



NZ Employment Market Report 2020

Marketing

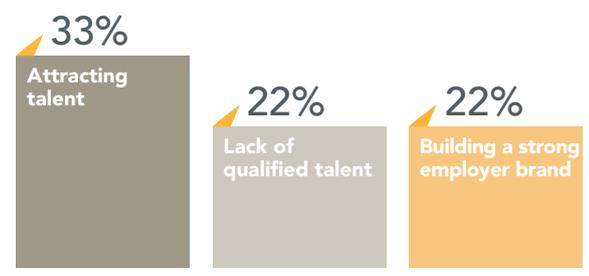
Marketing

It has been a robust, dynamic year of recruitment in the marketing space, and Auckland has demonstrated the most business confidence. As organisations in our largest city continue to invest in improving their digital presence, the digital marketing and communications space has become increasingly busy. Not surprisingly, government changes were the biggest influence in Wellington.

The generation of new projects within the government sector has resulted in a spike in demand for talent with experience in communications, and job seekers with experience in handling the media. In contrast, the market in Canterbury was a little more steady.

Hiring was predominantly due to staff replacement, as opposed to new role creation. However, last year we saw many Christchurch businesses expanding across New Zealand, and therefore focusing on hiring new roles in those regions instead.

BIGGEST BARRIER TO HIRING GREAT TALENT / Marketing Employers



Roles & Salaries

Data is looming large as a major focus within the marketing space and there has been a subsequent increase in demand for people with the ability to derive insights from significant data sources. Innovation in how data is used to improve targeting and trigger communication has highlighted the key skill shortages that are driving recruitment activity.

With many organisations placing a greater focus on customer experience, there has been more investment in website development and mobile-first responsiveness, leading to a surge in requirement for roles to support this activity. With the latest launch of 5G technology, we can also expect to see the proliferation of mobile commerce. Tools such as Apple Pay will continue to become more mainstream, which will change the way we operate.

Marketing teams across New Zealand continue to move their marketing spend away from traditional advertising channels, towards advanced marketing technology and content personalisation. This ever-evolving marketing space has resulted in an increase in demand for skilled analytics professionals, automation specialists, as well as Content Managers. In Christchurch, base salaries have dropped slightly, though with other incentives added, but this has not been enough of a driver for candidates to move roles. This has made the pool of potential talent a lot smaller than it already is.

Salaries stayed more or less the same in Auckland, with occasional slight increases due to an urgency to fill a role. Also in Auckland, there was a growing need for contract workers in this space. However, we have seen many more temporary employees and contractors who are hired for specific projects and campaigns being offered permanent roles based on evolving business needs.

Marketing Salary Guide

2019/20 RANGE IN NZD \$'000s

role	AUCKLAND		WAIKATO / BoP		WELLINGTON		CHRISTCHURCH	
	Low	High	Low	High	Low	High	Low	High
Chief Marketing Officer	180	260	140	180	160	250	130	200
Marketing Director	170	240	140	180	160	250	140	200
Group Marketing Manager	130	200	110	150	130	180	100	160
Communications Director	120	180	110	140	140	200	120	150
Communications / PR Manager	110	130	100	110	110	160	75	120
Customer Experience Manager / Designer	105	160	80	110	110	180	75	120
Marketing Manager	90	150	85	85	85	135	100	150
Brand Manager	70	125	85	85	80	120	85	120
Marketing Executive	60	70	65	75	60	85	60	80
Events Coordinator	55	65	60	75	50	80	55	65
Communications Assistant	55	65	50	60	50	70	50	60
Communications Coordinator	55	60	50	60	50	75	55	65
Marketing Assistant	50	60	50	60	50	65	48	55
Marketing Coordinator	50	55	50	60	50	70	48	55

TOP 5 BENEFITS RECEIVED

Marketing Professionals

- 1 54% Mobile Phone/Allowance
- 2 53% Flexible Work
- 3 30% Car Park
- 4 29% Paid Training
- 5 20% Health Care



Marketing

Employers

With increased use of technology and data in marketing, employers sought candidates with specialist technical, analytical and digital skills. Companies want to digitise their business to meet customer needs, and enhance user experience, which resulted in a spike in demand for marketers with specific skill sets to lead and execute marketing strategy. Demand increased for marketing professionals, who have capability using data to make evidence-based decisions. Skills in Adobe, HTML and digital communications have also been in high demand.

