

Talent *Guide*

“Powering Strategic
Workforce Decisions”

Marketing
& Digital
edition



REAL DATA

REAL STRATEGIES

REAL PLANS

MD

talentpath
RECRUITMENT

2025 2026

Introduction

Powering Strategic Workforce Decisions

This guide is your strategic advantage in planning for the future.

In an era where business success is defined by the strength of its people, workforce planning is no longer just a HR initiative, it's a critical business strategy. As decision-makers prepare for the 2025/26 financial year, having real-time, data-driven insights into talent trends, salary benchmarks, and workforce dynamics isn't just helpful, it's essential.

That's where the Talentpath Talent Guide comes in. **Repurposed specifically for recruitment and workforce planning leaders**, this guide transforms raw talent data into actionable intelligence, helping organisations **make smarter, more informed decisions about headcount planning, budget allocation, and workforce investment.**

This resource is designed to offer critical insight into;

- What is driving the talent market and how your strategy and budget allocation connects to your existing and prospective talent.
- What are the essential workforce strategies to attract and retain top talent.
- Developing people strategies that are financially efficient and have a high ROI.

As businesses navigate talent shortages, shifting employee expectations, and economic uncertainty, the ability to budget effectively for the most important asset, your people, has never been more crucial.

We look forward to partnering with you to build a high-performing and resilient workforce.

Talentpath Recruitment Team

Salary Guide

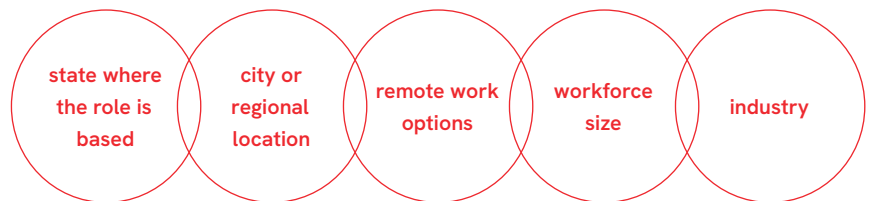
Marketing & Digital

Marketing	Brisbane
CMO/CDO	\$160 - 250k
Head of Marketing	\$140 - 185k
Marketing Manager	\$105 - 170k
Marketing Coordinator	\$65 - 85k
Marketing Executive	\$75 - 105k
Digital Marketing Manager	\$95 - 120k
Brand Marketing Manager	\$100 - 145k
Campaign Manager	\$90 - 140k
Campaign Coordinator	\$65 - 85k
Search Engine Marketing Specialist	\$80 - 100k
Search Engine Optimisation Specialist	\$65 - 85k
Event Manager	\$75 - 130k

Communications & Content	24/25
Communications Manager	\$115 - 160k
Communications Specialist	\$85 - 115k
Content Manager	\$80 - 130k
Content Coordinator	\$65 - 85k
Social Media Manager	\$85 - 120k
Social Media Coordinator	\$65 - 85k
Graphic Designer	\$70 - 125k

*salary figures are base only - super not included in bands

Our salary banding is based on national data and considers the following factors:



Turning Talent Insights into Strategic Workforce Investment: **A Guide for FY25/26**

As businesses enter planning mode for the 2025/26 financial year, the smartest organisations are taking a people first approach.

These insights aren't just interesting, they're essential to shaping the talent strategies that will set high-performing teams apart in the year ahead.

Based on exclusive insights from Talentpath's 24/25 Talent Guide survey, we've uncovered critical trends across the Marketing & Digital community that can directly influence how businesses attract, engage, and retain their most valuable asset; their people.

With salaries, workforce development, and retention strategies often making up a significant portion of operational budgets, now is the time to ensure every people decision is informed by real data.

1. *Tackle Burnout with Targeted Investment*

50% of Marketing & Digital talent reporting anxiety, burnout, fatigue, or lack of motivation, and just **14%** unaffected, this is the most impacted division across all our Talentpath occupation sectors.

Strategic action: Prioritise budget allocation to prevent burnout: invest in wellbeing programs, recharge initiatives, and manager training. Embed pulse checks into performance planning to measure wellbeing over time.

2. *Address the Recognition Gap with Meaningful Rewards*

Top reward preferences are:

- 1 Salary increases
- 2 Promotion opportunities
- 3 Bonuses

Yet only 9% feel progression is currently a reward mechanism.

Strategic action: Rebalance your reward framework, ensure career progression is visible and budgeted as a retention lever. Link it to learning outcomes, not just tenure or output.

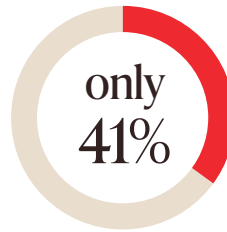
3. Redesign Career Pathways with Structure



32% don't have a development plan or career clarity, and only 14% feel supported in progression, the lowest across all industries.

Strategic action: Fund the creation of structured career templates and mentorship programs. Include these in annual development budgets and ensure progression conversations are tied to performance review cycles.

4. Boost Belonging by Addressing Leadership Visibility



strongly agree they feel safe to be their authentic selves. Access to senior leaders is also lacking, with 32% seeking better connection.

Strategic action: Allocate time and resources to leadership visibility programs, reverse mentoring, town halls, and regular one-on-one access. Budget for DEI initiatives that build cultural safety into team strategies.

