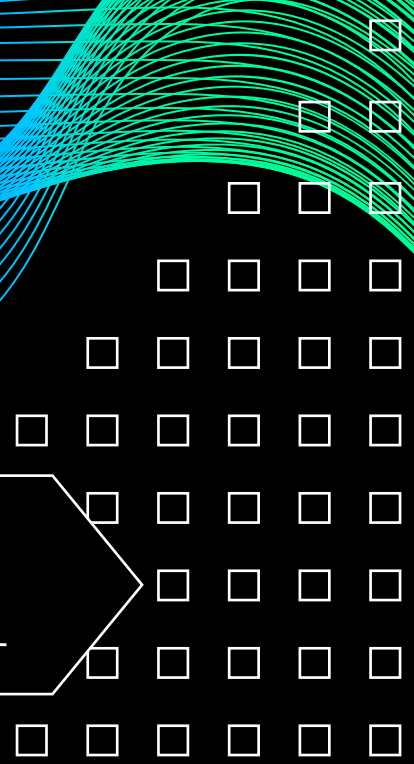


reo+group



LEADING CHANGE
FOR PEOPLE,
THROUGH PEOPLE



MARKET INSIGHTS

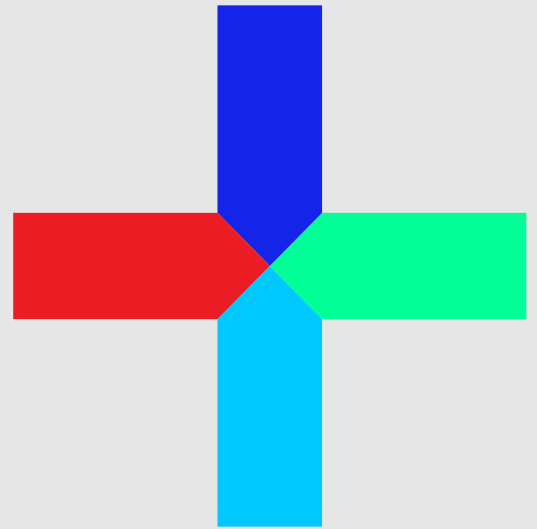
COMMUNICATIONS, MARKETING & DIGITAL



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.

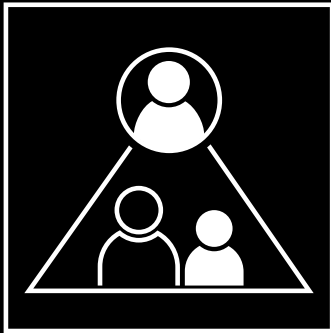


MEET DAVID KHADI

With more than 19 years' recruitment and senior management experience to offer, David is a seasoned recruiter within the executive space. His in-depth understanding of recruiting from CEO to functional head level has made David a trusted partner across broad range of clients from SMEs to global organisations. His evident capability sees clients approach him in times of need to counsel them regarding difficulties, decisions, and guidance on topics such as organisational structure.

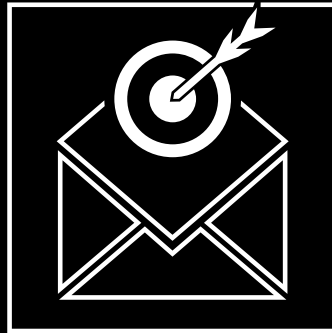
His in-depth understanding of recruiting from CEO to functional head level has made David a trusted partner across broad range of clients from SMEs to global organisations. His evident capability sees clients approach him in times of need to counsel them regarding difficulties, decisions, and guidance on topics such as organisational structure.

David's ability to build and form long-lasting relationships with both clients and candidates is testament to his nature and approach to business. His many affiliations outside of work are a demonstration of the emphasis he places on being a valuable member of the community, giving back to society and making a difference.



