



FY 25/26 SALARY & HIRING GUIDE

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FOUNDERS NOTE

Salary benchmarks are messy.

Let's just call it like it is, between confusing job ads, whisper-networks, outdated spreadsheets and overinflated egos, knowing what to pay (or ask for) is more confusing than it should be.

That's why I created this guide.

Not as gospel, no one salary guide ever will be, but as a grounded, transparent view of what's really happening in the Australian market across digital experience, product, delivery, and martech roles.

It's built to give Founders, People Leaders and candidates some clarity in a space that's full of noise.

Because right now, the market's in flux. In 2024, Aussie startups raised \$4B across 414 deals, the third biggest year ever. Seed deal sizes reached record highs (\$1M for pre-seed, \$3M for seed) as investors backed founders who demonstrated real traction, not just hype. At the same time, 93% of investors saw layoffs, and 55% had a portfolio company shut

down. It's still a market shaped by caution, but momentum is building again.

Meanwhile, the digital and AI revolution is reshaping the skills businesses need. Cybersecurity is now the #1 skill shortage, and demand for AI skills jumped 50% in just two years. But here's the catch: 63% of companies said they don't even understand how AI could help them. We're in a strange transition - high-tech expectations, but a skills gap holding everything back.

Layer on top of that the broader economic pressures, rising interest rates, inflated cost of living, and wage growth that hasn't kept pace with rent and mortgage repayments. For many people, it's not just about career growth anymore, it's just about getting by. For businesses, balancing lean budgets with high expectations is more challenging than ever.

And that's where salary matters. Pay, more than perks or job titles, still sets the tone, and has probably shifted back up the ladder in people's hierarchy of needs in the last 18 months. Whilst it's not the be all and end all, it influences who you

attract, how long they stay, and whether they'll stick it out when things get hard.

Hiring, retaining and growing a team is no easy task, so here's to the ones who are trying to get it right.

I hope this guide helps you make sharper decisions in FY 25/26. Whether you're scaling your team, switching roles, or just trying to stay ahead of the curve.

Cheers,

Cam McKay

Cam McKay

Founder — Impala Talent



25/26 TALENT TRENDS IN DIGITAL, BRAND & EXPERIENCE

In a market still recovering from the turbulence of 2023 & 2024, 2025 is shaping up as a year of recalibration rather than boomtime returns. But that doesn't mean the landscape's standing still, far from it. Below the surface, some powerful shifts are reshaping how talent is being hired, retained, and empowered in digital experience, product, and tech teams.

HYBRID TALENT IS THE NEW STANDARD

The most in-demand candidates in 2025 blur the lines between product, strategy, design, delivery and tech. Hiring managers aren't just looking for "a UXer" or "a product owner"—they're looking for cross-functional leaders who can solve problems, not sit in silos.

The implications? Job specs are evolving. And so must your hiring frameworks.

FROM PEAK CONTRACTION TO SELECTIVE GROWTH

After tech layoffs hit hard in late 2022 and 2023, many companies paused hiring or pivoted towards short-term cost-saving. In 2025, we're seeing a gradual return of confidence, but it's cautious.

Permanent hiring

Is rebounding in scaleups and funded SMEs, especially for foundational roles like Head of Product, Marketing Technology Leads, and Digital Experience Directors.

Contract hiring

Has remained strong, with demand peaking around platform migration, AI integration, and regulatory compliance.

Hiring cycles are slower than pre-COVID peaks, but there's renewed focus on quality and fit over speed and volume.

DEMAND HOTSPOTS BY SECTOR

Across our work and the broader market, a few sectors are showing an outsized appetite for talent:

SaaS & B2B Tech

- Still leading the way for innovation-led hiring.
- Martech, Customer Success, and Product Growth roles are key.
- AI is a value-add, not a job title—founders want practical application.

Retail & eCommerce

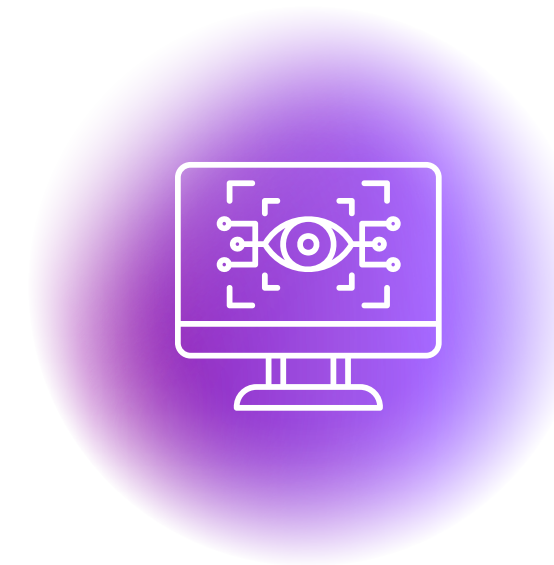
- Personalisation, CDPs, loyalty and omnichannel are driving a wave of Martech and CX hiring.
- Demand for cross-skilled talent who can map customer journeys and activate campaigns is up.

Healthtech

- With strong investor interest and growing regulatory focus, the sector is attracting top-tier product and platform specialists.
- The preference for candidates with domain knowledge is strong.

WHAT IT MEANS FOR YOU

This is more than just a hiring update, it's your chance to level up how you engage talent. Here's what smart orgs are doing in 2025:



Designing roles with stretch and meaning, not just responsibilities



Embedding hybrid thinkers into transformation programs



Investing in long-term brand equity to attract passive candidates



Moving quickly on standout candidates before global players scoop them up

SALARY BENCHMARKS AREN'T ENOUGH. HERE'S WHAT TOP TALENT ACTUALLY WANT IN 2025

Salary has climbed back up the hierarchy of needs ladder, but it's not the be-all and end-all. In 2025, top candidates, especially in digital, product and tech, are making decisions based on the entire employee value proposition (EVP).

They're weighing up how a role fits into their life and career, not just their bank account. That's where culture, flexibility, and clarity on growth matter just as much as (if not more than) a \$10k salary swing.

Let's unpack what that means, and what different types of companies can do to stay competitive without blowing their budgets.

WHAT'S REALLY DRIVING DECISIONS IN 2025?

Here's what we're hearing from candidates, week in, week out:

- Flexible working isn't a perk—it's the baseline. Autonomy or hybrid setups, and async-friendly cultures are deal-makers.
- People want to know where they're going. Clear role design, progression pathways and the ability to grow horizontally (not just vertically) matter more than vague promises of promotion.
- Team dynamics are under the microscope. A great salary doesn't make up for toxic leadership or chaotic collaboration.
- Benefits need to make sense for them. Think school holiday support, L&D budgets, extra parental leave or mental health days over generic gym memberships. Having a selection of, say, six benefits and giving your staff access to two of them at any given time, with the ability to change their preferred options to suit the stage of life, is a really effective way to do it.

NOW LET'S BREAK IT DOWN BY BUSINESS TYPE...

STARTUPS & SCALE-UPS

The opportunity to build, shape and own is your biggest advantage. But you're often up against budget limits, so here's where to focus:

- **Role Autonomy:** Make the scope clear—highlight where they'll have input and ownership from day one.
- **Founding Team Access:** Direct exposure to founders and decision-makers is a unique draw. Don't underplay it.
- **Flexibility:** Embrace async and outcome-focused work, not hours in seats.
- **Equity Transparency:** If equity's on offer, explain how it works. Candidates are wary of smoke and mirrors.



Win talent by pitching the mission, not just the job.

AGENCIES & CONSULTANCIES

You often lose talent because people “don't want to be on the tools forever” or fear being pulled across too many clients. But you've got strengths worth shouting about:

- **Variety of Work:** Emphasise learning opportunities across clients, industries and technologies.
- **L&D Commitment:** Invest in structured mentoring and clear skill frameworks—show you grow talent, not burn it out.
- **Team Stability:** Promote squads or pods with continuity. Talent wants to feel part of something, not just shuffled between gigs.
- **Culture:** Don't underestimate the appeal of a fun, social, creative culture that people actually enjoy being part of.



Win talent by making career growth and culture feel tangible.

SME

You're not Google, and that's OK. In fact, being smaller can be your edge—if you use it right:

- **Impact & Visibility:** Make it clear how someone's work links to business outcomes. People love knowing they're not just a cog in the machine.
- **Custom Benefits:** Offer personalised, lifestyle-aligned perks (think: childcare subsidies, wellbeing support, four-day weeks).
- **Modern Leadership:** People are done with outdated management. Promote authentic leadership, listening, and trust.
- **Flexible Career Paths:** Lateral moves, secondments, or part-time leadership roles help retain great people without huge cost increases.



Win talent by being nimble, human, and genuinely invested in people.

IN SUMMARY

EVP isn't fluff—it's your competitive edge.

If you can't outbid the competition on cash, outmanoeuvre them on culture, clarity, and care.

We help clients design roles and hiring processes that attract talent for the right reasons—not just the right number.

HOW TO USE THIS GUIDE

OFFER CONSTRUCTION: THINK BEYOND JUST BASE

It's rarely just about the salary anymore, especially in digital, product, and tech. Here's how to structure a competitive, well-rounded offer:

TIP FOR 2025 OFFERS



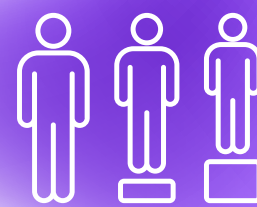
Base Salary

Needs to be within 5–10% of the market for top talent to consider it. Don't rely on bonuses to make up shortfalls.



Bonus/Incentives

Performance bonuses still matter but need to be transparent and achievable. Tie them to meaningful outcomes.



Equity/Options

For scale-ups, clearly explain the value, timelines, and how vesting works. Don't just drop it in as a buzzword.



Training & Dev

A separate budget for L&D (courses, coaching, certifications) is a smart way to boost perceived value without increasing salary.

TIP

Always present the total package clearly—base + super + bonus + benefits.

Candidates want to see the full picture.

WHAT IF YOU'RE 10% BELOW MARKET?

Can't meet the top end of salary benchmarks? Here's how to stay competitive without overpaying:

- **Pitch the bigger picture:** Mission, impact, career progression, and flexibility can carry weight.
- **Add choice:** Let candidates choose between options—e.g., higher base vs. more equity vs. more flexibility.
- **Shorten review cycles:** Offer a 6-month salary review to bridge the gap and show intent to invest.
- **Customise benefits:** Think outside the box—school hours, part-time leadership, remote-first setups.

We're a bit under on base salary, but here's where we can make it up in value, flexibility and impact.