5. Support External Learning to Stay Competitive



receive no flexibility or support to pursue external study, despite 39% rating learning opportunities as vital to job satisfaction.

Strategic action: Include flexible study support and financial assistance in your annual L&D budget. Create transparent processes for applying and tracking ROI on external training.

6. Plan to Retain Top Talent Through Culture and Growth

Top reasons for leaving:

- 1 Feeling unfulfilled
- 2 Lack of progression
- 3 Direct managers

With 53% **expecting to change jobs**, the risk of attrition is high.

Strategic action: Budget for culture-building activities, equip leaders with coaching tools, and map clear progression frameworks into team planning. Measure cultural engagement as a metric alongside attrition.

These insights aren't abstract, they're a blueprint. Your workforce strategy doesn't just live in your HR team; **it's a line item in your budget, a lever in your growth plan, and a reflection of your values as a business.** We'd love to help you use these insights not only to plan for the year ahead, but to build a workforce ready for what's next.

Marketing & Digital

With an innate talent for storytelling and a sharp eye for the latest trends, **Marketing & Digital** talent are the heartbeat of your brand. They seamlessly blend creativity with strategy, turning insights into captivating campaigns. Masters of social media, copywriting, branding, and data analytics, they are the driving force behind your brand's visibility and growth.

Often experiencing burnout, *Marketing & Digital* talent need adaptable flexibility, a culture that fuels their creativity and a salary that's as dazzling as their campaigns to truly shine.

Top factors that contributed to Marketing & Digital talent leaving their last role:

- 1 Feeling unfulfilled
- 2 Lack of career progression
- 3 Salary
- 4 Direct manager/s

Top three factors that would attract Marketing & Digital talent to a **new role**:

- 1 Salary
- 2 Flexible working
- 3 Team

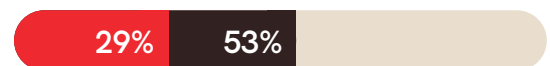
32% of Marketing & Digital talent would like **better access** to senior leaders to discuss their **career aspirations**.

79%

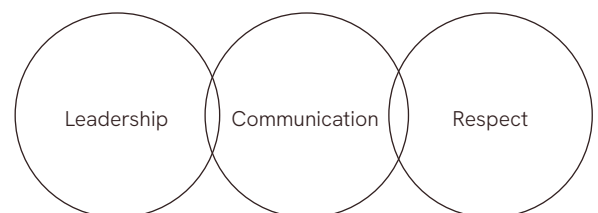
of Marketing & Digital agree with the statement:

"I feel included, respected and safe to be my authentic self in my workplace"

53% of Marketing & Digital talent expect to **change jobs** in the next year with **29%** currently **job hunting**.



Top three things Marketing & Digital talent think have the most impact on company culture:



Only 15%

of Marketing & Digital talent say they are **never contacted for work purposes outside of their standard hours.**

*This is the lowest of all divisions.

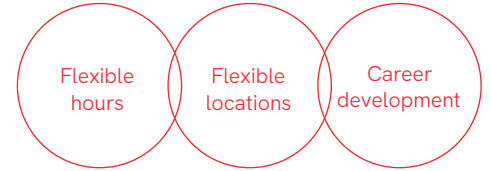


A *quarter* of Marketing & Digital talent say their mental health contributed to them leaving their last role.

64%

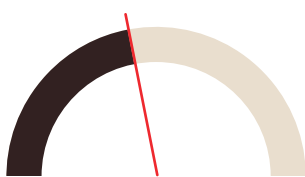
of Marketing & Digital talent think it is **reasonable to be contacted by their employer outside of working hours.**

After salary, the *top three benefits* Marketing & Digital talent value are:



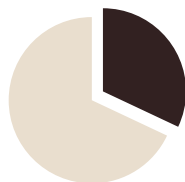
Top three factors that would attract Marketing & Digital talent to a new organisation:

- 1 Culture
- 2 Values alignment
- 3 Senior leadership



44%

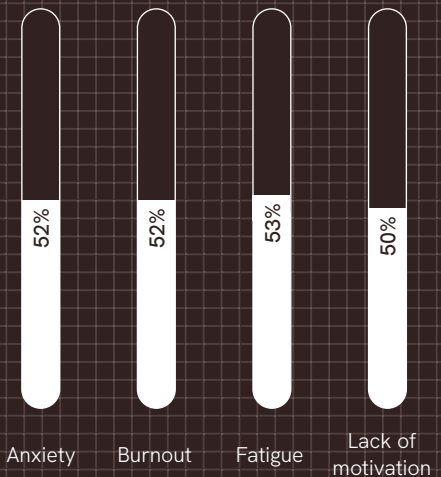
of Marketing & Digital talent say their organisation can better **assist career progression** by providing a **professional development template.**



32%

of Marketing & Digital talent **do not** have a **professional development plan**, and also **do not** have an understanding of their **career pathway.**

“In the last 12 months, has your ability to perform your best in your role been impacted by any of the below?”



Only 14% of Marketing & Digital talent say they have been affected by **'none of the above'**.

*This is the lowest of all divisions.

Could there be a link between out of hours contact and wellbeing?

Your blueprint to *Budgeting* and *Planning*.

