

SALARY GUIDE 2026

COLLATED BY



DISCIPLINES

MARKETING

DIGITAL

SALES

PASSION | CONNECTION | DRIVE
INTEGRITY | PROGRESS

About GYBE

About Us

Gybe Consulting is Australia's number one specialist marketing recruitment agency, partnering with brands who want true hiring chemistry. We specialise in Marketing, Digital and Sales recruitment, operating as a boutique firm known for deep sector knowledge, exceptional communication and a personalised, high-touch service model.

Values

Passion | Connection | Drive | Integrity | Progress

Our Point of Difference

What sets Gybe Consulting apart is our commitment to quality, integrity and genuine connection. We've built our business on long-term relationships that create real value for both candidates and clients. Michael, Libby and Cass take a hands-on approach to every assignment and are involved from briefing through to final offer, ensuring consistency, clarity and accountability at every step. With a genuinely collaborative approach, Gybe Consulting can reach, meet and screen more candidates, delivering a stronger talent pool and a superior candidate experience.

Awards



30+
years
recruitment
experience

3,000+
candidates
placed into
new roles

20,000+
candidate
network

5 star
agency rating
on Sourcr
★★★★★

Foreword

In 2025, Brisbane's marketing and digital market remained active but was shaped by cautious employer behaviour and increasingly selective candidates. Early uncertainty driven by election and other market factors, eased as the year progressed, with hiring confidence lifting, particularly for roles tied to measurable commercial impact. Employers prioritised strategic, outcomes-focused marketers and leaned into "quiet hiring" to assess talent discreetly before going to market. Candidates meanwhile, became more deliberate, valuing salary, development and culture, with many staying put unless a role clearly aligned to long-term growth.

While SEEK ad volumes fluctuated, competition for high-quality roles intensified. Redundancies created short periods of candidate movement, but strong talent was still quickly absorbed into the market.

Looking ahead to 2026, we expect continued demand for commercially minded professionals and growing expectations that candidates can integrate AI into their workflow.

Throughout this guide, we have provided analysis within Marketing, Digital and Sales sectors. Our insights are obtained from our own placement data in collaboration with market trends.

Kindly be advised that this guide offers our unique perspective on the market and may differ from other sources.

Purpose of this Guide

The Salary Guide 2026 has been compiled from over eight different data sources in addition to our operational experience and tenure in the Queensland and Australian employment market.

Salary levels are exclusive of Superannuation and do not take into consideration bonus and commission models or short term and long term incentives.

For Candidates, this is an information resource to help you better understand your worth in the current market. If you are unsure about the value of your skills, please contact us for a confidential discussion.

For Hiring Managers, if you are salary benchmarking on existing or new roles, get in touch and we can talk you through current market dynamics for your requirements - no obligation.



Gybe's Perspective: 2026 Demands

As marketing and digital teams continue to evolve, expectations are shifting not just in how roles are structured, but in what employers value and how success is defined. These changes are shaping what 2026 will look like for both hiring managers and candidates.

Technical skills: from channel execution to capability depth

Digital marketing is no longer a specialist stream but a foundation. Employers increasingly expect strong data literacy, analytics capability and platform fluency as standard. While Excel remains prevalent, demand is moving toward CRM systems, marketing automation, paid media platforms, ecommerce ecosystems and advanced analytics tools.

We are also seeing roles become more technically hybrid. Skills once considered "nice to have" e.g. HTML/CSS understanding, tagging, audience segmentation, SEO/SEM integration, programmatic advertising and martech stack familiarity are now regularly embedded into core requirements. The clear message: marketers who can interpret data, connect platforms and optimise performance end-to-end will be in most demand.

Softer skills: the new differentiator

As technical capability rises across the market, human skills are becoming the key point of differentiation. Employers are placing greater emphasis on commercial thinking, stakeholder influence, adaptability and learning agility.

Roles increasingly require marketers who can translate data into insight, work cross-functionally with product, technology and leadership teams and confidently prioritise in fast-moving environments. Communication, curiosity and accountability are no longer assumed, they are being explicitly assessed.

What employers want now (that they didn't before)

Compared to five years ago, Brisbane employers are hiring for outcomes, not tasks. We are seeing fewer narrowly defined channel roles and more expectations around ownership, integration and accountability for results.

