

Guide to Clientside Salaries 2006

(correct as of November 2006)



This guide is intended only to give you a 'feel' for the level of salaries currently on offer in the marketplace. Every job will differ accordingly to the industry and the size of the company as well as the breadth and depth of a person's experience. These rates exclude bonus and benefits, however are inclusive of superannuation at 9%.

Position	Permanent Rate	Freelance Day Rate
Marketing Graduate/Assistant	\$36-50k	\$150-210
Marketing Executive	\$50-55k	\$210-230
Assistant Brand/Product Manager	\$60-70k	\$250-290
Brand/Product/Campaign Manager	\$70-80k	\$290-333
Group/Senior Brand Manager	\$80-120k	\$333-500
Marketing Manager	\$90-150k	\$375-625
Online Marketing Executive	\$60-80k	\$250-333
Online Marketing Manager	\$80-150k	\$333-625
Head of Marketing	\$150-200k	\$625-830
Marketing Director	\$180k+	\$750+
Corporate Communications Exec	\$50-60k	\$200-250
Media Relations/PR Manager	\$70-100k	\$290-400
Head of Corporate Communications	\$80-120k	\$333-500
Research/Insight Executive	\$60-70k	\$250-290
Research/Insight Manager	\$80-100k	\$333-400

Source: The SG Group Internal Analysis

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