



**SEEING  
IS BELIEVING**

A Q U E N T

**2023  
AUSTRALIAN  
SALARY  
GUIDE**

## INTRODUCTION

# As the curtain lifts.

Many economists and studies are in agreement—salary transparency is critical to closing gender wage gaps. Knowledge is power. And businesses benefit as well. An international study<sup>1</sup> revealed that 84% of job seekers were more likely to apply to a position if it listed a salary range.

Around the world new legislation is being drawn up to solidify the 2020s as “The Age of Pay Transparency”. In 2022, the amendments to the Australian Fair Work Act—the “Secure Jobs, Better Pay Bill 2022” has prohibited pay secrecy; the EU parliament approved “The Pay Transparency Directive”, the UK government rolled out new gender/ethnicity pay gap reporting schemes, and 17 US states drew up laws around pay transparency.

While some employers are embracing the change, others are looking for ways to avoid being transparent by providing wide, unrealistic pay ranges.

With the roller coaster ride of the post-pandemic world, where many aspects of the economy—demand, supply, inflation, employment—have yet to reach a new equilibrium, companies fully embracing wage transparency will hopefully set us on a clear path to a fairer and more balanced future.

Our 2023 Salary Guide gives you a window into actual salaries paid across Australia, as well as a transparent look at the pay gaps that still exist.

<sup>1</sup>[New Research Reveals Job Seekers Are Easily Swayed Into New Roles, Craving Flexibility, Transparency, and Pay Equity](#), BEQOM, June 21, 2022

**“ 84% of job seekers were more likely to apply to a position if it listed a salary range.”**

**NEW RESEARCH REVEALS JOB SEEKERS ARE EASILY SWAYED INTO NEW ROLES, CRAVING FLEXIBILITY, TRANSPARENCY, AND PAY EQUITY**

BEQOM, June 21, 2022

**BROWSE SALARIES BY:**

**EXPERTISE** / P. 06

**GENDER** / P. 14

**EMERGING ROLES** / P. 22

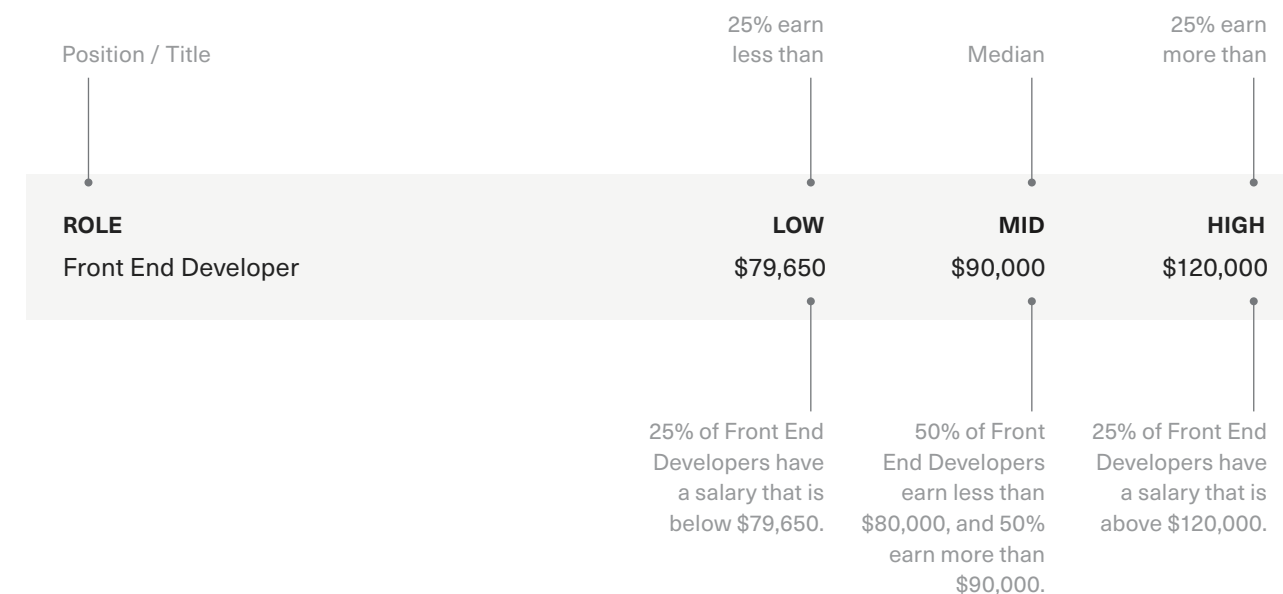
## HOW TO USE THE SALARY TABLES

The salary data displayed is based on real-time data and extracted from Aquent's online, real-time salary comparison tool, [Compare My Salary](#).