There is also a noticeable shift toward manager-led structures, supported by highly skilled specialists in analytics, automation, performance media and CRM. AI-enabled tools are accelerating this trend, placing greater value on marketers who can guide strategy, evaluate outputs and apply judgement...not just execute.

Our prediction for 2026

The most successful marketing and digital professionals in Brisbane will combine strong technical capability, commercial thinking and emotional intelligence. The challenge for employers will be finding talent with this balance and creating environments where these strengths can thrive. At Gybe Consulting, we see 2026 as a year defined by capability depth, adaptability and trust-led leadership.

Inside the 2030 Skill Shift

We're seeing the job market evolve faster every year, driven by new tools, technology and access to richer data that lift performance expectations. At Gybe Consulting, we analysed more than 280 position descriptions across the past eight years, alongside broader market research and emerging technology trends, which revealed some clear shifts. Over the next five years, we expect marketing and digital roles to be reshaped significantly, not just in title, but in capability, accountability and the value they deliver.

Here are some key evolution trends we anticipate:

- **From execution to impact:** Marketing roles are shifting away from hands-on delivery toward ownership of growth, revenue, retention and commercial outcomes.
- **Title evolution to reflect accountability:** We expect roles to evolve into more commercially focused positions, including:
 - Digital Marketing Manager → Growth Marketing Lead
 - Marketing Automation Specialist → AI Marketing Orchestrator
 - UX/UI Designer → Experience Design Architect
 - Marketing Analyst → Marketing Intelligence Lead
 - Head of Marketing → Chief Growth Officer
- **AI as a core capability:** By 2030, up to 90% of marketing tasks will be AI-augmented. High-value professionals will be defined by their ability to collaborate with AI through prompt design, output refinement, understanding limitations and building effective human-AI workflows.
- **Data literacy becomes mandatory:** Regardless of specialisation, marketers will be expected to demonstrate comfort with SQL fundamentals, statistical thinking, experimentation, data visualisation and clear metric definition.
- **Marketing equals revenue:** Strategic business acumen will be critical, including understanding unit economics, ROI/ROAS, budget optimisation and cross-functional commercial impact.
- **Test-and-learn mindset:** Employers will prioritise marketers who can form hypotheses, run structured A/B testing and learn quickly from failure.
- **Ethical and responsible use of technology:** Privacy, accessibility, bias detection in AI and sustainable marketing practices will increasingly influence hiring decisions.

Overall, we expect professionals who combine commercial thinking, AI fluency, data literacy and adaptability to command greater influence and higher salaries over the next five years.

Marketing Job Market – 2025 & 2026

In 2025, the marketing job market across Australia was defined by recalibration rather than contraction. Many organisations paused, restructured teams and reassessed role remits. Hiring activity continued, but with greater scrutiny on capability, commercial impact and adaptability. Employers showed a clear preference for marketers who could operate across strategy and execution, with digital, performance, CRM, data and martech skills remaining in strongest demand. Salary growth largely flattened compared to previous years, with increases tending to occur only where skill shortages persisted or where roles had expanded significantly in scope.

In Brisbane specifically, the market proved more resilient than many expected. While advertising agency hiring slowed, in-house marketing roles across consumer, professional services, government, infrastructure, health and B2B sectors remained active. Brisbane employers continued to invest in senior and mid-level marketers who could drive growth, modernise systems and improve customer experience, even where overall headcount was constrained. Salary levels generally sat below Sydney and Melbourne, but the gap narrowed for specialised digital and leadership roles, particularly where talent shortages were acute.

Outlook for 2026

Heading into 2026, the marketing, digital and advertising job market is expected to stabilise and selectively strengthen rather than rebound dramatically. Organisations are likely to hire with intent, prioritising roles that directly support revenue growth, customer retention and brand effectiveness. Demand is expected to remain strongest for performance marketing, lifecycle/CRM, data-led marketing, digital product marketing and senior marketers with proven commercial acumen. Employers will continue to resist broad salary inflation, instead offering targeted uplifts for hard-to-find skill sets or roles that combine multiple disciplines.

For Brisbane, 2026 presents a cautiously optimistic outlook. Ongoing population growth, infrastructure investment and the continued decentralisation of teams from Sydney and Melbourne are expected to support sustained demand for experienced marketing talent. Flexible work arrangements will remain a critical factor in attracting candidates, often outweighing marginal salary differences. Employers that clearly define role scope, invest in capability development and offer progression pathways will be best placed to secure top marketing, digital and advertising professionals in what remains a selective, candidate-aware market.


