
2026
SALARY
GUIDE
AUSTRALIA
AQUENT

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A workforce in transition: The Australian reality, not hype

Australia's labour market in 2026 is defined less by hype and more by contradictory forces that leaders cannot ignore.

At the macro level, employment fundamentals remain solid. Unemployment has stayed close to multi-decade lows, real wages are beginning to rise, and business formation continues to outpace pre-pandemic levels. Since 2022, total employment has grown by more than 1.1 million people — a stronger rate than in any other advanced economy — while the number of small business is up by more than 7%.

Yet, beneath these positive headlines lie structural pressures that directly impact hiring leaders and business owners.

Around **67% of businesses** reported being affected by workforce shortages in 2025, down from approximately 75% in 2024 — so the market is still tight.

Wage growth has remained stagnant or below historical benchmarks in many sectors. Even as employers compete harder for talent, many are managing higher application volumes and ongoing mismatches between available skills and business needs.

Labour market changes are driven by augmentation, not replacement. **Around 90%** of Australian jobs are affected by AI in ways that change how work is done rather than eliminating roles outright — automating routine tasks while increasing demand for human skills such as critical thinking, communication, and leadership.

This context matters because the most consequential decisions companies make in 2026 will hinge not on whether to adopt AI, but on how to do so responsibly within constrained budgets, complex legal settings, and communities that expect jobs and skills to grow rather than disappear.

Australia's **National AI Plan** reinforces this reality, prioritising inclusive workforce development, lifelong learning, and digital literacy. This emphasis reflects a labour market where roles evolve rather than vanish, requiring co-investment by employers and workers alike.

At the same time, both media commentary and on-the-ground experience show Australian workers are increasingly seeking clarity and support as automation spreads across industries. **One study** found that 30% of employees who fear replacement by AI are actively seeking new roles, underscoring the human impact of technological change.

For Australian hiring leaders, the challenge in 2026 is not chasing the "next big thing", but balancing investment in technology with sustained investment in people, skills, compliance, and organisational resilience. Businesses that succeed will be those that manage change responsibly, use technology to amplify human talent, and make renumeration decisions grounded in real labour market dynamics — not lofty promises.

From job titles to skill stacks

In 2026, renumeration decisions will focus less on hype and more on building practical, sustainable capability in a constrained labour market.

CALIBRATE PAY TO SKILLS AND VALUE

Employers are shifting from paying for static job titles to investing in skill stacks — practical combinations of technical, digital, and human capabilities that deliver immediate business value as technology, automation, and AI reshape workflows.

TECHNOLOGY FUELS SALARY GROWTH

Salary growth is increasingly concentrated in high-leverage skills across Technology, Data and Analytics, Service Design, and Marketing — particularly in roles that drive efficiency, revenue, or risk reduction.

FUNDING THE AI PIVOT

Rather than expanding headcount, organisations are prioritising hybrid talent who can implement, manage, and govern new AI technologies and tools responsibly.

MITIGATE THE TALENT PIPELINE RISK

High executive premiums and limited entry-level growth are widening the experience gap, underscoring the importance of internal mobility and skills development.

LEVERAGE PAY TRANSPARENCY FOR RETENTION

In this environment, pay transparency has become a powerful retention lever, reinforcing trust, equity, and long-term workforce resilience.

STRATEGIC RECOMMENDATIONS



RECOMMENDATION #1

Reward skills, not job titles

Businesses must reward skills, not job titles, to remain competitive in a tight and complex labour market. Renumeration should reflect the value of high-leverage capabilities that deliver measurable business outcomes, particularly in Technology, Data & Analytics, Service Design, and Marketing.

INVEST IN HIGH-VALUE SKILLS

Invest in combinations of technical, digital, and human skills that directly enhance efficiency, innovation, and revenue generation. Hybrid roles that manage, implement, and govern AI tools are increasingly critical, as automation changes how work is done rather than whether it exists.

ANCHOR RENUMERATION TO SKILL DEPTH

Audit job descriptions and pay scales to clearly define the high-value skills required, including AI literacy, data engineering, and digital product strategy. Competency-based pay frameworks improve retention, close skill gaps, and incentivise continuous learning, aligning with both **WorldatWork research** and the **National AI Plan's** focus on workforce upskilling.

FUND HYBRID AI CAPABILITIES

Prioritise targeted talent investment over general headcount growth. **Research from BCG** highlights that AI orchestration roles, where humans steer strategy and AI handles execution, are the key drivers of future business performance. Australian organisations that fund these hybrid capabilities will maintain a competitive advantage and organisational resilience.

RECOMMENDATION #2

Build leadership and organisational capability to navigate change

With low unemployment, rising wage pressures, and structural skills shortages, organisations cannot rely solely on technology — strong leadership remains essential. Senior leaders, particularly EGMs and Directors in digital and tech, are critical to balancing operational priorities with strategic transformation.

COMPETITIVE RENUMERATION PACKAGES

Offer competitive packages for leaders who can manage cross-functional projects, digital transformation initiatives, and data-driven decision-making, reflecting the premium placed on these roles in our market.

ADDRESS EXPERIENCE GAPS

Address the risk of experience gaps by investing in internal mobility, mentoring, and skills development, ensuring emerging leaders are prepared to step into high-impact roles. This approach supports succession planning and organisational continuity in a highly competitive market.

AN ADAPTIVE WORK CULTURE IS ESSENTIAL

Leaders must not only drive results but also foster an adaptive culture that enables teams to navigate AI adoption, regulatory shifts, and market uncertainty. Organisations that cultivate resilient, capable leadership are better positioned to retain talent and accelerate growth.

RECOMMENDATION #3

Align strategy with real-world AI and digital transformation

Australian organisations face a workforce in transition: 90% of jobs are exposed to AI, but largely through augmentation rather than replacement. Success depends heavily on balancing technology investment with human capital development.

BE STRATEGIC WITH NEW HIRES

Focus on emerging roles that combine traditional expertise with AI literacy, governance, and process optimisation, such as AI-literate Product Managers and Data-Driven Analysts. These positions drive measurable value, rather than speculative “futuristic” hires.

LINK PAY TO COMPETENCY

Transparent, competency-linked pay is a powerful lever to attract and retain scarce talent, reinforce equity, and encourage continuous skill development. Salaries should reflect both the rarity of skills and their commercial impact, as evidenced by stronger growth in high-leverage digital, technology, and analytics roles.

UPSKILL YOUR EMPLOYEES

Allocate time, budget, and resources to ensure employees can adopt new AI tools effectively, maintain ethical standards, and contribute to organisational resilience. Companies that succeed will manage AI adoption responsibly, amplifying human capability while minimising disruption.

