



THE B2B MARKETING SALARY

B E N C H M A R K I N G R E P O R T

What B2B marketers are getting paid in 2022
and the benefits they're receiving.



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WELCOME TO OUR INAUGURAL B2B MARKETING SALARY

B E N C H M A R K I N G R E P O R T

We're thrilled to bring you the most comprehensive analysis of B2B marketing salaries ever undertaken in Australia, marking a first for the industry.

Produced by B2B Marketing Leaders Forum, our recently launched B2B Marketing Talent & Recruitment business in collaboration with independent research firm Insights Exchange, this report comes at a critical time for marketing. A time of significant upheaval and competition for talent, like nothing we have seen in our combined 30 years in the industry.

There has never been so much on offer in terms of salary, employee entitlements and benefits that aim to support work life balance.

It's staggering to think that **one quarter of B2B marketers have changed jobs in the past 12 months.**

Every employer or manager must consider the high chance their staff are currently being approached for other opportunities.

This report is based on hundreds of surveys completed in December 2021, alongside our own insights from numerous conversations with CMOs, hiring managers and marketers, to bring the most comprehensive data possible on the rewards available in B2B marketing.

As a B2B marketer, this report will tell you if you're being fairly rewarded, and how you can fight for more.

As a B2B marketer trying to retain the best team, this report will give you the tools and language needed to get the best salaries and benefits for your people.



Emma Roborgh

Founder and CEO
B2B Marketing Leaders Forum



Katy Turner

General Manager
B2B Marketing Talent & Recruitment

INTRODUCTION

We know B2B marketers are in hot demand right now, especially across industry sectors like technology and banking and finance.

As a B2B marketer yourself, there has never been a better opportunity to negotiate for better pay, better perks and benefits. Now is the time to get revenue-based bonuses and other rewards that actually reflect the business growth you enable.

And if you're trying to build the best possible team in this space, you also need to know how to attain, retain and successfully reward talent

The B2B Marketing Salary Benchmarking Report is here to help.

We've surveyed hundreds of B2B marketers for this report over the December 2021 period, following our seven years of running events dedicated to educating B2B marketers. We've asked about salary, including bonus structure. We've asked about job functions, industry, employment intentions, hours worked and much more.

We've gotten down to the specifics on how people are rewarded in a way that has never been done before in Australia, so you can personally negotiate for the best possible return for your own work, so you can build and reward your own marketing team.



This is the information you need to negotiate for competitive salaries bonuses and benefits, for you and your marketing team.

WHO ARE B2B MARKETING, TALENT & RECRUITMENT?

YOUR SPECIALIST B2B MARKETING RECRUITMENT AGENCY!

WE GET B2B MARKETING!

B2B Marketing Talent & Recruitment is a division of B2B Marketing Leaders Forum, APAC's largest B2B marketing community, with yearly conferences held in Sydney, Melbourne, Singapore and with virtual events across all of Asia Pacific.

With thousands of B2B marketers in the region having spoken or attended our educational conferences since our launch in 2015 we pride ourselves on our knowledge and understanding of the latest B2B marketing trends, strategies, technologies and leadership techniques and skills required for B2B marketers to stay relevant as modern marketers in an environment of constant transformation and change.

Our large personal network and deep understanding of the complexity of B2B marketing roles saw us launch the recruitment arm of the business in 2021



WE GET MARKETING RECRUITMENT!

With 15 years experience in recruiting marketing roles in Australia, Katy Turner joined B2B Marketing Talent & Recruitment in 2021 to build a recruitment brand to help B2B marketers evolve their teams and careers.

She takes a very detailed brief from both candidates and clients to quickly and effectively identify the best talent and opportunities ensuring a fast and effective recruitment process leaving you the time to focus on your pipeline and revenue generation.

We combine our personal and professional networks with our head-hunting, search and recruitment expertise to ensure we are approaching the best possible B2B talent and roles.

Our unique combination of industry understanding and knowledge combined with best-in-market recruitment skills ensure you access the right people and roles quickly and effectively every time.

 **80% of candidates** we shortlist for roles are selected for an interview **100% of candidates** offered roles have accepted **74% of candidates** are working with us exclusively 

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Attributes of the highest income earners

What does it take to be at the top of the earnings table as a B2B marketer?



Industry

There are massive pay differences between industries, with those in technology taking significantly more than those in other sectors, like education and training.