A total of 8,266 salaries were analysed on 13th December 2022 in order to report the most accurate statistical data for our salary guide.

Salaries provided are base salary only and do not include superannuation or bonuses.

Salaries reported for a given role may vary according to differences in a candidate's skills and level of experience, geography, demand for the role, and the size and complexity of the hiring company.





**SALARIES  
BY**

**EXPERIENCE**

## SALARIES BY EXPERTISE



# Flexibility is king.

During the pandemic, skilled digital marketing, creative, and development talent redefined how work worked for them. Whether that was where they worked, when they worked, or how they worked—the freedom to choose was key.

This salary guide will empower you to ensure wage equity and transparency so you can build your dream team by focusing on the “who”, rather than the “when” or “where”.

For more insights on how to make remote or hybrid a win-win for talent and organisations, refer to our recent report on the future of work, [Employee Experience 3.0 Part 1](#).

**“ We are on the cusp of a major employee-driven transformation to a whole new way of working. To embrace this future, we need to reset our idea of normal work to be flexible work. ”**

**DR SEAN GALLAGHER**  
**DIRECTOR, CENTRE FOR THE NEW WORKFORCE AT**  
**SWINBURNE UNIVERSITY OF TECHNOLOGY, AUSTRALIA**

Reset, Restore, Reframe – Making Fair Work FlexWork - A Deloitte and Swinburne Edge Report



## SALARIES BY EXPERTISE

For a full range of base salaries\* for over 100 job roles across the digital marketing, creative, and development sectors, please visit our real-time, salary comparison tool, [Compare My Salary](#).

ROLE	LOW	MID	HIGH	Sample Size
<b>AGENCY ACCOUNT MANAGEMENT AND STRATEGY</b>				
General Manager	\$150,000	\$225,000	\$318,750	158
Client Service Director	\$120,000	\$150,000	\$175,000	62
Group Account Director	\$132,210	\$150,000	\$164,000	83
Senior Account Director	\$113,000	\$124,545	\$135,000	69
Account Director	\$93,000	\$104,036	\$120,000	120
Senior Account Manager	\$81,364	\$90,000	\$110,000	140
Account Manager	\$70,000	\$80,000	\$99,000	191
Account Executive	\$60,000	\$69,000	\$80,000	54
Head of Strategy	\$155,500	\$185,000	\$220,000	91
Senior Strategist	\$110,000	\$125,000	\$150,000	77
Strategist	\$80,000	\$93,341	\$116,250	40
Junior Strategist	\$60,000	\$70,000	\$75,000	22
<b>CREATIVE AND DESIGN</b>				
Creative Director	\$112,500	\$150,000	\$217,500	178
Design Director	\$105,000	\$130,000	\$140,000	105
Senior Digital Designer	\$85,000	\$98,000	\$110,750	168
Digital Designer	\$70,000	\$75,000	\$85,000	147
Senior Art Director	\$95,000	\$115,000	\$120,000	45
Art Director	\$85,000	\$95,000	\$110,000	61

\*Annual base salaries (excluding Super).

## SALARIES BY EXPERTISE

For a full range of base salaries\* for over 100 job roles across the digital marketing, creative, and development sectors, please visit our real-time, salary comparison tool, [Compare My Salary](#).

