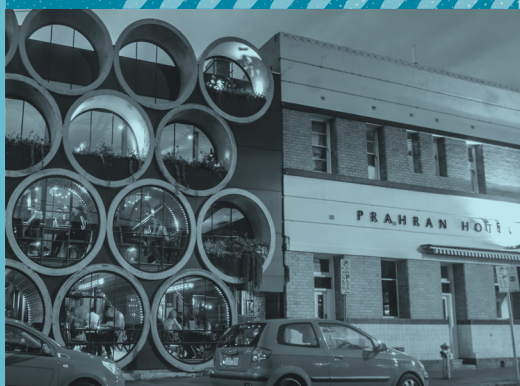


Agency Iceberg

Mini Q4 Salary Guide 2023



A message from Anna O'Dea, Founder of Agency Iceberg.

Welcome to **Iceberg's Mini Q4 Salary Guide 2023!**

This quarter, we are noticing a big difference in wages and a change in the market. A wave of redundancies has hit many industries again and many companies are adamant that they will be taking away WFH incentives in the new year.

From 1 July 2023, the National Minimum Wage increased by 5.75%. This meant the new National Minimum Wage increased to \$23.23 per hour, or \$882.80 per week.

And, the average weekly earnings for an Australian working full-time was recorded as \$1,838, according to the latest statistics from the ABS released in August 2023. This is an annual increase of 3.9%, or \$68 per week.

Many PR, advertising, marketing and digital talents will be up for their mid-year reviews in January, meaning it's time to talk about Salary, KPIs and Performance!

We took your questions to LinkedIn and asked, what are people earning right now? What exactly is the earning potential and difference between an Account manager with 3-4 years experience and a Senior Account Manager who has 5-7 years experience?

Should everyone be paid equally? And should there be salary transparency?

Why are Group Account Directors not earning more now, than 5 years ago?

We love all of your DM's and questions, keep sending them in! If you are ever unsure of what you SHOULD be paid, please call Fair Work 13 13 94.



About Agency Iceberg

Agency Iceberg is a boutique recruitment company that prides itself on helping people find jobs and workplaces they love. We recruit exclusively for marketing, communications, PR, digital, experiential and advertising roles, from senior leadership and C-suite positions to entry level opportunities.

Launched in 2014, we recruit for some of Australia's biggest full-service advertising, marketing, media, digital and creative agencies, as well as a variety of in-house organisations across Melbourne and Sydney.

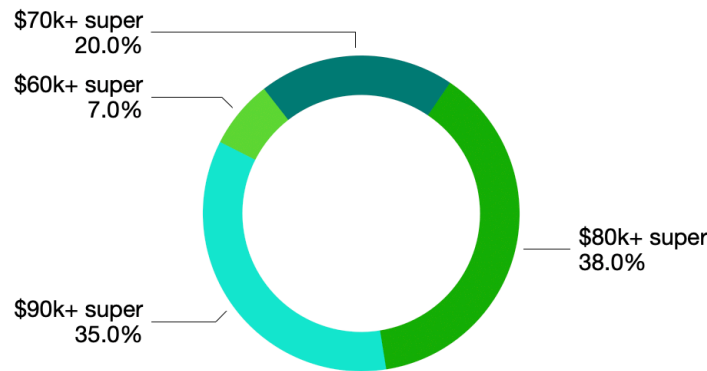
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Salary Information

The survey results reflect LinkedIn poll results and responses from professionals in the Australian workforce. They range from junior level through to senior management and encompass a wide range of skill sets.

What is the maximum salary an agency Account Manager with 2-4 years experience (PR, advertising, digital or marketing) should earn? (453 votes & 21,176 impressions)

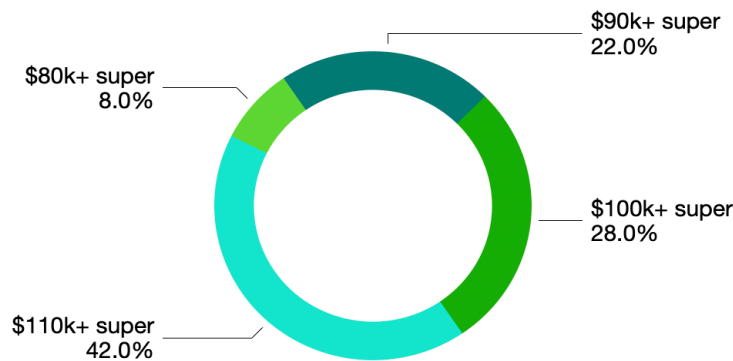


Comments included were:

"The number of years of experience doesn't mean anything. I know account managers with 2 years of experience better than a one with 5+. Salary should be based on added value not standards."