There has been a rise in the volume of temporary marketing and communications talent, recruited to fill gaps in resourcing, such as to cover annual leave. This is a good indicator of the amount of work, and constant need for talent in this space. With the general election taking place in September, combined with the project-based nature of roles in Wellington, there has been, and will continue to be, a strong demand for short-term, senior-level candidates. While the market in our capital is not candidate short, businesses who react fast are the ones who snap up the best talent. We believe that the demand for talent with excellent media and communications experience will not subside following the election.

While technical skills are always paramount in marketing, nationally we have noticed an increase in the demand for candidates with relevant soft skills such as the ability to collaborate effectively, particularly in public sector roles. We have also seen an increasing number of businesses drive a positive inclusion culture, and more often than not, these businesses have internal committees set up to support and drive a positive working environment for their employees.



Candidates

While generally there isn't a lack of candidates in the market, in Auckland the pool of highly-skilled and experienced talent is very small. Perhaps an awareness of this is why we are finding that job seekers are positioning themselves at very high salary levels. It is a common challenge to have candidates with significantly higher salary expectations than the packages on offer. Across the country, the base salary is usually the primary focus for candidates.

Throughout New Zealand, tenure levels amongst marketing professionals have receded, but organisations are forgiving of this trend, and accepting of market movement after two to three years, in mid-to senior-level roles.

In Christchurch, there was a noteworthy shortage of communications experts for full time, permanent positions. Senior candidates with these skills preferred to work as independent contractors, though many struggled with the natural fluctuations in available assignments. To secure and retain candidates, Christchurch-based businesses have been responsive and inventive in offering other incentives to keep employees engaged, such as extra projects, additional annual leave or start/finish time flexibility.

On the subject of flexibility, there has been a massive upsurge in demand for flexible options, particularly reduced hours and four-day week options. Many candidates in the Auckland region are looking to work closer to home, or want the option of working from home, due to transport, traffic and parking considerations.

Career progression and the ability to take on new projects to improve learning experiences were top of list for many. With marketing and technology always evolving, general marketers want to develop specific skills in order to expand their skill sets. Retaining autonomy with sufficient support was also very important to candidates when looking for their next opportunity. We are still seeing some candidates move from Auckland to Wellington, and a handful to Christchurch to get on the property ladder, with a requirement for better work-life balance.

In Christchurch, there has been an increase in demand for digital experience or candidates wishing they had completed some form of digital training to increase their worth in the market. Candidates are continuing to upskill themselves to keep up with trends.

SOUGHT-AFTER SOFT SKILLS
Marketing Professionals

1



CRITICAL THINKING

22%

2



EMOTIONAL INTELLIGENCE

22%

3



GROWTH MINDSET

22%



Madison recommends:

- Think about your Employer Value Proposition and how to entice good candidates to apply for permanent roles.
- Be proactive with your recruitment process and act on good candidates quickly. Candidates are more market savvy than ever, and notice the time businesses are taking to make decisions. They like to see decisions made in a timely manner if they are going to be working for the organisation, so remember the old adage that still rings true, “if you snooze, you lose”.
- To attract talented candidates, consider unique opportunities that your organisation can offer that perhaps others cannot. Incentives like insurance subsidies, unlimited sick leave and gym contributions are now more common than not. We recommend looking at offering training and development opportunities, (along with the space to complete them), growth opportunities through special projects, assignments or secondments, and longer holidays or a shortened working week.

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