HOW TO USE THE SALARY TABLES

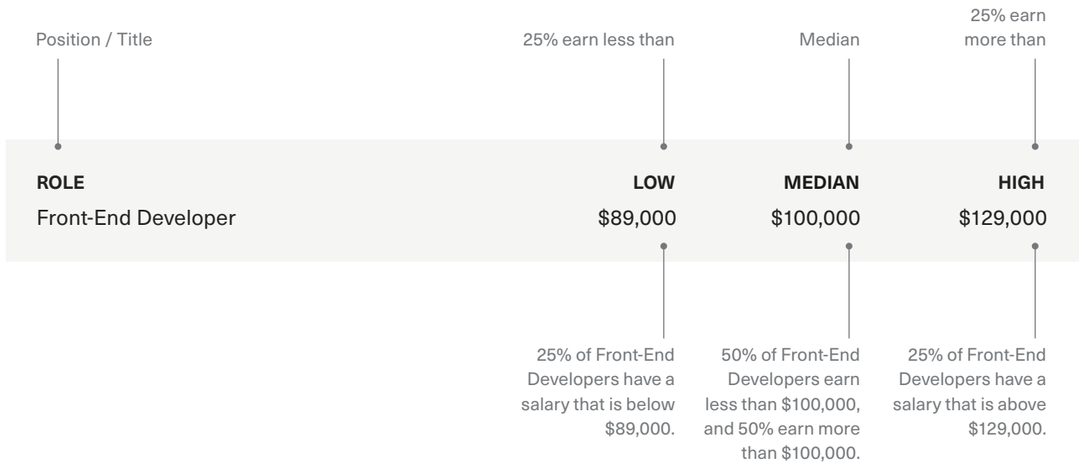
The salary data displayed in the following sections is based on data extracted from Aquent's online, real-time salary comparison tool, **Compare My Salary**.

5,404 salaries were analysed on 17th December 2025 to report the most accurate statistical data for our salary guide.

Salary data reported is base salary only and does not include superannuation or bonuses.

C-suite salaries are sourced from the **Economic Research Institute** and reflect Australian base salaries only.

Salaries reported for a given role may vary based on a candidate's skills and experience, geography, demand for the role, and the size and complexity of the hiring company.




SALARIES BY
EXPERTISE



KEY TRENDS

Salaries by expertise

HIGH DEMAND FOR DATA & ANALYTICS DRIVES SALARY GROWTH

Data and Analytics leads all categories with an 8.2% average salary increase year-on-year, more than double the overall average of 3.1% of all areas of expertise below. This indicates strong market demand for employees with data science, machine learning, and advanced analytical skills, likely driven by increasing business reliance on data-driven decision-making and digital transformation efforts.

ABOVE-AVERAGE GROWTH IN CLIENT-FACING AND DELIVERY ROLES

There is continued investment in roles centred on client relationships and execution. Account Management and Strategy grew by 4.7%, underscoring the value of senior leaders managing key accounts and shaping long-term strategy. Production and Studio Management rose by 3.7%, reflecting demand for experienced managers to oversee and deliver creative and production work efficiently.

MUTED GROWTH IN CREATIVE AND HUMAN-CENTRED DESIGN

Salary growth in Creative and Human-Centred Design lagged behind the overall average of 3.1%, with Creative Design at 1.6% and Human-Centred Design at 1.9%, down sharply from 6.4% and 5.1% last year. This deceleration reflects growing automation as AI increasingly takes on foundational tasks. In addition, increased talent availability in the market is reducing upward salary pressure.

SALARIES BY EXPERTISE

For a full range of base salaries* for 100+ job roles across marketing, design, and technology, visit our real-time, salary comparison tool, **Compare My Salary**.

ROLE	LOW 25th Percentile	MEDIAN 50th Percentile	HIGH 75th Percentile	% Δ YOY †	SAMPLE SIZE
ACCOUNT MANAGEMENT AND STRATEGY					
General Manager	$160,000	$190,000	$210,000	+3.3%	48
Client Service Director	$160,000	$170,000	$197,500	+5.8%	31
Group Account Director	$140,000	$150,000	$164,000	-2.0%	33
Senior Account Director	$124,000	$130,000	$140,000	+7.4%	44
Account Director	$104,000	$120,000	$121,000	0.0%	64
Senior Account Manager	$88,000	$100,000	$112,000	0.0%	58
Account Manager	$80,000	$85,000	$100,000	0.0%	69
Account Executive	$68,750	$78,000	$85,000	+20.0%	24
Head of Strategy	$152,000	$180,000	$210,000	-5.3%	34
Senior Strategist	$110,600	$128,500	$164,000	+7.1%	30
Strategist	$100,000	$115,000	$135,000	+15.0%	21
CREATIVE DESIGN					
Creative Director	$120,000	$150,000	$180,000	0.0%	126
Design Director	$103,000	$130,000	$150,000	0.0%	96
Art Director	$96,000	$110,000	$122,500	+4.8%	102
Senior Digital Designer	$90,000	$100,000	$117,000	0.0%	82
Digital Designer	$75,000	$85,000	$100,000	0.0%	60
Senior Graphic Designer	$85,000	$95,000	$109,500	+5.6%	330
Graphic Designer	$70,000	$75,000	$85,000	+1.5%	194
Motion Graphics Designer	$80,000	$100,000	$110,000	+5.3%	76
Finished Artist	$80,000	$83,500	$95,000	-2.3%	39

* Annual base salaries (excluding Super).
† Percentage change year-on-year. A dash (–) indicates insufficient data to compare year-on-year.

SALARIES BY EXPERTISE

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ROLE	LOW 25th Percentile	MEDIAN 50th Percentile	HIGH 75th Percentile	% Δ YOY †	SAMPLE SIZE
DATA AND ANALYTICS					
Head of Data and Analytics	$180,000	$200,000	$224,000	+9.6%	30
Digital Analytics Manager	$137,500	$150,000	$170,000	0.0%	35
Data Scientist	$125,000	$160,000	$180,000	+28.0%	33
Digital Business Analyst	$92,000	$104,000	$140,000	-7.1%	37
Customer Insights Analyst	$112,500	$130,000	$147,000	+26.8%	30
Data Analyst	$90,000	$105,000	$120,000	0.0%	75
Digital Analyst	$115,000	$130,000	$140,000	0.0%	34
HUMAN-CENTRED DESIGN					
CX Lead	$154,000	$166,500	$180,000	-4.9%	36
Senior CX Designer	$127,500	$137,000	$150,000	+5.4%	27
CX Designer	$108,000	$115,000	$120,000	+4.5%	16
Service Design Lead	$150,000	$180,000	$196,500	+5.9%	57
Senior Service Designer	$134,750	$150,000	$165,000	+0.7%	54
Service Designer	$110,000	$120,000	$130,000	+11.6%	42
Head of UX	$170,000	$190,000	$217,500	+2.2%	58
Chapter Lead	$170,000	$180,000	$200,000	0.0%	37
UX Lead	$137,500	$157,000	$174,000	-1.9%	92
Senior UX Designer	$130,000	$140,000	$150,000	0.0%	144
UX Designer	$90,000	$100,000	$110,000	0.0%	106
Senior UX Researcher	$122,000	$140,000	$155,000	0.0%	36