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PRODUCT MANAGEMENT

STARTUPS/SCALE-UPS		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Pre-revenue / Seed to Series A	Junior	\$70,000 - \$90,000
	Midweight	\$100,000 - \$120,000
	Senior	\$120,000 - \$140,000
	Manager	\$140,000 - \$160,000
	Head Of	\$160,000 - \$180,000
	C Suite	\$180,000 - \$200,000
\$1m-\$10m (Early-stage)	Junior	\$90,000 - \$110,000
	Midweight	\$110,000 - \$130,000
	Senior	\$130,000 - \$150,000
	Manager	\$150,000 - \$170,000
	Head Of	\$170,000 - \$190,000
	C Suite	\$190,000 - \$225,000
\$10m-\$50m (Growth-stage)	Junior	\$100,000 - \$120,000
	Midweight	\$120,000 - \$140,000
	Senior	\$140,000 - \$160,000
	Manager	\$160,000 - \$180,000
	Head Of	\$180,000 - \$200,000
	C Suite	\$200,000 - \$250,000
\$50m+ (Maturity/Scale)	Junior	\$110,000 - \$130,000
	Midweight	\$130,000 - \$150,000
	Senior	\$150,000 - \$170,000
	Manager	\$170,000 - \$190,000
	Head Of	\$190,000 - \$225,000
	C Suite	\$225,000 - \$325,000

AGENCIES/CONSULTANCIES		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (<\$10m revenue)	Junior	\$85,000 - \$105,000
	Midweight	\$105,000 - \$125,000
	Senior	\$125,000 - \$145,000
	Manager	\$145,000 - \$165,000
	Head Of	\$165,000 - \$185,000
	C Suite	\$185,000 - \$200,000
Mid-sized (\$10m-\$50m)	Junior	\$95,000 - \$115,000
	Midweight	\$115,000 - \$135,000
	Senior	\$135,000 - \$155,000
	Manager	\$155,000 - \$175,000
	Head Of	\$175,000 - \$195,000
	C Suite	\$200,000 - \$250,000
Large (\$50m+)	Junior	\$105,000 - \$125,000
	Midweight	\$125,000 - \$145,000
	Senior	\$145,000 - \$165,000
	Manager	\$165,000 - \$185,000
	Head of	\$185,000 - \$205,000
	C Suite	\$200,000 - \$275,000

SME'S		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (\$1m-\$10m)	Junior	\$80,000 - \$120,000
	Midweight	\$120,000 - \$140,000
	Senior	\$140,000 - \$170,000
	Manager	\$170,000 - \$190,000
	Head Of	\$175,000 - \$195,000
	C Suite	\$200,000 - \$230,000
Mid-sized (\$10m-\$30m)	Junior	\$90,000 - \$120,000
	Midweight	\$120,000 - \$150,000
	Senior	\$150,000 - \$175,000
	Manager	\$175,000 - \$200,000
	Head Of	\$200,000 - \$250,000
	C Suite	\$225,000 - \$275,000
Large (\$30m-\$100m+)	Junior	\$100,000 - \$120,000
	Midweight	\$120,000 - \$140,000
	Senior	\$140,000 - \$160,000
	Manager	\$160,000 - \$185,000
	Head of	\$220,000 - \$275,000
	C Suite	\$250,000 - \$325,000

PLATFORM MANAGEMENT

STARTUPS/SCALE-UPS		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Pre-revenue / Seed to Series A	Junior	\$65,000 - \$75,000
	Midweight	\$80,000 - \$95,000
	Senior	\$95,000 - \$110,000
	Manager	\$110,000 - \$130,000
	Head Of	N/A
	C Suite	N/A
\$1m-\$10m (Early-stage)	Junior	\$70,000 - \$85,000
	Midweight	\$85,000 - \$100,000
	Senior	\$100,000 - \$115,000
	Manager	\$115,000 - \$135,000
	Head Of	N/A
	C Suite	N/A
\$10m-\$50m (Growth-stage)	Junior	\$75,000 - \$90,000
	Midweight	\$90,000 - \$105,000
	Senior	\$105,000 - \$120,000
	Manager	\$120,000 - \$140,000
	Head Of	N/A
	C Suite	N/A
\$50m+ (Maturity/Scale)	Junior	\$80,000 - \$95,000
	Midweight	\$95,000 - \$110,000
	Senior	\$110,000 - \$130,000
	Manager	\$130,000 - \$150,000
	Head Of	N/A
	C Suite	N/A

AGENCIES/CONSULTANCIES		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (<\$10m revenue)	Junior	\$60,000 - \$70,000
	Midweight	\$75,000 - \$90,000
	Senior	\$90,000 - \$110,000
	Manager	\$110,000 - \$130,000
	Head Of	N/A
	C Suite	N/A
Mid-sized (\$10m-\$50m)	Junior	\$70,000 - \$85,000
	Midweight	\$85,000 - \$100,000
	Senior	\$100,000 - \$115,000
	Manager	\$115,000 - \$135,000
	Head Of	N/A
	C Suite	N/A
Large (\$50m+)	Junior	\$75,000 - \$90,000
	Midweight	\$90,000 - \$105,000
	Senior	\$105,000 - \$125,000
	Manager	\$125,000 - \$150,000
	Head of	N/A
	C Suite	N/A

SME'S		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (\$1m-\$10m)	Junior	\$65,000 - \$80,000
	Midweight	\$80,000 - \$95,000
	Senior	\$95,000 - \$110,000
	Manager	\$110,000 - \$130,000
	Head Of	N/A
	C Suite	N/A
Mid-sized (\$10m-\$30m)	Junior	\$70,000 - \$85,000
	Midweight	\$85,000 - \$100,000
	Senior	\$100,000 - \$120,000
	Manager	\$120,000 - \$135,000
	Head Of	\$135,000 - \$160,000
	C Suite	N/A
Large (\$30m-\$100m+)	Junior	\$75,000 - \$90,000
	Midweight	\$90,000 - \$105,000
	Senior	\$105,000 - \$130,000
	Manager	\$125,000 - \$145,000
	Head of	\$145,000 - \$170,000
	C Suite	N/A

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DIGITAL PROJECT MANAGEMENT/PRODUCTION

STARTUPS/SCALE-UPS		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Pre-revenue / Seed to Series A	Junior	\$60,000 - \$70,000
	Midweight	\$70,000 - \$80,000
	Senior	\$80,000 - \$90,000
	Manager	\$90,000 - \$120,000
	Head Of	\$120,000 - \$150,000
	C Suite	N/A
\$1m-\$10m (Early-stage)	Junior	\$65,000 - \$75,000
	Midweight	\$75,000 - \$90,000
	Senior	\$90,000 - \$120,000
	Manager	\$120,000 - \$140,000
	Head Of	\$150,000 - \$175,000
	C Suite	N/A
\$10m-\$50m (Growth-stage)	Junior	\$70,000 - \$80,000
	Midweight	\$80,000 - \$115,000
	Senior	\$115,000 - \$130,000
	Manager	\$130,000 - \$175,000
	Head Of	\$175,000 - \$200,000
	C Suite	N/A
\$50m+ (Maturity/Scale)	Junior	\$75,000 - \$85,000
	Midweight	\$90,000 - \$115,000
	Senior	\$120,000 - \$150,000
	Manager	\$160,000 - \$175,000
	Head Of	\$180,000 - \$225,000
	C Suite	N/A

AGENCIES/CONSULTANCIES		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (<\$10m revenue)	Junior	\$65,000 - \$75,000
	Midweight	\$75,000 - \$85,000
	Senior	\$90,000 - \$120,000
	Manager	\$120,000 - \$140,000
	Head Of	\$140,000 - \$170,000
	C Suite	N/A
Mid-sized (\$10m-\$50m)	Junior	\$70,000 - \$80,000
	Midweight	\$80,000 - \$100,000
	Senior	\$110,000 - \$140,000
	Manager	\$140,000 - \$160,000
	Head Of	\$160,000 - \$175,000
	C Suite	N/A
Large (\$50m+)	Junior	\$75,000 - \$90,000
	Midweight	\$95,000 - \$105,000
	Senior	\$110,000 - \$150,000
	Manager	\$150,000 - \$175,000
	Head of	\$175,000 - \$200,000
	C Suite	\$180,000 - \$220,000

SME'S		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (\$1m-\$10m)	Junior	\$60,000 - \$70,000
	Midweight	\$70,000 - \$90,000
	Senior	\$100,000 - \$120,000
	Manager	\$120,000 - \$140,000
	Head Of	\$140,000 - \$160,000
	C Suite	N/A
Mid-sized (\$10m-\$30m)	Junior	\$65,000 - \$75,000
	Midweight	\$75,000 - \$95,000
	Senior	\$100,000 - \$150,000
	Manager	\$150,000 - \$175,000
	Head Of	\$175,000 - \$200,000
	C Suite	\$200,000 - \$250,000
Large (\$30m-\$100m+)	Junior	\$70,000 - \$80,000
	Midweight	\$80,000 - \$100,000
	Senior	\$120,000 - \$160,000
	Manager	\$150,000 - \$200,000
	Head of	\$175,000 - \$250,000
	C Suite	\$250,000 - \$275,000

PROGRAM/TRANSFORMATION MANAGEMENT

STARTUPS/SCALE-UPS		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Pre-revenue / Seed to Series A	Junior	N/A
	Midweight	N/A
	Senior	N/A
	Manager	N/A
	Head Of	N/A
	C Suite	N/A
\$1m-\$10m (Early-stage)	Junior	N/A
	Midweight	N/A
	Senior	N/A
	Manager	N/A
	Head Of	N/A
	C Suite	N/A
\$10m-\$50m (Growth-stage)	Junior	N/A
	Midweight	N/A
	Senior	\$140,000 - \$160,000
	Manager	\$160,000 - \$180,000
	Head Of	\$180,000 - \$200,000
	C Suite	\$200,000 - \$220,000
\$50m+ (Maturity/Scale)	Junior	N/A
	Midweight	N/A
	Senior	\$150,000 - \$175,000
	Manager	\$175,000 - \$190,000
	Head Of	\$190,000 - \$220,000
	C Suite	\$225,000 - \$250,000

AGENCIES/CONSULTANCIES		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (<\$10m revenue)	Junior	N/A
	Midweight	N/A
	Senior	\$130,000 - \$155,000
	Manager	\$175,000 - \$200,000
	Head Of	\$175,000 - \$220,000
	C Suite	\$200,000 - \$225,000
Mid-sized (\$10m-\$50m)	Junior	N/A
	Midweight	N/A
	Senior	\$150,000 - \$170,000
	Manager	\$160,000 - \$180,000
	Head Of	\$180,000 - \$200,000
	C Suite	\$200,000+
Large (\$50m+)	Junior	N/A
	Midweight	N/A
	Senior	\$150,000 - \$180,000
	Manager	\$170,000 - \$190,000
	Head of	\$190,000 - \$210,000
	C Suite	\$220,000 - \$240,000