Whilst the Brisbane 2032 Olympic Games remain some distance away, 2026 is expected to mark a shift from planning into more visible delivery phases across infrastructure, transport, tourism, sustainability and major public-sector programs. This is likely to drive incremental demand for senior marketing, communications, digital and stakeholder engagement roles, particularly those experienced in large-scale programs, brand reputation management and community engagement. As momentum builds toward 2032, Brisbane's marketing market is expected to continue maturing, with increasing exposure to complex, nationally significant projects and a gradual uplift in role scope and salary expectations for experienced marketers embedded in long-term transformation initiatives.



MARKETING SALARIES

GENERALIST MARKETING

All salaries are exclusive of superannuation



Marketing Coordinator	\$71,000	\$78,500	\$86,000
Marketing Specialist/Executive	\$88,000	\$94,500	\$101,000
Marketing Manager	\$114,000	\$131,000	\$148,000
Senior Marketing Manager	\$148,000	\$168,000	\$188,000
Head of Marketing	\$165,000	\$182,500	\$200,000
General Manager/Director of Marketing	\$198,000	\$219,000	\$240,000

BRAND, PRODUCT & CAMPAIGNS

All salaries are exclusive of superannuation



Assistant Brand Manager	\$79,000	\$90,000	\$101,000
Brand Manager	\$108,000	\$125,000	\$142,000
Senior Brand Manager	\$135,000	\$151,000	\$167,000
Product Manager	\$106,000	\$123,500	\$141,000
Head of Product	\$145,000	\$162,500	\$180,000
Campaign Specialist	\$85,000	\$107,500	\$130,000
Campaign Manager	\$111,000	\$123,000	\$135,000

"The emerging skillset over the next 12 months is the ability to interpret insights, demonstrate ROI and adapt as platforms and algorithms evolve."

Tracy Llewelyn, Agency Director - Aruga

MARKETING SALARIES

EXECUTIVE

All salaries are exclusive of superannuation



Chief Marketing Officer (CMO)	\$260,000	\$310,000	\$360,000
Chief Customer Officer (CCO)	\$288,000	\$329,000	\$370,000
Chief Growth Officer (CGO)	\$280,000	\$340,000	\$400,000

GROWTH

All salaries are exclusive of superannuation



Growth Specialist	\$90,000	\$105,000	\$120,000
Growth Manager	\$130,000	\$150,000	\$170,000
Head of Growth	\$170,000	\$200,000	\$230,000

CX, RESEARCH & INSIGHTS

All salaries are exclusive of superannuation



Customer Design Specialist	\$115,000	\$127,500	\$140,000
Customer Experience Manager	\$136,000	\$162,000	\$188,000
Head of Customer Experience (CX)	\$170,000	\$190,000	\$210,000
Marketing Analyst	\$80,000	\$102,500	\$125,000
Insights & Research Manager	\$94,000	\$114,500	\$135,000
Head of Insights	\$145,000	\$162,500	\$180,000

"A trait I consistently see in top performing marketers is a growth mindset that fuels a proactive problem-solving attitude."

Jarrold Price, Head of Digital Marketing ANZ - Domino's Pizza Enterprises

MARKETING SALARIES

COMMUNICATIONS & PUBLIC RELATIONS


All salaries are exclusive of superannuation



Communications Coordinator	\$75,000	\$87,000	\$99,000
Communications Specialist	\$94,000	\$104,500	\$115,000
Communications Manager	\$115,000	\$132,500	\$150,000
Head of Communications	\$162,000	\$172,500	\$183,000
Public Relations Specialist	\$94,000	\$102,000	\$110,000
Public Relations Manager	\$111,000	\$130,000	\$149,000
Head of Public Relations (PR)	\$155,000	\$168,000	\$181,000
Stakeholder Engagement Manager	\$146,000	\$167,000	\$188,000
Investor Relations Manager	\$136,000	\$162,000	\$188,000
Media Manager	\$100,000	\$120,000	\$140,000
Corporate Affairs Manager	\$110,000	\$128,000	\$146,000
Head of Media Relations	\$150,000	\$165,000	\$180,000

