

spencer lane



Trends & salary report across marketing & communications

DATA COLLECTED IN AUGUST 2022

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ABOUT SPENCER LANE

Who are we?

About us



→ Marketing specialists

We know what we're good at and what we're not. That is why we only recruit mid to senior-level positions across Sales, Marketing & Executive in Melbourne. It's what we know, love and are known for.

→ 25 years experience

Our team has a collective experience of over 25 years recruiting across Marketing & Sales as well as Executive positions for a wide variety of businesses across Australia.

→ Values

A true values-driven business, that puts honesty, authenticity, transparency and giving back at the heart of everything we do. We are here to support our community of candidates and clients.

→ Business acumen

We have run multiple businesses and currently sit on the boards of a few others. Not only do you get recruitment professionals, but people who understand business.

A few businesses we've partnered with over the years

Zenith
INVESTMENT PARTNERS

Downer
Relationships leading success

JEANSWEST

W
WITCHERY

Property X

RMIT
UNIVERSITY

MYOB

Smiggle

COX
architects

JOHN
HOLLAND

pwc

CONVERSE

PUMA

interior
images
LUXURY HOTEL AMENITIES

ELENBERG FRASER

T

HUNTER
AMENITIES

CareSuper

Officeworks

How we represent your brand

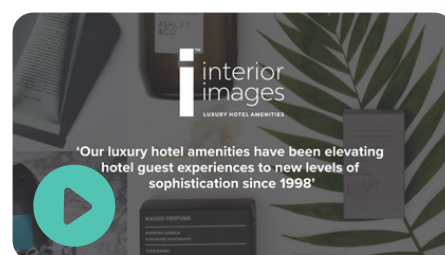
→ We spend time on-site getting to know you and your business, your drivers, goals, the soul of the organisation.

→ We shoot a professional promotional video and create a personalised microsite for you, showcasing your EVP and bringing your organisation and role to life for candidates.

→ This microsite details not just the role, but your culture, values, EVP, broader team and opportunities for growth.

→ Through paid targeted social campaigns, your role & business on average gets seen by 3,000 candidates in addition to our already engaged audience.

→ This marketing-led approach ensures your business stands out in a crowded market.

