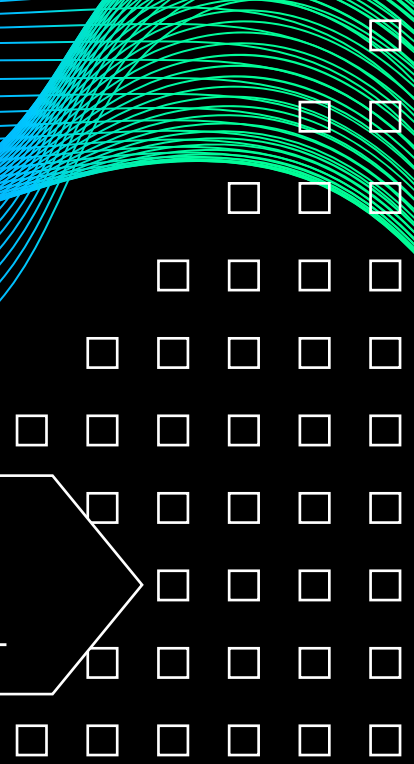


# reo+group



# LEADING CHANGE FOR PEOPLE, THROUGH PEOPLE



## MARKET INSIGHTS

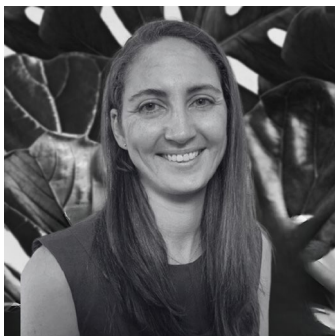
COMMUNICATIONS, MARKETING & DIGITAL



Reo Group South Australia are trusted experts in recruitment and search. We help our clients attract, secure, and retain permanent, temporary and executive talent.


Our specialised consultants work as one interconnected team to ensure consistency and quality of service, and an integrated approach to finding the right candidate for the right role. With service excellence at the heart of everything we do, we listen, we share our expert knowledge, we leverage our networks, we offer guidance and support, and we act with integrity and transparency at every stage of the process.

Reo Group South Australia specialise in Communications, Marketing & Digital, Finance & Accounting and Technology recruitment.



## MEET CELENA MASTERS

Celena heads up Reo Group's Communications, Marketing & Digital division and has over 15 years' experience in recruitment, specialising in this space. With an approach characterised by honest, transparency and a deep understanding of the needs of both client and candidate, Celena is well-placed to connect like-minded individuals and foster relationships that propel businesses and careers forwards.



“Celena was extremely knowledgeable & thorough throughout the whole process. She provided a reverse brief that was spot on, she worked quickly, followed up regularly, provided an excellent calibre of suitable candidates and offered relevant, helpful advice. I would have no hesitation in highly recommending Celena for your marketing recruitment needs”

### HIRING MANAGER - MARKETING EXECUTIVE ROLE

“I would say Celena is the best person to have on your side in any one's job searching journey and she has the empathy and the emotional intelligence to understand you and get the right role.”

### CANDIDATE - NFP MARKETING ROLE



# HOW OUR CLIENTS AND CANDIDATES RATE REO GROUP

Reo Group use the Recruiter Insider platform to gather feedback at every stage in the process to ensure that we offer a consistent customer experience of the highest quality every time you work with us.

“I have been impressed with Celena’s professionalism, support and guidance throughout the process.”

**CANDIDATE - MARKETING EXECUTIVE ROLE**

## FEEDBACK FROM OUR CLIENTS:

Shortlist fit the brief: **97%**

We understand the client’s business and company culture: **96%**

We understand the market: **96%**

We provide regular updates: **97%**

We provide a shortlist that fits the brief: **98%**

## FEEDBACK FROM OUR CANDIDATES:

We provided advice and research to prepare for interview: **99%**

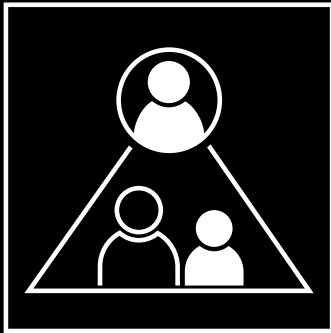
We keep candidates up to date on progress and feedback: **98%**