Title

A CMO/COO or VP title will get you earning towards the \$300,000 mark.



Growth marketing and sales

Having these functions in your role means you're more likely to be a top earner.

What does it take to hire the best possible marketers?



Pay

75% of marketers are expecting a pay rise this year. If they can't get it where they currently are, they could leave. Especially as 85% have been tapped for a new role in the past year.



Bonuses

Marketers want to feel rewarded for the revenue they generate. They see the bonuses and commission-structures those in sales teams are achieving and desire the opportunity to access something similar.



Communication.

Marketers tell us they have unique needs when it comes to feeling rewarded. Make sure you communicate your benefits, rewards, culture and what it's like to be a part of your team.

KEY TRENDS

The massive people movements occurring right now in the B2B marketing space is set to get even hotter in 2022.

A staggering **85% of B2B marketers have been approached about a new role in the last 12 months**. Meanwhile, One quarter of marketers have been with their current employer for less than a year.

When marketers do change roles, they are in some cases receiving **up to 30% more in salary**, alongside additional benefits like free parking and four day weeks.

Chief Marketing Officers have long been telling us that keeping and securing great talent is one of their biggest challenges in the role. This challenge got even tougher during 2021, with team retention becoming a top priority. CMOs are not only competing against the salaries their competitors can offer, but also the bolstered up employee entitlements.

While 76% of marketers now receive bonuses for their work, 63% are still not entirely positive about compensation and 59% don't believe their salary reflects the value their role adds to the business.

For B2B marketers, the rewards and benefits they desire go far beyond the financial. They're craving more family support, better work life balance, holiday pay, parking, as well as supportive and inclusive workplace environments.

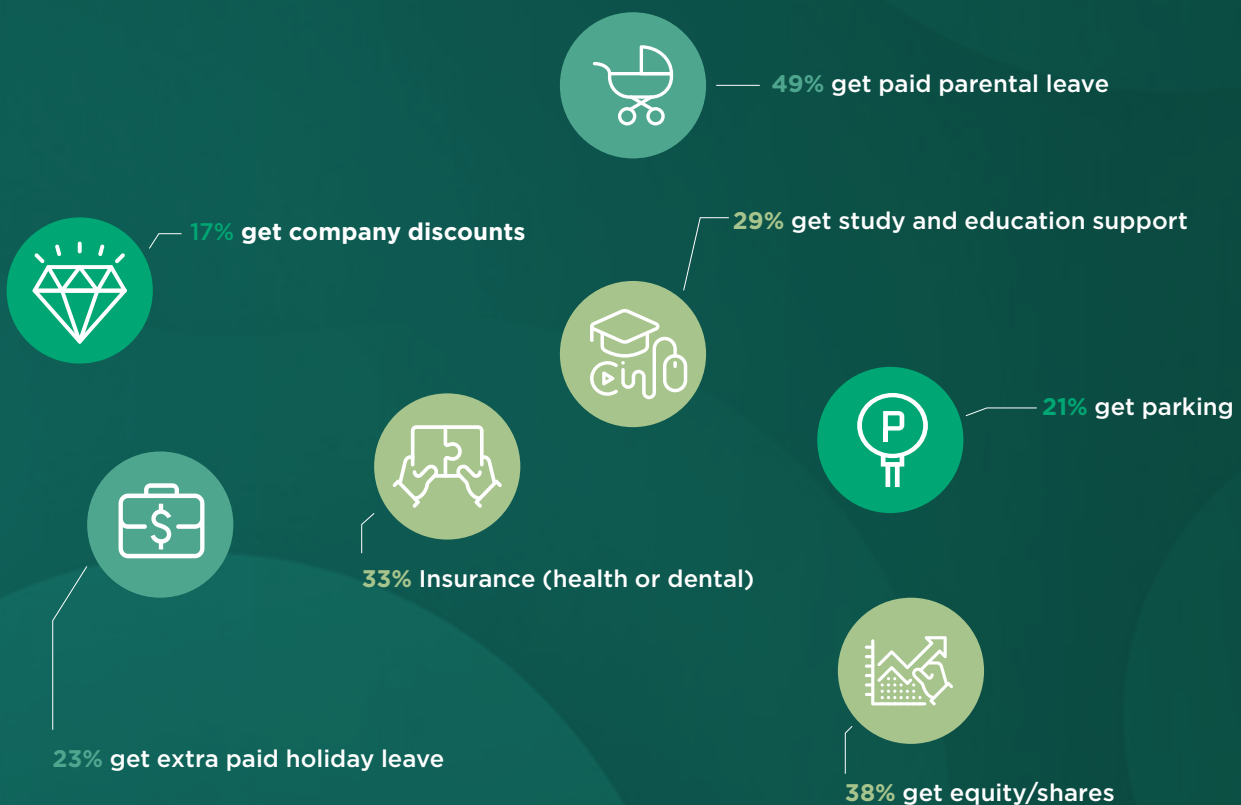
Incredibly, more than **one third of marketers (36%) say salary is second to business culture**. Meanwhile, 21% say salary is secondary to progression opportunities.