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SALARIES BY EXPERTISE

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ROLE	LOW 25th Percentile	MEDIAN 50th Percentile	HIGH 75th Percentile	% Δ YOY †	SAMPLE SIZE
HUMAN-CENTRED DESIGN CONTINUED					
UX Researcher	$90,000	$100,000	$115,000	-11.0%	35
Product Design Lead	$150,000	$170,000	$180,000	+6.3%	105
Senior Product Designer	$130,000	$144,500	$160,000	-0.3%	163
Product Designer	$95,750	$114,500	$120,500	+2.2%	91
Senior UI Designer	$120,000	$125,000	$150,000	0.0%	33
UI Designer	$90,000	$100,000	$119,000	+11.1%	37
Design Systems Lead	$160,000	$165,000	$180,000	+3.1%	33
DesignOps Manager	$175,000	$189,000	$215,000	+2.2%	31
MARKETING AND COMMUNICATIONS					
Head of Digital	$160,000	$170,000	$180,000	-12.8%	32
Head of Marketing	$150,000	$170,000	$199,000	0.0%	94
Marketing Director	$140,000	$165,000	$212,000	-8.3%	45
Marketing Manager	$107,600	$130,000	$145,000	+8.3%	167
Digital Marketing Manager	$100,000	$120,750	$140,000	+4.1%	58
Campaign Manager	$80,000	$106,000	$125,000	-5.2%	35
Digital Marketing Specialist	$80,000	$86,500	$108,250	+1.8%	85
Email Marketing Specialist	$80,000	$87,250	$92,750	-12.0%	32
Marketing Executive	$75,000	$87,000	$100,000	+8.8%	33
Marketing Co-ordinator	$64,050	$75,000	$81,000	+10.3%	59
Head of Brand	$150,000	$170,000	$197,500	+21.4%	34
Brand Manager	$105,000	$130,000	$150,000	+8.3%	37

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ROLE	LOW 25th Percentile	MEDIAN 50th Percentile	HIGH 75th Percentile	% Δ YOY †	SAMPLE SIZE
MARKETING AND COMMUNICATIONS CONTINUED					
Head of eCommerce	$182,500	$200,000	$225,000	+9.6%	23
eCommerce Manager	$100,000	$110,000	$120,000	0.0%	25
Head of CRM	$145,000	$157,500	$180,000	–	36
CRM Marketing Manager	$105,000	$128,000	$140,000	+2.4%	47
Loyalty Manager	$130,000	$140,000	$158,750	+7.7%	30
Event Manager	$81,600	$90,000	$110,000	+5.9%	33
Head of Growth	$180,000	$200,000	$220,000	–	32
Growth Marketing Manager	$120,000	$132,500	$166,000	+3.9%	30
Personalisation Manager	$120,000	$140,000	$150,000	0.0%	33
Performance Marketing Manager	$110,000	$120,000	$125,500	0.0%	32
Performance Marketing Specialist	$85,000	$90,000	$100,000	0.0%	29
SEO Manager	$80,000	$90,000	$105,000	0.0%	23
Head of Communications	$155,000	$180,000	$225,000	+9.1%	34
Communications Manager	$95,000	$120,000	$145,000	-1.1%	48
Internal Communications Manager	$140,000	$150,000	$170,000	0.0%	21
Communications Specialist	$81,000	$97,500	$115,000	+8.3%	44
Head of Social	$120,000	$130,000	$145,000	-3.7%	23
Social Media Manager	$80,000	$80,000	$93,000	-6.6%	33
Community Manager	$100,000	$105,000	$120,000	+5.0%	16
Head of Content	$116,000	$150,000	$166,000	+7.1%	21
Content Marketing Manager	$100,000	$118,000	$135,000	+7.3%	29
Content Strategist	$93,500	$120,000	$147,500	+9.1%	26

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SALARIES BY EXPERTISE

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ROLE	LOW 25th Percentile	MEDIAN 50th Percentile	HIGH 75th Percentile	% Δ YOY †	SAMPLE SIZE
MARKETING AND COMMUNICATIONS CONTINUED					
Content Producer	$75,000	$102,500	$115,000	+6.8%	32
Senior Copywriter	$95,000	$115,000	$132,000	+6.0%	41
Copywriter	$70,000	$83,000	$94,000	-0.6%	33
PRODUCT, PROJECT, AND PROGRAM MANAGEMENT					
Program Director	$160,000	$176,500	$213,500	–	16
Program Manager	$130,000	$157,000	$180,000	+5.4%	45
Head of Digital Product	$174,000	$195,000	$222,500	0.0%	32
Digital Product Manager	$124,000	$150,000	$160,000	+3.4%	44
Digital Product Owner	$120,000	$135,000	$160,000	-10.0%	39
Digital Project Manager	$100,000	$118,000	$138,000	-5.6%	54
Scrum Master	$133,500	$160,000	$177,000	+14.3%	18
PRODUCTION AND STUDIO MANAGEMENT					
Executive Digital Producer	$130,000	$140,000	$150,000	-3.4%	19
Senior Digital Producer	$120,000	$132,500	$145,000	+6.9%	21
Digital Producer	$90,000	$110,000	$120,000	+4.8%	17
Creative Services Manager	$100,000	$120,000	$146,000	–	28
Studio Manager	$103,500	$120,000	$130,000	+11.6%	31
Production Manager	$102,000	$115,000	$120,000	+2.2%	31
Video Producer	$100,000	$112,500	$120,000	–	26
Video Editor	$90,000	$100,000	$110,000	0.0%	29