ROLE	LOW	MID	HIGH	Sample Size
<b>CREATIVE AND DESIGN</b> (continued)				
Senior Graphic Designer	\$75,750	\$85,000	\$95,000	436
Graphic Designer	\$60,000	\$70,000	\$78,000	300
Junior Graphic Designer	\$45,000	\$52,000	\$57,000	84
Studio Manager	\$88,000	\$100,000	\$112,500	49
Senior Finished Artist	\$70,000	\$80,000	\$90,000	51
Finished Artist	\$60,000	\$62,500	\$67,000	19
Senior UI Designer	\$100,000	\$120,000	\$135,000	62
UI Designer	\$75,000	\$90,000	\$115,000	62
<b>CX, UX, AND SERVICE DESIGN</b>				
Service Design Lead	\$150,000	\$170,000	\$240,000	182
Senior Service Designer	\$124,998	\$150,000	\$160,000	55
Service Designer	\$80,000	\$100,000	\$120,000	85
CX Lead	\$110,500	\$154,500	\$184,375	74
Senior CX Designer	\$128,750	\$148,998	\$165,000	26
CX Designer	\$100,000	\$120,000	\$140,000	64
UX Lead	\$125,000	\$150,000	\$190,000	223
Senior UX Designer	\$119,996	\$141,000	\$165,000	318
UX Designer	\$85,000	\$100,000	\$130,000	339
Senior UX Researcher	\$109,500	\$135,000	\$150,000	60

\*Annual base salaries (excluding Super).

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ROLE	LOW	MID	HIGH	Sample Size
<b>CX, UX, AND SERVICE DESIGN</b> (continued)				
UX Researcher	\$88,750	\$104,490	\$120,507	48
Product Design Lead	\$140,000	\$160,000	\$176,250	92
Senior Product Designer	\$125,000	\$140,000	\$165,000	173
Product Designer	\$90,000	\$115,000	\$145,000	219
<b>DEVELOPMENT AND PRODUCTION</b>				
Head of Digital	\$155,000	\$195,000	\$220,000	80
Executive Digital Producer	\$135,000	\$150,000	\$165,000	31
Senior Digital Producer	\$100,000	\$115,000	\$130,000	75
Digital Producer	\$80,000	\$85,293	\$100,000	66
Digital Project Manager	\$110,000	\$135,000	\$174,250	122
Scrum Master	\$120,000	\$140,000	\$165,000	35
Head of Digital Product	\$150,000	\$192,500	\$220,000	28
Digital Product Manager	\$120,338	\$137,500	\$167,000	56
Digital Product Owner	\$120,000	\$150,000	\$160,000	31
Technical Lead	\$117,500	\$145,000	\$170,000	63
Senior Front End Developer	\$115,000	\$140,000	\$160,000	51
Front End Developer	\$79,650	\$90,000	\$120,000	48
Senior Full-Stack Developer	\$115,500	\$130,000	\$151,250	63
Full-Stack Developer	\$80,750	\$90,500	\$119,000	54

\*Annual base salaries (excluding Super).

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For a full range of base salaries\* for over 100 job roles across the digital marketing, creative, and development sectors, please visit our real-time, salary comparison tool, [Compare My Salary](#).

ROLE	LOW	MID	HIGH	Sample Size
<b>MARKETING AND COMMUNICATIONS</b>				
Head of Marketing	\$150,000	\$170,000	\$200,000	81
Marketing Director	\$120,000	\$145,000	\$191,250	52
Marketing Manager	\$100,000	\$120,000	\$150,000	262
Brand Manager	\$85,500	\$100,000	\$117,500	19
Head of eCommerce	\$160,000	\$210,000	\$260,000	53
eCommerce Manager	\$107,499	\$140,000	\$155,750	72
Digital Marketing Manager	\$95,000	\$110,001	\$130,000	202
Digital Marketing Specialist	\$70,000	\$80,000	\$95,000	123
Campaign Manager	\$76,750	\$90,000	\$110,000	51
CRM Marketing Manager	\$105,000	\$120,000	\$140,000	40
SEO/Optimisation Manager	\$80,750	\$95,000	\$117,250	46
Email Marketing Specialist	\$78,750	\$90,000	\$100,036	32
Head of Content	\$98,750	\$119,999	\$141,000	64
Content Marketing Manager	\$85,000	\$100,000	\$125,000	64
Content Producer	\$72,500	\$85,000	\$96,000	75
Senior Copywriter	\$89,500	\$105,000	\$120,000	91
Copywriter	\$60,000	\$70,000	\$90,000	41
Head of Social	\$110,000	\$125,300	\$150,000	25
Social Media Manager	\$65,000	\$73,000	\$85,000	67
Community Manager	\$65,000	\$74,000	\$90,000	17

\*Annual base salaries (excluding Super).

