

# HUDSON MARKETING & COMMUNICATIONS

## Salary guide

### Permanent Roles - Annual base salary 2017 NZD '000

Senior Management	
Chief Marketing Officer	200+
Head of Marketing	160 - 200
Marketing Director	150 - 180
Digital Director	170 - 200
General Manager, Communications	200+

Communications & Content	
Corporate & Public Affairs Manager	100 - 140
Corporate & Public Affairs Specialist	70 - 90
Internal Communications Manager	90 - 130
Internal Communications Specialist	70 - 90
Marketing Communications Manager	85 - 120
Marketing Communications Executive	65 - 85
Media/Public Relations Manager	90 - 130
Media/Public Relations Specialist	70 - 90
Social Media Manager	80 - 110
Social Media Specialist	55 - 80

Digital Marketing	
CRO Specialist	75 - 90
SEO/SEM Specialist	50 - 75
Direct Marketing/CRM Manager	90 - 110
Direct Marketing/CRM Specialist	60 - 90
UX Manager	110 - 160
UX/UI Designer	90 - 110
Online Marketing Manager	110 - 130

Marketing	
Senior Product/Portfolio Manager	130 - 160
Product/Portfolio Manager	100 - 130
Senior Brand Manager	120 - 140
Brand Manager	90 - 120
Senior Campaign Manager	110 - 130
Campaign Manager	80 - 110

This salary guide is a compilation of salary and market information provided by Hudson consultants, clients, candidates and other sources across New Zealand. Information was gathered by drawing on the extensive knowledge of our specialist recruitment consultants across Hudson's specialist practice groups. Salary ranges are approximate guides only. They relate to base salaries and exclude superannuation/bonuses/incentive schemes/stock options.

### Get in touch

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