

Australian Creative Industry Salary Guide

this
must be
the place



This salary guide will be useful to those who work within the following sectors of the creative industry:

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The data supplied is based purely on our experience interviewing candidates and placing roles within these sectors during the previous financial year. The guide is not intended as advice and is largely dependent on industry and economic factors. This guide is updated every year. Please note that the annual salary ranges include the superannuation component of an annual salary package.

For a more accurate estimate of what your business will need to pay in order to attract candidates into a particular role, be sure to speak directly with a

Creative Recruiters Consultant.

FOR
HIRE

Thank you for downloading our Salary Guide.

If you're struggling to attract Talent, you will benefit from speaking directly to any of our highly experienced **Consultants** who will tailor a solution for you.

Our Managing Director, **Vicki-Anne Craigen** is also available for you to speak to and can be contacted on 0413 453 563 or va@creativerecruiters.com.au

Questions?

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Design and Creative

	MELBOURNE		SYDNEY		FREELANCE RATE P/H	
	Mid	High	Mid	High	Low	High
Executive Creative Director	240,000	280,000	250,000	300,000	120	150
Creative Director	170,000	225,000	180,000	225,000	100	120
Design Director – Senior	135,000	165,000	135,000	165,000	80	100
Design Director – Mid	110,000	130,000	110,000	130,000	60	80
Art Director – Senior	120,000	145,000	130,000	145,000	65	90
Art Director – Mid	100,000	120,000	110,000	130,000	55	80
Graphic Designer – Senior	110,000	115,000	95,000	120,000	75	90
Graphic Designer – Mid	80,000	90,000	80,000	90,000	65	80
Finished Artist – Senior	90,000	110,000	90,000	110,000	60	85
Finished Artist – Mid	65,000	85,000	70,000	85,000	50	65
Retoucher – Senior	80,000	100,000	80,000	110,000	65	85
Retoucher – Mid	75,000	85,000	80,000	95,000	60	75
Packaging (FMCG) Designer – Senior	110,000	135,000	110,000	140,000	70	90
Packaging (FMCG) Designer – Mid	85,000	95,000	85,000	95,000	60	75
Experiential Designer – Senior	110,000	150,000	120,000	150,000	75	90
Experiential Designer – Mid	90,000	110,000	95,000	110,000	70	85
Illustrator	80,000	100,000	80,000	100,000	70	90

Please note: If your freelancer is not registered for GST, and doesn't have Professional Indemnity, Public Liability and Workcover Insurances – they will be deemed by the ATO as your employee.

To remove the employer relationship, hire your freelancer via Creative Recruiters. For further information call **Vicki-Anne 0413 453 563**. * Permanent salaries include super. * Freelance rates include super.

Design and Creative (cont)

	MELBOURNE		SYDNEY		FREELANCE RATE P/H	
	Mid	High	Mid	High	Low	High
Presentation Specialist	100,000	120,000	90,000	120,000	75	100
Desk Top Publisher	65,000	80,000	65,000	85,000	50	65
MS Word Template Specialist	100,000	120,000	90,000	120,000	75	100
Industrial Designer – Senior	110,000	125,000	110,000	125,000	90	125
Industrial Designer – Mid	80,000	100,000	80,000	100,000	65	90
Wayfinding Designer Lead	150,000	200,000	150,000	200,000	125	150
Wayfinding Designer – Senior	110,000	125,000	120,000	125,000	85	125
Wayfinding Designer – Mid	90,000	110,000	90,000	110,000	70	85

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Digital

	MELBOURNE		SYDNEY		FREELANCE RATE P/H	
	Mid	High	Mid	High	Low	High
Chief Digital Officer	200,000	255,000	275,000	450,000	150	250
Head of Digital	200,000	245,000	200,000	245,000	120	150
Digital Designer – Senior	100,000	120,000	120,000	135,000	75	90
Digital Designer – Mid	80,000	95,000	90,000	105,000	60	70
Executive Digital Producer	135,000	150,000	140,000	170,000	85	110
Digital Producer – Senior	120,000	135,000	130,000	140,000	75	90
Digital Producer – Mid	100,000	110,000	100,000	110,000	65	70
Digital Project Manager	140,000	180,000	140,000	155,000	90	100
Service Design – Lead	165,000	190,000	180,000	200,000	105	120
Service Design – Senior	150,000	175,000	160,000	180,000	95	110
Service Designer – Mid	110,000	135,000	115,000	135,000	70	85
Chief Experience Officer – CXO	250,000	350,000	250,000	350,000	150	220
CX Lead	200,000	250,000	200,000	250,000	120	150
CX Designer – Senior	130,000	200,000	130,000	200,000	80	120
CX Designer – Mid	95,000	115,000	95,000	125,000	60	80
UX Lead	150,000	180,000	155,000	190,000	110	120
UX Designer – Senior	130,000	150,000	140,000	165,000	100	120
UX Designer – Mid	80,000	120,000	85,000	120,000	90	100