## SALARIES BY EXPERTISE

For a full range of base salaries\* for over 100 job roles across the digital marketing, creative, and development sectors, please visit our real-time, salary comparison tool, [Compare My Salary](#).

ROLE	LOW	MID	HIGH	Sample Size
<b>MARKETING AND COMMUNICATIONS</b> (continued)				
Head of PR and Communications	\$131,000	\$150,000	\$175,000	37
PR and Communications Manager	\$100,000	\$120,000	\$140,000	78
Marketing Executive	\$60,750	\$70,000	\$85,000	74
Marketing Assistant	\$55,000	\$61,550	\$68,000	36
<b>DATA AND ANALYTICS</b>				
Digital Business Analyst	\$88,500	\$110,000	\$132,500	55
Customer Insights Analyst	\$86,000	\$107,500	\$131,250	24
Data Scientist	\$120,000	\$140,000	\$160,000	29
Data Analyst	\$84,150	\$100,000	\$120,000	88
Paid Search Specialist	\$70,000	\$80,800	\$90,000	28

\*Annual base salaries (excluding Super).



**SALARIES  
BY GENDER**

## SALARIES BY GENDER



# A clear barrier to equal.

Our data reveals that there continues to be a significant salary gap between genders\*, with men making 16%<sup>2</sup> more than women on average across all digital marketing, creative and development roles.

This is 6.8% lower than the Workplace Gender Equality Agency's (WGEA) recent data<sup>3</sup> which reports the pay gap to be 22.8% for 2021/2022 across all industries.

\*This salary data represents individuals identifying as male and female and reports on annual base salaries (excluding Super).

<sup>2</sup> Aquent's overall salary gap between genders is based on data collected from 1st January 2022 to 13th December 2022.

<sup>3</sup> [www.wgea.gov.au/data-statistics/data-explorer](http://www.wgea.gov.au/data-statistics/data-explorer)

**“ Lasting change requires employers to make bold, creative choices that send a signal to all employees that gender equality is a core part of their business strategy and a priority..”**

**MARY WOOLDRIDGE, DIRECTOR OF WGEA**

[womensagenda.com.au/latest/the-gender-pay-gap-has-stagnated-at-22-8-per-cent](https://womensagenda.com.au/latest/the-gender-pay-gap-has-stagnated-at-22-8-per-cent)



# SALARIES BY GENDER

ROLE	Female				Male				% Difference
	LOW	MID	HIGH	Sample Size	LOW	MID	HIGH	Sample Size	Male vs. Female **
<b>AGENCY ACCOUNT MANAGEMENT AND STRATEGY</b>									
General Manager	\$134,692	\$196,250	\$250,000	62	\$175,000	\$255,000	\$352,500	96	29.9%
Client Service Director	\$115,000	\$150,000	\$175,000	37	\$120,000	\$160,000	\$175,000	24	6.7%
Group Account Director	\$131,000	\$150,000	\$164,000	51	\$138,750	\$150,000	\$162,500	32	0.0%
Senior Account Director	\$107,500	\$120,000	\$130,000	47	\$120,000	\$138,682	\$175,000	22	15.6%
Account Director	\$95,000	\$104,036	\$117,233	80	\$92,750	\$102,500	\$131,250	40	-1.5%
Senior Account Manager	\$80,000	\$90,000	\$100,000	98	\$84,000	\$96,000	\$121,313	42	6.7%
Account Manager	\$70,000	\$77,000	\$95,000	107	\$70,000	\$82,000	\$109,000	83	6.5%
Account Executive	\$60,000	\$66,000	\$80,000	32	\$60,250	\$70,000	\$83,250	22	6.1%
Head of Strategy	\$149,000	\$167,000	\$195,000	37	\$160,000	\$200,000	\$249,000	53	19.8%
Senior Strategist	\$109,500	\$127,500	\$158,125	44	\$110,000	\$125,000	\$150,000	32	-2.0%
Strategist	\$79,250	\$94,500	\$124,500	18	\$80,000	\$93,341	\$109,750	22	-1.2%
Junior Strategist	\$57,500	\$70,000	\$70,000	11	\$60,000	\$75,000	\$80,000	11	7.1%
<b>CREATIVE AND DESIGN</b>									
Creative Director	\$110,000	\$150,000	\$265,000	65	\$114,000	\$150,000	\$176,250	112	0.0%
Design Director	\$100,000	\$120,000	\$140,000	47	\$116,250	\$132,500	\$140,000	58	10.4%
Senior Digital Designer	\$81,000	\$94,997	\$110,000	73	\$90,000	\$100,000	\$115,000	93	5.3%
Digital Designer	\$70,000	\$75,000	\$80,500	76	\$68,000	\$78,000	\$90,000	69	4.0%
Senior Art Director	\$94,250	\$100,000	\$120,000	20	\$100,000	\$120,000	\$120,327	24	20.0%