SME'S		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (\$1m-\$10m)	Junior	N/A
	Midweight	N/A
	Senior	\$150,000 - \$175,000
	Manager	\$175,000 - \$200,000
	Head Of	\$180,000 - \$225,000
	C Suite	\$225,000 - \$250,000
Mid-sized (\$10m-\$30m)	Junior	N/A
	Midweight	N/A
	Senior	\$150,000 - \$175,000
	Manager	\$180,000 - \$220,000
	Head Of	\$200,000 - \$240,000
	C Suite	\$230,000 - \$275,000
Large (\$30m-\$100m+)	Junior	N/A
	Midweight	N/A
	Senior	\$170,000 - \$200,000
	Manager	\$185,000 - \$220,000
	Head of	\$225,000 - \$250,000
	C Suite	\$250,000 - \$295,000

BUSINESS ANALYST

STARTUPS/SCALE-UPS		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Pre-revenue / Seed to Series A	Junior	\$70,000 - \$90,000
	Midweight	\$90,000 - \$110,000
	Senior	\$110,000 - \$125,000
	Manager	\$125,000 - \$145,000
	Head Of	\$145,000 - \$160,000
	C Suite	N/A
\$1m-\$10m (Early-stage)	Junior	\$85,000 - \$100,000
	Midweight	\$100,000 - \$115,000
	Senior	\$115,000 - \$135,000
	Manager	\$135,000 - \$155,000
	Head Of	\$155,000 - \$165,000
	C Suite	N/A
\$10m-\$50m (Growth-stage)	Junior	\$95,000 - \$110,000
	Midweight	\$110,000 - \$130,000
	Senior	\$130,000 - \$150,000
	Manager	\$150,000 - \$170,000
	Head Of	\$170,000 - \$185,000
	C Suite	N/A
\$50m+ (Maturity/Scale)	Junior	\$75,000 - \$110,000
	Midweight	\$115,000 - \$130,000
	Senior	\$130,000 - \$160,000
	Manager	\$160,000 - \$180,000
	Head Of	\$180,000 - \$200,000
	C Suite	N/A

AGENCIES/CONSULTANCIES		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (<\$10m revenue)	Junior	\$70,000 - \$90,000
	Midweight	\$95,000 - \$110,000
	Senior	\$110,000 - \$135,000
	Manager	\$135,000 - \$150,000
	Head Of	\$150,000 - \$165,000
	C Suite	N/A
Mid-sized (\$10m-\$50m)	Junior	\$80,000 - \$105,000
	Midweight	\$105,000 - \$125,000
	Senior	\$125,000 - \$145,000
	Manager	\$145,000 - \$165,000
	Head Of	\$165,000 - \$185,000
	C Suite	N/A
Large (\$50m+)	Junior	\$90,000 - \$115,000
	Midweight	\$115,000 - \$135,000
	Senior	\$135,000 - \$155,000
	Manager	\$155,000 - \$175,000
	Head of	\$175,000 - \$200,000
	C Suite	N/A

SME'S		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (\$1m-\$10m)	Junior	\$75,000 - \$90,000
	Midweight	\$90,000 - \$110,000
	Senior	\$110,000 - \$130,000
	Manager	\$130,000 - \$150,000
	Head Of	\$150,000 - \$170,000
	C Suite	N/A
Mid-sized (\$10m-\$30m)	Junior	\$85,000 - \$100,000
	Midweight	\$100,000 - \$120,000
	Senior	\$120,000 - \$145,000
	Manager	\$140,000 - \$160,000
	Head Of	\$160,000 - \$180,000
	C Suite	N/A
Large (\$30m-\$100m+)	Junior	\$85,000 - \$110,000
	Midweight	\$110,000 - \$140,000
	Senior	\$130,000 - \$165,000
	Manager	\$160,000 - \$175,000
	Head of	\$170,000 - \$200,000
	C Suite	N/A

DIGITAL CONTENT/ WEBSITE MANAGEMENT

STARTUPS/SCALE-UPS		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Pre-revenue / Seed to Series A	Junior	\$65,000 - \$75,000
	Midweight	\$80,000 - \$95,000
	Senior	\$95,000 - \$110,000
	Manager	\$110,000 - \$130,000
	Head Of	N/A
	C Suite	N/A
\$1m-\$10m (Early-stage)	Junior	\$70,000 - \$85,000
	Midweight	\$85,000 - \$100,000
	Senior	\$100,000 - \$115,000
	Manager	\$115,000 - \$135,000
	Head Of	N/A
	C Suite	N/A
\$10m-\$50m (Growth-stage)	Junior	\$75,000 - \$90,000
	Midweight	\$90,000 - \$105,000
	Senior	\$105,000 - \$120,000
	Manager	\$120,000 - \$140,000
	Head Of	N/A
	C Suite	N/A
\$50m+ (Maturity/Scale)	Junior	\$80,000 - \$95,000
	Midweight	\$95,000 - \$110,000
	Senior	\$110,000 - \$130,000
	Manager	\$130,000 - \$150,000
	Head Of	N/A
	C Suite	N/A

AGENCIES/CONSULTANCIES		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (<\$10m revenue)	Junior	\$60,000 - \$70,000
	Midweight	\$75,000 - \$90,000
	Senior	\$90,000 - \$110,000
	Manager	\$110,000 - \$130,000
	Head Of	N/A
	C Suite	N/A
Mid-sized (\$10m-\$50m)	Junior	\$70,000 - \$85,000
	Midweight	\$85,000 - \$100,000
	Senior	\$100,000 - \$115,000
	Manager	\$115,000 - \$135,000
	Head Of	N/A
	C Suite	N/A
Large (\$50m+)	Junior	\$75,000 - \$90,000
	Midweight	\$90,000 - \$105,000
	Senior	\$105,000 - \$125,000
	Manager	\$125,000 - \$150,000
	Head of	N/A
	C Suite	N/A

SME'S		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (\$1m-\$10m)	Junior	\$65,000 - \$80,000
	Midweight	\$80,000 - \$95,000
	Senior	\$95,000 - \$110,000
	Manager	\$110,000 - \$130,000
	Head Of	N/A
	C Suite	N/A
Mid-sized (\$10m-\$30m)	Junior	\$70,000 - \$85,000
	Midweight	\$85,000 - \$100,000
	Senior	\$100,000 - \$120,000
	Manager	\$120,000 - \$135,000
	Head Of	\$135,000 - \$160,000
	C Suite	N/A
Large (\$30m-\$100m+)	Junior	\$75,000 - \$90,000
	Midweight	\$90,000 - \$105,000
	Senior	\$105,000 - \$130,000
	Manager	\$125,000 - \$145,000
	Head of	\$145,000 - \$170,000
	C Suite	N/A

MARTECH

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MARKETING AUTOMATION

STARTUPS/SCALE-UPS		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Pre-revenue / Seed to Series A	Junior	\$60,000 - \$80,000
	Midweight	\$80,000 - \$95,000
	Senior	\$95,000 - \$110,000
	Manager	\$110,000 - \$125,000
	Head Of	\$125,000 - \$140,000
	C Suite	N/A
\$1m-\$10m (Early-stage)	Junior	\$65,000 - \$80,000
	Midweight	\$85,000 - \$100,000
	Senior	\$100,000 - \$130,000
	Manager	\$125,000 - \$145,000
	Head Of	\$140,000 - \$165,000
	C Suite	N/A
\$10m-\$50m (Growth-stage)	Junior	\$75,000 - \$85,000
	Midweight	\$90,000 - \$105,000
	Senior	\$110,000 - \$140,000
	Manager	\$130,000 - \$150,000
	Head Of	\$145,000 - \$170,000
	C Suite	\$150,000 - \$180,000
\$50m+ (Maturity/Scale)	Junior	\$75,000 - \$95,000
	Midweight	\$95,000 - \$115,000
	Senior	\$115,000 - \$140,000
	Manager	\$145,000 - \$165,000
	Head Of	\$150,000 - \$175,000
	C Suite	\$175,000 - \$225,000

AGENCIES/CONSULTANCIES		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (<\$10m revenue)	Junior	\$65,000 - \$80,000
	Midweight	\$80,000 - \$95,000
	Senior	\$95,000 - \$110,000
	Manager	\$110,000 - \$125,000
	Head Of	\$125,000 - \$140,000
	C Suite	N/A
Mid-sized (\$10m-\$50m)	Junior	\$70,000 - \$85,000
	Midweight	\$85,000 - \$100,000
	Senior	\$100,000 - \$120,000
	Manager	\$120,000 - \$140,000
	Head Of	\$145,000 - \$165,000
	C Suite	\$165,000 - \$180,000
Large (\$50m+)	Junior	\$75,000 - \$90,000
	Midweight	\$90,000 - \$105,000
	Senior	\$105,000 - \$125,000
	Manager	\$130,000 - \$150,000
	Head of	\$140,000 - \$170,000
	C Suite	\$175,000 - \$200,000

SME'S		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (\$1m-\$10m)	Junior	\$65,000 - \$80,000
	Midweight	\$80,000 - \$95,000
	Senior	\$95,000 - \$110,000
	Manager	\$110,000 - \$125,000
	Head Of	\$125,000 - \$160,000
	C Suite	\$150,000 - \$170,000
Mid-sized (\$10m-\$30m)	Junior	\$70,000 - \$85,000
	Midweight	\$85,000 - \$100,000
	Senior	\$100,000 - \$120,000
	Manager	\$125,000 - \$140,000
	Head Of	\$140,000 - \$165,000
	C Suite	\$175,000 - \$200,000
Large (\$30m-\$100m+)	Junior	\$80,000 - \$95,000
	Midweight	\$95,000 - \$120,000
	Senior	\$125,000 - \$150,000
	Manager	\$145,000 - \$165,000
	Head of	\$170,000 - \$220,000
	C Suite	\$200,000 - \$250,000

DIGITAL & PERFORMANCE

STARTUPS/SCALE-UPS		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Pre-revenue / Seed to Series A	Junior	\$65,000 - \$80,000
	Midweight	\$80,000 - \$95,000
	Senior	\$95,000 - \$115,000
	Manager	\$115,000 - \$135,000
	Head Of	\$135,000 - \$155,000
	C Suite	N/A
\$1m-\$10m (Early-stage)	Junior	\$70,000 - \$85,000
	Midweight	\$85,000 - \$105,000
	Senior	\$105,000 - \$125,000
	Manager	\$125,000 - \$145,000
	Head Of	\$145,000 - \$165,000
	C Suite	\$165,000 - \$185,000
\$10m-\$50m (Growth-stage)	Junior	\$75,000 - \$90,000
	Midweight	\$90,000 - \$110,000
	Senior	\$110,000 - \$130,000
	Manager	\$130,000 - \$150,000
	Head Of	\$150,000 - \$170,000
	C Suite	\$175,000 - \$200,000
\$50m+ (Maturity/Scale)	Junior	\$85,000 - \$100,000
	Midweight	\$100,000 - \$120,000
	Senior	\$120,000 - \$140,000
	Manager	\$161,000 - \$184,000
	Head Of	\$184,000 - \$213,000
	C Suite	\$220,000 - \$250,000