As for how and where they work? B2B marketers want the best of both worlds, with 71% saying they prefer hybrid work.

Aside from the money?

B2B marketers are getting more than money. They're accessing better work/life opportunities, more support for families, and they're driving up the need for organisations to address their workplace cultures.

In negotiating more for yourself or for your team, remember that while **bonuses are the key benefit marketers are accessing (76%)**, there are plenty more benefits on the menu.



Other benefits marketers reported accessing include gym memberships, four day weeks, study leave, quarterly retreats and free lunches and dinners.

Marketers want MORE

On asking marketers about their expectations beyond salary, we identified some key trends in their responses.

Leave

Whether it's annual leave or additional leave, marketers want more days off.

They spoke of opportunities to purchase leave, to get more regular paid days off, to access mental health days, as well as options for four day weeks, and generally "more free time".

Learning and development

Marketers are looking for career development opportunities as benefits, whether that be through more access to conferences and networking events, access to formalised training, or more generally support for them to take time out for learning and development.

A number requested 'allowances' for networking and training activities.

Daily perks

A variety of 'perk'-based benefits came up from the marketers we spoke with. A desire for office parking came up frequently, alongside car allowances, more incentives to work in the office, corporate gym memberships, and day to day support with childcare and other care costs.

Benefits	Technology	Advertising/ Marketing	Banking	Professional Services/ Engineering	Manufacturing	Health/ Pharma
Bonus	76%	59%	86%	67%	70%	90%
Paid parental leave	60%	24%	59%	57%	4%	30%
Equity/Shares	58%	18%	32%	23%	9%	60%
Insurance	47%	24%	32%	23%	4%	50%
Study/Education support	31%	18%	36%	30%	13%	40%
Extra paid holiday leave	24%	24%	41%	27%	9%	10%
Parking	11%	24%	14%	17%	43%	30%

THE BONUS FACTOR

Bonuses are being demanded and received by most B2B marketers.

They want their work generating revenue for the business to be acknowledged and fairly rewarded.

More than half of marketers already have access to bonuses, but this varies dramatically according to industry.

Marketers spoke about getting bonuses for the first time, or adjusting bonuses to better reflect what they bring to the business.

They spoke of twice-yearly bonuses, performance-based equity and variable bonuses, and clear KPIs on bonuses.

They told us they want to receive performance based bonuses that reflect the revenue they bring to the businesses, to reflect the commission structures received by sales.



Marketing should be rewarded higher bonus' similar to a sales structure ie: commission based on the new business brought in through marketing intelligence. ●●

Marketers should have stronger performance bonuses. We're increasingly being seen as a growth engine and should see lucrative rewards for exceptional performance much like Sales. ●●

We need salary commensurate with commercial objectives. ●●

Bonus structures should compensate sales success. ●●

I would like my bonus to be more aligned to business outcomes, less to marketing activity. ●●

Remove bonus cap that are tied to revenue contribution. ●●



With the martech available today to clearly attribute the revenue generated by marketing teams, marketers want to be held accountable and be rewarded for the revenue and growth they contribute to the business. They want commission structure similar to those of sales teams. As a B2B marketer back in 2004 I personally received quarterly performance bonuses based on revenue ●●

Emma Roborgh

Working too much?

The average working week for B2B marketers is 45.6 hours, or 9.12 hours a day.

Those figures vary extensively by industry. In technology, it rises to 50 hours. In education and training it's lower, at around 40 hours.

The expectations are real

91% of B2B marketers are expecting a salary rise in 2022

With competition for marketing talent in Australia at an all time high these expectations will be realised in 2022. We have published this report to give you the quantitative data you need to be able to secure a seat at the table to ensure you and your team are feeling rewarded.

