.

DIGITAL TECH ENTERTAINMENT / MEDIA

Sydney & Melbourne	\$.000
Program Manager	\$170+
Project Manager	\$140 - \$180
Business Analyst	\$100 - \$140
Mobile App Specialist	\$120 - \$140
Portal/Online Specialist	\$110 - \$150
Digital Strategy/Product Owner	\$100 - \$135
UX Developer	\$100 - \$135

DATA ANALYTICS ENTERTAINMENT / MEDIA

Sydney & Melbourne	\$.000
Head of Data Analytics	\$200+
Insights/Analytics Manager	\$100 - \$150
Data Scientist	\$90 - \$150
Senior Analyst	\$90 - \$130
Analyst	\$90 - \$110
Senior Modeller - Analytics	\$100 - \$130
Modeller - Analytics	\$80 - \$110
Web Analyst	\$90 - \$120

RECENT ASSIGNMENTS

Head of SMB Portfolio, Global Digital Payments Company

Head of Product Marketing, Leading Entertainment/
Media Company

Head of Digital, Online Publisher

Senior Product Manager, Mobile, Web and Video
TV Network



FRANCO COSTA,
PRINCIPAL CONSULTANT -
DIGITAL, SALES & MARKETING

Franco focuses on opportunities across Digital/eCommerce, Analytics & Insights, Marketing and Product across the entertainment, media and pure online sectors.

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FINANCIAL SERVICES

Despite a challenging global and domestic macro-economic environment recruitment levels across the Australian financial services industry remain relatively strong. FY2015-2016 saw the Big-4 local banks continue to report strong profits.

The challenge for the next fiscal year will be increasing market share and book growth without ballooning costs or compromising risk measures. Banks have reduced their overseas footprints and have been adding to resources across wealth management focussing on superannuation and direct life insurance portfolios direct to retail bank customers.

The Industry Super Funds are rapidly improving the way they interact with their members and this is evidenced by major digital transformation programs and customer engagement initiatives. International investment houses in Australia have struggled as their overseas' HQs have cut back on global headcount. Locally, the story has been of caution as the equities and currency markets have been thinly traded and volatile.

The year that was

The more senior market, \$250k and above, was relatively quiet as the focus was on hiring for tactical execution. The senior activity was limited to a few key personnel movements and some inevitable restructuring and re-pointing of teams between functions and when reporting lines changed or divisions spun out. This was most evident where a Digital Office was newly created in parallel to a Marketing Office. The trend was for organisations to strive for better customer engagement, by utilising data, CRM and alluring content to drive better 1:1 interaction and maximise retention and acquisition targets.

This served as a catalyst for increased hiring at the next level down and further. The sub-\$200k level was very buoyant with a balance between good calibre candidates and quality roles. Internal movements but not necessarily promotions were common. As salaries stagnated and bonuses were good, but not great, candidates at this level were open to hearing about external opportunities. Highest activity was again in the \$100k-\$150k range and the roles were more tactical in nature. Skills that were in demand were mostly in digital namely product delivery, CRM and campaign, and media planning and strategy. Although not of boom time proportions, it would be true to say that good candidates at this level are very hard to find. An interesting observation is that at this level, candidates seem to move every 12-18 months.

What to expect this year

Salaries have stagnated once again, so a 2%-3% increase at best is expected. There are no reasons to expect much to change over the next twelve months.

We expect more of the same in terms of activity across the salary range that Perceptor operates in and a similar demand as last year for specific job skills with a continued focus on targeted digital customer interaction.