AGENCIES/CONSULTANCIES		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (<\$10m revenue)	Junior	\$65,000 - \$80,000
	Midweight	\$80,000 - \$95,000
	Senior	\$95,000 - \$115,000
	Manager	\$115,000 - \$135,000
	Head Of	\$135,000 - \$155,000
	C Suite	N/A
Mid-sized (\$10m-\$50m)	Junior	\$70,000 - \$85,000
	Midweight	\$85,000 - \$105,000
	Senior	\$105,000 - \$125,000
	Manager	\$125,000 - \$145,000
	Head Of	\$145,000 - \$165,000
	C Suite	\$175,000 - \$200,000
Large (\$50m+)	Junior	\$80,000 - \$95,000
	Midweight	\$95,000 - \$115,000
	Senior	\$115,000 - \$135,000
	Manager	\$155,000 - \$185,000
	Head of	\$185,000 - \$215,000
	C Suite	\$220,000 - \$250,000

SME'S		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (\$1m-\$10m)	Junior	\$65,000 - \$80,000
	Midweight	\$80,000 - \$100,000
	Senior	\$100,000 - \$120,000
	Manager	\$120,000 - \$140,000
	Head Of	\$140,000 - \$160,000
	C Suite	\$160,000 - \$180,000
Mid-sized (\$10m-\$30m)	Junior	\$70,000 - \$85,000
	Midweight	\$85,000 - \$105,000
	Senior	\$105,000 - \$130,000
	Manager	\$130,000 - \$150,000
	Head Of	\$150,000 - \$175,000
	C Suite	\$180,000 - \$250,000
Large (\$30m-\$100m+)	Junior	\$75,000 - \$90,000
	Midweight	\$90,000 - \$115,000
	Senior	\$115,000 - \$140,000
	Manager	\$160,000 - \$190,000
	Head of	\$190,000 - \$250,000
	C Suite	\$230,000 - \$275,000

ECOMMERCE

STARTUPS/SCALE-UPS		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Pre-revenue / Seed to Series A	Junior	\$70,000 - \$85,000
	Midweight	\$85,000 - \$100,000
	Senior	\$100,000 - \$120,000
	Manager	\$120,000 - \$140,000
	Head Of	\$140,000 - \$160,000
	C Suite	N/A
\$1m-\$10m (Early-stage)	Junior	\$75,000 - \$90,000
	Midweight	\$90,000 - \$105,000
	Senior	\$105,000 - \$125,000
	Manager	\$125,000 - \$145,000
	Head Of	\$145,000 - \$165,000
	C Suite	N/A
\$10m-\$50m (Growth-stage)	Junior	\$80,000 - \$95,000
	Midweight	\$95,000 - \$115,000
	Senior	\$115,000 - \$135,000
	Manager	\$135,000 - \$155,000
	Head Of	\$155,000 - \$175,000
	C Suite	\$175,000 - \$200,000
\$50m+ (Maturity/Scale)	Junior	\$90,000 - \$105,000
	Midweight	\$105,000 - \$125,000
	Senior	\$125,000 - \$145,000
	Manager	\$178,000 - \$200,000
	Head Of	\$200,000 - \$225,000
	C Suite	\$230,000 - \$265,000

AGENCIES/CONSULTANCIES		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (<\$10m revenue)	Junior	\$70,000 - \$85,000
	Midweight	\$85,000 - \$100,000
	Senior	\$100,000 - \$120,000
	Manager	\$120,000 - \$140,000
	Head Of	\$140,000 - \$160,000
	C Suite	N/A
Mid-sized (\$10m-\$50m)	Junior	\$75,000 - \$90,000
	Midweight	\$90,000 - \$110,000
	Senior	\$110,000 - \$130,000
	Manager	\$135,000 - \$155,000
	Head Of	\$155,000 - \$175,000
	C Suite	\$180,000 - \$210,000
Large (\$50m+)	Junior	\$85,000 - \$100,000
	Midweight	\$100,000 - \$120,000
	Senior	\$120,000 - \$140,000
	Manager	\$178,000 - \$200,000
	Head of	\$200,000 - \$225,000
	C Suite	\$230,000 - \$265,000

SME'S		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (\$1m-\$10m)	Junior	\$70,000 - \$85,000
	Midweight	\$85,000 - \$105,000
	Senior	\$105,000 - \$125,000
	Manager	\$125,000 - \$145,000
	Head Of	\$145,000 - \$165,000
	C Suite	\$165,000 - \$185,000
Mid-sized (\$10m-\$30m)	Junior	\$75,000 - \$90,000
	Midweight	\$90,000 - \$110,000
	Senior	\$110,000 - \$130,000
	Manager	\$140,000 - \$160,000
	Head Of	\$160,000 - \$185,000
	C Suite	\$190,000 - \$220,000
Large (\$30m-\$100m+)	Junior	\$85,000 - \$100,000
	Midweight	\$100,000 - \$120,000
	Senior	\$120,000 - \$140,000
	Manager	\$178,000 - \$200,000
	Head of	\$200,000 - \$225,000
	C Suite	\$230,000 - \$265,000

DATA & ANALYTICS

STARTUPS/SCALE-UPS		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Pre-revenue / Seed to Series A	Junior	\$75,000 - \$90,000
	Midweight	\$90,000 - \$110,000
	Senior	\$110,000 - \$130,000
	Manager	\$130,000 - \$150,000
	Head Of	\$150,000 - \$175,000
	C Suite	\$175,000 - \$200,000
\$1m-\$10m (Early-stage)	Junior	\$80,000 - \$95,000
	Midweight	\$95,000 - \$115,000
	Senior	\$115,000 - \$135,000
	Manager	\$135,000 - \$155,000
	Head Of	\$155,000 - \$180,000
	C Suite	\$180,000 - \$210,000
\$10m-\$50m (Growth-stage)	Junior	\$85,000 - \$100,000
	Midweight	\$100,000 - \$120,000
	Senior	\$120,000 - \$140,000
	Manager	\$140,000 - \$160,000
	Head Of	\$160,000 - \$185,000
	C Suite	\$185,000 - \$240,000
\$50m+ (Maturity/Scale)	Junior	\$90,000 - \$105,000
	Midweight	\$105,000 - \$125,000
	Senior	\$125,000 - \$145,000
	Manager	\$170,000 - \$200,000
	Head Of	\$190,000 - \$225,000
	C Suite	\$220,000 - \$275,000

AGENCIES/CONSULTANCIES		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (<\$10m revenue)	Junior	\$70,000 - \$85,000
	Midweight	\$85,000 - \$100,000
	Senior	\$100,000 - \$120,000
	Manager	\$120,000 - \$140,000
	Head Of	\$140,000 - \$160,000
	C Suite	\$160,000 - \$190,000
Mid-sized (\$10m-\$50m)	Junior	\$75,000 - \$90,000
	Midweight	\$90,000 - \$110,000
	Senior	\$110,000 - \$130,000
	Manager	\$130,000 - \$150,000
	Head Of	\$150,000 - \$175,000
	C Suite	\$175,000 - \$210,000
Large (\$50m+)	Junior	\$80,000 - \$100,000
	Midweight	\$100,000 - \$120,000
	Senior	\$120,000 - \$140,000
	Manager	\$160,000 - \$185,000
	Head of	\$185,000 - \$215,000
	C Suite	\$215,000 - \$250,000

SME'S		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (\$1m-\$10m)	Junior	\$70,000 - \$85,000
	Midweight	\$85,000 - \$105,000
	Senior	\$105,000 - \$125,000
	Manager	\$125,000 - \$145,000
	Head Of	\$145,000 - \$170,000
	C Suite	\$170,000 - \$200,000
Mid-sized (\$10m-\$30m)	Junior	\$75,000 - \$90,000
	Midweight	\$90,000 - \$110,000
	Senior	\$110,000 - \$140,000
	Manager	\$130,000 - \$150,000
	Head Of	\$150,000 - \$175,000
	C Suite	\$180,000 - \$230,000
Large (\$30m-\$100m+)	Junior	\$80,000 - \$100,000
	Midweight	\$100,000 - \$120,000
	Senior	\$130,000 - \$165,000
	Manager	\$160,000 - \$185,000
	Head of	\$185,000 - \$215,000
	C Suite	\$225,000 - \$275,000

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STRATEGY

STARTUPS/SCALE-UPS		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Pre-revenue / Seed to Series A	Junior	\$80,000 - \$95,000
	Midweight	\$95,000 - \$115,000
	Senior	\$115,000 - \$135,000
	Manager	\$135,000 - \$155,000
	Head Of	\$155,000 - \$180,000
	C Suite	N/A
\$1m-\$10m (Early-stage)	Junior	\$85,000 - \$100,000
	Midweight	\$100,000 - \$120,000
	Senior	\$120,000 - \$140,000
	Manager	\$140,000 - \$160,000
	Head Of	\$160,000 - \$185,000
	C Suite	N/A
\$10m-\$50m (Growth-stage)	Junior	\$90,000 - \$105,000
	Midweight	\$105,000 - \$125,000
	Senior	\$125,000 - \$145,000
	Manager	\$145,000 - \$165,000
	Head Of	\$165,000 - \$190,000
	C Suite	N/A
\$50m+ (Maturity/Scale)	Junior	\$95,000 - \$110,000
	Midweight	\$110,000 - \$130,000
	Senior	\$130,000 - \$150,000
	Manager	\$150,000 - \$170,000
	Head Of	\$170,000 - \$195,000
	C Suite	N/A

AGENCIES/CONSULTANCIES		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (<\$10m revenue)	Junior	\$80,000 - \$95,000
	Midweight	\$95,000 - \$110,000
	Senior	\$110,000 - \$130,000
	Manager	\$130,000 - \$150,000
	Head Of	\$150,000 - \$170,000
	C Suite	N/A
Mid-sized (\$10m-\$50m)	Junior	\$85,000 - \$100,000
	Midweight	\$100,000 - \$120,000
	Senior	\$120,000 - \$140,000
	Manager	\$140,000 - \$160,000
	Head Of	\$160,000 - \$185,000
	C Suite	N/A
Large (\$50m+)	Junior	\$90,000 - \$105,000
	Midweight	\$105,000 - \$125,000
	Senior	\$125,000 - \$145,000
	Manager	\$150,000 - \$170,000
	Head of	\$170,000 - \$195,000
	C Suite	\$195,000 - \$230,000