HOW BIG IS YOUR TEAM?

The average marketing team of our respondents is two to five members, with just 10% indicating it's only them driving the marketing function across their business.

Those marketers in sole teams are rarely earning more than \$120,000 a year. Not surprisingly, bigger teams usually indicate bigger opportunities not only for career growth, but for financial growth.

THE FOUR-YEAR ITCH

If you're an employer or manager of B2B marketers, be aware that the four-year mark is an especially common time for marketers to leave for a new opportunity.

Be aware also, especially in smaller marketing teams, that seeing just one marketer leave at this point can result in a big impact on the remaining team.

While tenure in the marketing profession itself is long and frequently a lifetime career, B2B marketers were already changing employers, roles and industries frequently prior to the ramping up of resignations and new opportunities throughout 2021, which saw a quarter of B2B marketers switch employers in the 12 months to December 2021 alone.

As a marketer yourself, if you're coming up to more than four years at one employer, then you're increasingly in the minority across your field. 72% of marketers have changed employers within the past four years.

72% of marketers have changed employers within the past four years

25% are actively looking for a new role now

47% are open to new opportunities

WHAT IS THE BENCHMARK?

The following pages share industry-specific data to help you determine if you and your team are being rewarded fairly.

As you'll see, there are a number of factors to take into account when it comes to who gets more.

For one, **marketers in technology are in some cases receiving salaries worth twice as much as their counterparts in other industries.**

So take your industry into account when benchmarking salaries, to know what's on offer at elsewhere.

From there, you can use these tables to build your case for getting what you and your teams deserve. Especially by applying additional layers into negotiating this worth, including job title and role, organization size and whether or not you have a team.

A head of/director of marketing will earn a median:

\$157,500

in property and construction

\$160,000

in advertising and marketing

\$220,500

in technology

HOW TO USE THIS INFORMATION:

As a marketer

B2B marketers are in a stronger position than ever before to negotiate their pay and benefits.

You can use this report as evidence to support you in these negotiations.

You can use it to not only push for financial rewards, like bonuses and pay rises, but also to fight for better work life balance and other things you need or want in your life.

Get familiar with the data, and use it as your base. Then layer on other factors, such as specific projects completed and anything you can measure on the business revenue you've generated.

You should also consider the skills that are in top demand, and how you might be able to emphasise the skills you have and even work to acquire those that you don't.

Meanwhile, this report may provide inspiration for making a move elsewhere -- into another industry or marketing area, given the rewards that are on offer in some sectors.

When attaining and retaining marketers

You don't need to wait for a negotiation to adjust the pay and benefits a marketer is receiving.



Nor should you wait for their request for such a negotiation, to find out just what they want.

Rather, you should be aware of the costs associated of losing great talent, including the fact you'll likely be making budget adjustments and higher salaries should you need to replace them.

You should be aware that one of the most powerful option for supporting staff and potential new hirers is to proactively ask questions. What do they want from workplace?

If making significant movements on salary is not an option, be prepared to be flexible and even creative in the other benefits you can offer.

Use this report when negotiating for more budget and benefits for your team.

 Data provides backing evidence. But questions create opportunities. They start the conversations that go beyond salary into determining what marketers actually want. 