MARKETING & COMMUNICATIONS FINANCIAL SERVICES

Sydney & Melbourne	\$,000
Marketing Director / CMO	\$350+
Senior Marketing Manager	\$170 - \$220
Marketing Manager	\$130 - \$160
Head of Product	\$200 - \$250
Senior Product Manager	\$160 - \$200
Product Manager	\$130 - \$160
Head of Brand	\$180 - \$230
Senior Brand Manager	\$150 - \$180
Brand Manager	\$130 - \$160
Head of Communications / Corporate Affairs	\$220 - \$250
Public Relations / Media Manager	\$130 - \$160
Internal Communications Manager	\$130 - \$160

DIGITAL FINANCIAL SERVICES

Sydney & Melbourne	\$,000
Chief Digital Officer	\$270+
Head of Digital	\$260+
Head of Online / Ecommerce	\$220+
Head of SEO / SEM	\$170 - \$190
Head of Content / Blog	\$130 - \$160
Social Media Manager	\$130 - \$170
Head of UX	\$160 - \$190
Head of Digital Product / Platform	\$140 - \$180

The figures stated show Total Package including cash, superannuation and benefits. Discretionary components such as bonus and options are excluded. Bonus components tend to range from 10 - 40% of Total Package, with senior executives on the higher end.

DIGITAL TECH FINANCIAL SERVICES

Sydney & Melbourne	\$.000
Program Manager	\$180+
Project Manager	\$140 - \$185
Business Analyst	\$100 - \$150
Mobile App Specialist	\$120 - \$150
Portal/Online Specialist	\$120 - \$160
Digital Strategy/Product Owner	\$100 - \$140
UX Developer	\$100 - \$135

DATA ANALYTICS FINANCIAL SERVICES

Sydney & Melbourne	\$.000
Head of Data Analytics	\$220+
Insights/Analytics Manager	\$150 - \$180

RECENT ASSIGNMENTS

- Chief Marketing Officer**, Life Insurer
- Head of Customer Engagement**, Retail Banking
- Head of eCommerce**, Insurance
- Head of Product**, Wealth Management
- National Marketing Manager**, Mortgage Broker



RICHARD BAKER, DIRECTOR

Richard Baker is the Director of Perceptor's Financial Services practice and has over twenty-five years of sales and marketing management experience mostly derived from the financial services industry in the UK.

Prior to joining Perceptor in 2008, Richard was the Sales & Marketing Director of a software company specialising in providing business information and IT solutions to financial and professional services organisations.

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FMCG / CONSUMER / RETAIL

Subsequent to a relatively slow couple of years in FMCG recruitment, the past 12 months have seen a significant improvement in the sector. There appears to be a more positive sentiment from prospective employers, particularly at lower to middle management level roles in the \$120k to \$150k salary bracket.

Brand Marketing

While opportunities at Marketing Manager level and above remain relatively infrequent, the Brand Manager space has become more buoyant as candidate confidence improves and people at this level begin to move roles and companies to a greater degree. Consumer Goods companies appear to be putting more emphasis on growing the business through brand building, now that most have completed significant cost cutting re-structures. The upper middle to senior level of the market with salary range at the \$180k+ level is still slow moving. The market needs to see more candidate movement for internal promotions or external opportunities arising in other companies and sectors.

Digital / eCommerce

Unsurprisingly, the Digital and eCommerce space is one of the fastest growing recruitment sectors in Australia at present. Demand is highest for performance orientated eCommerce managers skilled in monetising and developing the trading function of brand websites. Highly competitive salaries are on offer for candidates who have a track record of driving traffic and revenue through digital retail platforms. Candidates with demonstrable experience of managing SEO/SEM and Digital performance are also in extremely high demand.

Sales

The Sales market has also improved over the past 12 months in particular. There are multiple opportunities at the National Account and Key Account level in both FMCG and Consumer Durables and the Channel Re-seller/Distributor space is busy. The highest calibre NAM candidates are interviewing for numerous roles at once and the trend is towards these candidates often having 2 to 3 offers to consider at one time, improving their bargaining power around salary.

The NAM sector is one of the more challenged in terms of candidate availability at present. Again, there is significantly less opportunity at National Business Manager level, and conversely stronger candidate availability.