SME'S		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (\$1m-\$10m)	Junior	\$80,000 - \$95,000
	Midweight	\$95,000 - \$115,000
	Senior	\$115,000 - \$135,000
	Manager	\$135,000 - \$155,000
	Head Of	\$155,000 - \$180,000
	C Suite	N/A
Mid-sized (\$10m-\$30m)	Junior	\$85,000 - \$100,000
	Midweight	\$100,000 - \$120,000
	Senior	\$120,000 - \$140,000
	Manager	\$140,000 - \$160,000
	Head Of	\$160,000 - \$185,000
	C Suite	N/A
Large (\$30m-\$100m+)	Junior	\$90,000 - \$105,000
	Midweight	\$105,000 - \$125,000
	Senior	\$125,000 - \$145,000
	Manager	\$150,000 - \$170,000
	Head of	\$170,000 - \$195,000
	C Suite	N/A

SOLUTIONS ARCHITECTURE

STARTUPS/SCALE-UPS		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Pre-revenue / Seed to Series A	Junior	N/A
	Midweight	N/A
	Senior	\$130,000 - \$150,000
	Manager	\$150,000 - \$170,000
	Head Of	\$170,000 - \$195,000
	C Suite	N/A
\$1m-\$10m (Early-stage)	Junior	N/A
	Midweight	N/A
	Senior	\$135,000 - \$155,000
	Manager	\$155,000 - \$175,000
	Head Of	\$175,000 - \$200,000
	C Suite	N/A
\$10m-\$50m (Growth-stage)	Junior	N/A
	Midweight	\$120,000 - \$140,000
	Senior	\$140,000 - \$160,000
	Manager	\$160,000 - \$180,000
	Head Of	\$180,000 - \$210,000
	C Suite	\$210,000 - \$250,000
\$50m+ (Maturity/Scale)	Junior	\$110,000 - \$130,000
	Midweight	\$130,000 - \$150,000
	Senior	\$150,000 - \$170,000
	Manager	\$170,000 - \$190,000
	Head Of	\$190,000 - \$220,000
	C Suite	\$220,000 - \$240,000

AGENCIES/CONSULTANCIES		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
All Revenue Bands	Junior	\$100,000 - \$120,000
	Midweight	\$120,000 - \$140,000
	Senior	\$140,000 - \$160,000
	Manager	\$160,000 - \$180,000
	Head Of	\$180,000 - \$210,000
	C Suite	N/A

SME'S		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (\$1m-\$10m)	Junior	\$90,000 - \$110,000
	Midweight	\$110,000 - \$130,000
	Senior	\$130,000 - \$150,000
	Manager	\$150,000 - \$170,000
	Head Of	\$170,000 - \$195,000
	C Suite	N/A
Mid-sized (\$10m-\$30m)	Junior	\$95,000 - \$115,000
	Midweight	\$115,000 - \$135,000
	Senior	\$135,000 - \$155,000
	Manager	\$155,000 - \$175,000
	Head Of	\$175,000 - \$200,000
	C Suite	\$200,000 - \$225,000
Large (\$30m-\$100m+)	Junior	\$100,000 - \$120,000
	Midweight	\$120,000 - \$140,000
	Senior	\$140,000 - \$160,000
	Manager	\$160,000 - \$180,000
	Head of	\$180,000 - \$210,000
	C Suite	\$210,000 - \$250,000

CUSTOMER EXPERIENCE

STARTUPS/SCALE-UPS		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Pre-revenue / Seed to Series A	Junior	N/A
	Midweight	N/A
	Senior	N/A
	Manager	\$125,000 - \$145,000
	Head Of	\$145,000 - \$170,000
	C Suite	\$170,000 - \$200,000
\$1m-\$10m (Early-stage)	Junior	N/A
	Midweight	N/A
	Senior	N/A
	Manager	\$130,000 - \$150,000
	Head Of	\$150,000 - \$175,000
	C Suite	\$175,000 - \$205,000
\$10m-\$50m (Growth-stage)	Junior	N/A
	Midweight	N/A
	Senior	N/A
	Manager	\$135,000 - \$155,000
	Head Of	\$155,000 - \$180,000
	C Suite	\$180,000 - \$215,000
\$50m+ (Maturity/Scale)	Junior	N/A
	Midweight	N/A
	Senior	\$120,000 - \$140,000
	Manager	\$140,000 - \$160,000
	Head Of	\$160,000 - \$185,000
	C Suite	\$185,000 - \$220,000

AGENCIES/CONSULTANCIES		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (<\$10m revenue)	Junior	N/A
	Midweight	N/A
	Senior	N/A
	Manager	\$125,000 - \$145,000
	Head Of	\$145,000 - \$165,000
	C Suite	N/A
Mid-sized (\$10m-\$50m)	Junior	N/A
	Midweight	N/A
	Senior	N/A
	Manager	\$130,000 - \$150,000
	Head Of	\$150,000 - \$175,000
	C Suite	\$175,000 - \$210,000
Large (\$50m+)	Junior	N/A
	Midweight	N/A
	Senior	\$115,000 - \$135,000
	Manager	\$135,000 - \$155,000
	Head of	\$155,000 - \$180,000
	C Suite	\$180,000 - \$220,000

SME'S		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (\$1m-\$10m)	Junior	N/A
	Midweight	N/A
	Senior	\$105,000 - \$125,000
	Manager	\$125,000 - \$145,000
	Head Of	\$145,000 - \$170,000
	C Suite	\$170,000 - \$200,000
Mid-sized (\$10m-\$30m)	Junior	N/A
	Midweight	\$95,000 - \$110,000
	Senior	\$110,000 - \$130,000
	Manager	\$130,000 - \$150,000
	Head Of	\$150,000 - \$175,000
	C Suite	\$175,000 - \$210,000
Large (\$30m-\$100m+)	Junior	\$85,000 - \$100,000
	Midweight	\$100,000 - \$115,000
	Senior	\$115,000 - \$135,000
	Manager	\$135,000 - \$155,000
	Head of	\$155,000 - \$200,000
	C Suite	\$200,000 - \$240,000

CUSTOMER SUCCESS

STARTUPS/SCALE-UPS		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Pre-revenue / Seed to Series A	Junior	N/A
	Midweight	N/A
	Senior	\$100,000 - \$120,000
	Manager	\$120,000 - \$140,000
	Head Of	\$140,000 - \$165,000
	C Suite	N/A
\$1m-\$10m (Early-stage)	Junior	\$75,000 - \$90,000
	Midweight	\$90,000 - \$105,000
	Senior	\$105,000 - \$125,000
	Manager	\$125,000 - \$145,000
	Head Of	\$145,000 - \$170,000
	C Suite	\$170,000 - \$200,000
\$10m-\$50m (Growth-stage)	Junior	\$80,000 - \$95,000
	Midweight	\$95,000 - \$110,000
	Senior	\$110,000 - \$130,000
	Manager	\$130,000 - \$150,000
	Head Of	\$150,000 - \$175,000
	C Suite	\$175,000 - \$200,000
\$50m+ (Maturity/Scale)	Junior	\$85,000 - \$100,000
	Midweight	\$100,000 - \$120,000
	Senior	\$120,000 - \$140,000
	Manager	\$140,000 - \$160,000
	Head Of	\$160,000 - \$185,000
	C Suite	\$185,000 - \$220,000

AGENCIES/CONSULTANCIES		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (<\$10m revenue)	Junior	N/A
	Midweight	N/A
	Senior	N/A
	Manager	N/A
	Head Of	N/A
	C Suite	N/A

SME'S		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (\$1m-\$10m)	Junior	\$70,000 - \$85,000
	Midweight	\$85,000 - \$100,000
	Senior	\$100,000 - \$120,000
	Manager	\$120,000 - \$140,000
	Head Of	\$140,000 - \$165,000
	C Suite	\$165,000 - \$195,000
Mid-sized (\$10m-\$30m)	Junior	\$75,000 - \$90,000
	Midweight	\$90,000 - \$110,000
	Senior	\$110,000 - \$130,000
	Manager	\$130,000 - \$150,000
	Head Of	\$150,000 - \$175,000
	C Suite	\$175,000 - \$210,000
Large (\$30m-\$100m+)	Junior	\$80,000 - \$95,000
	Midweight	\$95,000 - \$115,000
	Senior	\$115,000 - \$135,000
	Manager	\$135,000 - \$155,000
	Head of	\$155,000 - \$200,000
	C Suite	\$200,000 - \$225,000

ACCOUNT MANAGEMENT

STARTUPS/SCALE-UPS		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Pre-revenue / Seed to Series A	Junior	\$65,000 - \$80,000
	Midweight	\$85,000 - \$100,000
	Senior	\$100,000 - \$120,000
	Manager	\$120,000 - \$135,000
	Head Of	\$135,000 - \$150,000
	C Suite	N/A
\$1m-\$10m (Early-stage)	Junior	\$75,000 - \$90,000
	Midweight	\$90,000 - \$110,000
	Senior	\$110,000 - \$130,000
	Manager	\$130,000 - \$145,000
	Head Of	\$145,000 - \$160,000
	C Suite	N/A
\$10m-\$50m (Growth-stage)	Junior	\$80,000 - \$95,000
	Midweight	\$100,000 - \$120,000
	Senior	\$120,000 - \$140,000
	Manager	\$140,000 - \$155,000
	Head Of	\$155,000 - \$175,000
	C Suite	\$175,000 - \$200,000

AGENCIES/CONSULTANCIES		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (<\$10m revenue)	Junior	\$60,000 - \$75,000
	Midweight	\$80,000 - \$100,000
	Senior	\$105,000 - \$120,000
	Manager	\$125,000 - \$140,000
	Head Of	\$140,000 - \$160,000
	C Suite	N/A
Mid-sized (\$10m-\$50m)	Junior	\$70,000 - \$80,000
	Midweight	\$80,000 - \$100,000
	Senior	\$105,000 - \$120,000
	Manager	\$130,000 - \$150,000
	Head Of	\$150,000 - \$170,000
	C Suite	\$170,000 - \$200,000
Large (\$50m+)	Junior	\$75,000 - \$95,000
	Midweight	\$100,000 - \$115,000
	Senior	\$120,000 - \$150,000
	Manager	\$150,000 - \$165,000
	Head of	\$160,000 - \$180,000
	C Suite	\$180,000 - \$220,000

SME'S		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (\$1m-\$10m)	Junior	\$70,000 - \$85,000
	Midweight	\$85,000 - \$105,000
	Senior	\$105,000 - \$125,000
	Manager	\$125,000 - \$140,000
	Head Of	\$140,000 - \$160,000
	C Suite	N/A
Mid-sized (\$10m-\$30m)	Junior	\$75,000 - \$90,000
	Midweight	\$90,000 - \$110,000
	Senior	\$110,000 - \$130,000
	Manager	\$130,000 - \$145,000
	Head Of	\$145,000 - \$165,000
	C Suite	\$165,000 - \$200,000
Large (\$30m-\$100m+)	Junior	\$80,000 - \$95,000
	Midweight	\$100,000 - \$120,000
	Senior	\$120,000 - \$140,000
	Manager	\$140,000 - \$160,000
	Head of	\$160,000 - \$180,000
	C Suite	\$180,000 - \$220,000

