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# Digital Salary Guide 2019

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A comprehensive guide to the  
Australian digital industry



# Introduction

This digital salary guide has been produced to provide you with an understanding of how much employers are currently paying for top digital talent.

The salary guide is based on data from our most recent placements, current salary descriptions across Seek and LinkedIn, and in collaboration with other recruitment agencies.

It has been broken down to include information on marketing, software development, design, and other sectors, across in-house and agency roles (see 'Salary Trends' on Page 3 for information on variations between these two roles).

All salaries shown are annual, not including super. In this guide, the seniority of roles listed can be defined as follows:

**Graduate** - fresh to the industry, has recently completed a course or degree

**Junior** - up to three years of experience, often works in a team

**Mid-level** - approximately 3-6 years of experience, may rely on seniors

**Senior** - 6+ years of experience, subject matter expert, often in a team leadership role

**Lead** - usually 8+ years of experience, in a major leadership role



# Salary Trends

As industry specialists we see a number of trends across salaries depending on the role, organisation and importance of the role within a company. It is also impossible to compare 'apples with apples' as role titles are rarely transferable; each role's value must be assessed depending on a number of factors including:

- Number of direct reports
- Leadership responsibilities
- Budgets and projects under management
- Industry: Mining and professional services are typically more lucrative
- Company size and structure
- Company culture
- Non-financial benefits offered e.g. training and development budgets
- Employer brand
- The leadership team's reputation
- Role type: whether it is offered on a contractual, fixed-term or permanent basis

And finally, it is worth highlighting the difference between agency role and in-house role salaries. Agencies often pay 10-20% less than in-house roles. Aside from being an industry norm, agencies sometimes offer more training and development opportunities, project variety, and a culture of creativity and fun.



# Marketing, Design and Development

The salaries listed below are an approximate guide, with each organisation's use of role title and remuneration varying greatly in respect of budget and team management responsibilities, reporting lines, company size and industry. The roles and salaries listed below are in house - people paid to work exclusively for one company, as opposed to in agency where they will work across a range of client accounts. Agency roles and salaries are listed on Page 6.

Area	Job title	Lead	Senior	Mid-level	Junior	Entry-level
Marketing	Digital Marketing Co-ordinator	-	\$ 65,000	\$ 60,000	\$ 55,000	\$ 48,000
	Digital Marketing Manager	-	\$ 120,000	\$ 95,000	\$ 80,000	-
	Digital Analyst	-	\$ 95,000	\$ 85,000	\$ 65,000	\$ 55,000
Design	UX Designer	\$ 140,000+	\$ 120,000	\$ 90,000	\$ 70,000	\$ 60,000
	UI Designer	\$ 130,000	\$ 115,000	\$ 85,000	\$ 65,000	\$ 55,000
	Graphic Designer	-	\$ 85,000	\$ 65,000	\$ 45,000	-
	Digital Designer	-	\$ 95,000	\$ 75,000	\$ 55,000	-
Development	Front-end Developer	\$ 120,000	\$ 100,000	\$ 75,000	\$ 60,000	\$ 45,000
	Full Stack Developer	\$ 125,000	\$ 110,000	\$ 80,000	\$ 65,000	\$ 48,000
	DevOps Engineer	\$ 130,000	\$ 120,000	\$ 90,000	-	-
	Mobile Developer	\$ 125,000	\$ 110,000	\$ 80,000	\$ 65,000	\$ 48,000

# Management and Other

The roles listed below are often employed by larger organisations (50+) or within SaaS (Software as a Service) organisations.

Locally in Brisbane we have seen a boom in demand for Product Owners, Managers and Customer Experience Specialists in particular.