AGENCY

All salaries are exclusive of superannuation




Account Executive	<i>Small/Indie</i>	\$60,000	\$70,000	\$80,000
	<i>Mid-tier</i>	\$65,000	\$72,500	\$80,000
	<i>Network</i>	\$65,000	\$75,000	\$85,000
Account Manager	<i>Small/Indie</i>	\$80,000	\$90,000	\$100,000
	<i>Mid-tier</i>	\$85,000	\$95,000	\$105,000
	<i>Network</i>	\$90,000	\$103,000	\$115,000
Account Director	<i>Small/Indie</i>	\$110,000	\$120,000	\$130,000
	<i>Mid-tier</i>	\$115,000	\$125,000	\$135,000
	<i>Network</i>	\$120,000	\$130,000	\$140,000

MARKETING SALARIES

SPONSORSHIP AND EVENTS

All salaries are exclusive of superannuation



Event Coordinator	\$74,000	\$84,500	\$95,000
Event Manager	\$97,000	\$110,500	\$124,000
Sponsorship Manager	\$104,000	\$114,500	\$125,000
Sponsorship Director	\$136,000	\$159,500	\$183,000
Partnership Manager	\$110,000	\$130,000	\$150,000

“When building high performing marketing teams, I focus on breadth of perspective, capability and experience to ensure well rounded collaborative thinking and problem solving.”

Nic Fry, Chief Marketing Officer - Ex-Merlo Coffee and Mars

Digital Job Market – 2025 & 2026

2025 gave us a front-row seat to a digital function that continued to evolve through refinement. While AI was the constant buzz word, what we saw was far more pragmatic: businesses focused on sharpening capability, driving measurable outcomes and building calmer, more resilient digital teams .

Performance marketing regained momentum in 2025, particularly across paid media, CRM and lifecycle roles. Brands that had paused investment returned with clearer expectations: digital professionals are no longer hired simply to “run channels”, but to demonstrate how activity leads back to revenue, retention and customer lifetime value. This shift towards commercial accountability is only accelerating as we head into 2026.

AI is becoming a core enabler and not a replacement. The most in-demand candidates are those who understand how to apply AI tools thoughtfully: improving speed, insight and personalisation without sacrificing creativity or brand nuance. Employers are increasingly wary of over-automation and are prioritising marketers who can balance data fluency with human judgement.

We're also seeing continued demand for CRM, marketing automation, content-led digital roles and hybrid specialists who can operate across platforms with confidence. Interestingly, job titles now matter less than outcomes. Candidates who clearly articulate impact through growth achieved, efficiency unlocked or problems solved are consistently standing out in a competitive market.

For employers, 2026 is shaping up as a year where clarity wins. Clear scopes, realistic salary alignment and streamlined interview processes are critical to securing top digital talent.

For candidates, it's about packaging your skillset like a product: clear value, evidence of impact and a genuine understanding of the business behind the brief.

“The most important skill in digital today isn't mastering a platform or channel, it's the ability to connect customer experience, technology and commercial outcomes. Those who stand out are the ones who can turn digital ecosystems into measurable growth, not just campaigns or features.”

Chrissina Goncalves, Digital Experience Lead - Subway Australia

DIGITAL SALARIES

DIGITAL MARKETING

All salaries are exclusive of superannuation



Digital Marketing Coordinator	\$72,000	\$80,000	\$88,000
Digital Marketing Specialist	\$95,000	\$106,500	\$118,000
Digital Marketing Manager	\$117,000	\$137,500	\$158,000
Growth Marketing Manager	\$120,000	\$142,500	\$165,000
Head of Digital	\$195,000	\$203,500	\$212,000

ECOMMERCE

All salaries are exclusive of superannuation



eCommerce Analyst	\$125,000	\$135,500	\$146,000
eCommerce Coordinator	\$73,000	\$80,000	\$87,000
eCommerce Specialist/Executive	\$92,000	\$105,000	\$118,000
eCommerce Manager	\$123,000	\$142,000	\$161,000
Head of eCommerce	\$175,000	\$202,500	\$230,000
Online Trading Manager	\$125,000	\$141,000	\$157,000

EXECUTIVE

All salaries are exclusive of superannuation



Chief Digital Officer (CDO)	\$250,000	\$325,000	\$400,000
Chief Product Officer (CPO)	\$261,000	\$300,500	\$340,000