MARKETING & ADVERTISING

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BRAND STRATEGY

STARTUPS/SCALE-UPS		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Pre-revenue / Seed to Series A	Junior	N/A
	Midweight	N/A
	Senior	\$105,000 - \$125,000
	Manager	\$125,000 - \$145,000
	Head Of	\$145,000 - \$165,000
	C Suite	\$165,000 - \$190,000
\$1m-\$10m (Early-stage)	Junior	N/A
	Midweight	N/A
	Senior	\$110,000 - \$130,000
	Manager	\$130,000 - \$150,000
	Head Of	\$150,000 - \$175,000
	C Suite	\$175,000 - \$200,000
\$10m-\$50m (Growth-stage)	Junior	N/A
	Midweight	N/A
	Senior	\$115,000 - \$135,000
	Manager	\$135,000 - \$155,000
	Head Of	\$155,000 - \$180,000
	C Suite	\$180,000 - \$215,000
\$50m+ (Maturity/Scale)	Junior	\$90,000 - \$105,000
	Midweight	\$105,000 - \$120,000
	Senior	\$120,000 - \$140,000
	Manager	\$140,000 - \$160,000
	Head Of	\$160,000 - \$185,000
	C Suite	\$185,000 - \$220,000

AGENCIES/CONSULTANCIES		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (<\$10m revenue)	Junior	\$70,000 - \$90,000
	Midweight	\$90,000 - \$100,000
	Senior	\$100,000 - \$120,000
	Manager	\$125,000 - \$145,000
	Head Of	\$145,000 - \$165,000
	C Suite	N/A
Mid-sized (\$10m-\$50m)	Junior	\$80,000 - \$95,000
	Midweight	\$95,000 - \$110,000
	Senior	\$110,000 - \$130,000
	Manager	\$130,000 - \$165,000
	Head Of	\$200,000 - \$275,000
	C Suite	\$260,000 - \$300,000
Large (\$50m+)	Junior	\$85,000 - \$100,000
	Midweight	\$100,000 - \$115,000
	Senior	\$115,000 - \$135,000
	Manager	\$135,000 - \$175,000
	Head of	\$235,000 - \$280,000
	C Suite	\$270,000 - \$320,000

SME'S		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (\$1m-\$10m)	Junior	\$75,000 - \$90,000
	Midweight	\$90,000 - \$110,000
	Senior	\$110,000 - \$130,000
	Manager	\$130,000 - \$150,000
	Head Of	\$150,000 - \$170,000
	C Suite	N/A
Mid-sized (\$10m-\$30m)	Junior	\$80,000 - \$95,000
	Midweight	\$95,000 - \$115,000
	Senior	\$115,000 - \$135,000
	Manager	\$135,000 - \$155,000
	Head Of	\$155,000 - \$180,000
	C Suite	\$180,000 - \$210,000
Large (\$30m-\$100m+)	Junior	\$85,000 - \$100,000
	Midweight	\$100,000 - \$120,000
	Senior	\$120,000 - \$140,000
	Manager	\$140,000 - \$160,000
	Head of	\$175,000 - \$225,000
	C Suite	\$220,000 - \$350,000

MARKETING

STARTUPS/SCALE-UPS		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Pre-revenue / Seed to Series A	Junior	\$70,000 - \$85,000
	Midweight	\$85,000 - \$100,000
	Senior	\$100,000 - \$120,000
	Manager	\$120,000 - \$140,000
	Head Of	\$140,000 - \$160,000
	C Suite	\$160,000 - \$200,000
\$1m-\$10m (Early-stage)	Junior	\$75,000 - \$90,000
	Midweight	\$90,000 - \$105,000
	Senior	\$105,000 - \$125,000
	Manager	\$125,000 - \$145,000
	Head Of	\$145,000 - \$170,000
	C Suite	\$170,000 - \$250,000
\$10m-\$50m (Growth-stage)	Junior	\$80,000 - \$95,000
	Midweight	\$95,000 - \$110,000
	Senior	\$110,000 - \$130,000
	Manager	\$130,000 - \$150,000
	Head Of	\$150,000 - \$185,000
	C Suite	\$200,000 - \$275,000
\$50m+ (Maturity/Scale)	Junior	\$85,000 - \$100,000
	Midweight	\$100,000 - \$120,000
	Senior	\$120,000 - \$140,000
	Manager	\$140,000 - \$160,000
	Head Of	\$175,000 - \$200,000
	C Suite	\$225,000 - \$350,000

AGENCIES/CONSULTANCIES		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (<\$10m revenue)	Junior	\$70,000 - \$85,000
	Midweight	\$85,000 - \$100,000
	Senior	\$100,000 - \$120,000
	Manager	\$120,000 - \$140,000
	Head Of	\$140,000 - \$160,000
	C Suite	\$160,000 - \$200,000
Mid-sized (\$10m-\$50m)	Junior	\$75,000 - \$90,000
	Midweight	\$90,000 - \$105,000
	Senior	\$105,000 - \$125,000
	Manager	\$125,000 - \$145,000
	Head Of	\$145,000 - \$170,000
	C Suite	\$170,000 - \$250,000
Large (\$50m+)	Junior	\$80,000 - \$95,000
	Midweight	\$95,000 - \$110,000
	Senior	\$110,000 - \$130,000
	Manager	\$130,000 - \$150,000
	Head of	\$150,000 - \$175,000
	C Suite	\$225,000 - \$300,000

SME'S		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (\$1m-\$10m)	Junior	\$65,000 - \$85,000
	Midweight	\$85,000 - \$100,000
	Senior	\$100,000 - \$120,000
	Manager	\$120,000 - \$140,000
	Head Of	\$140,000 - \$165,000
	C Suite	\$165,000 - \$210,000
Mid-sized (\$10m-\$30m)	Junior	\$70,000 - \$90,000
	Midweight	\$90,000 - \$115,000
	Senior	\$105,000 - \$145,000
	Manager	\$125,000 - \$175,000
	Head Of	\$145,000 - \$270,000
	C Suite	\$250,000 - \$320,000
Large (\$30m-\$100m+)	Junior	\$80,000 - \$95,000
	Midweight	\$95,000 - \$110,000
	Senior	\$110,000 - \$130,000
	Manager	\$130,000 - \$150,000
	Head of	\$175,000 - \$225,000
	C Suite	\$250,000 - \$375,000

STUDIO/CREATIVE SERVICE MANAGEMENT

STARTUPS/SCALE-UPS		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Pre-revenue / Seed to Series A	Junior	N/A
	Midweight	N/A
	Senior	\$100,000 - \$120,000
	Manager	\$120,000 - \$140,000
	Head Of	\$140,000 - \$160,000
	C Suite	N/A
\$1m-\$10m (Early-stage)	Junior	N/A
	Midweight	N/A
	Senior	\$105,000 - \$125,000
	Manager	\$125,000 - \$145,000
	Head Of	\$145,000 - \$165,000
	C Suite	N/A
\$10m-\$50m (Growth-stage)	Junior	N/A
	Midweight	N/A
	Senior	\$110,000 - \$130,000
	Manager	\$130,000 - \$150,000
	Head Of	\$150,000 - \$170,000
	C Suite	N/A
\$50m+ (Maturity/Scale)	Junior	N/A
	Midweight	N/A
	Senior	\$120,000 - \$140,000
	Manager	\$140,000 - \$160,000
	Head Of	\$160,000 - \$175,000
	C Suite	N/A

AGENCIES/CONSULTANCIES		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (<\$10m revenue)	Junior	N/A
	Midweight	N/A
	Senior	\$100,000 - \$120,000
	Manager	\$120,000 - \$140,000
	Head Of	\$140,000 - \$160,000
	C Suite	N/A
Mid-sized (\$10m-\$50m)	Junior	N/A
	Midweight	N/A
	Senior	\$105,000 - \$125,000
	Manager	\$125,000 - \$145,000
	Head Of	\$145,000 - \$165,000
	C Suite	N/A
Large (\$50m+)	Junior	N/A
	Midweight	N/A
	Senior	\$115,000 - \$135,000
	Manager	\$135,000 - \$155,000
	Head of	\$155,000 - \$175,000
	C Suite	N/A

SME'S		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (\$1m-\$10m)	Junior	N/A
	Midweight	N/A
	Senior	\$100,000 - \$120,000
	Manager	\$120,000 - \$140,000
	Head Of	\$140,000 - \$160,000
	C Suite	N/A
Mid-sized (\$10m-\$30m)	Junior	N/A
	Midweight	N/A
	Senior	\$105,000 - \$125,000
	Manager	\$125,000 - \$145,000
	Head Of	\$145,000 - \$165,000
	C Suite	N/A
Large (\$30m-\$100m+)	Junior	N/A
	Midweight	N/A
	Senior	\$115,000 - \$135,000
	Manager	\$135,000 - \$155,000
	Head of	\$155,000 - \$175,000
	C Suite	N/A

CONTENT/BROADCAST PRODUCTION

STARTUPS/SCALE-UPS		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Pre-revenue / Seed to Series A	Junior	\$60,000 - \$75,000
	Midweight	\$80,000 - \$95,000
	Senior	\$95,000 - \$115,000
	Manager	\$115,000 - \$135,000
	Head Of	\$135,000 - \$155,000
	C Suite	N/A
\$1m-\$10m (Early-stage)	Junior	\$65,000 - \$80,000
	Midweight	\$85,000 - \$100,000
	Senior	\$100,000 - \$120,000
	Manager	\$120,000 - \$140,000
	Head Of	\$140,000 - \$160,000
	C Suite	N/A
\$10m-\$50m (Growth-stage)	Junior	\$70,000 - \$90,000
	Midweight	\$90,000 - \$105,000
	Senior	\$105,000 - \$125,000
	Manager	\$125,000 - \$145,000
	Head Of	\$145,000 - \$165,000
	C Suite	N/A
\$50m+ (Maturity/Scale)	Junior	\$80,000 - \$95,000
	Midweight	\$95,000 - \$115,000
	Senior	\$115,000 - \$135,000
	Manager	\$135,000 - \$155,000
	Head Of	\$155,000 - \$175,000
	C Suite	N/A

AGENCIES/CONSULTANCIES		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (<\$10m revenue)	Junior	\$65,000 - \$75,000
	Midweight	\$80,000 - \$95,000
	Senior	\$95,000 - \$115,000
	Manager	\$115,000 - \$135,000
	Head Of	\$135,000 - \$155,000
	C Suite	N/A
Mid-sized (\$10m-\$50m)	Junior	\$70,000 - \$85,000
	Midweight	\$90,000 - \$100,000
	Senior	\$100,000 - \$120,000
	Manager	\$120,000 - \$140,000
	Head Of	\$140,000 - \$160,000
	C Suite	N/A
Large (\$50m+)	Junior	\$70,000 - \$90,000
	Midweight	\$90,000 - \$110,000
	Senior	\$110,000 - \$130,000
	Manager	\$130,000 - \$150,000
	Head of	\$150,000 - \$200,000
	C Suite	N/A