Product

The pure product management sector in Consumer Electronics/IT&T is relatively buoyant. Strong Product Managers with Vendor experience around Product Roadmap and Forecasting are in high demand. Because of a shortage of high calibre candidates, bigger multinationals in particular are promoting from within to a large extent.

MARKETING & COMMUNICATIONS FMCG / CONSUMER / RETAIL

Sydney & Melbourne	\$.000
Marketing Director	\$300+
Marketing Manager	\$160 - \$180
Senior Product/Senior Brand Manager	\$120 - \$150
Product/Brand Manager	\$100 - \$120
Digital Marketing Manager	\$130 - \$150
Public Relations Manager	\$110 - \$130
Internal/External Comms Manager	\$120 - \$160
Internal/External Comms Advisor	\$100 - \$125
Head of Communications	\$220+

SALES & CATEGORY FMCG / CONSUMER / RETAIL

Sydney & Melbourne	\$.000
Sales Director	OTE \$300+
Sales Manager	\$200+
Business Manager	\$200+
Strategic or National Account Manager	\$150 - \$175
Field Sales Manager	\$160 - \$180
Channel Sales Manager	\$145 - \$165
Category Director	\$180 - \$220
Category Manager	\$140 - \$160
Category Analyst	\$100 - \$120

DIGITAL FMCG / CONSUMER / RETAIL

Sydney & Melbourne	\$.000
Chief Digital Officer	\$250+
Head of Digital	\$220+
Head of Online/Ecommerce	\$160+
Head of SEO/SEM	\$140 - \$160
Head of Content/Blog	\$130 - \$160
Social Media Manager	\$110 - \$130
Head of UX	\$130 - \$170
Head of Digital Product/Platform	\$175 - \$220

DIGITAL TECH FMCG / CONSUMER / RETAIL

Sydney & Melbourne	\$.000
Program Manager	\$170+
Project Manager	\$140 - \$180
Business Analyst	\$100 - \$140
Mobile App Specialist	\$120 - \$140
Portal/Online Specialist	\$110 - \$150
Digital Strategy/Product Owner	\$100 - \$135
UX Developer	\$100 - \$135

DATA ANALYTICS FMCG / CONSUMER / RETAIL

Sydney & Melbourne	\$.000
Head of Data Analytics	\$200+
Insights/Analytics Manager	\$150 - \$175
Data Scientist	\$135 - \$150
Senior Analyst	\$110 - \$130
Analyst	\$90 - \$120
Senior Modeller - Analytics	\$120 - \$150
Modeller - Analytics	\$90 - \$120
Web Analyst	\$100 - \$140
Teradata Manager	\$110 - \$130

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SALES & CATEGORY FMCG / CONSUMER / RETAIL

Sydney & Melbourne	\$.000
Sales Director	OTE \$275+
Sales Manager	\$160 - \$180
Business Manager	\$140 - \$160
Strategic or National Account Manager	\$125 - \$145
Field Sales Manager	\$130 - \$160
Channel Sales Manager	\$120 - \$140
Category Director	\$130 - \$150
Category Manager	\$110 - \$130
Category Analyst	\$90 - \$100

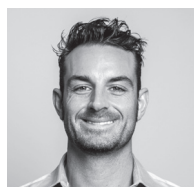
RECENT ASSIGNMENTS

Director Of Category, FMCG

Marketing Director, Private Equity owned Beauty group

Head of eCommerce, Online Retail Group

Sales Director, Consumer Electronics



PATRICK COSTELLO, PRINCIPAL CONSULTANT – FMCG DIGITAL, SALES & MARKETING

Patrick focuses on opportunities in Marketing, Digital and Category / Shopper across Consumer Goods, Consumer Technology, FMCG and Retail.