We help negotiate salary/benefits package: **95%**

We understand what the candidate is looking for: **95%**

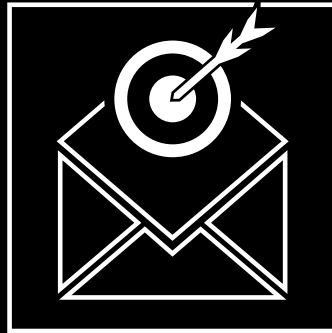
\*data collected through Recruiter Insider from Reo Group clients and candidates for a 12 month period from February 2023

# OUR AREAS OF FOCUS



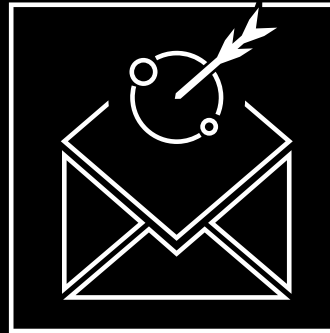
## EXECUTIVE

Chief Experience Officer  
Chief Marketing Officer  
Chief Digital Officer  
Chief Growth Officer



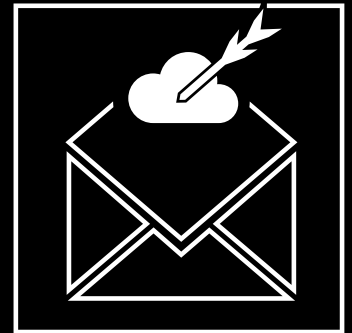
## MARKETING

Email/CRM  
Events/Sponsorship  
Product & Category Management  
Campaign  
Trade Marketing  
Local Area Marketing



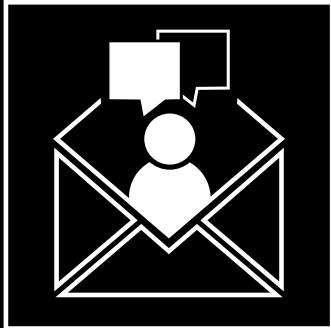
## BRAND MARKETING

Brand Management  
Advertising  
Content  
Promotions  
NPD  
Innovation



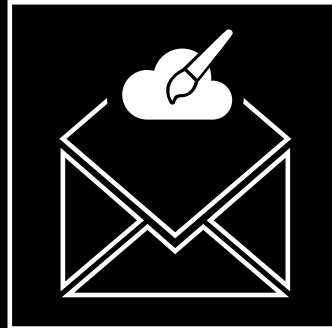
## DIGITAL MARKETING

eCommerce  
CRO  
Digital Sales  
Social Media  
PPC  
Digital Media  
Performance Marketing  
Programmatic



## COMMUNICATIONS

Public Relations  
Corporate Affairs  
Media Relations  
Copywriting  
Press  
Internal  
Communications  
Stakeholder  
Engagement  
Community  
Engagement



## DIGITAL CREATIVE

UX/Content  
Product Management  
Customer Experience  
Digital Production  
Digital Design  
Graphic Design



**Connect with us:**  
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0423 016 564  
[reogroup.com.au/marketing](http://reogroup.com.au/marketing)

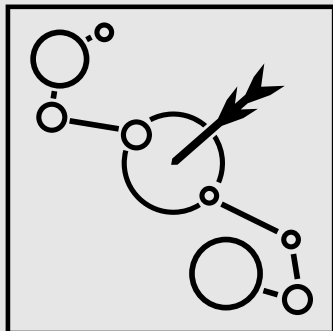


“My engagement with Celena has been outstanding. She exudes a warm, friendly, and professional disposition. Her assistance with regards to providing information has been swift and invaluable.”