SME'S		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (\$1m-\$10m)	Junior	\$65,000 - \$80,000
	Midweight	\$80,000 - \$95,000
	Senior	\$95,000 - \$110,000
	Manager	\$110,000 - \$130,000
	Head Of	\$130,000 - \$150,000
	C Suite	N/A
Mid-sized (\$10m-\$30m)	Junior	\$70,000 - \$85,000
	Midweight	\$85,000 - \$100,000
	Senior	\$100,000 - \$120,000
	Manager	\$120,000 - \$150,000
	Head Of	\$150,000 - \$175,000
	C Suite	N/A
Large (\$30m-\$100m+)	Junior	\$75,000 - \$90,000
	Midweight	\$90,000 - \$110,000
	Senior	\$110,000 - \$130,000
	Manager	\$130,000 - \$160,000
	Head of	\$165,000 - \$220,000
	C Suite	N/A

CONTENT MARKETING/ CREATION

STARTUPS/SCALE-UPS		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Pre-revenue / Seed to Series A	Junior	\$65,000 - \$80,000
	Midweight	\$80,000 - \$95,000
	Senior	\$95,000 - \$110,000
	Manager	\$110,000 - \$130,000
	Head Of	\$130,000 - \$155,000
	C Suite	\$155,000 - \$180,000
\$1m-\$10m (Early-stage)	Junior	\$70,000 - \$85,000
	Midweight	\$85,000 - \$100,000
	Senior	\$100,000 - \$115,000
	Manager	\$115,000 - \$135,000
	Head Of	\$135,000 - \$160,000
	C Suite	\$160,000 - \$190,000
\$10m-\$50m (Growth-stage)	Junior	\$75,000 - \$90,000
	Midweight	\$90,000 - \$105,000
	Senior	\$105,000 - \$120,000
	Manager	\$120,000 - \$140,000
	Head Of	\$140,000 - \$165,000
	C Suite	\$165,000 - \$195,000
\$50m+ (Maturity/Scale)	Junior	\$80,000 - \$95,000
	Midweight	\$95,000 - \$110,000
	Senior	\$110,000 - \$130,000
	Manager	\$130,000 - \$150,000
	Head Of	\$150,000 - \$175,000
	C Suite	\$175,000 - \$210,000

AGENCIES/CONSULTANCIES		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (<\$10m revenue)	Junior	\$65,000 - \$80,000
	Midweight	\$80,000 - \$95,000
	Senior	\$95,000 - \$110,000
	Manager	\$110,000 - \$130,000
	Head Of	\$130,000 - \$155,000
	C Suite	\$155,000 - \$185,000
Mid-sized (\$10m-\$50m)	Junior	\$70,000 - \$85,000
	Midweight	\$85,000 - \$100,000
	Senior	\$100,000 - \$115,000
	Manager	\$115,000 - \$135,000
	Head Of	\$135,000 - \$160,000
	C Suite	\$160,000 - \$190,000
Large (\$50m+)	Junior	\$75,000 - \$90,000
	Midweight	\$90,000 - \$105,000
	Senior	\$105,000 - \$125,000
	Manager	\$125,000 - \$145,000
	Head of	\$145,000 - \$170,000
	C Suite	\$170,000 - \$200,000

SME'S		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (\$1m-\$10m)	Junior	\$65,000 - \$80,000
	Midweight	\$80,000 - \$95,000
	Senior	\$95,000 - \$110,000
	Manager	\$110,000 - \$130,000
	Head Of	\$130,000 - \$155,000
	C Suite	\$155,000 - \$185,000
Mid-sized (\$10m-\$30m)	Junior	\$70,000 - \$85,000
	Midweight	\$85,000 - \$100,000
	Senior	\$100,000 - \$115,000
	Manager	\$115,000 - \$135,000
	Head Of	\$135,000 - \$160,000
	C Suite	\$160,000 - \$190,000
Large (\$30m-\$100m+)	Junior	\$75,000 - \$90,000
	Midweight	\$90,000 - \$105,000
	Senior	\$105,000 - \$125,000
	Manager	\$125,000 - \$145,000
	Head of	\$145,000 - \$170,000
	C Suite	\$170,000 - \$200,000

ACCOUNT SERVICE

STARTUPS/SCALE-UPS		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Pre-revenue / Seed to Series A	Junior	N/A
	Midweight	N/A
	Senior	N/A
	Manager	N/A
	Head Of	N/A
	C Suite	N/A
\$1m-\$10m (Early-stage)	Junior	N/A
	Midweight	N/A
	Senior	N/A
	Manager	N/A
	Head Of	N/A
	C Suite	N/A
\$10m-\$50m (Growth-stage)	Junior	N/A
	Midweight	N/A
	Senior	N/A
	Manager	N/A
	Head Of	N/A
	C Suite	N/A
\$50m+ (Maturity/Scale)	Junior	N/A
	Midweight	N/A
	Senior	N/A
	Manager	N/A
	Head Of	N/A
	C Suite	N/A

AGENCIES/CONSULTANCIES		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (<\$10m revenue)	Junior	\$55,000 - \$70,000
	Midweight	\$70,000 - \$80,000
	Senior	\$85,000 - \$100,000
	Manager	\$100,000 - \$150,000
	Head Of	\$150,000 - \$200,000
	C Suite	N/A
Mid-sized (\$10m-\$50m)	Junior	\$65,000 - \$75,000
	Midweight	\$75,000 - \$90,000
	Senior	\$95,000 - \$110,000
	Manager	\$110,000 - \$175,000
	Head Of	\$170,000 - \$225,000
	C Suite	\$230,000 - \$325,000
Large (\$50m+)	Junior	\$65,000 - \$85,000
	Midweight	\$85,000 - \$100,000
	Senior	\$95,000 - \$120,000
	Manager	\$120,000 - \$195,000
	Head of	\$200,000 - \$275,000
	C Suite	\$275,000 - \$350,000

SME'S		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (\$1m-\$10m)	Junior	N/A
	Midweight	N/A
	Senior	N/A
	Manager	N/A
	Head Of	N/A
	C Suite	N/A
Mid-sized (\$10m-\$30m)	Junior	N/A
	Midweight	N/A
	Senior	N/A
	Manager	N/A
	Head Of	N/A
	C Suite	N/A
Large (\$30m-\$100m+)	Junior	N/A
	Midweight	N/A
	Senior	N/A
	Manager	N/A
	Head of	N/A
	C Suite	N/A

CREATIVE ART/DESIGN

STARTUPS/SCALE-UPS		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Pre-revenue / Seed to Series A	Junior	N/A
	Midweight	N/A
	Senior	N/A
	Manager	N/A
	Head Of	N/A
	C Suite	N/A
\$1m-\$10m (Early-stage)	Junior	N/A
	Midweight	N/A
	Senior	N/A
	Manager	N/A
	Head Of	N/A
	C Suite	N/A
\$10m-\$50m (Growth-stage)	Junior	N/A
	Midweight	N/A
	Senior	N/A
	Manager	N/A
	Head Of	N/A
	C Suite	N/A
\$50m+ (Maturity/Scale)	Junior	N/A
	Midweight	N/A
	Senior	N/A
	Manager	N/A
	Head Of	N/A
	C Suite	N/A

AGENCIES/CONSULTANCIES		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (<\$10m revenue)	Junior	\$55,000 - \$70,000
	Midweight	\$70,000 - \$80,000
	Senior	\$85,000 - \$100,000
	Manager	\$100,000 - \$150,000
	Head Of	\$150,000 - \$200,000
	C Suite	\$200,000 - \$225,000
Mid-sized (\$10m-\$50m)	Junior	\$65,000 - \$75,000
	Midweight	\$75,000 - \$90,000
	Senior	\$95,000 - \$110,000
	Manager	\$110,000 - \$175,000
	Head Of	\$165,000 - \$210,000
	C Suite	\$200,000 - \$300,000
Large (\$50m+)	Junior	\$65,000 - \$90,000
	Midweight	\$90,000 - 110,000
	Senior	\$115,000 - \$140,000
	Manager	\$150,000 - \$210,000
	Head of	\$225,000 - \$300,000
	C Suite	\$300,000 - \$350,000

SME'S		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (\$1m-\$10m)	Junior	N/A
	Midweight	N/A
	Senior	N/A
	Manager	N/A
	Head Of	N/A
	C Suite	N/A
Mid-sized (\$10m-\$30m)	Junior	N/A
	Midweight	N/A
	Senior	N/A
	Manager	N/A
	Head Of	N/A
	C Suite	N/A
Large (\$30m-\$100m+)	Junior	N/A
	Midweight	N/A
	Senior	N/A
	Manager	N/A
	Head of	N/A
	C Suite	N/A

CREATIVE DIRECTION/ COPY

STARTUPS/SCALE-UPS		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Pre-revenue / Seed to Series A	Junior	\$55,000 - \$70,000
	Midweight	\$70,000 - \$80,000
	Senior	\$85,000 - \$100,000
	Manager	\$100,000 - \$150,000
	Head Of	N/A
	C Suite	N/A
\$1m-\$10m (Early-stage)	Junior	\$55,000 - \$70,000
	Midweight	\$70,000 - \$80,000
	Senior	\$85,000 - \$100,000
	Manager	\$100,000 - \$150,000
	Head Of	\$150,000 - \$200,000
	C Suite	N/A
\$10m-\$50m (Growth-stage)	Junior	\$65,000 - \$75,000
	Midweight	\$75,000 - \$90,000
	Senior	\$95,000 - \$110,000
	Manager	\$110,000 - \$175,000
	Head Of	\$170,000 - \$200,000
	C Suite	\$200,000 - \$250,000
\$50m+ (Maturity/Scale)	Junior	\$65,000 - \$90,000
	Midweight	\$90,000 - \$110,000
	Senior	\$115,000 - \$140,000
	Manager	\$150,000 - \$175,000
	Head Of	\$175,000 - \$240,000
	C Suite	\$220,000 - \$300,000

AGENCIES/CONSULTANCIES		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (<\$10m revenue)	Junior	\$55,000 - \$70,000
	Midweight	\$70,000 - \$80,000
	Senior	\$85,000 - \$100,000
	Manager	\$100,000 - \$150,000
	Head Of	\$150,000 - \$200,000
	C Suite	N/A
Mid-sized (\$10m-\$50m)	Junior	\$65,000 - \$75,000
	Midweight	\$75,000 - \$90,000
	Senior	\$95,000 - \$110,000
	Manager	\$110,000 - \$175,000
	Head Of	\$170,000 - \$225,000
	C Suite	\$230,000 - 325,000
Large (\$50m+)	Junior	\$65,000 - \$90,000
	Midweight	\$90,000 - \$110,000
	Senior	\$115,000 - \$145,000
	Manager	\$150,000 - \$215,000
	Head of	\$225,000 - \$300,000
	C Suite	\$300,000 - \$400,000

