



**NEW ZEALAND
EMPLOYMENT MARKET REPORT 2022**

Marketing & Communications

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The Market

In an unprecedented period where we saw a huge volume of people spending most of their time at home, an online presence has become even more crucial for organisations so they are able to maintain and build brand awareness, and to connect with their target audience directly. New Zealand organisations have had to rapidly adapt to changes in an already-digital world, and this has meant a rising need for digital skills. The impact: recruitment for digital marketing and communication roles over the last year has been constant, and confidence has remained high.

Over the last 18 months, some pockets of retail have flourished. Kiwis are spending more online than ever before, with spending up by \$1.2 billion in 2021 compared with the year prior. There has been a corresponding increase in the need to resource businesses with e-commerce and digital skill sets.

The strength of the employment market was also seen in the growth of marketing and advertising agencies. With more organisations seeking support and external resourcing, they turned to agencies to help. At the same time, organisations began, or were in the process of bringing digital content marketing in-house, as this function has grown in both size and importance.

The familiar trio of external forces; COVID-19, the housing market, and inflation have all had a notable impact on this market in the types of roles that are needed and in demand, and on the salaries for these same roles. The bulk of recruitment activity was for permanent roles. If there was a shorter-term resourcing need, then organisations showed a preference for hiring on fixed-term contracts, rather than using temps.

Employers

Matching market patterns, employers were keen to source job seekers with digital skill sets; specifically social media, Google Analytics and Google Ads. With a focus on the bottom line, organisations were also interested in hiring marketing professionals who could demonstrate a sales mindset and the skills to contribute to a higher ROI, brand awareness, and revenue generation.

While digital marketing is of course a significant focus, many organisations still undertake direct marketing activities. Interestingly, we are now experiencing a candidate shortage for this skill set, as many marketers now have ambitions in a different direction, embracing the digital and moving away from traditional channels.

We saw a decrease in demand for events professionals, unsurprisingly given COVID-19 restrictions. It was commonplace to see an adjustment of event roles to part-time hours, combined into a hybrid role, or even removed altogether from employer resourcing needs. Border closures saw businesses within the tourism sector shifting their target audience to a local Kiwi customer base, and subsequently, global marketing expertise was not as important as in previous years.

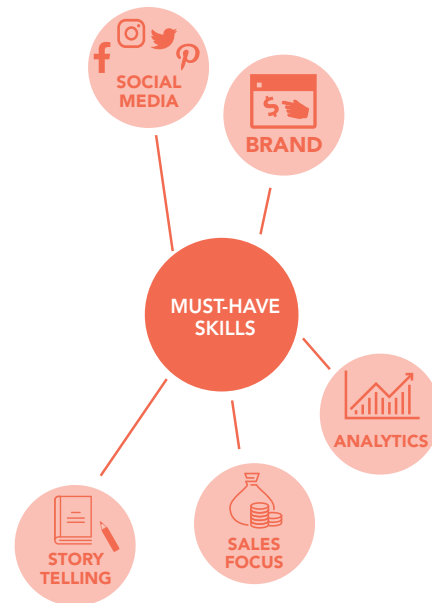
While formal marketing qualifications remained desirable, employers were open to seeing job seekers with certifications and/or on-the-job experience, which helped in what was, and continues to be a tight market.

Job Seekers

Job seekers in the marketing and communication space have much in common with job seekers across the board: number one on the 'must have' list is flexibility. Most job seekers are looking for the option to work from home, some of the time at least, and the flexibility to set start and finish times. However many businesses expressed a strong preference for their employees to be in person with the office and team, especially if the role required stakeholder engagement and/or cross collaboration, so there was a little tension between what was on offer and what job seekers desired. However for the most part, the compromises were easy to navigate.

Marketing candidates tend to have a strong focus on the employer's brand and reputation, and of course the other big driver has been, and continues to be, remuneration. We found that on the whole candidates in this sector, while knowing their worth, were realistic about salary levels, but were quick to ask about the whole package and other benefits on offer.

An interesting pandemic impact has come about due to the marketing workforce having to 'wear many hats' and take on more responsibility. This has led to a large group of job seekers with boosted skill levels, ready to accelerate their careers and step up to the next level, much earlier than in previous years.



The Year Ahead

The impact of borders opening and exodus of Kiwis is expected to be felt in this sector, with many skilled marketers and communications professionals expected to depart for the classic OE and work experience abroad. Unfortunately we're anticipating a struggle to find people at the right skill level and advise employers to consider job seekers with transferable experience and the right soft skills, with a plan to train and develop candidates into the role.

Compromise will be needed, as will a strong focus on retention. Work done on ensuring reputation and Employee Value Proposition (EVP) is strong and will pay dividends as job seekers in this market are particularly tuned into these factors. Flexible working will continue to be highly desirable, and of course salaries remain important, especially given shifting economic conditions.