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Digital (cont)

	MELBOURNE		SYDNEY		FREELANCE RATE P/H	
	Mid	High	Mid	High	Low	High
UX Researcher – Senior	150,000	180,000	150,000	180,000	100	120
UX Researcher – Mid	115,000	130,000	120,000	135,000	90	100
UI Designer – Lead	135,000	150,000	140,000	150,000	85	95
UI Designer – Senior	120,000	135,000	120,000	135,000	75	85
UI Designer – Mid	110,000	120,000	110,000	135,000	70	85
Head of Digital Product	200,000	245,000	220,000	245,000	120	150
Digital Product Manager	135,000	150,000	135,000	155,000	85	100
Digital Product Owner – Senior	110,000	135,000	110,000	140,000	70	90
Digital Product Owner – Mid	90,000	110,000	90,000	110,000	55	70
Product Design – Lead	160,000	190,000	165,000	190,000	110	120
Product Designer – Senior	150,000	170,000	155,000	170,000	100	110
Product Designer – Mid	110,000	130,000	110,000	130,000	70	85
Front End Developer – Senior	130,000	140,000	130,000	140,000	100	120
Front End Developer – Mid	120,000	130,000	120,000	130,000	90	100
Motion Graphics Designer – Senior	100,000	120,000	110,000	130,000	65	85
Motion Graphics Designer – Mid	80,000	90,000	90,000	110,000	60	70
Videographer	100,000	135,000	100,000	135,000	65	85
Video Producer	90,000	120,000	110,000	140,000	55	90
Video Editor	80,000	110,000	90,000	120,000	50	75

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**YOUR
IDEAS
MATTER**

Write them down :)

Marketing

	MELBOURNE		SYDNEY		FREELANCE RATE P/H	
	Mid	High	Mid	High	Low	High
Chief Marketing Officer	220,000	280,000	270,000	385,000	125	150
Head of Marketing	165,000	205,000	200,000	245,000	100	125
Marketing Director	165,000	180,000	165,000	180,000	100	125
Marketing Manager – Senior	135,000	145,000	125,000	150,000	70	100
Marketing Manager – Mid	100,000	120,000	100,000	120,000	70	90
Marketing Executive	80,000	95,000	85,000	95,000	55	60
Digital Marketing Coordinator	75,000	85,000	75,000	85,000	40	45
Marketing Innovation Manager	155,000	180,000	160,000	180,000	100	125
Brand Manager – Senior	125,000	150,000	130,000	155,000	100	125
Brand Manager – Mid	110,000	125,000	110,000	125,000	70	90
Head of Communications	155,000	180,000	175,000	220,000	100	125
Communications Manager – Senior	125,000	160,000	135,000	170,000	80	100
Communications Manager – Mid	95,000	125,000	110,000	130,000	70	90
CRM Marketing Manager – Senior	110,000	135,000	125,000	135,000	100	125
CRM Marketing Manager – Mid	80,000	100,000	80,000	100,000	70	90
Head of Engagement	155,000	180,000	155,000	180,000	125	150
Head of eCommerce	150,000	175,000	165,000	195,000	125	150
eCommerce Manager – Senior	110,000	145,000	110,000	145,000	100	125
eCommerce Manager – Mid	90,000	110,000	90,000	110,000	70	90

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Marketing (cont)