Area	Job title	Lead	Senior	Mid-level	Junior	Entry-level
<b>Management</b>	<b>Scrum Master</b>	\$ 140,000	\$ 120,000	\$ 95,000	\$ 75,000	-
	<b>Digital Project Manager</b>	-	\$ 115,000	\$ 95,000	-	-
	<b>Chief Technology Officer</b>	\$ 200,000+	\$ 150,000+	\$ 120,000+	-	-
	<b>Product Manager</b>	\$ 150,000	\$ 120,000	\$ 95,000	\$ 75,000	-
<b>Other</b>	<b>Product Owner</b>	\$ 120,000	\$ 110,000	\$ 90,000	\$ 70,000	-
	<b>Business Analyst</b>	\$ 135,000	\$ 110,000	\$ 90,000	-	-
	<b>CX Manager</b>	\$ 140,000+	\$ 115,000	\$ 85,000	\$ 75,000	-
	<b>CX Analyst</b>	\$ 110,000+	\$ 90,000	\$ 75,000	\$ 65,000	\$ 60,000
	<b>Innovation Manager</b>	\$ 120,000+	\$ 110,000	\$ 85,000	-	-
	<b>eCommerce Manager</b>	\$ 125,000+	\$ 110,000	\$ 90,000	-	-

# Agency Roles

The salaries listed below are an approximate guide, with each digital agency's use of role title and remuneration varying greatly in respect of budget and team management responsibilities, reporting lines, agency size and services offered.

Generally speaking, digital agencies pay 15-20% less than in-house roles, but provide greater task variety and professional development opportunities.

Area	Job title	Lead	Senior	Mid-level	Junior	Graduate
<b>Account Management</b>	<b>Account Co-ordinator</b>	-	\$ 65,000	\$ 60,000	\$ 50,000	\$ 45,000
	<b>Account Executive / Account Manager</b>	\$ 100,000	\$ 75,000	\$ 70,000	\$ 65,000	-
	<b>Account Director</b>	\$ 120,000+	\$ 85,000	\$ 80,000	\$ 75,000	-
<b>Design</b>	<b>UX Designer</b>	\$ 110,000+	\$ 85,000	\$ 75,000	\$ 65,000	\$ 45,000
	<b>UI Designer</b>	\$ 110,000	\$ 80,000	\$ 70,000	\$ 60,000	\$ 45,000
	<b>Digital Designer</b>	\$ 100,000+	\$ 90,000	\$ 75,000	\$ 65,000	\$ 45,000
	<b>Graphic Designer</b>	\$ 90,000+	\$ 80,000	\$ 70,000	\$ 55,000	\$ 42,000
<b>Marketing</b>	<b>SEO Specialist</b>	\$ 110,000	\$ 85,000	\$ 70,000	\$ 55,000	\$ 45,000
	<b>PPC Specialist</b>	\$ 110,000+	\$ 90,000	\$ 75,000	\$ 60,000	\$ 45,000
	<b>Social Media Specialist</b>	\$ 105,000+	\$ 85,000	\$ 70,000	\$ 60,000	\$ 45,000
	<b>Programmatic Specialist</b>	\$ 110,000+	\$ 85,000	\$ 75,000	-	-

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Area	Job title	Lead	Senior	Mid-level	Junior	Graduate
Development	Front-end Developer	\$ 100,000+	\$ 80,000	\$ 70,000	\$ 52,500	\$ 45,000
	Full Stack Developer	\$ 110,000	\$ 90,000	\$ 75,000	\$ 60,000	\$ 45,000
	App Developer	\$ 110,000+	\$ 95,000	\$ 85,000	\$ 65,000	\$ 45,000
Management	Agency Director / Managing Director	\$ 130,000+	\$100,000+	-	-	-
	General Manager	\$ 120,000+	\$ 115,000	\$ 90,000	-	-
Other	Project Manager	\$ 120,000+	\$ 100,000	\$ 80,000	\$ 60,000	-
	Traffic Manager	\$ 110,000	\$ 100,000	\$ 80,000	\$ 60,000	\$ 45,000
	Digital Strategist	\$ 120,000+	\$ 90,000	\$ 80,000	\$ 65,000	-
	Copywriter	\$ 80,000+	\$ 70,000	\$ 65,000	\$ 55,000	\$ 45,000
	Business Development Manager (base salary)	\$ 80,000+	\$ 70,000+	\$ 65,000+	-	-



# DIGITAL TALENT CO.

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At **Digital Talent Co.** we have 10+ years of experience providing digital recruitment services and are well equipped to provide guidance on role structures, titles, current market salaries, plus attraction and retention strategies.

If you have any questions, please don't hesitate to get in touch with us on

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