DIGITAL SALARIES

EMAIL & CRM

All salaries are exclusive of superannuation



Email Marketing Specialist	\$78,000	\$88,500	\$99,000
Email Marketing Manager	\$110,000	\$120,000	\$130,000
Marketing Automation Specialist	\$90,000	\$120,000	\$150,000
CRM Coordinator	\$75,000	\$79,500	\$84,000
CRM Specialist/Executive	\$90,000	\$105,500	\$121,000
CRM Manager	\$136,000	\$144,500	\$153,000
Head of CRM	\$180,000	\$202,500	\$225,000

CONTENT & SOCIAL MEDIA

All salaries are exclusive of superannuation




Content Specialist	\$80,000	\$92,500	\$105,000
Content Manager	\$110,000	\$120,500	\$131,000
Content Creator	\$66,000	\$85,000	\$104,000
Social Media Coordinator	\$71,000	\$74,500	\$78,000
Social Media Specialist/Executive	\$85,000	\$94,500	\$104,000
Social Media Manager	\$112,000	\$124,000	\$136,000
Paid Social Specialist	\$89,000	\$107,000	\$125,000

DIGITAL SALARIES

SEARCH & PERFORMANCE


All salaries are exclusive of superannuation



SEO Specialist	\$94,000	\$111,000	\$128,000
SEM Specialist	\$99,000	\$116,000	\$130,000
Paid Media Specialist	\$98,000	\$114,000	\$130,000
Paid Media Manager	\$125,000	\$138,500	\$152,000

DATA & ANALYTICS


All salaries are exclusive of superannuation



Digital Analytics Specialist	\$110,000	\$125,000	\$140,000
Data Analyst	\$97,000	\$110,000	\$123,000
Senior Data Analyst	\$131,000	\$145,500	\$160,000
Data Scientist	\$125,000	\$147,500	\$170,000
Senior Data Scientist	\$167,000	\$177,500	\$188,000

DIGITAL DEVELOPMENT

All salaries are exclusive of superannuation



Web Developer	\$88,000	\$100,500	\$113,000
Front End Developer	\$89,000	\$109,000	\$129,000
Senior Front End Developer	\$125,000	\$141,000	\$157,000
Development Team Lead	\$139,000	\$154,500	\$170,000
Development Manager	\$176,000	\$197,000	\$218,000

DIGITAL SALARIES

PRODUCT & DESIGN

All salaries are exclusive of superannuation



Graphic Designer	\$69,000	\$94,500	\$120,000
Digital Designer	\$90,000	\$114,500	\$139,000
UX Researcher	\$101,000	\$122,500	\$144,000
UX/UI Designer	\$107,000	\$119,500	\$132,000
Senior UX/UI Designer	\$134,000	\$148,000	\$162,000
UX/UI Manager	\$157,000	\$171,500	\$186,000
Product Designer	\$102,000	\$115,500	\$129,000
Product Owner	\$114,000	\$132,000	\$150,000
Product Manager	\$110,000	\$138,500	\$167,000
Head of Product	\$199,000	\$205,500	\$212,000

"Digital professionals have an incredible breadth of tools at their fingertips. The broader your toolkit, the more you stand out — bringing value beyond your core remit."

Jason Rickard, Senior Digital Experience Manager - TerryWhite Chemmart

Sales Job Market – 2025 & 2026

In 2025, many organisations reassessed sales structures, refined territories and placed greater emphasis on productivity and pipeline quality over sheer headcount growth. Hiring continued, but with increased focus on proven performance, commercial discipline and the ability to navigate longer, more complex sales cycles. Employers showed a clear preference for sales professionals who could blend relationship management with data-driven decision making, with CRM fluency, forecasting capability and consultative selling skills remaining in strongest demand. Salary growth moderated compared to previous years, with increases typically linked to roles that absorbed greater responsibility or required scarce technical or industry-specific expertise.

In Brisbane, the sales market demonstrated relative resilience. While hiring softened in some transactional and entry-level segments, demand remained steady across B2B, construction, infrastructure, professional services, health, technology and industrial sectors. Brisbane employers continued to invest in mid-to-senior sales talent who could drive sustainable revenue, strengthen key accounts and work closely with marketing and customer success teams. Although salary levels generally remained below those of Sydney and Melbourne, the gap narrowed for specialised sales roles, particularly in technical, enterprise and solution-based selling where experienced talent remained limited.