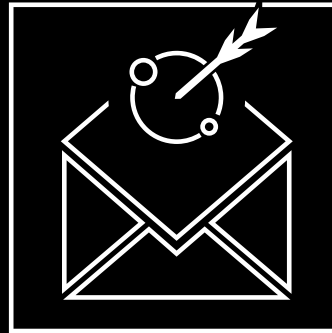
EXECUTIVE

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



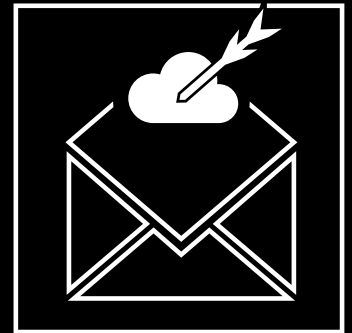
MARKETING

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



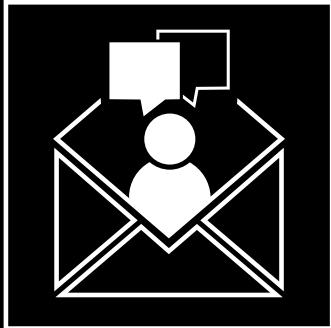
BRAND MARKETING

Brand Management
 Advertising
 Content
 Promotions
 NPDP
 Innovation



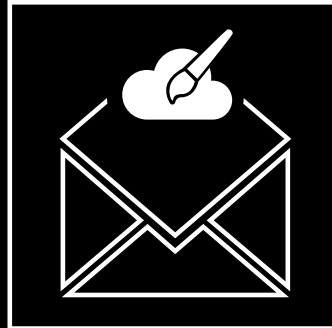
DIGITAL MARKETING

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:
david.khadi@reogroup.com.au
 0434 246 856
reogroup.com.au/marketing

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.

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%**

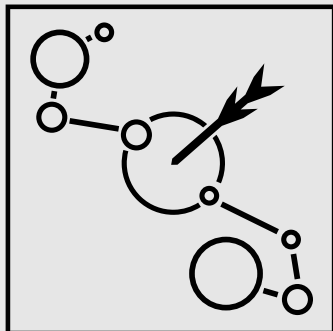
We help negotiate salary/benefits package: **95%**

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

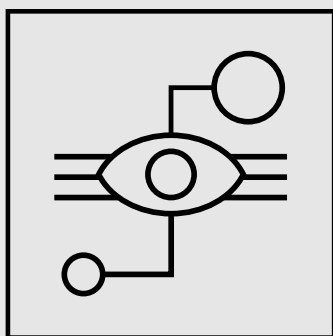
KEY MARKETING TRENDS IN 2024

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



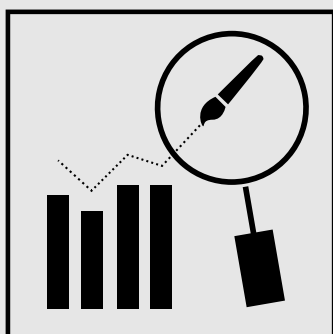
BRAND STORYTELLING

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.

JOB MARKET OVERVIEW



7466

MARKETING PROFESSIONALS BASED IN THE ADELAIDE/GREATER ADELAIDE AREA



15%

CHANGED ROLES IN A 12-MONTH PERIOD



1.5YRS

MEDIAN TENURE ACROSS THE MARKETING FUNCTION

WHAT IS DRIVING PEOPLE TO MOVE?

At the start of FY23/24 Reo Group conducted a survey within the marketing community to understand the factors driving a move. A massive 84% indicated that they would move for something other than a desire to seek a bigger remuneration package.

No flexibility or WFH:



Culture:



Lack of growth:



Remuneration:

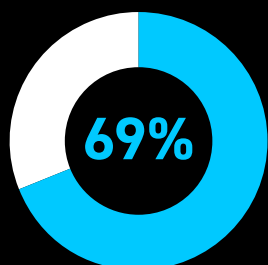


WHAT ARE MARKETERS LOOKING FOR?

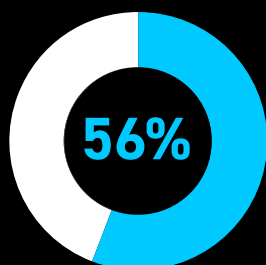
According to our Reo Group research, leaders are looking for a seat at the decision-making table, whilst those at an executional level seek skill development and career progression.

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

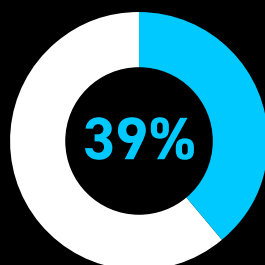
Whilst a competitive salary will always be very important, there are a lot of other levers at play when competing for talent.



