

# SALARY GUIDE 2025

## MARKETING







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

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## 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 TITLE	REMUNERATION	ROLE SCOPE	WHAT ARE WE LOOKING FOR IN 2025?
Marketing Director / CMO	<b>\$250 - \$325K</b>  STI: 25-40% LTIP: 22-35%	The most senior role in the marketing function, reporting to the CEO and with Heads of Marketing and/or Marketing Managers as direct reports. Sitting on the Executive Leadership Team, responsibilities include: P&L, consumer insights, setting marketing strategy and guiding business strategy.	<ul style="list-style-type: none"> <li>Enterprise leadership: do you think like an enterprise leader, with business-wide KPIs and an understanding of macro trends impacting the business, or are you stuck in your functional role?</li> <li>Connecting teams with purpose: can you articulate the business purpose and demonstrate how you've led multiple teams, aligned to business objectives?</li> </ul>
Head of Marketing	<b>\$190 - \$240K</b>  Bonus: 20-30% LTIP: 20-30%	In a Tier 1 / 2 business, this role manages multiple large brand portfolios. In a Tier 3 business, it is the most senior role, with remuneration depending on the size of the P&L. This role reports into the CMO or GM and leads a team of 5-10 marketers (depending on the size of the company).	<ul style="list-style-type: none"> <li>Strategic mind: can you build plans that champion your function and the business?</li> <li>Commercial acumen: do your brands drive customer and consumer agendas, can you create healthy tension between sales and marketing?</li> <li>People leadership and development: have you led medium sized (6-10 FTEs) teams? Can you describe your model for people development?</li> </ul>
Marketing Manager	<b>\$170 - \$190K</b>  Bonus: 15-25%	This role mostly reports to the CMO, leads a team with SBMs and BMs as direct reports, and will generally manage a portfolio of brands and lead agency relationships.	<ul style="list-style-type: none"> <li>Leadership potential: have you thrived as an individual and as a leader? Are you comfortable presenting to the leadership team?</li> <li>Portfolio management: are you capable of managing multiple brands?</li> </ul>
Senior Brand Manager	<b>\$130 - \$165K</b>  Bonus: 10-22%	Generally, this is a marketer's first leadership role, with larger brand management responsibility and exposure to P&L. At this level, an SMB can work autonomously and will take more responsibility for strategy.	<ul style="list-style-type: none"> <li>Strategic thinking: are you ready to own brand strategy?</li> <li>Stakeholder management: can you work across the business and build multi-functional relationships?</li> </ul>
Brand Manager	<b>\$115 - \$130K</b>  Bonus: 5-15%	This is a fast-paced, project management role with exposure to execution, but limited in strategy and autonomy - unless working on a tactical brand.	<ul style="list-style-type: none"> <li>Project management: can you demonstrate your skills in leading new product development from ideation to launch?</li> <li>Analytical capability: can you interpret data and use your analysis to influence?</li> </ul>
Assistant Brand Manager	<b>\$80 - \$100K</b>	A support role to the brand team, this is a great development role to learn the fundamentals, trial your leadership skills and further develop your capabilities.	<ul style="list-style-type: none"> <li>Organisational capability: can you bring order and calm to a high pressure multi-dimensional role?</li> <li>Communication and influencing: do you have the interpersonal skills to both influence and follow?</li> </ul>

ROLE TITLE	REMUNERATION	ROLE SCOPE	WHAT ARE WE LOOKING FOR IN 2025?
Director / GM of Digital Marketing	<b>\$230 - \$280K</b>  STI: 20-40%	The most senior role in the digital marketing function in larger organisations with tiered marketing hierarchy, typically reporting to the CMO. Direct reports include Heads of Digital specialisations. As a leader, responsibilities include: setting long-term digital strategy and transformation, budget management, aligning digital to business strategy.	<ul style="list-style-type: none"> <li>Digital leadership: do you approach digital marketing with an enterprise mindset, whilst keeping a pulse on macro trends that impact both the organisation and its digital transformation?</li> <li>Digital and business alignment: Have you demonstrated the ability to lead and inspire cross-functional teams, ensuring alignment with business objectives while driving digital innovation?</li> </ul>
Head of Digital Marketing	<b>\$180 - \$220K</b>  Bonus: 10-20%	In small - medium sized business, it can be the most senior digital role, with remuneration depending on the size of the P&L. This role reports into the CMO or GM and leads a team of 3-10 specialised digital marketers (company size dependent).	<ul style="list-style-type: none"> <li>Strategic mind: can you build digital strategies that drive overall business goals and execute these plans through your team?</li> <li>Commercial acumen: can you juggle budgets, revenue and performance using insight and data-led decision making tools?</li> <li>People leadership and development: have you led and developed teams of 3-10 FTEs with a variety of digital specialisations?</li> </ul>
Digital Marketing Manager	<b>\$120 - \$160K</b>  Bonus: 5-10%	Reporting to the Director or Head of Digital (in larger organisations) with 1 - 2 direct reports. Will generally contribute to and manage the execution of digital plans and manage agency relationships.	<ul style="list-style-type: none"> <li>Leadership potential: are you beginning your journey into leadership? Do you have breadth across numerous digital disciplines to support a small team of specialists?</li> <li>Project management: are you capable of managing digital projects whilst also leading the charge on BAU across multiple digital channels?</li> </ul>
CRM / Lifecycle Manager	<b>\$120 - \$160K</b>  Bonus: up to 10%	This role will utilise digital customer behaviours to create customer segments, map customer journeys and identify lifecycle touch points for personalised communications to improve engagement and retention.	<ul style="list-style-type: none"> <li>Strategic thinking: can you interpret customer data and determine insights that will guide customer communication strategies?</li> <li>Stakeholders: can you build cross-functional relationships within the business?</li> <li>Do you have CRM platform experience including dashboard reporting?</li> </ul>
Loyalty Manager	<b>\$140 - \$170K</b>  Bonus: 5-15%	Design and management of rewards and recognition programs for the purpose of building brand loyalty, enhancing customer satisfaction and drive repeat business for long-term profitability.	<ul style="list-style-type: none"> <li>Program development and management: can you create the loyalty platform and use compelling campaigns to move your customers through your loyalty tiers?</li> <li>Analytical: can you interpret data and use your analysis to identify trends and measure program performance?</li> </ul>
Performance Marketing Manager	<b>\$100 - \$120K</b>	A role responsible for driving measurable results across digital marketing channels by creating, managing, and optimising campaigns focused on ROI, conversions, and customer acquisition.	<ul style="list-style-type: none"> <li>Natural curiosity: can you develop test and learn cases to maximise campaign performance?</li> <li>Technical proficiency: are you well versed in numerous digital tools and platforms?</li> <li>Paid media knowledge: search, social, SEM and programmatic advertising.</li> </ul>