\*\* % difference compares median salaries. e.g. +25% indicates the median salary for males is 25% higher than the female median. To ensure that statistics are not skewed, where the sample data size is less than 10, we have not shown the salary difference..

# SALARIES BY GENDER

ROLE	Female				Male				% Difference
	LOW	MID	HIGH	Sample Size	LOW	MID	HIGH	Sample Size	Male vs. Female **
<b>CREATIVE AND DESIGN</b> (continued)									
Art Director	\$80,000	\$90,000	\$100,000	37	\$98,375	\$108,000	\$125,000	24	20.0%
Senior Graphic Designer	\$76,000	\$85,000	\$92,625	260	\$75,000	\$85,000	\$100,000	172	0.0%
Graphic Designer	\$60,000	\$70,000	\$78,000	209	\$60,000	\$70,000	\$75,000	86	0.0%
Junior Graphic Designer	\$40,000	\$50,000	\$55,000	45	\$50,000	\$55,000	\$59,000	37	10.0%
Studio Manager	\$84,000	\$95,000	\$112,500	29	\$92,000	\$100,000	\$112,500	20	5.3%
Senior Finished Artist	\$70,000	\$75,000	\$90,000	24	\$70,000	\$84,000	\$90,750	26	12.0%
Finished Artist	\$62,000	\$62,500	\$70,000	9	\$57,720	\$62,210	\$65,000	10	-
Senior UI Designer	\$100,000	\$120,000	\$131,500	27	\$100,000	\$116,600	\$135,000	35	-2.8%
UI Designer	\$80,000	\$92,000	\$120,000	27	\$75,000	\$90,000	\$106,009	35	-2.2%
<b>CX, UX AND SERVICE DESIGN</b>									
Service Design Lead	\$130,000	\$160,000	\$188,999	86	\$154,250	\$200,000	\$260,000	94	25.0%
Senior Service Designer	\$121,249	\$145,000	\$160,000	30	\$125,000	\$150,000	\$155,000	25	3.5%
Service Designer	\$80,250	\$96,500	\$118,750	58	\$75,000	\$100,000	\$140,000	25	3.6%
CX Lead	\$100,000	\$157,498	\$191,250	36	\$118,500	\$152,000	\$180,000	38	-3.5%
Senior CX Designer	\$120,000	\$160,000	\$180,000	13	\$140,000	\$148,000	\$162,900	13	-7.5%
CX Designer	\$90,000	\$113,000	\$160,000	33	\$110,000	\$140,000	\$160,000	31	23.9%
UX Lead	\$104,000	\$145,500	\$161,125	92	\$130,000	\$150,000	\$178,000	129	3.1%
Senior UX Designer	\$110,000	\$129,000	\$140,000	115	\$125,000	\$141,000	\$165,000	201	9.30%

\*\* % difference compares median salaries. e.g. +25% indicates the median salary for males is 25% higher than the female median. To ensure that statistics are not skewed, where the sample data size is less than 10, we have not shown the salary difference..