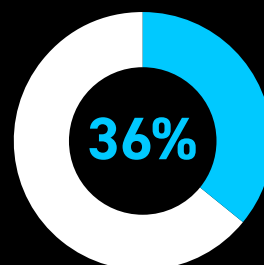
FLEXIBLE WORK ARRANGEMENTS



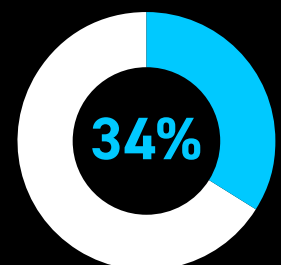
EXCELLENT COMPENSATION AND BENEFITS



ORGANISATIONAL SUPPORT TO BALANCE WORK & PERSONAL LIFE



COMPANY DRIVEN BY VALUES THAT MATCH YOUR OWN



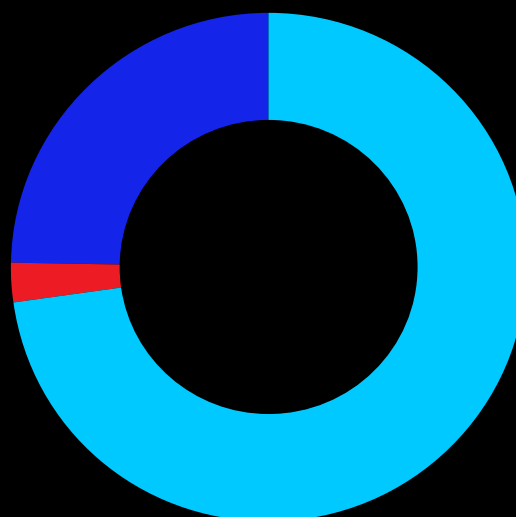
HAPPY AND INSPIRED EMPLOYEES

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?

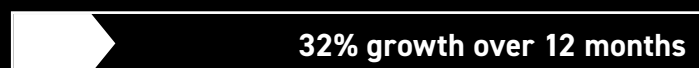


Yes No I intend to retire by then

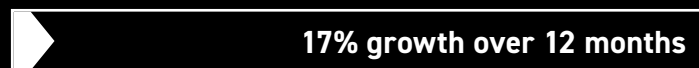
These results show an overwhelming majority expressing concern over marketing job prospects in the later years of their career. Removing age bias is not just a way to tap into highly experienced talent but is also a matter of social responsibility that helps us move towards a more equitable job market,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

ADELAIDE INDUSTRIES WHERE MARKETING SKILLS ARE IN HIGH DEMAND:

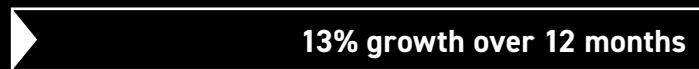
Non-Profit Organisations - NFPs are the 4th biggest employer of marketing professionals:



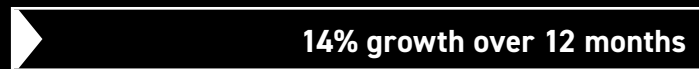
Wellness & Fitness Services:



Software Development:



Motor Vehicle Manufacturing:





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

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

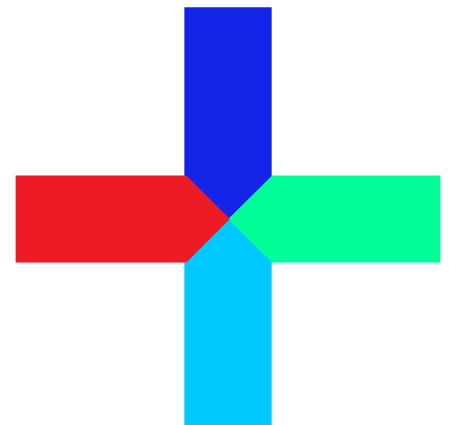
JOB TITLE	LOWER	UPPER
Ecommerce Coordinator	\$70,000	\$90,000
Ecommerce Specialist	\$80,000	\$100,000
Ecommerce Manager	\$80,000	\$120,000

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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Executive Director - Growth
0434 246 856
david.khadi@reogroup.com.au



[REOGROUP.COM.AU](https://reogroup.com.au)

[LINKEDIN](#)