As we look ahead to 2026, the Brisbane sales market is evolving. While core sales fundamentals remain critical, employers are increasingly seeking candidates who are commercially fluent and data-enabled. CRM proficiency is a baseline requirement and in 2026 we expect stronger demand for:

- Pipeline analytics and forecasting capability
- Confidence using sales enablement tools and AI-driven insights
- Ability to interpret data to inform territory planning, account prioritisation and decision-making

Sales professionals who can clearly articulate how they use data to drive outcomes, not just activity will stand out.

"Problem solving has always been an in demand skill, but this is set to evolve with the introduction of AI to businesses. Having a strong appreciation of how to use AI to solve both yesterday's and tomorrow's problems is going to become critical."

Tom Woodward, Group General Manager - Crimsafe Security Systems

As products and pricing become more competitive, human skills are emerging as the true point of difference. In 2026, employers are placing greater weight on:

- Consultative selling and active listening
- Stakeholder management across longer, more complex sales cycles
- Emotional intelligence, adaptability and resilience
- Clear communication with internal teams, not just customers

We're also seeing a strong preference for salespeople who can collaborate closely with marketing, product and customer success teams.

Perhaps the biggest shift is a move away from purely transactional mindsets. Employers are now looking for sales talent who:

- Understand the full customer journey, not just the close
- Can build long-term value and retention, not short-term wins
- Demonstrate commercial curiosity about the customer's business
- Take ownership, show accountability and operate with integrity

The most successful sales teams in Brisbane will be those that blend commercial acumen, modern sales capability and genuine human connection.

"As the landscape continues to change in 2026, I believe those who have the ability to foster and develop relationships across all levels of business will continue to be highly regarded in the market."


Joel Carlyon

**General Manager, International & New Business Development -
Hive and Wellness**

SALES SALARIES

LEADERSHIP


All salaries are exclusive of superannuation




Head of Sales	\$165,000	\$172,500	\$180,000
Director of Sales	\$199,000	\$243,000	\$287,000
Country Manager	\$281,000	\$346,500	\$412,000
General Manager	\$190,000	\$245,000	\$300,000

COMMERCIAL

All salaries are exclusive of superannuation



Account Manager	\$100,000	\$110,000	\$120,000
Key Account Manager	\$110,000	\$120,000	\$130,000
National Account Manager	\$105,000	\$130,000	\$145,000
Account Director	\$157,000	\$164,500	\$172,000




Business Development Executive	\$73,000	\$81,000	\$89,000
Business Development Manager	\$100,000	\$110,000	\$120,000
Senior Business Development Manager	\$120,000	\$132,500	\$145,000

SALES SALARIES

COMMERCIAL


All salaries are exclusive of superannuation



Territory Manager	\$93,000	\$101,000	\$109,000
Field Sales Manager	\$100,000	\$112,500	\$125,000
National Field Sales Manager	\$120,000	\$130,000	\$140,000
State Sales Manager	\$129,000	\$137,500	\$146,000
National Sales Manager	\$172,000	\$209,000	\$246,000



Sales Executive	\$59,000	\$63,500	\$68,000
Sales Consultant	\$100,000	\$110,000	\$120,000
Internal Sales Representative	\$80,000	\$91,000	\$102,000
Sales Representative	\$90,000	\$95,000	\$100,000
Specification Manager	\$94,000	\$120,000	\$146,000
Sales Engineer	\$117,000	\$125,000	\$133,000
Sales Manager	\$102,000	\$107,500	\$113,000



Philanthropy Manager	\$100,000	\$110,000	\$120,000
Relationship Manager	\$90,000	\$96,000	\$102,000

Interviewing with Confidence

As we head into 2026, interviews across marketing, digital and sales roles are becoming more rigorous, more commercial and more future-focused. Employers are no longer hiring purely on experience or tenure, they're assessing how candidates think, adapt and deliver impact in increasingly complex environments. At Gybe Consulting, we're seeing the most successful candidates treat interviews as strategic conversations, where preparation, clarity and commercial relevance remain the strongest predictors of success in 2026.

Preparation is no longer optional - it's a differentiator.

Hiring managers expect candidates to demonstrate a strong understanding of the organisation, its customers, commercial model and competitive landscape. Generic answers no longer land. Candidates who can clearly articulate why they want the role, how they create value and where they've delivered measurable outcomes stand out immediately.