A continued focus on the use of strategic marketing data means skill sets centred around understanding and utilising analytics will be in high demand. The meteoric rise of social media channels, such as Instagram and Tik Tok, for marketing means that understanding and using these channels is essential for marketing talent.

TIK TOK ANNUAL USERS:

| YEAR | USERS |
|------|-------------|
| 2017 | 65 million |
| 2018 | 133 million |
| 2019 | 381 million |
| 2020 | 700 million |
| 2021 | 1 billion |

Digital skills and specifically understanding social media channels, has become essential for marketing talent.

Marketing and Communications Salary Guide

2022 /23 RANGE IN NZD \$'000

| ROLE | AUCKLAND | | WELLINGTON | | WAIKATO/BOP | | CHRISTCHURCH | |
|--------------------------------------|----------|------|------------|------|-------------|------|--------------|------|
| | Low | High | Low | High | Low | High | Low | High |
| Chief Marketing Officer | 200 | 270 | 200 | 270 | 150 | 250 | 140 | 250 |
| Marketing Director | 180 | 250 | 170 | 260 | 140 | 230 | 140 | 230 |
| Group Marketing Manager | 150 | 230 | 140 | 200 | 110 | 200 | 120 | 200 |
| Marketing Manager | 100 | 160 | 110 | 155 | 90 | 150 | 100 | 150 |
| Marketing Executive | 70 | 90 | 70 | 90 | 65 | 90 | 65 | 95 |
| Marketing Assistant | 55 | 70 | 60 | 70 | 50 | 65 | 50 | 65 |
| Marketing Coordinator | 60 | 75 | 60 | 75 | 50 | 65 | 50 | 70 |
| Communications Director | 130 | 200 | 145 | 210 | 110 | 160 | 120 | 160 |
| Communications/PR Manager | 120 | 150 | 110 | 160 | 100 | 120 | 90 | 130 |
| Communications Assistant | 65 | 75 | 60 | 75 | 55 | 70 | 60 | 70 |
| Communications Coordinator | 60 | 70 | 60 | 75 | 55 | 70 | 55 | 70 |
| Customer Experience Manager/Designer | 120 | 170 | 110 | 180 | 90 | 125 | 85 | 125 |
| Brand Manager | 85 | 130 | 100 | 135 | 85 | 120 | 85 | 145 |
| Events Coordinator | 60 | 75 | 60 | 85 | 60 | 75 | 60 | 75 |

About Us

Madison was established in 1998 and is a wholly owned subsidiary of the Accordant Group, New Zealand’s largest recruitment company and the only in our industry to be listed on the NZX.

We operate across seven key locations in Auckland Central, Auckland South East, Hamilton, Tauranga, Wairarapa, Wellington and Christchurch.

In the past year, we have placed 2,400 temporary and contract staff into work on client sites, and filled over 4,100 roles. This gives us access to the real-time market information, salaries and trends that have allowed us to compile this employment market report.

What We Do

Madison works across almost all industry sectors, with companies ranging from small start-ups to global blue-chip organisations, large public sector and not-for-profit organisations. Our track record includes full service recruitment covering temporary, permanent and contractor needs across the following sectors:

- Administration and Business Support
- Accounting, Banking, Finance and Insurance
- Contact Centre
- Engineering
- Government and Policy
- Human Resources and Recruitment
- Industrial
- Marketing and Communications
- Procurement and Supply Chain
- Programme and Project Management
- Property and Construction
- Sales and Relationship Management
- Volume and Project Recruitment

Expertise To Suit

Within disciplines, we recruit for the full range of positions from entry-level through to executive appointments. Depending on our clients’ needs, our recruiters will deliver an end-to-end solution or unbundle the recruitment process to supplement the expertise and resources you have in your organisation.

How We Do It

Because we have a broad focus, but we are staffed by specialist recruitment professionals, we’re able to offer the combined benefits of breadth, reach and personalised, expert service. Collaboration, sharing, building a real relationship and true partnerships are what set us apart. Not only do we understand New Zealand, but we have been specifically built and grown for this market.

Support & Partnership

We offer specialist consulting services to support our client organisations’ talent lifecycles. Some of the key services we deliver via workshop, training or coaching include:

- Talent development
- Assessment centre design
- Outplacement services
- Psychometric profiling and skills testing
- High performance profiling

The Accordant Group

The Accordant Group is comprised of four trading entities: Madison, AWF, Absolute IT and JacksonStone & Partners. The Group has capability spanning all aspects of commercial and industrial recruitment services including permanent, temporary and contractor assignments. Collectively, the Group employs close to 300 full time staff across 22 towns and cities.

For more information visit [accordant.nz](https://www.accordant.nz).

CONTACT US

To find out more about Madison and our services, you can visit our website at www.madison.co.nz or call us on 0508 MADISON

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