

SALARY GUIDE 2025

CATEGORY





It's your **career**, not a job. It's your **team**, not a hire.

Our purpose is to enable great career decisions

All too often, people fail to reach their career potential because they focus too much on the next title or salary, resulting in moves that narrow their options and reduce their competitiveness to reach the next level.

We help you take control of your career journey

Our career podcasts, candidate guides and market updates give you everything you need to make great decisions and maximise your potential.

Our Salary Guides are a powerful tool

The [axr] Salary Guides are recognised as an industry benchmark, used in career conversations, salary reviews and organisational design conversations, by individuals and businesses alike.

ROLE TITLES	REMUNERATION**	ROLE SCOPE	WHAT ARE WE LOOKING FOR IN 2025?
Category Director Head of Category, Shopper and RGM	\$210-260K STI: 20-30% LTI: 15-20%	A functional and people leadership role, typically reporting to the Sales Director. This position requires providing strategic direction to the business while driving efficiencies in revenue management and commercial planning to enhance decision-making.	<ul style="list-style-type: none"> Strategic Influencing: Can you thrive in the spotlight of a CEO, effectively connecting each functional leader to the organisation's strategic pillars? Depth of Experience: Are you a well-rounded category professional with expertise spanning business strategy, revenue growth, commercial planning, shopper marketing, and insights?
Senior Category Manager Category Strategy Manager Category Strategy Lead	\$160-185K Bonus: 15-25%	A pivotal role responsible for shaping and aligning the category vision while driving execution of category drivers both internally and externally. Typically leads a team, including Category Managers or Category Executives, with accountability for medium-to-long-term planning across category, brand, and customer strategies, as well as fostering strategic engagement with retailers.	<ul style="list-style-type: none"> Stakeholder Alignment: Can you effectively influence and collaborate with diverse stakeholders to execute plans and unify different parts of the business? People Leadership: While technical expertise is essential, do you have the capability to inspire and guide others, both as direct reports and across the organisation?
Revenue Growth Manager Revenue Manager	\$160 - \$190K Bonus: 15-20%	Drives revenue and profitability through strategies in pricing, promotions, assortment, and customer segmentation. Aligns insights from sales, marketing, finance, and category management to optimise revenue while meeting shopper and retailer needs.	<ul style="list-style-type: none"> Commercial Influencing: Can you effectively shape customer plans and influence sales functions? Analytical Depth: Do you have a proven ability to analyse data insights to identify opportunities and drive meaningful change?
Category Manager Category Development Manager	\$135-160K Bonus: 15-20%	An entry-level Category Manager handles end-to-end category execution, including strategy, for a smaller portfolio in larger businesses or the entire portfolio in smaller businesses. The role focuses on delivering strong execution and successful category reviews.	<ul style="list-style-type: none"> Decision Making: Are you comfortable working with data but also know when to step back and make quick decisions? Work with Efficiency: Can you juggle priorities, stay humble, ask for help when needed, and keep the team's goals ahead of your own?
Category Executive Category Analyst RGM Analyst	\$110-130K Bonus: 10%	Although this is a junior analytical support role, it increasingly involves stakeholder management, especially with sales teams.	<ul style="list-style-type: none"> Analytical Ability: can you manipulate, analyse and visualise data effectively? Interpersonal Skills: can you build relationships and use compelling storytelling to influence?

** Includes car allowance, excludes Superannuation **

Our career podcasts prepare you for your own journey

Our careers podcasts, [Your Future in Sales & Marketing](#) and [From Go to CFO](#), explore the career journeys of senior and emerging leaders, offering valuable insights to guide your own career planning and decision-making.

Join a growing community of **2,800 active listeners** and unlock access to over 100 in-depth interviews, providing unparalleled access to our extensive network.



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Reach out for a career conversation today