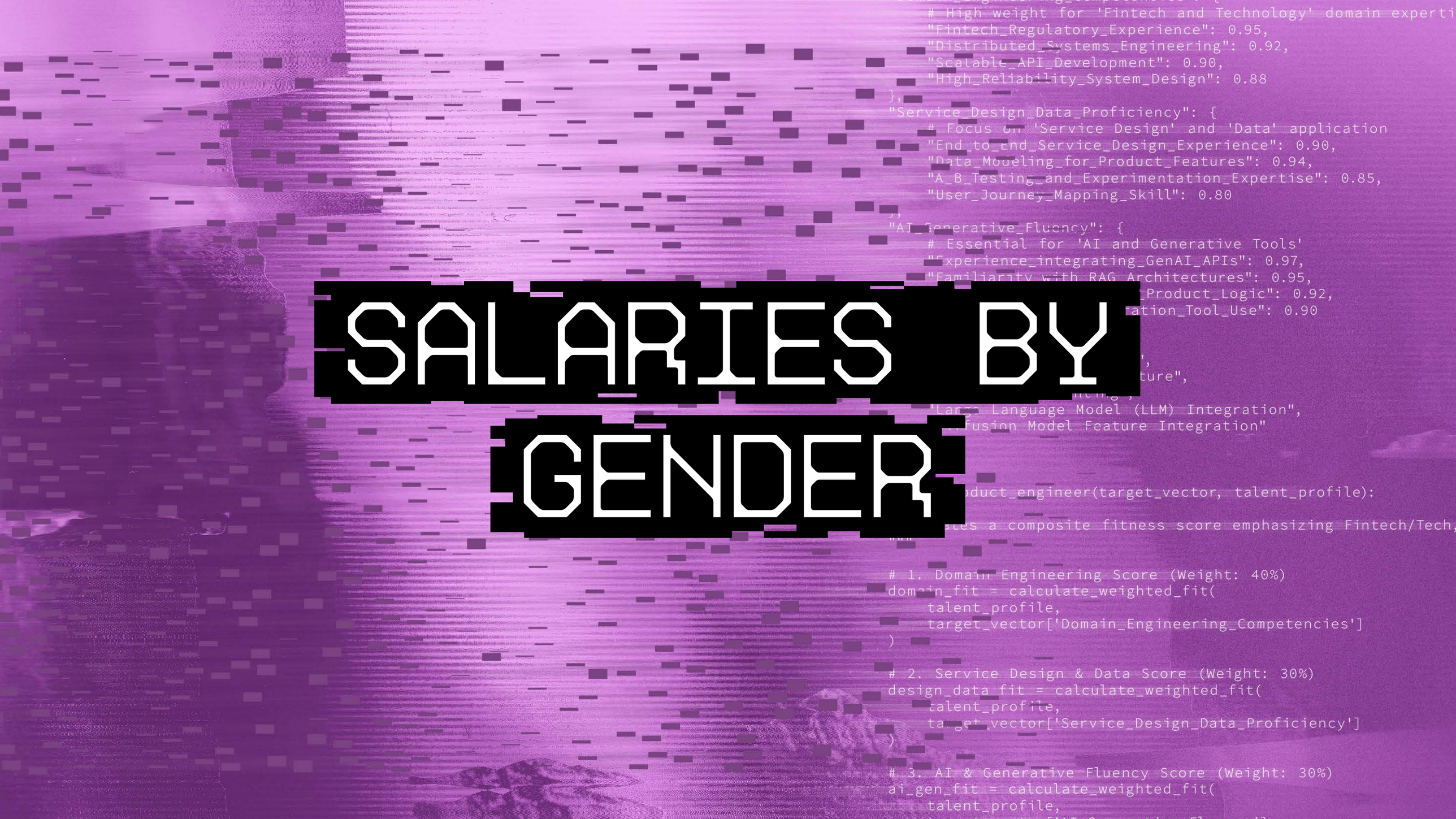
* Annual base salaries (excluding Super).
† Percentage change year-on-year. A dash (–) indicates insufficient data to compare year-on-year.

SALARIES BY EXPERTISE

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ROLE	LOW 25th Percentile	MEDIAN 50th Percentile	HIGH 75th Percentile	% Δ YOY †	SAMPLE SIZE
WEB, APP, AND SOFTWARE DEVELOPMENT					
Head of Engineering	$200,000	$222,500	$248,000	+11.3%	40
Engineering Manager	$170,000	$175,500	$200,000	+0.3%	35
Technical Lead	$150,000	$186,500	$200,000	+8.1%	39
Senior Front End Developer	$110,000	$140,000	$160,000	0.0%	17
Front End Developer	$89,000	$100,000	$129,000	-4.8%	24
Senior Full Stack Developer	$113,500	$150,000	$160,000	0.0%	28
Full Stack Developer	$90,000	$110,000	$124,000	+1.1%	18
Senior Back End Developer	$144,000	$152,500	$157,000	0.0%	16
Senior Software Engineer	$130,000	$152,000	$170,000	-5.0%	32
Software Engineer	$100,000	$110,000	$125,000	0.0%	31
iOS Developer	$120,000	$130,000	$142,500	0.0%	20
Android Developer	$110,000	$116,000	$125,000	0.0%	20

* Annual base salaries (excluding Super).
† Percentage change year-on-year. A dash (–) indicates insufficient data to compare year-on-year.


SALARIES BY GENDER



KEY TRENDS

Salaries by gender

THE GENDER PAY GAP IS HEADING IN THE RIGHT DIRECTION

Australian organisations are making gradual progress in the right direction in addressing the gender pay gap, most likely influenced by the Workplace Gender Equality Agency's (WGEA) policy requiring employers to report their gender pay gap. Their **latest scorecard** for 2024-25 reveals an above-trend 0.7 percentage point (pp) drop in the gender pay gap to 21.1%, down from 21.8% last year. It means that for every $1 men earn, women earn, on average, 78.9 cents. This adds up to a $28,356 gap in a year.

In industry verticals such as marketing, design, and technology, the gender pay gap is far smaller and has decreased from 5.33% last year to 3.56% this year, narrowing it by 1.77 percentage points. This certainly signals positive movement toward closing this gap for women.