# SALARIES BY GENDER

ROLE	Female				Male				% Difference
	LOW	MID	HIGH	Sample Size	LOW	MID	HIGH	Sample Size	Male vs. Female **
<b>GX, UX AND SERVICE DESIGN</b> (continued)									
UX Designer	\$81,500	\$100,000	\$120,000	172	\$90,000	\$125,000	\$130,000	158	25.0%
Senior UX Researcher	\$103,750	\$122,000	\$140,750	40	\$135,500	\$150,000	\$170,000	19	23.0%
UX Researcher	\$85,000	\$106,000	\$120,000	37	\$100,125	\$102,250	\$116,245	10	-3.5%
Product Design Lead	\$130,000	\$150,000	\$164,500	26	\$143,000	\$160,000	\$182,500	65	6.7%
Senior Product Designer	\$120,000	\$130,000	\$140,000	57	\$135,000	\$155,000	\$180,000	113	19.2%
Product Designer	\$85,000	\$105,000	\$130,000	126	\$104,050	\$130,000	\$160,000	88	23.8%
<b>DEVELOPMENT AND PRODUCTION</b>									
Head of Digital	\$153,000	\$180,000	\$215,000	17	\$160,000	\$200,000	\$235,000	60	11.1%
Executive Digital Producer	\$132,000	\$165,000	\$172,000	9	\$135,250	\$147,500	\$160,000	22	-
Senior Digital Producer	\$96,363	\$110,000	\$120,000	37	\$106,250	\$120,000	\$130,000	38	9.1%
Digital Producer	\$79,000	\$90,000	\$100,000	39	\$81,249	\$85,000	\$95,000	26	-5.6%
Digital Project Manager	\$101,500	\$122,500	\$148,750	58	\$122,500	\$150,000	\$180,000	63	22.5%
Scrum Master	\$113,490	\$125,000	\$135,250	10	\$130,000	\$142,000	\$168,000	25	13.6%
Head of Digital Product	\$150,000	\$172,500	\$210,000	10	\$151,250	\$202,500	\$227,500	18	17.4%
Digital Product Manager	\$100,000	\$140,000	\$160,000	19	\$121,000	\$134,000	\$170,000	37	-4.3%
Digital Product Owner	\$122,250	\$152,000	\$158,750	18	\$117,000	\$150,000	\$160,000	13	-1.3%
Technical Lead	\$100,625	\$115,000	\$135,000	6	\$127,000	\$150,000	\$171,000	55	-

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# SALARIES BY GENDER

ROLE	Female				Male				% Difference
	LOW	MID	HIGH	Sample Size	LOW	MID	HIGH	Sample Size	Male vs. Female ††
<b>DEVELOPMENT AND PRODUCTION</b> (continued)									
Senior Front End Developer	\$146,250	\$157,500	\$168,750	2	\$109,600	\$140,000	\$157,000	48	-
Front End Developer	\$74,250	\$102,500	\$121,000	10	\$80,000	\$89,000	\$117,500	38	-13.2%
Senior Full-Stack Developer	\$103,000	\$114,000	\$120,500	7	\$120,000	\$130,000	\$152,980	55	-
Full-Stack Developer	\$82,250	\$95,500	\$112,250	16	\$80,000	\$90,000	\$120,000	37	-5.8%
<b>MARKETING AND COMMUNICATIONS</b>									
Head of Marketing	\$155,000	\$180,000	\$220,000	41	\$142,250	\$160,000	\$180,000	40	-11.1%
Marketing Director	\$117,500	\$140,000	\$177,500	30	\$122,500	\$160,000	\$243,500	22	14.3%
Marketing Manager	\$90,000	\$116,000	\$140,000	165	\$120,000	\$140,000	\$169,000	95	20.7%
Brand Manager	\$81,000	\$95,000	\$115,000	13	\$94,500	\$105,000	\$115,000	4	-
Head of eCommerce	\$157,500	\$183,250	\$250,000	10	\$160,000	\$210,000	\$260,000	43	14.6%
eCommerce Manager	\$97,000	\$130,000	\$150,000	22	\$117,500	\$142,500	\$160,000	48	9.6%
Digital Marketing Manager	\$90,775	\$110,000	\$130,000	106	\$96,594	\$115,000	\$130,000	95	4.6%
Digital Marketing Specialist	\$75,000	\$81,500	\$94,000	73	\$70,000	\$79,000	\$96,500	50	-3.1%
Campaign Manager	\$82,250	\$99,000	\$110,000	36	\$75,000	\$84,996	\$105,000	15	-14.2%
CRM Marketing Manager	\$111,375	\$125,000	\$138,500	20	\$101,750	\$116,000	\$140,000	20	-7.2%
SEO/Optimisation Manager	\$90,000	\$110,000	\$120,000	13	\$80,000	\$93,000	\$106,250	32	-15.5%
Email Marketing Specialist	\$74,250	\$90,000	\$100,036	12	\$80,000	\$85,000	\$110,000	17	-5.6%