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IT&T VERTICAL

Marketing & Communications – IT&T

The 2015–2016 year can be best summed up as a year of repositioning with global vendors HP, Dell, EMC, SAP and Microsoft embracing this period to tweak internal structures. While locally the telecommunications sector continues to be a catalyst of change. With industry groups such as NBN stepping up a gear, Telstra securing a new CEO and TPG looming as a key future player.

For B2B, Marketers demand generation skills ranked highly in employers requested attributes. Campaign management, events and CRM activities were consistently on employer's lists. While in the B2C technology arena PR expertise and the ability to develop compelling consumer content was a key area.

Estimates for 2017, indicate salary increases will be moderate in nature. Base salary increases trending between 3–5% and overall hiring volumes in marketing & communications to be flat.

The recent new productivity policy "Fitter & Faster" launched by technology juggernaut Telstra is an accurate descriptor for the year ahead. With productivity-related skills such as metrics, analytics and data management to be in high demand.

Digital & Digital Tech

Most firms in 2015–2016 had digital transformation firmly on their agenda. Buyer behaviour and consumer adoption of the digital marketplace, meant firms embracing "omni-channel" strategies were reaping significant sales rewards.

All individuals associated with digital activities were in demand across all digital channels including eCommerce, social / community engagement and mobile / portal platforms.

Individuals with over 5 years digital experience are securing consistent salary offers in the \$125–\$180K marketplace depending on the role.

Digital delivery executives such as BAs, Project Managers and Mobile Specialists are positioned to secure salary increases of 10–15% in 2017. The B2C sectors of retail, financial services and pure-play digital businesses are leading the charge for this talent.

Sales & Consulting – Professional Services

A key trend in 2015–16 was the expanded interest into the SME / Commercial marketplace. Sales Executives in the \$100–150K market with SME exposure ranked highly as employers pursued these talented executives across NSW & VIC. Indicators for 2016–2017, point to this demand continuing with these Sales Executives being presented multiple offers of employment.

The Pre-Sales and Professional Services Consultants have also not been overlooked. With individuals who can multitask across sales, consulting and delivery achieving high utilisation rates and the strong attention of talent managers. Executives in this arena are consistently well remunerated with the \$180-\$280K salary market exhibiting no drop in demand for 2016-2017.

MARKETING & COMMUNICATIONS IT&T

Sydney & Melbourne	\$.000
Marketing Director	\$275+
Senior Marketing Manager	\$160 - \$220
Marketing Manager	\$100 - \$160
Product/Brand Manager	\$120 - \$180
Segmentation/Acquisition/Retention Manager	\$120 - \$150
Digital Marketing Manager	\$120 - \$180
Public Relations Manager	\$180 - \$220
Internal/External Manager	\$120 - \$160
Head of Communications	\$220+

DIGITAL IT&T

Sydney & Melbourne	\$.000
Chief Digital Officer	\$260+
Head of Digital	\$250 +
Head of Online / Ecommerce	\$200+
Head of SEO / SEM	\$140 - \$180
Head of Content / Blog	\$130 - \$160
Social Media Manager	\$130 - \$160
Head of UX	\$160 - \$190
Head of Digital Product / Platform	\$140- \$180

DIGITAL TECH IT&T

Sydney & Melbourne	\$.000
Program Manager	\$180+
Project Manager	\$140 - \$185
Business Analyst	\$100 - \$150
Mobile App Specialist	\$120 - \$150
Portal / Online Specialist	\$120 - \$160
Digital Strategy / Product Owner	\$100 - \$140
UX Developer	\$100 - \$135

SALES & CONSULTING IT&T

Sydney	\$.000
Country Manager	OTE \$400+
Sales Director ANZ	OTE \$280+
Sales Manager ANZ	OTE \$220+
Account Director ANZ	OTE \$250+
Senior Account Manager	OTE \$180+
Junior Account Manager	OTE \$150+
Channel Sales Manager	OTE \$120 - \$180+
Senior Consultant	OTE \$160 - \$280+
Junior Consultant	OTE \$110 - \$160+
BD Consultant	OTE \$200+
Pre-Sales	OTE \$100 - \$180