SALARIES BY GENDER

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	2024 MEDIAN SALARY				2025 MEDIAN SALARY				WAGE GAP
ROLE	**WOMEN**	**MEN**	**% GAP ‡**	SAMPLE SIZE	**WOMEN**	**MEN**	**% GAP ‡**	SAMPLE SIZE	% Gap YOY ‡‡
ACCOUNT MANAGEMENT AND STRATEGY									
General Manager	$160,000	$200,000	-22.2%	75	180,000	195,000	-8.0%	48	+14.2%
Client Service Director	$162,500	$158,700	+2.4%	44	170,000	171,000	-0.6%	31	-3.0%
Group Account Director	$153,000	$153,000	0.0%	40	140,000	153,000	-8.9%	33	-8.9%
Senior Account Director	$122,000	$120,000	+1.7%	43	130,000	140,000	-7.4%	44	-9.1%
Account Director	$115,000	$120,000	-4.3%	76	120,000	117,500	+2.1%	64	+6.4%
Senior Account Manager	$100,000	$106,000	-5.8%	75	100,000	100,000	0.0%	58	+5.8%
Account Manager	$80,000	$90,000	-11.8%	92	80,000	95,000	-17.1%	69	-5.4%
Account Executive	$60,000	$105,750	–	25	76,500	80,000	-4.5%	24	–
Head of Strategy	$155,000	$210,000	-30.1%	43	160,000	183,000	-13.4%	34	+16.7%
Senior Strategist	$130,000	$120,000	+8.0%	36	121,500	153,000	-23.0%	29	-31.0%
Strategist	$100,000	$100,000	–	25	105,000	130,000	-21.3%	21	–
CREATIVE DESIGN									
Creative Director	$150,000	$150,000	0.0%	119	$130,000	$150,000	-14.3%	125	-14.3%
Design Director	$120,000	$135,000	-11.8%	81	$130,000	$130,000	0.0%	95	+11.8%
Art Director	$100,000	$117,000	-15.7%	118	$109,500	$110,500	-0.9%	101	+14.8%
Senior Digital Designer	$100,000	$100,000	0.0%	113	$100,000	$107,000	-6.8%	82	-6.8%
Digital Designer	$81,000	$87,500	-7.7%	97	$87,500	$85,000	+2.9%	60	+10.6%
Senior Graphic Designer	$90,000	$96,500	-7.0%	352	$90,000	$101,500	-12.0%	321	-5.0%

* The salary data represents individuals identifying as men and women only as there was insufficient data to include non-binary.
‡ A negative sign indicates that women are making less than men, while a positive sign indicates that women are making more than men. A dash (–) indicates the sample data size for either gender is less than 10, therefore we have not reported the results.
‡‡ The Wage Gap column indicates the degree of change in the % Gap year on year (YOY).

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	2024 MEDIAN SALARY				2025 MEDIAN SALARY				WAGE GAP
ROLE	WOMEN	MEN	% GAP ‡	SAMPLE SIZE	WOMEN	MEN	% GAP ‡	SAMPLE SIZE	% Gap YOY ‡‡
CREATIVE DESIGN CONTINUED									
Graphic Designer	$73,000	$73,500	-0.7%	235	$75,000	$75,000	0.0%	194	+0.7%
Motion Graphics Designer	$90,000	$100,000	-10.5%	40	$100,000	$97,250	+2.8%	76	+13.3%
Finished Artist	$86,000	$85,000	+1.2%	51	$80,000	$85,000	-6.1%	39	-7.2%
DATA AND ANALYTICS									
Head of Data and Analytics	$80,000	$187,500	–	21	$190,000	$200,000	-5.1%	30	–
Digital Analytics Manager	$134,000	$165,000	–	25	$134,000	$160,000	-17.7%	33	–
Data Scientist	$162,500	$120,000	–	24	$175,000	$150,000	+15.4%	33	–
Digital Business Analyst	$100,500	$130,000	-25.6%	41	$100,000	$110,000	-9.5%	37	+16.1%
Customer Insights Analyst	$100,000	$105,000	–	20	$130,000	$135,000	-3.8%	30	–
Data Analyst	$96,500	$105,000	-8.4%	90	$109,000	$105,000	+3.7%	75	+12.2%
Digital Analyst	$130,000	$120,000	+8.0%	25	$135,000	$120,000	+11.8%	34	+3.8%
HUMAN-CENTRED DESIGN									
CX Lead	$170,000	$175,000	-2.9%	43	$175,000	$156,500	+11.2%	36	+14.1%
Senior CX Designer	$125,000	$137,000	–	22	$130,500	$138,500	-5.9%	26	–
Service Design Lead	$167,500	$172,000	-2.7%	93	$176,000	$182,000	-3.4%	57	-0.7%
Senior Service Designer	$147,500	$150,000	-1.7%	63	$150,000	$150,000	0.0%	54	+1.7%
Service Designer	$110,000	$100,000	+9.5%	52	$120,000	$125,000	-4.1%	42	-13.6%

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SALARIES BY GENDER

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ROLE	WOMEN	MEN	% GAP ‡	SAMPLE SIZE	WOMEN	MEN	% GAP ‡	SAMPLE SIZE	% Gap YOY ‡‡
HUMAN-CENTRED DESIGN CONTINUED									
Head of UX	$185,000	$188,000	–	33	$185,000	$190,000	-2.7%	58	–
Chapter Lead	$180,000	$180,000	–	24	$180,000	$180,000	0.0%	37	–
UX Lead	$160,000	$160,000	0.0%	131	$160,000	$152,000	+5.1%	92	+5.1%
Senior UX Designer	$132,000	$140,000	-5.9%	105	$131,000	$140,000	-6.6%	144	-0.8%
UX Designer	$100,000	$100,000	0.0%	178	$100,000	$96,400	+3.7%	105	+3.7%
Senior UX Researcher	$137,220	$140,000	-2.0%	107	$140,000	$130,000	+7.4%	36	+9.4%
UX Researcher	$112,400	$110,000	+2.2%	28	$100,000	$133,000	-28.3%	35	-30.5%
Product Design Lead	$150,000	$170,000	-12.5%	116	$160,000	$170,000	-6.1%	105	+6.4%
Senior Product Designer	$143,930	$150,000	-4.1%	172	$145,000	$141,000	+2.8%	163	+6.9%
Product Designer	$112,000	$111,500	+0.4%	113	$114,500	$115,000	-0.4%	90	-0.9%
Senior UI Designer	$130,000	$120,000	+8.0%	44	$130,000	$122,500	+5.9%	33	-2.1%
UI Designer	$90,000	$105,000	-15.4%	36	$95,000	$103,000	-8.1%	37	+7.3%
Design Systems Lead	$150,000	$165,000	–	21	$160,000	$170,000	-6.1%	33	–
DesignOps Manager	$210,000	$170,000	+21.1%	23	$200,000	$175,000	+13.3%	31	-7.7%
MARKETING AND COMMUNICATIONS									
Head of Digital	$180,000	$200,000	-10.5%	37	$170,000	$172,500	-1.5%	32	+9.1%
Head of Marketing	$170,000	$180,000	-5.7%	83	$168,000	$180,000	-6.9%	92	-1.2%
Marketing Director	$170,000	$200,000	-16.2%	41	$165,000	$177,500	-7.3%	45	+8.9%

