

SUSTAINDIGITAL 2021 SALARY SURVEY



SUSTAIN
DIGITAL



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INTRODUCTION

The SustainDigital 2021 salary survey provides information that has been collected from candidates and clients who work and recruit within these areas.

Our market knowledge allows us to have access to information of all different levels and across multiple sectors, meaning we can provide you with relevant and up to date information.

The 2021 survey provides the following information:

- Base Salary by sector and title.
- Salary bandings
- Permanent and contract rates.

The information included in this salary survey was collected over a one-month period from both clients and candidates.

WHO WE ARE WE:

Founded in 2016, we are your leading ethical recruitment partner.

We help companies scale, attract and retain top talent and we build the best digital teams for our clients. We see ourselves as an extension of you; providing you with market insights, feedback, full transparency and partnership. We are true specialists, which means that we are involved in cutting edge discussions and are very active in the communities that we recruit in. We host events and conferences, sit on panels and are passionate about helping junior talent. Above all, SustainDigital has a global reach, extensive networks and a very high delivery capability.

HOW WE DO IT

This salary survey information is derived from client and candidate information, combined with the market knowledge of the SustainDigital Consultants.

CONNECT WITH US

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DISCLAIMER

The information in this salary survey should be used as a guideline only.

UX & DESIGN

As Australia's tech industry continues to grow, design plays an integral role in allowing companies to create seamless digital experiences for their users. The importance of understanding user needs can never be underplayed in order to create products that aid and enrich peoples day to day lives, Design across all disciplines is in high demand.



		SERVICE DESIGNER	RESEARCHER	PRODUCT DESIGNER	USER EXPERIENCE DESIGNER	USER INTERFACE/ VISUAL
PERMANENT	JUNIOR	\$80,000 to \$100,000	\$70,000 to \$90,000	\$80,000 to \$110,000	\$73,000 to \$90,000	\$80,000 to \$100,000
	MID	\$100,000 to \$130,000	\$80,000 to \$110,000	\$110,000 to \$130,000	\$90,000 to \$125,000	\$100,000 to \$120,000
	SENIOR	\$135,000 to \$170,000	\$120,000 to \$150,000	\$130,000 to \$150,000	\$125,000 to \$155,000	\$120,000 to \$130,000
	LEAD	\$170,000 to \$200,000	\$150,000 to \$170,000	\$150,000 to \$180,000	\$155,000-180,000	\$130,000 to \$150,000
	MANAGER	\$200,000 to \$260,000	\$170,000 to \$200,000	\$180,000 to \$250,000	\$180,000 to \$250,000	\$160,000 to \$200,000
CONTRACT	JUNIOR	-	\$350 to \$400	\$350 to \$550	\$350 to \$550	\$300 to \$500
	MID	\$500 to \$800	\$400 to \$600	\$550 to \$750	\$550 to \$750	\$500 to \$650
	SENIOR	\$800 to \$1,000	\$600 to \$800	\$750 to \$1,000	\$750 to \$1,000	\$650 to \$850
	LEAD	\$1,000 to \$1,400	\$800 to \$1,000	\$900 to \$1,200	\$900 to \$1,200	\$800 to \$1,000
	MANAGER	\$1,200 to \$1,600	\$1,000 to \$1,300	\$1,200 to \$1,400	\$1,200 to \$1,400	\$1,000 to \$1,200

DATA & ANALYTICS

Data and Analytics is the science of collecting raw information from a range of sources. With the information being used to reveal the trends and metrics that can then be used to optimise a business or system. With companies becoming more customer focused they are using analytics, data and AI and this is a huge growth industry.

