



Australia

Demand remained high for sales and marketing specialists during the first half of the 2008/2009 financial year, however the second half of the year saw demand fall in response to global economic conditions. In general, employers maintained their headcount rather than sought growth. When recruitment did occur, employers were very considered in their approach.

Despite this trend, those candidates that can offer real value to a business are still in demand.

Employers have become far more circumspect about appointing new staff. The recruitment process has lengthened as employers take steps to ensure they select the best possible candidate, rather than the best of the available candidates. Employers are far stricter in their choice and will no longer take a chance on a candidate – they want demonstrated proof of a candidate's ability to add value before making an offer of employment.

Demand remains for candidates with previous experience in FMCG, utilities and services. The public sector is an area of growth for marketing roles, with internal communications specialists in most demand. Candidates with previous public sector or not-for-profit experience are sought, as are those with technical sales skills in the industrial, manufacturing and engineering areas.

Salary growth was generally minimal as a response to increased candidate availability. The exception was Perth, where the average increase to typical salaries was a staggering 11%, a genuine standout in today's economic environment. However, these salary changes are indicative of the WA market 'catching up' with growth in salaries in other sectors.

Candidates should be flexible in their approach and committed to their job search. Vacancies are available for quality candidates. Be prepared to demonstrate your achievements with real-life examples. Keep an open mind and look at industries that will not be overly affected by a downturn.

New Zealand

The last six months were not kind to sales and marketing job seekers. While demand for staff remains, employers now have very high expectations of a candidate's abilities.

There has been a distinct shift in the vacancies available, from account management to proactive sales. As the economy shrinks the emphasis has moved from protecting business in busy times to actively winning a larger slice of a shrinking pie.

Therefore proactive business developers are in most demand. However the strength of our economy over recent years saw a number of sales roles transform

into account management roles, and so many salespeople lost the edge that employers now want.

Demand is highest in the IT&T industry, while the need for salespeople in the construction, development, banking and property industries has fallen.

Salary movements were negligible over the last 12 months. The only exceptions occurred for marketing executives (where typical salaries increased 9%), marketing analysts/research execs (8%), business development managers (6%) and state/regional managers (5%). Bonuses, which are not reported in our survey, also remained static.

The greatest challenge facing sales and marketing candidates is impact - at interview demonstrate clearly the difference you can make to a business.

Sales & Marketing	Inside Sales Rep	Sales Executive	Account Manager	Channel Sales	Senior Account Manager
	Typical Salary	Typical Salary	Typical Salary	Typical Salary	Typical Salary
NSW - Sydney	60,000 55,000 - 65,000	85,000 75,000 - 110,000	85,000 75,000 - 110,000	90,000 80,000 - 110,000	100,000 80,000 - 150,000
VIC - Melbourne	50,000 45,000 - 55,000	60,000 50,000 - 80,000	80,000 70,000 - 110,000	90,000 80,000 - 110,000	90,000 70,000 - 120,000
QLD - Brisbane	40,000 35,000 - 45,000	55,000 45,000 - 65,000	65,000 60,000 - 80,000	75,000 70,000 - 85,000	80,000 70,000 - 100,000
SA - Adelaide	50,000 40,000 - 60,000	70,000 50,000 - 75,000	60,000 50,000 - 75,000	70,000 50,000 - 75,000	70,000 60,000 - 80,000
WA - Perth	50,000 45,000 - 60,000	70,000 60,000 - 80,000	75,000 65,000 - 100,000	80,000 70,000 - 90,000	95,000 80,000 - 120,000
ACT - Canberra	50,000 45,000 - 55,000	55,000 50,000 - 60,000	60,000 50,000 - 75,000	70,000 60,000 - 80,000	85,000 70,000 - 90,000
NZ - Auckland	55,000 45,000 - 60,000	65,000 55,000 - 75,000	85,000 70,000 - 110,000	85,000 70,000 - 110,000	95,000 80,000 - 130,000

□ All Salaries are shown excluding superannuation. For sales roles, salary excludes car and commission.
 □ New Zealand Salaries are represented in New Zealand Dollars.