**CANDIDATE - PR MANAGER ROLE** 

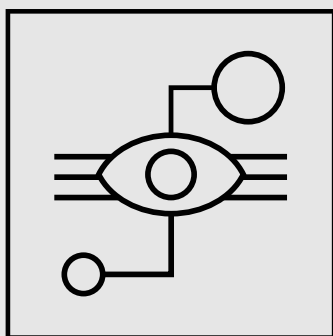
# KEY MARKETING TRENDS IN 2024

We have outlined key trends in marketing for 2024 based on countless conversations with the market as well as industry research and knowledge.



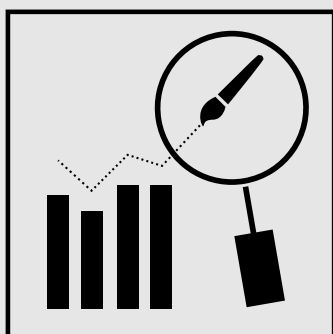
## BRAND STORYTELLING

In a world becoming increasingly automated and digitally driven, the importance of storytelling through brand building cannot be overstated. It is necessary to communicate to your customers why they should choose your brand and to share the story behind your products. Brand awareness campaigns have evolved from being a nice-to-have to an absolute necessity, although measuring their impact can be challenging.



## GENERATIVE AI:

Generative AI is revolutionising the marketing landscape, but its implementation comes with a complex web of legal, financial, and ethical implications. Salesforce's Generative AI Survey compiled earlier this year indicated that 67% of IT leaders are prioritising Generative AI for their businesses in the next 18 months. However, ensuring that all employees are well-trained and equipped to use AI safely and responsibly is also imperative for the coming months.



## DATA-DRIVEN MARKETING FOR HIGHLY PERSONALISED EXPERIENCES

Utilising data analytics and customer insights to drive targeted marketing campaigns will remain a high priority for CMOs this year. Harnessing the power of data enables the delivery of tailored messages that resonate with your audience and enhance customer engagement. As part of this, it's essential to consider the human touch in customer interactions, crafting personalised customer journeys that strike the right balance between automation and the warmth of an authentic human interaction.

# HOW DOES THIS IMPACT HIRING STRATEGIES?

The demand for hiring talent with skills in data analysis and access to the latest technology stack is incredibly high, according to LinkedIn Talent Insights. In Adelaide, over the past 12 months, the number of marketing professionals with data analysis skills has increased by 65% compared to the previous year. Unfortunately, there is limited data available for those with AI skills, as only 12 people are listed as having this skill set.

## So, what can you do to attract and retain talent in this highly competitive market for marketers with experience in tools and a commercial mindset?

- 1.** Only enter the market when fully prepared to hire. Time is crucial in the hiring process. If you start sourcing without a clear understanding of your requirements, you risk delays, losing out to faster competitors, and potential loss of sought-after talent if you need to re-advertise.
- 2.** Ensure your job descriptions are up to date, reflecting the current needs of your organisation. Revise language to resonate with the target audience and highlight the exciting aspects of the role. An outdated JD can deter potential candidates and may not accurately represent the evolving nature of your company. Craft JDs that not only list qualifications but also communicate your company culture, values, and opportunities for growth. A well-tailored JD can attract the right talent and set the foundation for a successful hiring process.
- 3.** Establish a clear interview process and adhere to it. Adding extra rounds, presentations, or testing can create a negative candidate experience and result in losing the desired candidate. Ensure all stakeholders understand the role's importance, schedule placeholders for C-Suite level stakeholders, and respect candidates' intellectual property, especially when hiring senior talent.
- 4.** Provide feedback consistently. A simple email, even if it states, "we're still reviewing profiles" or "unfortunately, you haven't been selected to progress further," contributes to maintaining a positive candidate experience.
- 5.** Be flexible in your expectations. You may not find a candidate with all the desired skills. Identify transferable skills and areas where compromise is possible. For instance, when seeking talent for data-driven customer experience enhancement, look for individuals who understand leveraging customer insights for personalised marketing.
- 6.** Emphasise soft skills. In addition to technical expertise, consider the significance of creativity, communication, and critical thinking. Remember, where there's a will, there's a skill.