SME'S		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (\$1m-\$10m)	Junior	\$55,000 - \$70,000
	Midweight	\$70,000 - \$80,000
	Senior	\$85,000 - \$100,000
	Manager	\$100,000 - \$150,000
	Head Of	\$150,000 - \$200,000
	C Suite	N/A
Mid-sized (\$10m-\$30m)	Junior	\$70,000 - \$85,000
	Midweight	\$85,000 - \$100,000
	Senior	\$100,000 - \$115,000
	Manager	\$115,000 - \$135,000
	Head Of	\$135,000 - \$160,000
	C Suite	\$160,000 - \$190,000
Large (\$30m-\$100m+)	Junior	\$65,000 - \$90,000
	Midweight	\$90,000 - \$110,000
	Senior	\$115,000 - \$140,000
	Manager	\$150,000 - \$215,000
	Head of	\$225,000 - 300,000
	C Suite	\$300,000 - \$500,000

PR & COMMS

STARTUPS/SCALE-UPS		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Pre-revenue / Seed to Series A	Junior	N/A
	Midweight	N/A
	Senior	N/A
	Manager	N/A
	Head Of	N/A
	C Suite	N/A
\$1m-\$10m (Early-stage)	Junior	N/A
	Midweight	N/A
	Senior	N/A
	Manager	N/A
	Head Of	N/A
	C Suite	N/A
\$10m-\$50m (Growth-stage)	Junior	N/A
	Midweight	N/A
	Senior	N/A
	Manager	N/A
	Head Of	N/A
	C Suite	N/A
\$50m+ (Maturity/Scale)	Junior	N/A
	Midweight	N/A
	Senior	N/A
	Manager	N/A
	Head Of	N/A
	C Suite	N/A

AGENCIES/CONSULTANCIES		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (<\$10m revenue)	Junior	\$55,000 - \$70,000
	Midweight	\$70,000 - \$80,000
	Senior	\$85,000 - \$100,000
	Manager	\$100,000 - \$150,000
	Head Of	\$150,000 - \$200,000
	C Suite	N/A
Mid-sized (\$10m-\$50m)	Junior	\$65,000 - \$75,000
	Midweight	\$75,000 - \$90,000
	Senior	\$95,000 - \$110,000
	Manager	\$110,000 - \$175,000
	Head Of	\$180,000 - \$215,000
	C Suite	\$200,000 - \$300,000
Large (\$50m+)	Junior	\$65,000 - \$90,000
	Midweight	\$90,000 - \$110,000
	Senior	\$115,000 - \$140,000
	Manager	\$150,000 - \$215,000
	Head of	\$225,000 - \$280,000
	C Suite	\$300,000 - \$330,000

SME'S		
REVENUE BAND	SENIORITY LEVEL	SALARY RANGE
Small (\$1m-\$10m)	Junior	\$55,000 - \$70,000
	Midweight	\$70,000 - \$80,000
	Senior	\$85,000 - \$100,000
	Manager	\$100,000 - \$150,000
	Head Of	\$150,000 - \$200,000
	C Suite	N/A
Mid-sized (\$10m-\$30m)	Junior	\$65,000 - \$75,000
	Midweight	\$75,000 - \$90,000
	Senior	\$95,000 - \$110,000
	Manager	\$110,000 - \$175,000
	Head Of	\$170,000 - \$225,000
	C Suite	\$230,000 - \$325,000
Large (\$30m-\$100m+)	Junior	\$65,000 - \$90,000
	Midweight	\$90,000 - \$110,000
	Senior	\$115,000 - \$140,000
	Manager	\$150,000 - \$215,000
	Head of	\$225,000 - \$300,000
	C Suite	\$300,000 - \$400,000

THE HIDDEN COST OF INACTION

Hiring isn't just about filling a role – it's about what happens when you don't.

Vacancies come with a price tag. Not just in missed output, but in the time, energy, and attention they drain from your business. Whether it's a Head of Product, a CX Lead, or a Content Producer – the longer the role sits empty or filled by the wrong person, the more it costs you.

The hidden costs are not thought about enough, nor is the power of hiring someone who has been specifically headhunted for the skills and personality you are looking to bring into the business.

Here's a simple but powerful framework you can use to estimate the true cost of inaction when you delay hiring the right person.

COST OF INACTION CALCULATOR

Use this to estimate your cost over a 3-month vacancy period (adjust if your timeline is different).

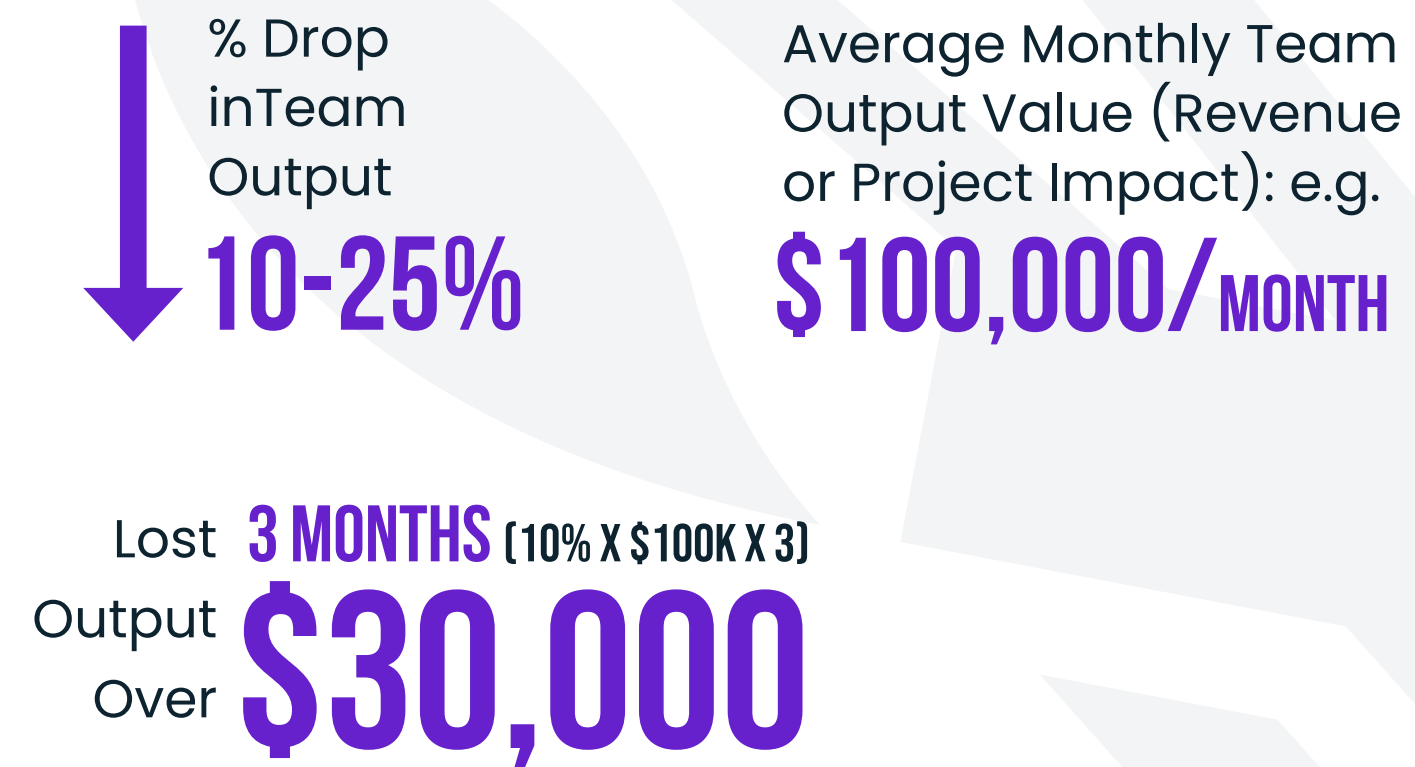
1. Time Drain on Existing Team

Estimate the total hours spent by your team trying to fill the gap.

PERSON	HOURLY RATE	HOURS PER WEEK	WEEKS	TOTAL COST
Hiring Manager	\$120/hr	5	12	\$7,200
Team Member Covering Role	\$80/hr	10	12	\$9,600
Internal TA or Admin Support	\$50/hr	3	12	\$1,800
SUTTOTAL				\$18,600

2. Loss in Team Productivity & Morale

Vacancies cause a ripple effect – stress, confusion, slower delivery.
Estimate conservatively:



3. Delayed Delivery or Go-to-Market

Estimate opportunity cost due to delay in:

- Launching a feature/product
- Improving customer experience
- Starting a revenue-generating initiative

Example: **3-month** delay in launching a new product worth **\$250,000** in annual revenue = **\$62,500 lost (25% of projected revenue)**

4. Direct Hiring Costs

Even when hiring in-house, costs rack up:

ITEM	COST
Job board listings & LinkedIn ads	\$1,000–\$3,000
Internal recruiter's time (see section 1)	Already factored in

5. Bad Hire Costs (if rushed or DIY)

The cost of getting it wrong:

- 6–9 months' salary lost in productivity and retraining
- Team frustration and churn risk
- Restarting the process again

Estimated loss: \$50,000–\$100,000+ depending on role level

YOUR TOTAL INACTION

CATEGORY	CONSERVATIVE ESTIMATE
Team Time Lost	\$18,600
Team Productivity Drop	\$30,000
Go-to-Market Delay	\$62,500
Job Board + Ad Spend	\$2,000
Total (Excluding Bad Hire Risk)	\$113,100
AVERAGE RECRUITER FEES (16-20% OF SALARY, DEPENDING ON ROLE DIFFICULTY AND EXCLUSIVITY AGREEMENT)	\$27,000 FOR A \$150K ROLE

SO, WHAT'S THE SMARTER PLAY?

That's over \$100k lost – before you even factor in the cost of hiring the wrong person.

Working with a recruiter who knows your space can reduce time-to-hire by 50%, improve candidate quality, and protect your team's momentum.

I built this guide because I've seen how brutal these hidden costs can be for growing teams – and I've helped companies avoid them by acting earlier and hiring smarter.

Let's have a chat about how we can do the same for you.

ABOUT IMPALA TALENT

Impala Talent is a specialist recruitment partner for the digital experience, product management, and tech delivery space.

We help growing teams hire smarter — offering flexible, customer-first solutions including embedded talent partnerships, contract project support, and permanent search.

As a Sourcr-recommended agency with a 4.94-star rating, we're trusted by some of Australia's most innovative businesses — and we're proud to give back through regular community events and industry insights.

Whether you're scaling your team or planning your next career move, we're always open to a conversation.

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