Sales & Marketing	Business Development Manager	State / Regional Manager	National Sales Manager	Director of Sales	Marketing Assistant / Coordinator
	Typical Salary	Typical Salary	Typical Salary	Typical Salary	Typical Salary
NSW - Sydney	110,000 80,000 - 150,000	120,000 100,000 - 150,000	140,000 130,000 - 200,000	200,000 160,000 - 250,000	55,000 50,000 - 65,000
VIC - Melbourne	100,000 80,000 - 140,000	95,000 80,000 - 120,000	130,000 100,000 - 150,000	200,000 180,000 - 220,000	50,000 48,000 - 65,000
QLD - Brisbane	85,000 60,000 - 110,000	100,000 80,000 - 120,000	120,000 110,000 - 150,000	140,000 120,000 - 170,000	45,000 35,000 - 50,000
SA - Adelaide	70,000 55,000 - 80,000	70,000 60,000 - 85,000	85,000 80,000 - 100,000	110,000 90,000 - 140,000	40,000 35,000 - 55,000
WA - Perth	80,000 65,000 - 100,000	100,000 80,000 - 120,000	130,000 110,000 - 170,000	180,000 150,000 - 200,000	50,000 45,000 - 65,000
ACT - Canberra	80,000 70,000 - 90,000	90,000 80,000 - 100,000	100,000 90,000 - 110,000	120,000 110,000 - 130,000	50,000 45,000 - 55,000
NZ - Auckland	85,000 70,000 - 95,000	105,000 80,000 - 130,000	120,000 90,000 - 150,000	150,000 130,000 - 200,000	45,000 35,000 - 50,000

Sales & Marketing	Marketing Executive	Marketing Analyst / Research Exec	Product Manager	Channel Marketing Manager	Campaign Manager
	Typical Salary	Typical Salary	Typical Salary	Typical Salary	Typical Salary
NSW - Sydney	70,000 65,000 - 85,000	70,000 50,000 - 75,000	100,000 95,000 - 115,000	105,000 80,000 - 130,000	85,000 75,000 - 110,000
VIC - Melbourne	65,000 50,000 - 80,000	70,000 60,000 - 80,000	90,000 70,000 - 100,000	90,000 80,000 - 120,000	90,000 80,000 - 100,000
QLD - Brisbane	60,000 55,000 - 70,000	70,000 65,000 - 90,000	85,000 80,000 - 110,000	105,000 80,000 - 130,000	80,000 65,000 - 90,000
SA - Adelaide	55,000 45,000 - 60,000	50,000 45,000 - 65,000	60,000 50,000 - 70,000	80,000 60,000 - 85,000	70,000 55,000 - 80,000
WA - Perth	60,000 55,000 - 70,000	65,000 55,000 - 70,000	85,000 70,000 - 120,000	85,000 70,000 - 110,000	85,000 70,000 - 110,000
ACT - Canberra	55,000 50,000 - 60,000	70,000 60,000 - 80,000	80,000 70,000 - 90,000	85,000 70,000 - 90,000	90,000 85,000 - 95,000
NZ - Auckland	60,000 50,000 - 70,000	65,000 55,000 - 75,000	90,000 80,000 - 100,000	100,000 80,000 - 120,000	80,000 70,000 - 100,000

Sales & Marketing	Communications Manager	Brand Manager	Director of Marketing	Corporate Relations Manager	Fundraising Manager
	Typical Salary	Typical Salary	Typical Salary	Typical Salary	Typical Salary
NSW - Sydney	100,000 80,000 - 120,000	90,000 80,000 - 100,000	200,000 150,000 - 220,000	125,000 100,000 - 150,000	85,000 75,000 - 95,000
VIC - Melbourne	90,000 80,000 - 100,000	90,000 80,000 - 100,000	200,000 180,000 - 220,000	110,000 100,000 - 130,000	90,000 85,000 - 110,000
QLD - Brisbane	85,000 80,000 - 110,000	95,000 90,000 - 130,000	135,000 120,000 - 150,000	110,000 100,000 - 140,000	85,000 70,000 - 100,000
SA - Adelaide	80,000 65,000 - 85,000	70,000 60,000 - 90,000	125,000 80,000 - 130,000	90,000 70,000 - 100,000	70,000 50,000 - 80,000
WA - Perth	90,000 80,000 - 105,000	90,000 75,000 - 110,000	135,000 110,000 - 160,000	100,000 80,000 - 120,000	80,000 70,000 - 100,000
ACT - Canberra	95,000 85,000 - 105,000	95,000 85,000 - 105,000	120,000 100,000 - 150,000	85,000 80,000 - 90,000	80,000 70,000 - 85,000
NZ - Auckland	90,000 80,000 - 120,000	90,000 80,000 - 110,000	170,000 150,000 - 200,000	120,000 100,000 - 140,000	75,000 70,000 - 90,000