In a landscape where skilled professionals are in high demand, these strategies can be your guide to building a standout team that make a massive difference to your bottom line. Additionally, success is not just about finding the right talent; it's about retaining and nurturing them.

# JOB MARKET OVERVIEW



17,007

COMMUNICATIONS,  
MARKETING  
& DIGITAL  
PROFESSIONS  
BASED IN ADELAIDE



12%

CHANGES ROLES IN  
A 12-MONTH PERIOD



1.4YRS

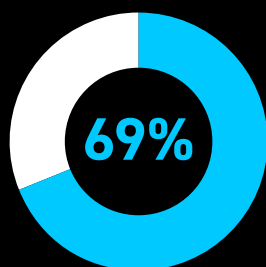
MEDIAN TENURE  
ACROSS THE  
SECTOR

## WHAT ARE MARKETERS LOOKING FOR?

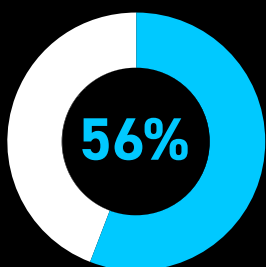
According to our Reo Group research, leaders are looking for a seat at the decision-making table, whilst those at an executional level seek skill development and career progression.

The top 5 employee value propositions currently most important to Adelaide's marketing talent according to a LinkedIn survey are:

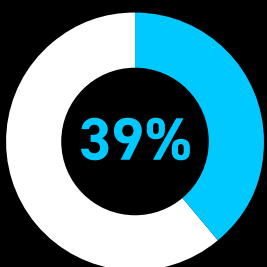
*Whilst a competitive salary will always be very important, there are a lot of other levers at play when competing for talent.*



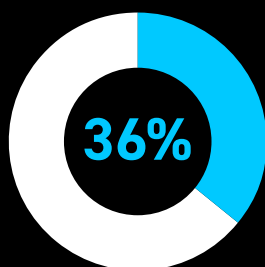
FLEXIBLE WORK  
ARRANGEMENTS



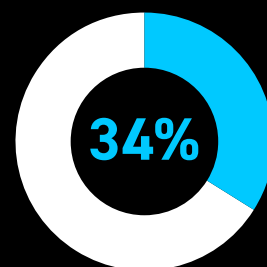
EXCELLENT  
COMPENSATION  
AND BENEFITS



ORGANISATIONAL  
SUPPORT TO  
BALANCE WORK  
& PERSONAL LIFE



COMPANY DRIVEN  
BY VALUES THAT  
MATCH YOUR OWN

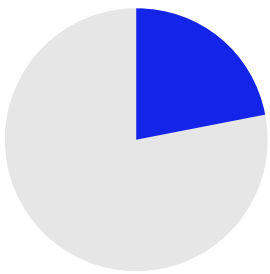


HAPPY AND  
INSPIRED  
EMPLOYEES

# GENDER PAY GAP

The Workplace Gender Equality Agency data explorer tool enables candidates to independently research future employers to assess fairness in relation to gender equal pay. This transparency empowers candidates looking to make a move and makes hiring companies more accountable to putting equity policies in place and ensuring fair remuneration regardless of gender.