	CUSTOMER/ MARKETING ANALYST	DIGITAL ANALYST	INSIGHTS ANALYST	MACHINE LEARNING ENGINEER
PERMANENT	\$100,000 to \$160,000	\$110,000 to \$160,000	\$90,000 to \$150,000	\$110,000 to \$180,000+
CONTRACT	\$600 to \$900	\$600 to \$900	\$600 to \$900	\$600 to \$900



		DATA SCIENTIST	DATA ANALYST
PERMANENT	JUNIOR/ MID	\$120,000 to \$150,000	\$80,000 to \$120,000
	SENIOR	\$160,000 To \$190,000	\$130,000 to \$150,000
	LEAD	\$180,000+	-
CONTRACT	JUNIOR/ MID	\$650	\$550 to \$800
	SENIOR	\$900	
	LEAD	\$1,200	

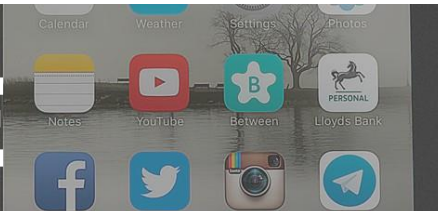
PRODUCT

Product Management continues to grow with higher demand than ever. The understanding of Product is continuing to improve with more emphasis on this now being a key role in any organization. This is one of the highest growth areas in digital across Australia.

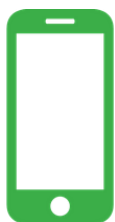


	ASSOCIATE PRODUCT MANAGER	PRODUCT MANAGER	SENIOR PRODUCT MANAGER	LEAD PRODUCT MANAGER	HEAD OF PRODUCT/CPO
PERMANENT	\$80,000 to \$120,000	\$120,000 to \$150,000	\$150,000 to \$180,000	\$165,000 to \$190,000	\$180,000 to \$350,000
CONTRACT	\$350 to \$600	\$600 to \$800	\$790 to \$1000	\$850 to \$1100	\$1100 to \$2000

MOBILE



The mobile industry has become an incredibly growing industry as smartphone technology continues to evolve. With the demand for developers becoming stronger the industry is trying to keep up with the demand.



		IOS	ANDROID
PERMANENT	JUNIOR/ MID	\$90,000 to \$130,000	\$90,000 to \$130,000
	SENIOR	\$130,000 to \$200,000	\$130,000 to \$200,000
PERMANENT	JUNIOR/ MID	\$500-700	\$500- 700
	SENIOR	\$1000-1200	\$1000-1200

DIGITAL MARKETING

Digital marketing, also referred to as online marketing, is the promotion of brands/businesses to connect with potential customers using the internet and other forms of digital communication. This includes not only direct marketing (email/CRM), social media, Search Engine Marketing & Advertising (both Paid & Organic), but also PR, Events and Communications in various forms and multimedia messages as a marketing channel.

		DIGITAL MARKETING	BRAND /COMMS / PR	GROWTH / PERFORMANCE	ECOMMERCE	CMO
PERMANENT	JUNIOR/ MID	\$80,000 to \$120,000	\$80,000 to \$100,000	\$90,000 to \$110,000	\$80,000 to \$100,000	na
	SENIOR	\$120,000 to \$160,000	\$100,000 to \$140,000	\$110,000 to \$160,000 +	\$110,000 to \$180,000 +	\$180,000 to \$270,000 +
CONTRACT		\$700 to \$900	\$550 to \$800	\$800 to \$1000	\$800 to \$1000	\$1500-2500

DIGITAL EXECUTIVE

	CHIEF DIGITAL OFFICER	HEAD of DIGITAL	DIGITAL LEAD	CHIEF PRODUCT OFFICER	EXPERIENCE DESIGN DIRECTOR	HEAD OF UX	HEAD OF DATA ANALYTICS
PERMANENT	\$220,000 to \$350,000	\$130,000 to \$260,000	\$130,000 to \$200,000	\$180,000 to \$350,000	\$200,000 to \$275,000	\$160,000 to \$220,000	\$160,000 to \$230,000
CONTRACT		\$800 to \$1,300	\$750 to \$1,200	\$1,000 to \$2,000	\$1,200 to \$1,600	\$1,000 to \$1,400	\$950 to \$1,300