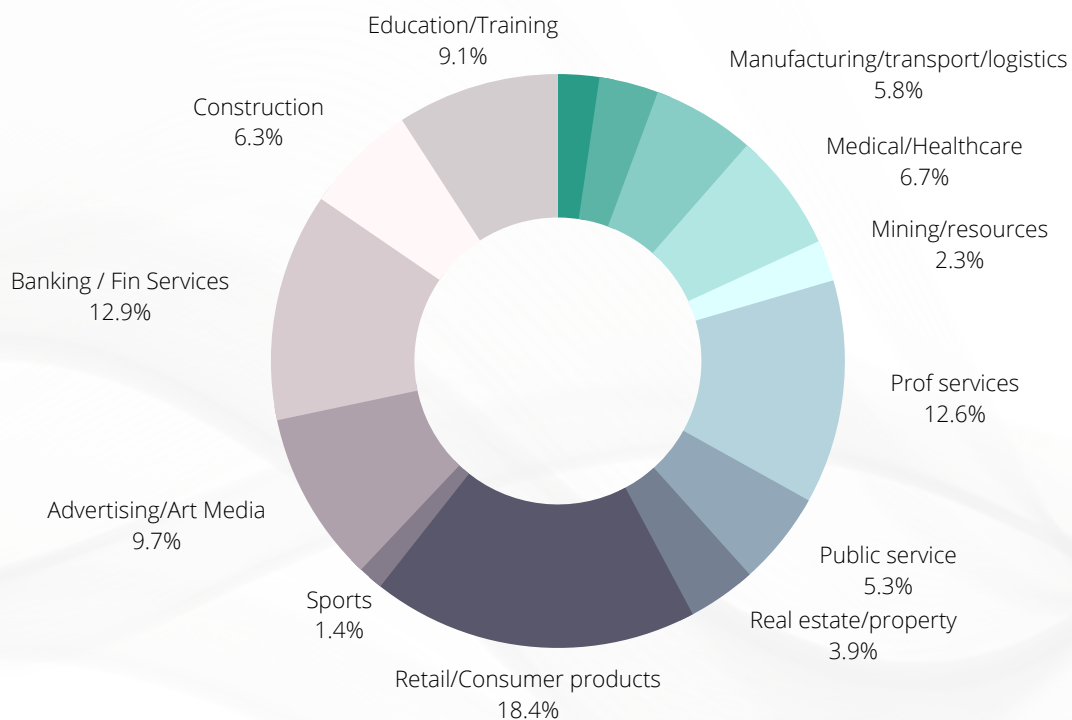


THE DATA

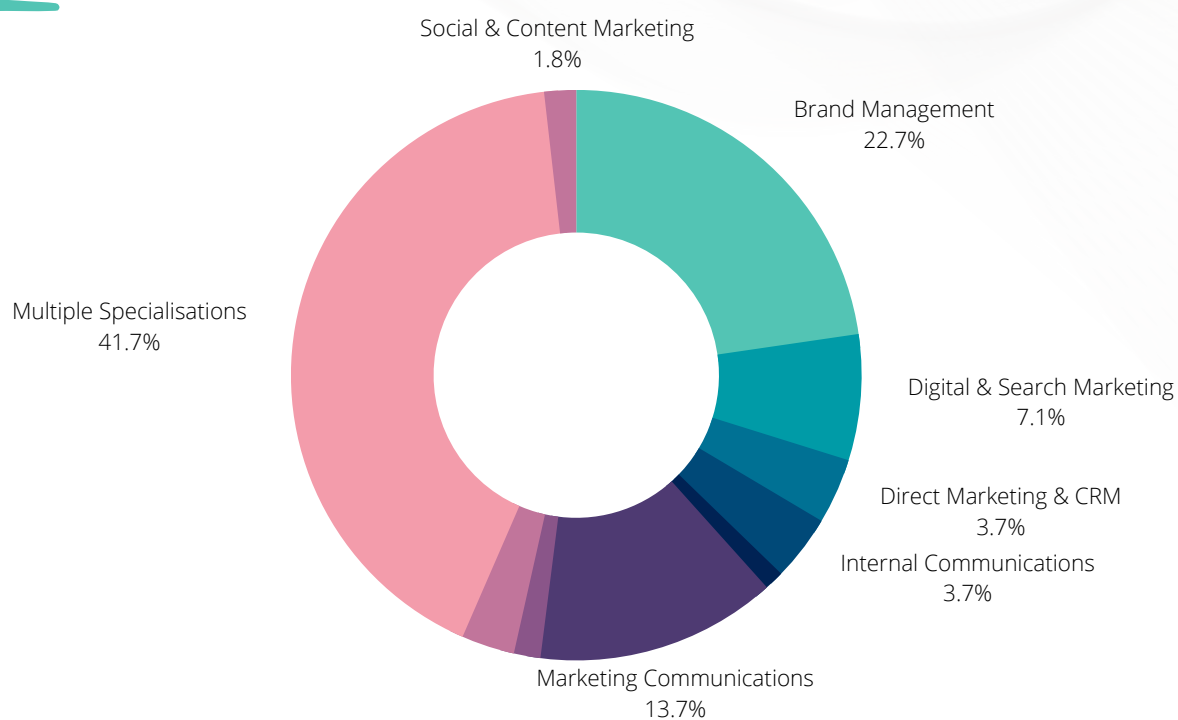
Where did it come from?

Our data came direct from 4,000+ Marketers across Melbourne. The breakdown of the data-set can be found below.

Sector



Areas of specialisation



SPECIALIST Deep dive

Average salary of a Specialist:

excluding super

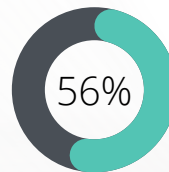
\$ 105,000

OUR THOUGHTS

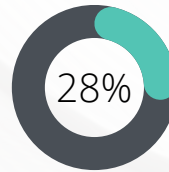
In our analysis, we found that the median salary for marketing professionals sits at approximately \$105k plus superannuation. This is in line with our expectations. The data also reveals a significant proportion of individuals have transitioned to new jobs within the past year. This trend underscores the importance of a robust Employee Value Proposition (EVP) to retain top marketing talent in your organisation.

The desire for enhanced flexibility and superior base compensation appears to be pivotal factors driving these job changes. This suggests that businesses who wish to attract and retain talent in this competitive market must consider these aspects when shaping their employee value proposition and compensation packages.

KEY FINDINGS



56% of Specialists have secured a new role in the past 12 months.



28% of Specialists are actively looking for a new role.

WHAT ARE SPECIALISTS LOOKING FOR IN THEIR NEXT ROLE?



Flexibility



Higher base



Culture fit/who your manager is

Average salary of a Manager:

excluding super

\$ 114,000

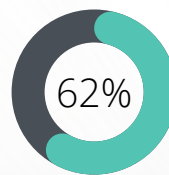
OUR THOUGHTS

Our findings reveal some intriguing patterns. Specifically, it has been noted that within the past year, a remarkable 62% of Managers have transitioned to a new role. Furthermore, a significant 36% are presently in the process of seeking new opportunities.

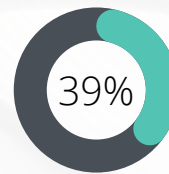
This presents a considerable challenge for our industry, given the ripple effect that often ensues when a Manager departs. Such a transition can destabilise the entire team, leading to potential departures among specialists and coordinators. This disruption can pose serious risks to a company's marketing function.

Any time a new team member is brought on board, there is a period of adjustment and familiarisation required. Rapid turnover at the managerial level can therefore result in significant delays and interruptions to marketing efforts. Businesses must therefore focus on developing strong retention strategies to maintain continuity and stability within their marketing teams.

KEY FINDINGS



56% of Managers have secured a new role in the past 12 months.



36% are actively looking for a new role.

WHAT ARE MANAGERS LOOKING FOR IN THEIR NEXT ROLE?



Flexibility



Higher base



Career progression

SENIOR MANAGER

Deep dive

Average salary of a Senior Manager:

excluding super

\$ 140,000

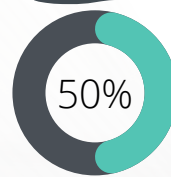
OUR THOUGHTS

The data points to some significant trends in the employment patterns among senior managers. We've observed that a significant 56% of senior managers have transitioned to a new role within the past year, a figure that is fairly high. Even more striking is the finding that half of these individuals are still actively exploring new opportunities.

These trends may be influenced by a variety of factors, but one aspect that stands out prominently is the importance of training and development opportunities. This feature of a role appears to be a key driver for senior managers when considering a new job.

Given the cost and disruption associated with high staff turnover at senior levels, organisations would be well-advised to heed these findings and take steps to enhance their training and development offerings. This could not only assist in attracting high-calibre talent but also play a crucial role in retaining existing team members, thereby promoting stability and continuity within the organisation.

KEY FINDINGS



56% of Senior Managers have secured a new role in the past 12 months.



are actively looking for a new role.

WHAT ARE SENIOR MANAGERS LOOKING FOR IN THEIR NEXT ROLE?



Flexibility



Higher base



Training & Development

CONTACT US

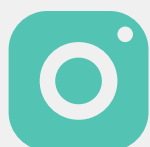
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