Expect behavioural and scenario-based interviews.

Employers are placing greater emphasis on real-world examples. Be ready with structured stories that show how you've navigated change, solved problems, influenced stakeholders or driven results. Clear frameworks (such as situation, action, outcome) help interviewers quickly understand your contribution and impact.

Commercial thinking matters more than ever.

Marketing and digital professionals are increasingly expected to speak the language of revenue, ROI and performance. Sales candidates must demonstrate not just results, but process, pipeline discipline and customer insight. Interviewers are listening for data-led decision making, experimentation and accountability.

AI, data and adaptability are now core themes.

You don't need to be an AI engineer but you do need to show comfort working alongside technology. Employers are probing how candidates use AI, automation, CRM and data to improve efficiency, insight and outcomes, while understanding ethical and privacy considerations.

Culture and flexibility are two-way conversations.

With hybrid work now the norm, interviews increasingly explore how candidates collaborate, communicate and maintain momentum across flexible environments. Strong self-management, clarity and emotional intelligence are highly valued.

Ask smart questions.

Candidates who ask thoughtful questions about expectations, success measures, team dynamics and growth pathways signal maturity and intent. Interviews are no longer one-sided, they are mutual assessments of fit and future potential.

Making impact in a Competitive Job Market

Gybe Consulting helps candidates and hiring managers navigate a competitive talent market in 2026. Positioning effectively is key to securing and attracting top opportunities.

For Candidates:

1. LinkedIn

LinkedIn plays a crucial role in your job hunt. It allows recruiters and employers to discover you and showcases a comprehensive summary of your career and skills. Ensure you have:

- A professional photo.
- Updated career details (job titles and descriptions).
- Email alerts for incoming messages.

2. CV

As a baseline, please include:

- Accurate contact information.
- A comprehensive list of roles with dates.
- Brief role descriptions.
- Major accomplishments.

Focus on tangible achievements as these carry more weight than generic claims of soft skills.

3. Cover Letters

A strong cover letter is your chance to stand out and show how you'll contribute from day one. Even in today's market, hiring managers notice quality and originality.

Tips for a standout cover letter:

- Address it personally: Use the recruiter's or hiring manager's name and correct title. Avoid generic greetings like "To whom it may concern."
- Reference the specific role: Show that your letter is tailored.
- Go beyond your CV: Demonstrate how your experience aligns with the role using concrete examples.
- Explain your interest & value: Clearly state why the role excites you and what you uniquely bring to the table.
- Keep it readable: Use white space, bullet points and concise paragraphs.
- Be personal & authentic: Highlight your unique strengths and avoid overused clichés. AI is fine for spelling/grammar checks, but your voice should come through.

4. Recruiters

Engage with reputable recruiters in your field. Face-to-face meetings strengthen relationships and make you memorable when the right role arises.

- Ask for recommendations and follow recruiters advertising relevant roles.
- 90% of candidates met by Gybe Consulting join our network and are considered for current and future opportunities.
- Leverage recruiters' expertise to understand market positioning, salary expectations and career objectives.

5. Networking

Your network is often the most overlooked tool in a job search.

- Let your contacts know you're open to new challenges.
- Use connections to uncover hidden opportunities or open new conversations.
- Your network can amplify your visibility beyond advertised roles.

For Hiring Managers:

- Communicate opportunity & impact: Candidates want to understand how their role contributes to business success. Highlight growth pathways and measurable objectives.
- Highlight technology & tools: Show investment in modern digital platforms and workflows to signal innovation.
- Culture & flexibility: Flexible work options and a development-focused environment.
- Timely & transparent process: Clear communication strengthens your employer brand and attracts high-quality talent.

Gybe Consulting Perspective

Positioning in 2026 is about more than the role itself, it's about the story you tell. Candidates, articulate your impact, embrace digital skills, maintain a strong personal brand, and leverage your network. Hiring managers, communicate opportunity, culture, and growth to secure talent that drives success.

GYBE

F O R T N I G H T

It's our job to be in the market and Gybe Fortnight will offer you a selection of industry news, jobs, points of interest, standout candidates ready for their next move, upcoming events and anything else that's caught our eye. It's everything you need to stay informed, stay ahead and stay connected.

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