 **ACCESS THE WGEA DATA EXPLORER TOOL**



**22%**

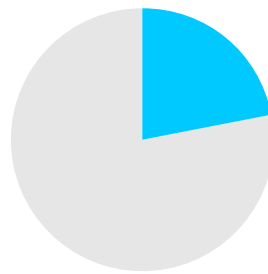
**CURRENT NATIONAL GENDER PAY GAP**



**9%**

**SOUTH AUSTRALIAN GENDER PAY GAP**

\*AS OF NOV 2023



**22%**

**AUSTRALIAN CEOS WHO ARE WOMEN.**



**22WKS**

**GOVT. PAID PARENTAL LEAVE**

\*AS OF FY 24/25



**SUPERANNUATION TO BE PAID ON GOVT. FUNDED PAID PARENTAL LEAVE**

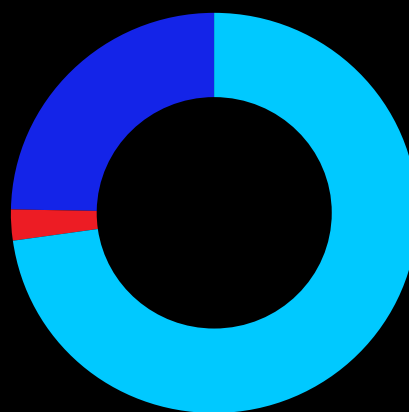


# WIDENING YOUR TALENT POOL

Removing age bias from the equation can open new talent pools and enable businesses to tap into experienced marketing and communications professionals. Many senior candidates express concerns about age bias across the industry.

We surveyed the market in 2023 to assess how deep this sentiment runs, here are the results:

## ARE YOU CONCERNED ABOUT CHALLENGES FINDING A JOB WHEN YOU ARE OVER 50?



Yes

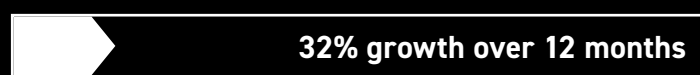
No

I intend to retire by then

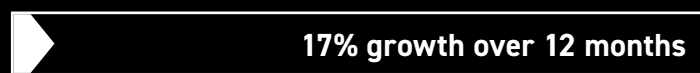
*These results show an overwhelming majority expressing concern over marketing job prospects in the later years of their career. Removing age bias is not just a way to tap into highly experienced talent but is also a matter of social responsibility that helps us move towards a more equitable job market, a win-win for both hiring managers and candidates.*

# ADELAIDE INDUSTRIES WHERE MARKETING SKILLS ARE IN HIGH DEMAND:

Non-Profit Organisations - NFPs are the 4th biggest employer of marketing professionals:



Wellness & Fitness Services:



Motor Vehicle Manufacturing:



Software Development:





## GENERALIST MARKETERS

JOB TITLE	LOWER	UPPER
Marketing Coordinator	\$60,000	\$70,000
Marketing Executive	\$65,000	\$95,000
Marketing Specialist	\$70,000	\$105,000
Assistant Marketing Manager	\$85,000	\$105,000
Marketing Manager	\$95,000	\$130,000
Senior Marketing Manager	\$100,000	\$130,000
Head of Marketing	\$140,000	\$160,000
Director of Marketing	\$160,000	\$200,000
GM of Marketing	\$160,000	\$200,000
Chief Marketing Officer	\$200,000	\$320,000

## BRAND MARKETERS

JOB TITLE	LOWER	UPPER
Assistant Brand Manager	\$65,000	\$75,000
Junior Brand Manager	\$70,000	\$85,000
Brand Manager	\$85,000	\$105,000
Senior Brand Manager	\$100,000	\$125,000

## EVENTS

JOB TITLE	LOWER	UPPER
Events Coordinator	\$65,000	\$75,000
Events Manager	\$70,000	\$115,000

*\*This is not industry specific data, it sits across all industries. The salary ranges shown are base salaries (not including superannuation or benefits) and are tailored to location, in this case South Australia.*

## MARKETING & COMMUNICATIONS

JOB TITLE	LOWER	UPPER
Marketing & Communications Coordinator	\$60,000	\$85,000
Marketing & Communications Specialist	\$85,000	\$110,000
Marketing & Communications Manager	\$100,000	\$160,000

## COMMUNICATIONS

JOB TITLE	LOWER	UPPER
Communications Coordinator	\$60,000	\$75,000
Communications Executive	\$70,000	\$85,000
Communications Specialist	\$75,000	\$90,000
Communications Manager	\$90,000	\$120,000
Head of Communications	\$135,000	\$155,000

## SOCIAL MEDIA

JOB TITLE	LOWER	UPPER
Social Media Specialist	\$55,000	\$95,000
Social Media Manager	\$65,000	\$105,000