Katy Turner

Advertising & Marketing Agency

	Specialist	Manager	Senior Manager	Head of/ Director
Account Based Marketing	\$85,000	\$110,000	\$150,000	\$180,000
Analytics, Insights, Data Science	\$90,000	\$120,000	\$160,000	\$220,000
B2B ECommerce	\$80,000	\$90,000	\$150,000	\$180,000
Brand	\$75,000	\$95,000	\$120,000	\$170,000
Campaigns/Program Marketing	\$75,000	\$95,000	\$110,000	\$180,000
Communications/Marcom & PR	\$65,000	\$85,000	\$117,500	\$150,000
Content Marketing	\$75,000	\$95,000	\$110,000	\$160,000
Customer Marketing	\$75,000	\$95,000	\$120,000	\$180,000
CX - Customer Experience	\$80,000	\$100,000	\$135,000	\$175,000
Demand Generation	\$75,000	\$95,000	\$110,000	\$180,000
Digital Marketing	\$75,000	\$95,000	\$110,000	\$180,000
Enterprise Marketing	\$85,000	\$110,000	\$150,000	\$180,000
Event Manager	\$77,500	\$90,000	\$120,000	\$170,000
Field & Event Marketing	\$75,000	\$95,000	\$110,000	\$180,000
Growth Marketing	\$75,000	\$95,000	\$110,000	\$180,000
Marketing Operations, Technology, CRM, Marketing Automation	\$70,000	\$120,000	\$140,000	\$190,000
Product Marketing	\$90,000	\$120,000	\$150,000	\$190,000
Public Sector Marketing	\$75,000	\$95,000	\$110,000	\$180,000
Revenue Marketing	\$75,000	\$95,000	\$110,000	\$180,000
Sales	\$70,000	\$110,000	\$140,000	\$190,000
Segment Marketing	\$75,000	\$95,000	\$110,000	\$180,000
Social/Paid Media, SEO	\$80,000	\$100,000	\$120,000	\$180,000
	Salary \$ Low	Salary \$ Average	Salary \$ Median	Salary \$ High
CMO/COO/VP	\$180,000	\$226,000	\$200,000	\$300,000
Head of/Director	\$110,000	\$156,000	\$160,000	\$200,000
Senior Manager/ AVP	\$90,000	\$110,000	\$110,000	\$120,000
Manager	\$65,000	\$86,000	\$82,000	\$117,000
Coordinator	\$60,000	\$68,000	\$65,000	\$80,000

Salaries are base only; exclusive of superannuation, bonuses and benefits

Banking, Financial Services, Insurance

	Specialist	Manager	Senior Manager	Head of/ Director
Analytics, Insights, Data Science	\$95,000	\$120,000	\$150,000	\$240,000
B2B ECommerce	\$90,000	\$120,000	\$140,000	\$180,000
Brand	\$95,000	\$110,000	\$160,000	\$220,000
Campaigns/Program Marketing	\$90,000	\$105,000	\$140,000	\$220,000
Channel/Partner/Alliances Marketing	\$90,000	\$110,000	\$140,000	\$180,000
Communications/Marcom & PR	\$90,000	\$120,000	\$160,000	\$200,000
Content Marketing	\$85,000	\$105,000	\$130,000	\$190,000
Customer Marketing	\$95,000	\$110,000	\$140,000	\$210,000
CX - Customer Experience	\$90,000	\$120,000	\$160,000	\$220,000
Digital Marketing	\$95,000	\$110,000	\$140,000	\$210,000
Enterprise Marketing	\$95,000	\$120,000	\$150,000	\$240,000
Event Manager	\$95,000	\$120,000	\$140,000	\$220,000
Growth Marketing	\$95,000	\$110,000	\$140,000	\$210,000
Marketing Operations, Technology, CRM, Marketing Automation	\$95,000	\$110,000	\$140,000	\$210,000
Product Marketing	\$90,000	\$140,000	\$180,000	\$250,000
Segment Marketing	\$100,000	\$110,000	\$140,000	\$200,000
Social/Paid Media, SEO	\$95,000	\$110,000	\$140,000	\$210,000
	Salary \$ Low	Salary \$ Average	Salary \$ Median	Salary \$ High
CMO/COO/VP	\$170,000	\$240,000	\$220,000	\$340,000
Head of/Director	\$165,000	\$182,600	\$170,000	\$210,000
Senior Manager/ AVP	\$140,000	\$140,000	\$140,000	\$140,000
Manager	\$115,000	\$133,200	\$128,500	\$164,000
Specialist	\$90,000	\$110,400	\$91,250	\$150,000
Coordinator	\$65,000	\$70,000	\$73,000	\$85,000