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ROLE	WOMEN	MEN	% GAP ‡	SAMPLE SIZE	WOMEN	MEN	% GAP ‡	SAMPLE SIZE	% Gap YOY ⌗
MARKETING AND COMMUNICATIONS CONT.									
Marketing Manager	$122,200	$107,500	+12.8%	162	$130,000	$123,000	+5.5%	167	-7.3%
Digital Marketing Manager	$110,900	$125,000	-12.0%	81	$120,000	$125,000	-4.1%	58	+7.9%
Campaign Manager	$125,000	$102,500	+19.8%	41	$110,000	$92,500	+17.3%	35	-2.5%
Digital Marketing Specialist	$85,000	$85,000	0.0%	87	$85,000	$95,000	-11.1%	85	-11.1%
Email Marketing Specialist	$99,550	$95,000	–	19	$86,500	$88,000	-1.7%	32	–
Marketing Executive	$80,000	$81,000	-1.2%	41	$82,000	$94,500	-14.2%	33	-12.9%
Marketing Co-ordinator	$66,000	$82,000	-21.6%	53	$72,000	$79,000	-9.3%	58	+12.4%
Head of Brand	–	–	–	–	$170,000	$180,000	-5.7%	34	–
Brand Manager	$120,000	$105,000	–	31	$130,000	$129,500	+0.4%	37	–
Head of eCommerce	$190,000	$182,500	–	12	$200,000	$200,000	0.0%	23	–
eCommerce Manager	$105,000	$120,000	–	20	$100,000	$120,000	-18.2%	25	–
Head of CRM	–	–	–	–	$155,000	$160,000	-3.2%	36	–
CRM Marketing Manager	$125,000	$120,000	+4.1%	47	$129,000	$120,000	+7.2%	47	+3.1%
Loyalty Manager	$130,000	$130,000	–	10	$140,000	$137,500	+1.8%	30	–
Event Manager	$85,000	$82,500	–	20	$90,000	$90,000	0.0%	33	–
Head of Growth	–	–	–	–	$200,000	$195,000	+2.5%	32	–
Growth Marketing Manager	$130,000	$120,000	–	20	$137,500	$130,000	+5.6%	30	–
Personalisation Manager	$140,000	$140,000	–	20	$135,000	$140,000	-3.6%	33	–
Performance Marketing Manager	$110,000	$120,000	-8.7%	22	$120,000	$120,000	0.0%	31	+8.7%

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	2024 MEDIAN SALARY				2025 MEDIAN SALARY				WAGE GAP
ROLE	**WOMEN**	**MEN**	**% GAP ‡**	SAMPLE SIZE	**WOMEN**	**MEN**	**% GAP ‡**	SAMPLE SIZE	% Gap YOY ⌗
MARKETING AND COMMUNICATIONS CONT.									
Performance Marketing Specialist	$90,000	$94,400	**-4.8%**	31	$97,000	$90,000	**+7.5%**	29	**+12.3%**
SEO Manager	$80,000	$104,500	**-26.6%**	31	$80,000	$100,000	**-22.2%**	23	**+4.3%**
Head of Communications	$160,000	$172,500	–	27	$180,000	$200,000	**-10.5%**	34	–
Communications Manager	$118,000	$132,500	**-11.6%**	38	$130,000	$117,000	**+10.5%**	48	**+22.1%**
Internal Communications Manager	$150,000	$150,000	–	20	$150,000	$160,000	**-6.5%**	20	–
Communications Specialist	$90,000	$104,000	–	27	$100,000	$104,000	**-3.9%**	43	–
Head of Social	–	–	–	–	$130,000	$140,000	**-7.4%**	22	–
Social Media Manager	$82,000	$100,000	–	47	$80,000	$100,000	**-22.2%**	33	–
Head of Content	$135,000	$164,000	–	26	$140,000	$164,000	**-15.8%**	21	–
Content Marketing Manager	$110,000	$120,000	**-8.7%**	44	$120,000	$105,000	**+13.3%**	29	**+22.0%**
Content Strategist	$110,000	$116,750	**-6.0%**	21	$120,000	$120,000	0.0%	26	**+6.0%**
Content Producer	$96,000	$100,000	**-4.1%**	36	$105,000	$94,500	**+10.5%**	32	**+14.6%**
Senior Copywriter	$100,000	$117,500	**-16.1%**	43	$110,000	$120,000	**-8.7%**	41	**+7.4%**
Copywriter	$80,000	$85,500	**-6.6%**	36	$85,000	$85,000	0.0%	32	**+6.6%**

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ROLE	**WOMEN**	**MEN**	**% GAP ‡**	SAMPLE SIZE	**WOMEN**	**MEN**	**% GAP ‡**	SAMPLE SIZE	% Gap YOY ⌗
PRODUCT, PROJECT, AND PROGRAM MANAGEMENT									
Program Manager	$128,550	$166,000	–	20	$144,000	$165,000	**-13.6%**	45	–
Head of Digital Product	$195,000	$220,000	**-12.0%**	28	$195,000	$195,000	0.0%	32	**+12.0%**
Digital Product Manager	$140,000	$150,000	**-6.9%**	41	$150,000	$150,000	0.0%	44	**+6.9%**
Digital Product Owner	$120,000	$165,000	**-31.6%**	27	$130,000	$150,000	**-14.3%**	38	**+17.3%**
Digital Project Manager	$125,000	$125,000	0.0%	56	$117,000	$132,000	**-12.0%**	54	**-12.0%**
PRODUCTION AND STUDIO MANAGEMENT									
Senior Digital Producer	$120,000	$126,000	**-4.9%**	29	$123,000	$155,000	**-23.0%**	21	**-18.1%**
Creative Services Manager	–	–	–	–	$120,000	$127,500	**-6.1%**	28	–
Studio Manager	$105,000	$120,000	**-13.3%**	33	$122,500	$120,000	**+2.1%**	31	**+15.4%**
Production Manager	$100,000	$115,000	–	20	$115,000	$115,000	0.0%	31	–
Video Producer	–	–	–	–	$120,000	$110,000	**+8.7%**	26	–
Video Editor	$95,000	$110,000	**-14.6%**	21	$90,000	$100,000	**-10.5%**	29	**+4.1%**