## DIGITAL

JOB TITLE	LOWER	UPPER
Digital Marketing Coordinator	\$55,000	\$80,000
Digital Marketing Executive	\$65,000	\$85,000
Digital Marketing Specialist	\$70,000	\$100,000
Digital Marketing Manager	\$105,000	\$125,000
Head of Digital	\$115,000	\$140,000
Chief Digital Officer	\$135,000	\$185,000

## CRM

JOB TITLE	LOWER	UPPER
CRM Executive	\$70,000	\$90,000
CRM Specialist	\$85,000	\$95,000
CRM Manager	\$100,000	\$135,000



**734**

Marketing professionals across Greater Adelaide that list CRM as one of their key skills on LinkedIn. This talent is in high demand and has a tenure of around 1.4 years.

## PAID MEDIA

JOB TITLE	LOWER	UPPER
Paid Media Executive	\$60,000	\$80,000
Paid Media Specialist	\$70,000	\$90,000
Paid Media Manager	\$85,000	\$130,000

## SEO

JOB TITLE	LOWER	UPPER
SEO Executive	\$60,000	\$80,000
SEO Specialist	\$75,000	\$85,000
SEO Manager	\$100,000	\$115,000

## PERFORMANCE MARKETING

JOB TITLE	LOWER	UPPER
Performance Manager	\$100,000	\$120,000
Head of Performance	\$110,000	\$140,000

## ECOMMERCE

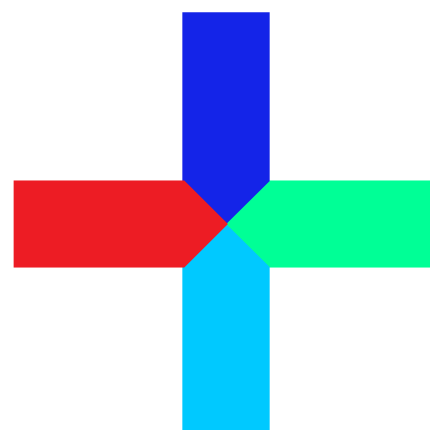
JOB TITLE	LOWER	UPPER
Ecommerce Coordinator	\$70,000	\$90,000
Ecommerce Specialist	\$80,000	\$100,000
Ecommerce Manager	\$80,000	\$120,000

## UX DESIGN

JOB TITLE	LOWER	UPPER
Junior UX Designer	\$70,000	\$95,000
UX Designer	\$110,000	\$145,000
Lead UX Designer	\$120,000	\$160,000
Senior UX Designer	\$180,000	\$220,000

## PRODUCT MANAGEMENT

JOB TITLE	LOWER	UPPER
Product Owner	\$75,000	\$95,000
Assistant Product Manager	\$55,000	\$65,000
Product Manager	\$125,000	\$145,000
Senior Product Manager	\$120,000	\$175,000
Chief Product Officer	\$200,000	\$ 225,000



# WE ARE A BUSINESS FOR GOOD.

## OUR GIVING STORY.

Every time we place a candidate, we give 50 days of technology education to children in remote Australian communities, in partnership with B1G1 and Dot Com Mob.

This is our 'Elevate a Nation' campaign, which was created in line with the United Nations Sustainable Development Global Goals. Elevate a Nation supports goal #4, which is to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

We believe that we can empower communities, helping young people develop the digital skills that will enable them to compete, in the future, for the technology-based roles we recruit for. We have the vision and passion to make a difference.

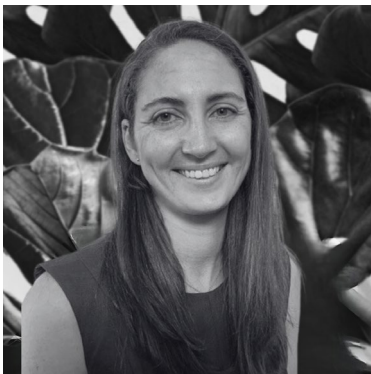
## TOGETHER, WE CAN MAKE A DIFFERENCE





# CONTACT US

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[LINKEDIN](#)