RECENT ASSIGNMENTS

Head of Mobile Payments, Global Payments Group
Head of eCommerce, International Insurance
Group Digital Strategy Lead, Financial Services Group
Product Manager, ASX Listed Software Vendor



DANIEL LADD-HUDSON,
 PRINCIPAL CONSULTANT – IT&T
 DIGITAL, SALES & MARKETING

Commencing his recruitment career in 1995, Daniel is an expert in roles across the technology, telecommunications and B2B services sectors. He works across the Asia Pacific region on senior level appointments.

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PROFESSIONAL SERVICES / B2B SERVICES

As expected, the last 12 months has continued the steady recovery in the Professional Services market across Business Development and Marketing Communications roles. Most sectors of the industry have experienced growth over the last 12 months and are investing further in business development functions including digital.

Whilst the larger firms across legal and accounting have not significantly grown we have seen further activity in mid-level professional services companies. Management Consultants, Engineering Consultants and IT Systems Integration companies have all started to expand from a low base as confidence improves.

We are not seeing salaries moving from a 2-3% increase as a general trend. Of course, companies wanting to invest in Digital or CRM skilled staff are having to compete with all other sectors for talent which is pushing pressure on salaries in these areas for a typical increase of 5-10%.

MARKETING & COMMUNICATIONS PROFESSIONAL SERVICES

Sydney & Melbourne	\$.000
Marketing Director / CMO	\$300+
Senior Marketing Manager	\$180 - \$220
Marketing Manager	\$130 - \$160
Head of Brand	\$200+
Brand Manager	\$120 - \$140
Head of Communications / Corporate Affairs	\$220+
Public Relations / Media Manager	\$140 - \$160
Internal Communications Manager	\$140 - \$160
Digital Marketing Manager	\$140 - \$160
Business Development Manager	\$150 - \$200
Bid Manager	\$110 - \$150

DIGITAL PROFESSIONAL SERVICES

Sydney & Melbourne	\$.000
Head of Digital	\$200+
Head of Content	\$140 - \$170

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THE NEXT 12 MONTHS

77%

of clients surveyed said they expect to increase headcount across marketing and digital functions in the next 12 months.

60%

of candidates surveyed said they hoped to make a career move in the next 12 months.

Candidates in the mid-level digital market are typically changing organisation every

12-18 MONTHS

Across Marketing and Sales functions the average salary increase is aligned with CPI. In Digital functions, average salary increases are

10% OR MORE

KEY SKILLS IN DEMAND FOR

2016/
2017

- DIGITAL TRANSFORMATION EXPERTS
- ECOMMERCE
- CUSTOMER EXPERIENCE
- CUSTOMER LOYALTY
- STRATEGIC SALES LEADERS

CONTRACTING EXECUTIVES

Perceptor has a substantial presence in the contracting market and offers a range of engagement models for corporates and candidates. These range from payroll services, fixed term contract and consulting solutions. For further information, please call us on 02 9227 7777.

CONTRACTING EXECUTIVES: MARKETING / PRODUCT / COMMUNICATIONS

There has been an increase in demand across the contracting market for both short term and strategic project oriented marketing contract executives. This is a reflection of very lean marketing departments having low capacity for new or extra work and thus needing external assistance.

We have seen demand for brand projects, digital strategy and a significant increase in product roles on a contract basis. It remains competitive for candidates in this market as there is a large pool of both professional contractors and those people in-between permanent roles.

CONTRACTING EXECUTIVES: DIGITAL TECH

As most sectors continue their investment in building digital infrastructure the demand for contracting candidates in Digital Tech remains strong. Digital Program Managers, Project Managers, BAs, UX and Product have all been in high demand for contracts varying in length from 3 months to 12 months. Candidates in this space are in short supply and often have a range of opportunities from which to source their next assignment.

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