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SALARIES BY GENDER

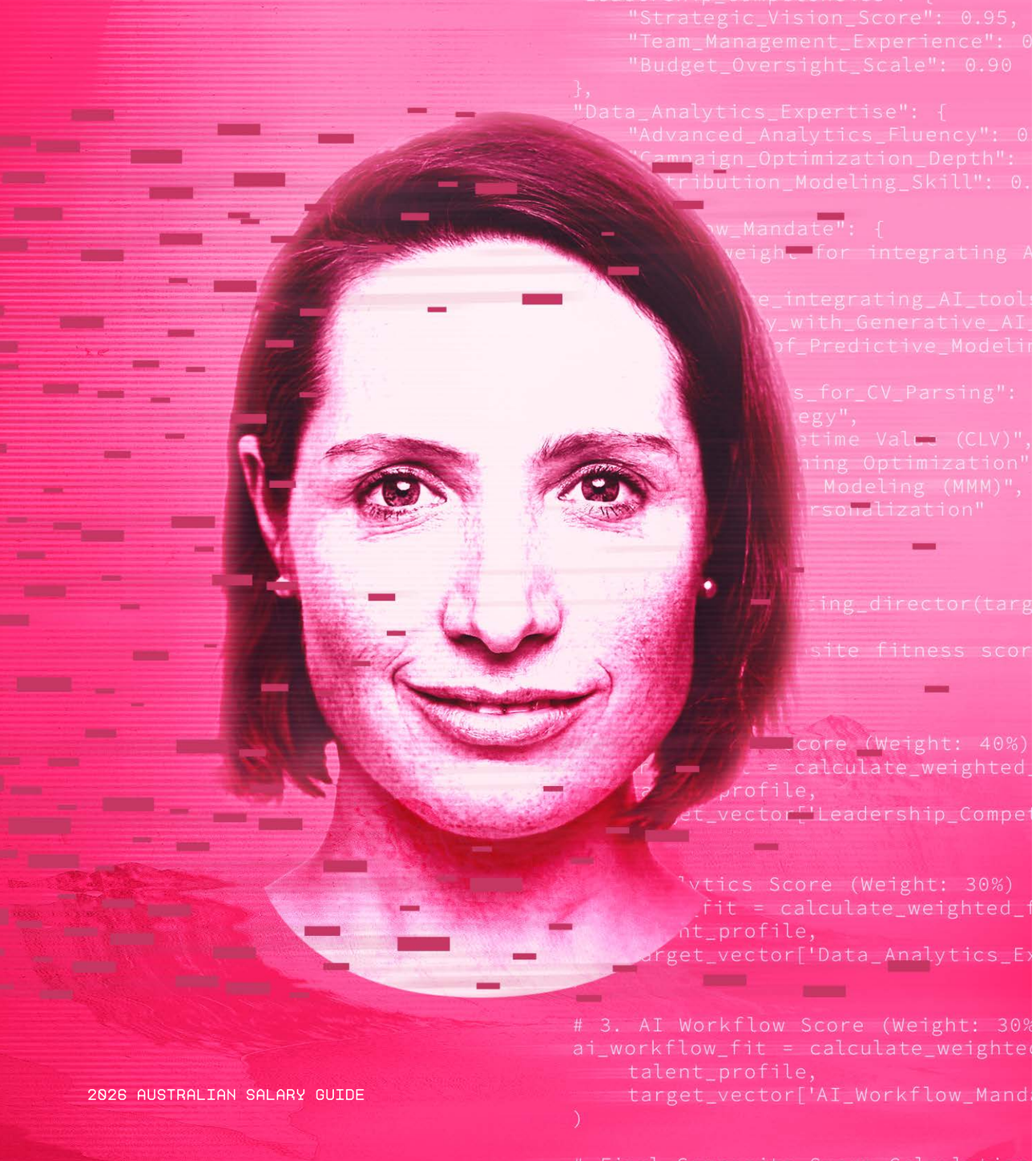
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	2024 MEDIAN SALARY				2025 MEDIAN SALARY				WAGE GAP
ROLE	**WOMEN**	**MEN**	**% GAP ‡**	SAMPLE SIZE	**WOMEN**	**MEN**	**% GAP ‡**	SAMPLE SIZE	% Gap YOY ⌗
WEB, APP, AND SOFTWARE DEVELOPMENT									
Head of Engineering	$183,000	$200,000	–	20	$230,000	$217,500	+5.6%	40	–
Engineering Manager	$175,000	$175,000	–	24	$175,000	$178,000	-1.7%	35	–
Technical Lead	$142,500	$180,000	–	50	$120,000	$194,000	-47.1%	39	–
Front End Developer	$110,000	$107,050	+2.7%	36	$99,000	$105,000	-5.9%	24	-8.6%
Senior Full Stack Developer	$153,060	$150,000	–	21	$180,000	$150,000	+18.2%	28	–
Senior Software Engineer	$165,000	$160,000	–	23	$165,000	$151,000	+8.9%	32	–
Software Engineer	$110,000	$117,500	–	21	$110,000	$110,000	0.0%	31	–
iOS Developer	$120,000	$132,500	–	23	$121,000	$130,000	-7.2%	20	–
Android Developer	$115,000	$116,000	–	20	$115,000	$116,000	-0.9%	20	–

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C-SUITE SALARIES





KEY TRENDS

C-suite salaries

SENIOR LEADERSHIP REMAINS A PRIORITY

Renumeration for leaders remains a key lever for retention and capability. C-suite salaries are growing at 5.3% year-on-year on average, higher than the 3.1% average for directors, managers, and individual contributors. Australian employers recognise that strong leadership is critical for navigating skills shortages, regulatory requirements, and integrating technology and digital processes across the business.