	MELBOURNE		SYDNEY		FREELANCE RATE P/H	
	Mid	High	Mid	High	Low	High
Digital Campaign Manager – Senior	125,000	145,000	125,000	145,000	100	125
Digital Campaign Manager – Mid	100,000	125,000	105,000	120,000	70	90
Digital Campaign Specialist – Senior	100,000	125,000	110,000	135,000	100	125
Digital Campaign Specialist – Mid	80,000	100,000	95,000	110,000	70	90
Digital Marketing Manager – Senior	115,000	135,000	125,000	150,000	80	100
Digital Marketing Manager – Mid	95,000	110,000	95,000	110,000	70	90
Digital Marketing Specialist – Senior	100,000	115,000	100,000	115,000	80	100
Digital Marketing Specialist – Mid	80,000	100,000	90,000	110,000	70	90
Digital Marketing Strategist	120,000	160,000	120,000	160,000	100	125
SEO/SEM Specialist – Senior	90,000	110,000	100,000	130,000	70	90
SEO/SEM Specialist – Mid	72,000	90,000	75,000	95,000	60	70
Paid Search Specialist	75,000	95,000	78,000	100,000	60	70
Digital Optimisation Manager – Senior	120,000	135,000	120,000	135,000	70	90
Digital Optimisation Manager – Mid	100,000	125,000	100,000	125,000	60	70
Email Marketing Specialist – Senior	110,000	145,000	110,000	145,000	70	90
Email Marketing Specialist – Mid	80,000	110,000	85,000	110,000	60	70
Head of Social Media	145,000	160,000	145,000	160,000	100	125
Social Media Manager – Senior	125,000	145,000	125,000	145,000	70	90
Social Media Manager – Mid	100,000	125,000	100,000	125,000	60	70

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Marketing (cont)

	MELBOURNE		SYDNEY		FREELANCE RATE P/H	
	Mid	High	Mid	High	Low	High
Community Manager	75,000	95,000	75,000	95,000	50	70
Head of Content	120,000	145,000	140,000	150,000	100	125
Content Marketing Manger – Senior	110,000	145,000	120,000	160,000	70	90
Content Marketing Manger – Mid	100,000	110,000	100,000	110,000	60	70
Content Designer Lead	135,000	165,000	135,000	165,000	85	105
Content Designer – Senior	125,000	155,000	125,000	155,000	80	100
Content Designer – Mid	85,000	125,000	90,000	125,000	55	80
Content Producer – Lead	95,000	110,000	100,000	120,000	70	90
Content Producer – Senior	80,000	95,000	85,000	100,000	60	70
Content Producer – Mid	70,000	85,000	70,000	85,000	50	60
Copywriter – Senior	110,000	130,000	115,000	130,000	75	90
Copywriter – Mid	85,000	90,000	85,000	90,000	60	70
Content Editor	90,000	110,000	90,000	115,000	70	90
Proof Reader	85,000	100,000	85,000	100,000	60	70

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COFFEE
FIRST



Studio and Production

	MELBOURNE		SYDNEY		FREELANCE RATE P/H	
	Mid	High	Mid	High	Low	High
General Manager	220,000	280,000	240,000	290,000	100	150
Operations Manager	150,000	200,000	150,000	200,000	100	150
Creative Services Manager	120,000	140,000	120,000	150,000	75	95
Studio Manager	110,000	140,000	115,000	145,000	65	85
Studio Coordinator	65,000	80,000	65,000	80,000	50	60
Traffic Manager	85,000	100,000	85,000	100,000	60	70
Traffic Coordinator	75,000	85,000	75,000	85,000	50	60
Production Manager	100,000	140,000	110,000	140,000	70	80
Production Coordinator	70,000	90,000	70,000	90,000	55	70
Project Manager	80,000	110,000	80,000	110,000	60	80
Project Coordinator	65,000	80,000	65,000	85,000	45	55

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Account Service and Strategy

	MELBOURNE		SYDNEY		FREELANCE RATE P/H	
	Mid	High	Mid	High	Low	High
Client Service Director	165,000	180,000	170,000	200,000	100	130
Group Account Director	150,000	170,000	160,000	200,000	100	120
Senior Account Director	135,000	140,000	135,000	150,000	90	110
Account Director	115,000	130,000	115,000	135,000	60	90
Senior Account Manager	105,000	115,000	105,000	125,000	70	80
Account Manager	90,000	100,000	95,000	105,000	55	70
Account Executive	70,000	80,000	70,000	80,000	40	55
Head of Strategy	175,000	220,000	200,000	245,000	115	125
Senior Brand Strategist	140,000	165,000	150,000	170,000	90	100
Brand Strategist	120,000	140,000	120,000	145,000	60	80

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**"ALL IDEAS
GROW OUT OF
OTHER IDEAS."**

— ANISH KAPOOR

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keeping
recruitment
simple