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# SALARIES BY GENDER

ROLE	Female				Male				% Difference
	LOW	MID	HIGH	Sample Size	LOW	MID	HIGH	Sample Size	Male vs. Female **
<b>MARKETING AND COMMUNICATIONS</b> (continued)									
Head of Content	\$97,500	\$110,000	\$130,000	43	\$98,250	\$132,500	\$165,000	20	20.5%
Content Marketing Manager	\$85,000	\$98,000	\$121,250	48	\$78,000	\$105,000	\$125,250	16	7.1%
Content Producer	\$75,000	\$87,275	\$105,623	46	\$66,000	\$79,875	\$89,992	29	-8.5%
Senior Copywriter	\$86,000	\$100,000	\$120,000	65	\$95,000	\$105,000	\$123,000	25	5.0%
Copywriter	\$60,000	\$70,000	\$89,300	31	\$63,159	\$70,000	\$88,000	10	0.0%
Head of Social	\$108,750	\$121,150	\$142,500	12	\$112,000	\$130,000	\$150,000	13	7.3%
Social Media Manager	\$65,000	\$73,000	\$85,000	49	\$63,350	\$75,000	\$81,000	17	2.7%
Community Manager	\$55,000	\$70,000	\$78,450	11	\$90,000	\$90,000	\$115,000	5	-
Head of PR and Communications	\$130,000	\$145,000	\$160,000	27	\$170,000	\$172,500	\$192,750	10	19.0%
PR and Communications Manager	\$100,000	\$119,500	\$134,250	58	\$91,749	\$137,000	\$146,250	20	14.6%
Marketing Executive	\$65,000	\$70,000	\$85,000	49	\$60,000	\$70,000	\$82,500	25	0.0%
Marketing Assistant	\$55,000	\$60,000	\$67,500	27	\$55,750	\$65,000	\$70,000	8	-
<b>DATA AND ANALYTICS</b>									
Digital Business Analyst	\$80,000	\$93,500	\$122,500	19	\$90,000	\$115,998	\$135,750	36	24.1%
Customer Insights Analyst	\$68,750	\$85,000	\$106,250	12	\$109,875	\$130,000	\$146,250	12	52.9%
Data Scientist	\$100,000	\$120,000	\$120,000	5	\$120,000	\$143,000	\$171,750	24	-
Data Analyst	\$80,000	\$95,000	\$114,750	31	\$85,000	\$100,000	\$120,000	57	5.3%
Paid Search Specialist	\$77,250	\$85,000	\$92,500	11	\$60,000	\$80,000	\$85,000	17	-5.9%

\*\* % difference compares median salaries. e.g. +25% indicates the median salary for males is 25% higher than the female median. To ensure that statistics are not skewed, where the sample data size is less than 10, we have not shown the salary difference..



**SALARIES  
BY**

**EMERGING ROLES**

## SALARIES BY EMERGING ROLES



# Level up and press play.

The metaverse is on the horizon. And with it comes a wave of demand for new skills needed to build immersive virtual reality experiences that take user engagement to a new level. It is expected to unleash new roles and previously unimaginable career paths.

Here's a peek at some of the metaverse-related roles and salaries that our Metaverse Innovation Team (MIT) is seeing, and how upskilling can pay off.

TODAY:		FUTURE:	
UX Designer	\$130,000	UX Developer	\$189,000
Digital Designer	\$85,000	Technical Artist	\$138,000
Graphic Designer	\$78,000	Concept Artist	\$108,000
Social Media Manager	\$85,000	Community Manager	\$100,000

With the metaverse expected to grow up to \$5 trillion by 2030<sup>4</sup>, companies and talent who are sitting on the sidelines will miss out on new opportunities. To learn more about the metaverse, read our [Employee Experience 3.0 Part 1 report](#), where we collaborated with a future of work expert to explore how organisations can begin taking advantage of opportunities today.

<sup>4</sup>Value creation in the metaverse, McKinsey & Company, June 2022

<sup>5</sup>Comparison uses "high" salary range, representing top quartile of earners.

**“ With the metaverse expected to grow up to \$5 trillion by 2030, companies and talent who are sitting on the sidelines will miss out on new opportunities. ”**

**VALUE CREATION IN THE METAVERSE**

McKinsey & Company, June 2022



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