SALARY STRATEGY ALIGNS WITH BUSINESS COMPLEXITY

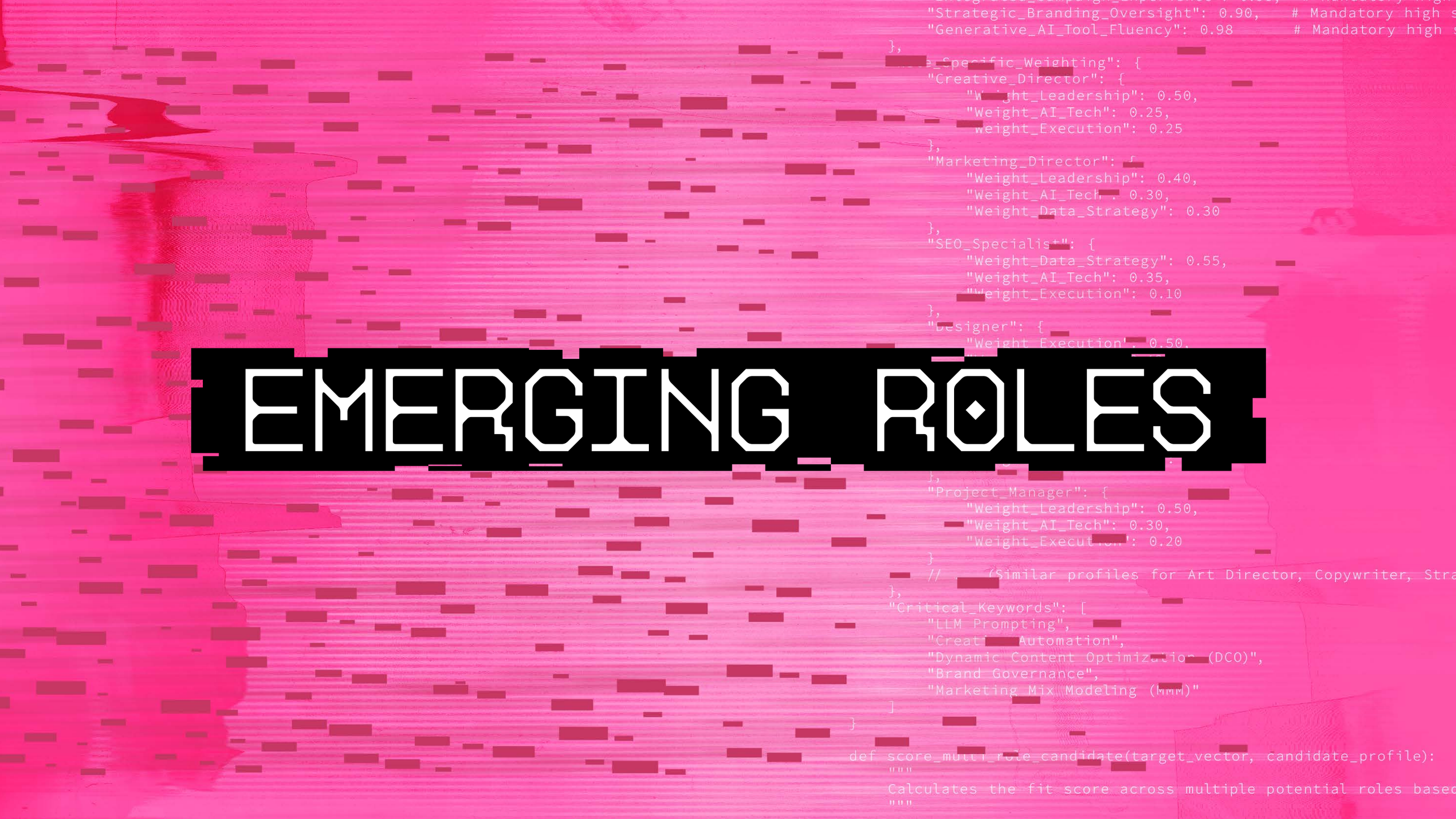
The largest salary increases are concentrated at enterprise-level organisations, reflecting the premium placed on leaders who can manage complex, cross-functional projects and balance operational priorities with strategic change. Senior executives with experience in digital transformation, data-driven decision-making, and team capability development are particularly in demand.

C-SUITE SALARIES

C-suite salaries in this table are sourced from the **Economic Research Institute** and reflect Australian base salaries only.

ROLE	LOCAL ORGANISATIONS Median	NATIONAL ORGANISATIONS *Median	GLOBAL ORGANISATIONS Median	% Δ YOY †
Chief Data Officer (CDO)	$214,500	$283,800	$362,400	+7.4%
Chief Brand Officer (CBO)	$199,600	$263,100	$338,000	+3.9%
Chief Commercial Officer (CCO)	$190,500	$250,100	$320,500	+5.0%
Chief Communications Officer (CCO)	$190,700	$248,900	$321,200	+3.8%
Chief Marketing Officer (CMO)	$192,000	$290,100	$384,200	+4.0%
Chief Digital Officer (CDO)	$210,700	$284,600	$387,400	+6.0%
Chief Customer Officer (CCO)	$211,900	$276,100	$356,500	+3.5%
Chief Experience Officer (CXO)	$177,800	$236,600	$308,700	+3.8%
Chief Product Officer (CPO)	$182,400	$247,800	$366,600	+6.5%
Chief Creative Officer (CCO)	$192,800	$253,400	$323,800	+3.5%
Chief Design Officer (CDO)	$225,000	$345,000	$510,000	+4.9%
Chief Operating Officer (COO)	$251,700	$361,100	$569,200	+4.4%
Chief Technology Officer (CTO)	$207,900	$279,800	$378,400	+5.1%
Chief Information Officer (CIO)	$233,400	$315,200	$429,000	+4.8%
Chief Information Security Officer (CISO)	$198,200	$259,400	$337,400	+6.9%
Chief Artificial Intelligence Officer (CAIO)	$245,000	$410,000	$575,000	+11.8%
Chief Innovation Officer (CInO)	$162,000	$212,800	$271,900	+4.5%

* Median base salary reported for each organisation type.
† Percentage change year on year.


EMERGING_ROLES
"Strategic_Branding_Oversight": 0.90, # Mandatory high
"Generative_AI_Tool_Fluency": 0.98 # Mandatory high
},
"Creative_Director": {
"Marketing_Director": {
"Weight_Leadership": 0.40,
"Weight_Data_Strategy": 0.30
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"Weight_AI_Tech": 0.35,
"Designer": {
"Project_Manager": {
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"Weight_AI_Tech": 0.30,
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"Dynamic Content Optimization (DCO)",
"Brand Governance",
"Marketing Mix Modeling (MMM)"
]
}
def score_multi_role_candidate(target_vector, candidate_profile):
"""
Calculates the fit score across multiple potential roles based
"""



KEY TRENDS

Emerging roles

SKILLS FOR A CHANGING WORKPLACE

In Australia, emerging roles are less about AI hype and more about augmenting existing capability with new digital and data skills. Demand is growing for professionals who combine traditional analytics, technology, and product expertise with AI literacy, process optimisation, and governance knowledge.

The emphasis is on practical application — ensuring data-driven decision-making, maintaining ethical and brand-compliant outputs, and using automation to improve efficiency rather than replace humans.

EMERGING ROLES

Emerging roles were selected based on their relevance in 2026 and their strategic value for the future.

The salary data was supplemented by additional market research.

ROLE	LOW 25th Percentile	MEDIAN 50th Percentile	HIGH 75th Percentile	% Δ YOY †
AI Automation Engineer	$110,000	$140,000	$180,000	–
AI Conversation Designer	$100,000	$130,000	$160,000	–
AI Domain Specialist / Trainer	$90,000	$120,000	$150,000	–
AI Product Manager	$130,000	$160,000	$200,000	–
AR / VR / XR Engineer	$100,000	$130,000	$170,000	–
Blockchain Engineer	$110,000	$140,000	$180,000	–
Character Artist	$70,000	$95,000	$120,000	–
Concept Artist	$70,000	$95,000	$120,000	–
Creative Technologist	$90,000	$120,000	$150,000	–
Generative AI Engineer	$140,000	$180,000	$220,000	–
Natural Language Processing Engineer	$120,000	$150,000	$190,000	–
Technical Artist	$80,000	$105,000	$135,000	–

* Dash (–) indicates salary data supplemented by additional market research.
† Percentage change year over year.

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