Salaries are base only; exclusive of superannuation, bonuses and benefits

Health

	Specialist	Manager	Senior Manager	Head of/ Director
Analytics, Insights, Data Science	\$90,000	\$110,000	\$150,000	\$225,000
B2B ECommerce	\$80,000	\$100,000	\$140,000	\$245,000
Brand	\$90,000	\$108,000	\$160,000	\$220,000
Campaigns/Program Marketing	\$95,000	\$105,000	\$158,000	\$245,000
Channel/Partner/Alliances Marketing	\$90,000	\$110,000	\$163,000	\$220,000
Communications/Marcom & PR	\$85,000	\$115,000	\$172,000	\$245,000
Content Marketing	\$95,000	\$105,000	\$158,000	\$245,000
Customer Marketing	\$95,000	\$105,000	\$158,000	\$245,000
CX - Customer Experience	\$95,000	\$105,000	\$150,000	\$230,000
Demand Generation	\$95,000	\$105,000	\$158,000	\$245,000
Digital Marketing	\$85,000	\$105,000	\$170,000	\$220,000
Enterprise Marketing	\$80,000	\$110,000	\$140,000	\$180,000
Event Manager	\$80,000	\$95,000	\$120,000	\$170,000
Field & Event Marketing	\$85,000	\$105,000	\$170,000	\$245,000
Growth Marketing	\$85,000	\$105,000	\$170,000	\$245,000
Marketing Operations, Technology, CRM, Marketing Automation	\$80,000	\$105,000	\$170,000	\$220,000
Product Marketing	\$100,000	\$110,000	\$160,000	\$190,000
Social/Paid Media, SEO	\$85,000	\$105,000	\$150,000	\$230,000
	Salary \$ Low	Salary \$ Average	Salary \$ Median	Salary \$ High
Head of/Director	\$145,000	\$209,500	\$224,000	\$245,000
Senior Manager/ AVP	\$158,000	\$187,000	\$193,000	\$210,000
Manager	\$108,000	\$124,000	\$124,000	\$140,000
Specialist	\$90,000	\$102,000	\$100,000	\$108,000
Coordinator	\$65,000	\$70,000	\$73,000	\$85,000

Salaries are base only; exclusive of superannuation, bonuses and benefits

Professional Services, Engineering, Accounting, Legal, Consulting

	Specialist	Manager	Senior Manager	Head of/ Director
Account Based Marketing	\$80,000	\$100,000	\$160,000	\$245,000
Analytics, Insights, Data Science	\$90,000	\$110,000	\$160,000	\$245,000
B2B ECommerce	\$85,000	\$120,000	\$145,000	\$200,000
Brand	\$80,000	\$110,000	\$173,000	\$220,000
Campaigns/Program Marketing	\$100,000	\$130,000	\$170,000	\$245,000
Channel/Partner/Alliances Marketing	\$80,000	\$105,000	\$150,000	\$220,000
Communications/Marcom & PR	\$80,000	\$105,000	\$150,000	\$220,000
Content Marketing	\$90,000	\$110,000	\$160,000	\$240,000
Customer Marketing	\$80,000	\$105,000	\$150,000	\$220,000
CX - Customer Experience	\$110,000	\$110,000	\$150,000	\$220,000
Demand Generation	\$90,000	\$105,000	\$140,000	\$230,000
Digital Marketing	\$950,000	\$112,000	\$145,000	\$243,000
Enterprise Marketing	\$80,000	\$110,000	\$160,000	\$245,000
Event Manager	\$80,000	\$105,000	\$130,000	\$220,000
Field & Event Marketing	\$80,000	\$105,000	\$150,000	\$220,000
Growth Marketing	\$80,000	\$105,000	\$150,000	\$220,000
Marketing Operations, Technology, CRM, Marketing Automation	\$80,000	\$105,000	\$150,000	\$220,000
Public Sector Marketing	\$80,000	\$105,000	\$150,000	\$220,000
Revenue Marketing	\$80,000	\$105,000	\$150,000	\$220,000
Segment Marketing	\$80,000	\$105,000	\$150,000	\$220,000
Social/Paid Media, SEO	\$80,000	\$105,000	\$150,000	\$220,000
	Salary \$ Low	Salary \$ Average	Salary \$ Median	Salary \$ High
CMO/COO/VP	\$173,000	\$246,000	\$245,000	\$320,000
Head of/Director	\$162,000	\$193,000	\$210,000	\$260,000
Senior Manager/ AVP	\$150,000	\$172,000	\$170,000	\$220,000
Manager	\$90,000	\$120,000	\$117,000	\$160,000
Specialist	\$80,000	\$95,000	\$95,000	\$110,000
Coordinator	\$68,000	\$79,000	\$79,000	\$82,000