"Too many variables but there should be no max for high performers, more brought in / more paid out."

What is the maximum salary an agency SAM with 5-7 years experience (PR, advertising, digital or marketing) should earn in AUS? (584 votes & 24,695 impressions)

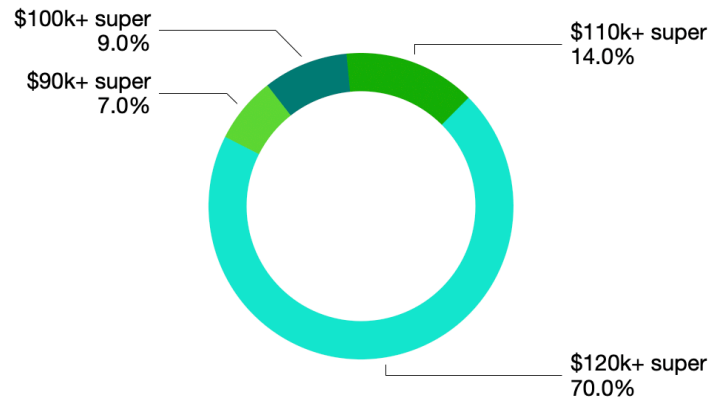


Comments included were:

"That's all seniors are earning as a max! After 7 years!?"

"Should be more than \$110 easily. Personally I would not do a 'Max' but an average. And in my eyes a snr account manager could earn up to \$150-160k."

What is the maximum salary an AUS agency Account Director should earn? (439 votes & 22,502 impressions)



Comments included were:

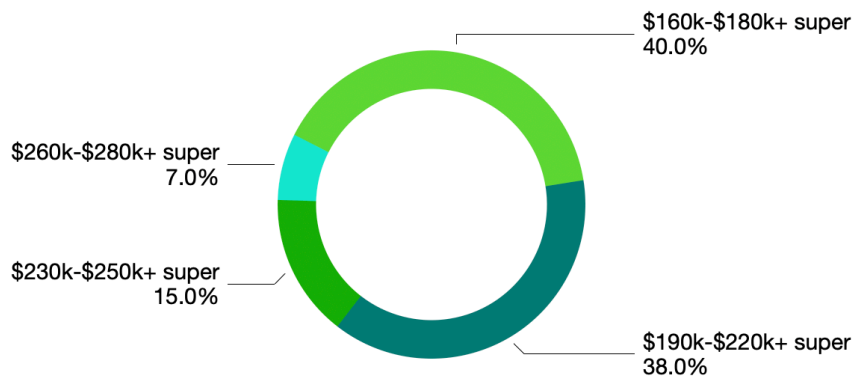
“Why should there be a max for an AD or any role for that matter? How much value do you bring?”

“I feel like it should be more than 120.... depends on the organisation, responsibilities, KPIs and managed budgets.”

Key takeaways:

• **70%** of respondents felt that Account Directors should earn \$120k + super. If you’re an Account Director making a lot less, review your job description and responsibilities. Request a pay review with your employer and see if you can negotiate a higher salary.

AUS GAD's, how much are you currently earning? What's fair? (229 votes & 15,087 impressions)



Key takeaways:

• No one commented on this poll, however, it’s clear by the numbers the majority (**78%**) of GADs are earning \$160k-\$180k+ super or \$190k-\$220k+ super.

Open to Work

There's a big debate as to whether or not an employee should display that they are "open to work" (display the green banner) on their LinkedIn profile if they are currently employed & looking for a new job? (3,140 impressions)

"As far as I'm aware, that debate hasn't hit us here in NZ yet - it seems outrageous that people utilising the banner would be discriminated against. Isn't helping them to find work the whole reason why it was designed?"

"I wouldn't green banner it if currently employed unless you just don't care about any negatives coming from it. However, I don't understand why you wouldn't have it up if you were unemployed and looking for your next gig. I could see how having the green banner on display could backfire with your current employer. There are certainly better ways to network without putting out the green bat signal (ie: speak with former colleagues, alumni of previous employers, grow your network on LinkedIn etc)."

"I understand this debate may have started when a tech recruiter from the US was quoted in an article that using the green banner could be viewed as an act of desperation. I utterly disagree."

"As a recruiter with 25 years experience I don't see an issue with it whatsoever."

"If you're looking for a new role you should have a multichannel and multitool approach. This absolutely includes the green banner if that is something you are comfortable using."