Role Title	Remuneration	Role Scope	What are we looking for in 2025?
Growth Marketing Manager	<b>\$115 - \$140K</b> Bonus: 5 - 10%	A data-driven strategist responsible for driving business growth by identifying and implementing innovative marketing tactics. Focused on the entire customer journey, combining creativity, technical expertise, and performance analysis to achieve sustainable growth.	<ul style="list-style-type: none"> <li>• Data Analysis: how do you use data and insights to highlight opportunities within existing verticals and identify new audiences for incremental growth?</li> <li>• Digital channel knowledge: which channels &amp; how do you leverage them?</li> <li>• Performance marketing: Are you ready to move from performance to growth marketing?</li> </ul>
Communications Manager	<b>\$120 - \$150K</b>	Responsible for developing and implementing an organisation's communication strategies to ensure consistent, clear, and effective messaging. This role involves overseeing internal and external communication efforts, such as media relations, public relations, content creation, social media, and corporate messaging.	<ul style="list-style-type: none"> <li>• Strategic mind: can you develop and execute communication strategies that align with organisational goals and engage the target audience effectively?</li> <li>• Writing &amp; editing: do you have strong copywriting skills for crafting clear, concise and compelling messages for internal and external communications?</li> <li>• Interpersonal skills: can you connect with key stakeholders to ensure collaboration?</li> </ul>
Content Manager	<b>\$105 - \$125K</b>	Overseeing the creation, curation, and distribution of digital content across various platforms. Ensuring content aligns with the brand's voice, strategy, and audience needs.	<ul style="list-style-type: none"> <li>• Strategy &amp; Planning: can you create a cohesive content plan that aligns with business goals, target audience and brand messaging using multiple channels?</li> <li>• Content optimisation: can you review new and existing content to improve content visibility through SEO and keyword research?</li> </ul>
Social Media Manager	<b>\$90 - \$120K</b>	Developing and executing a brand's social media strategy to build awareness and engage audiences. Includes creating and scheduling content, analysing performance, managing online communities, and optimising campaigns.	<ul style="list-style-type: none"> <li>• Content creation and storytelling: can you create on-brand social content that resonates across various platforms?</li> <li>• Community management &amp; communication: do you have the ability to engage with audiences, manage crises or feedback to foster a positive online community?</li> </ul>
Insights Manager	<b>\$130 - \$170K</b>	Bridge data and decision-making by analysing consumer behaviour, market trends, and business performance to uncover actionable insights.	<ul style="list-style-type: none"> <li>• Data analysis and interpretation: are you proficient in analysing quantitative and qualitative data to uncover trends, patterns and actionable insights?</li> <li>• Market research expertise: what research methodologies, tools and techniques do you use to gather market intelligence effectively?</li> </ul>
Customer Experience Manager	<b>\$110 - \$160K</b>	Responsible for ensuring customers have positive interactions with a company at every touchpoint. They design and implement strategies to enhance customer satisfaction, loyalty, and engagement.	<ul style="list-style-type: none"> <li>• Interpersonal skills: understanding your ability to engage with customers, employees and stakeholders ensuring constructive dialogue.</li> <li>• Problem solving: how do you identify the pain points of your customers and how do you provide solutions for improving interaction with the business?</li> </ul>



# 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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**TUNE IN HERE**



# Our Sales & Marketing Team



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Reach out for a career conversation today