Salaries are base only; exclusive of superannuation, bonuses and benefits

Manufacturing

	Specialist	Manager	Senior Manager	Head of/ Director
Analytics, Insights, Data Science	\$80,000	\$115,000	\$135,000	\$180,000
Brand	\$70,000	\$95,000	\$124,000	\$170,000
Campaigns/Program Marketing	\$80,000	\$140,000	\$165,000	\$195,000
Channel/Partner/Alliances Marketing	\$80,000	\$115,000	\$135,000	\$180,000
Communications/Marcom & PR	\$80,000	\$115,000	\$135,000	\$180,000
Content Marketing	\$80,000	\$115,000	\$135,000	\$180,000
Customer Marketing	\$80,000	\$115,000	\$135,000	\$180,000
CX - Customer Experience	\$80,000	\$110,000	\$120,000	\$140,000
Demand Generation	\$80,000	\$115,000	\$135,000	\$180,000
Digital Marketing	\$80,000	\$120,000	\$145,000	\$180,000
Enterprise Marketing	\$80,000	\$125,000	\$140,000	\$195,000
Event Manager	\$80,000	\$115,000	\$135,000	\$180,000
Field & Event Marketing	\$80,000	\$140,000	\$165,000	\$195,000
Marketing Operations, Technology, CRM, Marketing Automation	\$70,000	\$115,000	\$135,000	\$150,000
Product Marketing	\$80,000	\$125,000	\$150,000	\$195,000
Revenue Marketing	\$80,000	\$115,000	\$135,000	\$180,000
Segment Marketing	\$80,000	\$115,000	\$135,000	\$180,000
Social/Paid Media, SEO	\$80,000	\$115,000	\$135,000	\$180,000
	Salary \$ Low	Salary \$ Average	Salary \$ Median	Salary \$ High
CMO/COO/VP	\$230,000	\$244,000	\$260,000	\$280,000
Head of/Director	\$155,000	\$194,750	\$184,500	\$255,000
Senior Manager/ AVP	\$119,000	\$138,900	\$140,000	\$158,000
Manager	\$60,000	\$124,500	\$125,000	\$200,000
Specialist	\$56,100	\$93,700	\$75,015	\$150,000

Salaries are base only; exclusive of superannuation, bonuses and benefits

Property, Construction, Real Estate

	Specialist	Manager	Senior Manager	Head of/ Director
Account Based Marketing	\$90,000	\$120,000	\$140,000	\$170,000
Analytics, Insights, Data Science	\$80,000	\$110,000	\$130,000	\$170,000
Brand	\$75,000	\$120,000	\$140,000	\$170,000
Campaigns/Program Marketing	\$80,000	\$125,000	\$140,000	\$160,000
Channel/Partner/Alliances Marketing	\$80,000	\$120,000	\$140,000	\$170,000
Communications/Marcom & PR	\$80,000	\$110,000	\$130,000	\$150,000
Content Marketing	\$70,000	\$100,000	\$120,000	\$150,000
Customer Marketing	\$75,000	\$110,000	\$135,000	\$170,000
Demand Generation	\$90,000	\$120,000	\$140,000	\$170,000
Digital Marketing	\$80,000	\$115,000	\$135,000	\$150,000
Enterprise Marketing	\$90,000	\$120,000	\$140,000	\$170,000
Event Manager	\$65,000	\$85,000	\$120,000	\$140,000
Field & Event Marketing	\$80,000	\$120,000	\$160,000	\$170,000
Growth Marketing	\$80,000	\$120,000	\$140,000	\$170,000
Marketing Operations, Technology, CRM, Marketing Automation	\$75,000	\$110,000	\$140,000	\$170,000
Social/Paid Media, SEO	\$70,000	\$95,000	\$120,000	\$140,000
	Salary \$ Low	Salary \$ Average	Salary \$ Median	Salary \$ High
CMO/COO/VP	\$190,000	\$230,000	\$230,000	\$330,000
Head of/Director	\$145,000	\$170,000	\$157,500	\$210,000
Senior Manager/ AVP	\$110,000	\$134,000	\$130,000	\$150,000
Manager	\$115,000	\$117,500	\$117,500	\$120,000
Specialist	\$80,000	\$94,000	\$98,000	\$104,000
Coordinator	\$62,000	\$63,000	\$65,000	\$75,000