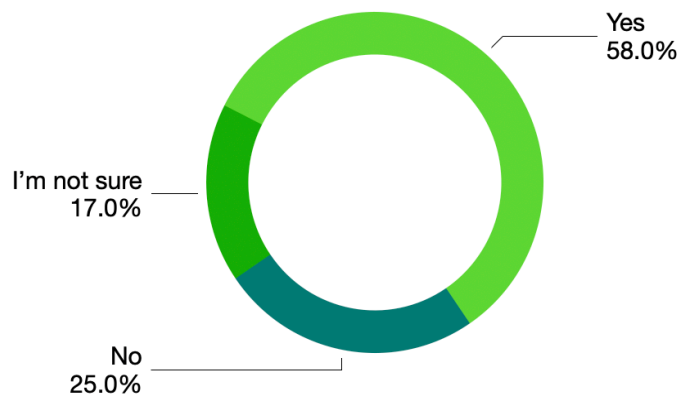
"Frankly I think sometimes we could be a little more judicious when offering advice to candidates. This is one of those occasions."

Key takeaways:

- Comments were varied, some people thought that the "open to work" LinkedIn banner was beneficial, while others thought it negatively impacted job seekers.
- The majority of respondents felt that employees who display the green banner should not be discriminated against or impact their work.

Work From Home

Will you quit if your employer changes their Work-From-Home policy? (861 votes & 26,371 impressions)



Comments included were:

"My employer already did my open to work sign has been up ever since. I am now commuting anywhere from 2.5-3 hours per day. I am open to hybrid or on-site in addition to remote but the office is just too dang far!!! (My company shut down the old office I worked out of that was closer)."

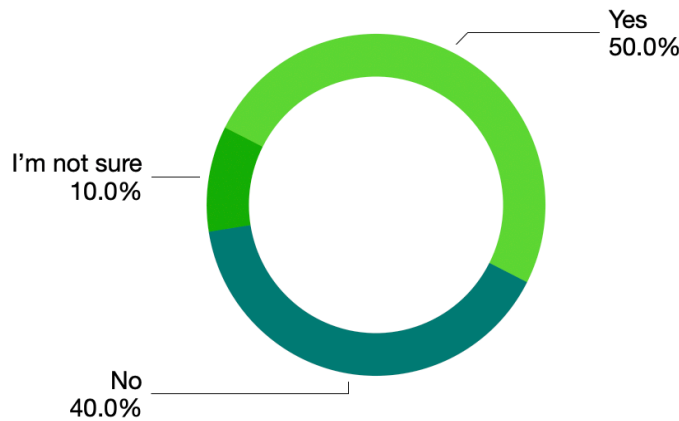
"My business has always operated remotely and will always operate that way. Why? I want anyone who works with us to have the best work life balance they can so they can do the best job for our clients. No one is happy to go to work after having to sit in rage inducing traffic for an hour. The CEO's who push this RTO are fools and I'll happily take their awesome staff who look for new jobs."

Key Takeaways

- The majority of respondents (**58%**) would quite if their employer changed their Work From home policy, while **25%** said they wouldn't change jobs.
- If you're an employer, look at these numbers. More than half of the respondents would quit if the Work From Home Policy changed. If you believe it's important to change your company policy, speak to your employees about their wants and needs.

Office Christmas Party

Would you be happy if your work hosted an alcohol free Christmas party? (1,143 votes & 27,072 impressions)



Comments included were:

“The company is liable for repercussions of employee actions, after leaving company-sponsored event. One such example would be drunk driving.”

“Companies have the same responsibility as bars to prevent over-serving and drunk driving incidents.”

“Providing alcohol for free isn't necessary. However, pretending that alcohol is the only mood/ mind altering substance out there is completely ridiculous.”

“This would exclude any employees who are under 21, pregnant employees, and employees who are actively working on their sobriety. I think we need to stop normalizing drinking at company parties.”

“Any celebration hosted by your company would be welcomed and appreciated.”

“Alcohol can be reserved for private functions....”

Key Takeaways

- Half of the respondents (**50%**) would be happy if their work hosted a Christmas party without alcohol, while **40%** said they wanted alcohol at their Christmas party.
- If alcohol was served, respondents felt that it was the employer's responsibility to ensure the wellbeing and safety of staff.
- This survey had the most impressions compared to the other polls in this guide. It's a hot topic right now and it will be interesting to see if alcohol free Christmas parties becomes the norm in the future.

Thank you.

Thank you to everyone who participated in our Mini Q4 Salary Guide. Knowledge is power and we believe that having open and honest conversations about salary and culture is the key to helping our industry change for the better. If you have any comments, questions or suggestions, please get in touch.

Get in touch. Say hi.

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Disclaimer: Please note this guide is based on the data from a pool of Australian respondents and does not reflect salary standards within all Australian organisations, but rather provides a general indication. Iceberg Consulting Pty Ltd is not liable for any loss arising from the use of information provided within this report.

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