Salaries are base only; exclusive of superannuation, bonuses and benefits

Technology IT/Software/Cloud/SaaS

	Specialist	Manager	Senior Manager	Head of/ Director
Account Based Marketing	\$90,000	\$110,000	\$160,000	\$260,000
Analytics, Insights, Data Science	\$95,000	\$120,000	\$170,000	\$220,000
B2B ECommerce	\$201,250	\$150,000	\$207,500	\$240,000
Brand	\$184,565	\$89,000	\$160,000	\$350,000
Campaigns/Program Marketing	\$95,000	\$120,000	\$170,000	\$220,000
Channel/Partner/Alliances Marketing	\$95,000	\$120,000	\$170,000	\$220,000
Communications/Marcom & PR	\$95,000	\$120,000	\$170,000	\$220,000
Content Marketing	\$85,000	\$110,000	\$160,000	\$210,000
Customer Marketing	\$95,000	\$120,000	\$140,000	\$220,000
CX - Customer Experience	\$100,000	\$120,000	\$170,000	\$220,000
Demand Generation	\$95,000	\$130,000	\$170,000	\$190,000
Digital Marketing	\$75,000	\$120,000	\$165,000	\$220,000
Enterprise Marketing	\$95,000	\$125,000	\$180,000	\$260,000
Event Manager	\$95,000	\$120,000	\$150,000	\$190,000
Field & Event Marketing	\$95,000	\$120,000	\$170,000	\$210,000
Growth Marketing	\$75,000	\$130,000	\$170,000	\$310,000
Marketing Operations, Technology, CRM, Marketing Automation	\$95,000	\$120,000	\$170,000	\$220,000
Product Marketing	\$95,000	\$130,000	\$150,000	\$250,000
Public Sector Marketing	\$95,000	\$120,000	\$180,000	\$220,000
Revenue Marketing	\$95,000	\$120,000	\$170,000	\$220,000
Segment Marketing	\$95,000	\$120,000	\$170,000	\$220,000
Social/Paid Media, SEO	\$95,000	\$120,000	\$170,000	\$220,000
	Salary \$ Low	Salary \$ Average	Salary \$ Median	Salary \$ High
CMO/COO/VP	\$185,000	\$239,200	\$240,000	\$330,000
Head of/Director	\$140,000	\$219,200	\$220,500	\$350,000
Senior Manager/ AVP	\$150,000	\$178,300	\$170,000	\$232,000
Manager	\$37,000	\$133,300	\$142,000	\$198,000
Specialist	\$68,400	\$110,800	\$117,500	\$140,000
Coordinator	\$65,000	\$72,000	\$74,000	\$80,000

Salaries are base only; exclusive of superannuation, bonuses and benefits

LOOKING FOR THE PERFECT HIRE? KEY TIPS

Flexibility is everything!

Over the last 15 years Katy has placed hundreds of marketers into some of the most competitive industries. Katy matches candidates in the right role team culture and environment to ensure a long-term placement, salary is certainly not everything but feeling challenged and valued often is.

Hiring managers and employers can secure long term hires by thinking wider when it comes to the skills a candidate can bring. Marketers are generally able to cross industries and segments well and looking for people that demonstrate learning agility over previous specific experience can be a game changer. If you can invest in the time to train and develop someone you will reap the rewards in terms of loyalty, engagement and leadership fulfillment.

Next, she recommends considering the rewards on offer. Salary is obviously a great start, and hiring managers must understand and benchmark across roles, experience and industry to offer competitive packages. They can also better consider bonus structures to align with the revenue-generating capacity of the team but the key to securing the right hire can lie in your ability to clearly articulate your leadership style, business culture and benefits that aren't financial. Many businesses have worked hard during the pandemic to offer increased non-financial employee benefits and support; knowing and sharing these is imperative.

Cumbersome recruitment processes are also seeing employers miss out, especially where four, five and even six interviews are required. "If you're going into the market for talent, you need to look at it like a project," she says. "Make the time for the process, do it in an efficient and structured way; clearly communicate to the candidate what the process, timelines and deadlines are throughout"

"Everyone's talking about this great resignation, but many aren't changing what they are doing. They are not changing any of the processes they have in place, why not do something differently?" she says.

ABOUT OUR RESEARCH

The B2B marketing salary benchmarking report 2022 is produced by B2B Marketing Leaders Forum, our recently launched B2B Marketing Talent & Recruitment business in collaboration with independent research firm Insights Exchange.

This report is based on hundreds of surveys completed in December 2021, alongside our own insights from numerous conversations with CMOs, hiring managers and marketers, to bring the most comprehensive data possible on the rewards available in B2B marketing.

Contact us

If you would like to discuss your recruitment needs, your next role or any of the data included in this survey, please contact **Katy Turner** for a confidential chat on

+61 420 796 250 or email katy.turner@b2bmarketingtalent.com.au