



NEW ZEALAND  
**EMPLOYMENT  
MARKET REPORT**

MARKETING & COMMUNICATIONS

3  
2  
0  
2

# Marketing & Communications

## The Market

It was a much more sedate experience in the marketing and communications employment space, in comparison to the year prior. The surge of hiring we saw in 2021 that was required to manage increased volumes of online retailing, customer contact and daily communication levelled off. Business confidence was steady, the employment market was much more about replacement hiring, than managing growth.

E-commerce in Aotearoa continued to flourish—while slightly down from the 2021 peak, in 2022, online spending reached \$6.07 billion (still significantly higher than pre-Pandemic levels). Online commerce continued to be a strong driver for digital marketing skills. In fact, the skills needed are becoming increasingly specialised, as the sophistication of online retailing grows, and consumers with access to multiple devices and channels demand a personalised, high-touch and efficient service, with seamless integration to the offline retail experience.

The Te Whatu Ora transition and the dissolution of DHBs absorbed a large amount of communication specialists within government, but as the change projects came to an end towards the end of 2022, we saw a large pool of comms

contractors re-enter the market. With the election now confirmed for October, and a new Prime Minister already this year, hesitance to add permanent headcount in the government space is strongly evident. The post-election period will naturally bring changes in direction and priorities.

We have seen the beginnings of the impact of economic pressures on the candidate market. For example, there has been a growing number of marketing and communication professionals who have worked for a long time in contingent roles, but who now are looking for a more stable, 'safer' permanent position.

### Top 3 important benefits for Marketing & Communications jobs seekers



Flexible working options



Career development opportunities



Ongoing training & development

## Employers

As COVID restrictions eased, and we returned to something more like business-as-usual, there was an uptick in employers looking to add communications to their internal portfolios, whereas over the last 24 to 36 months, these skills had often been outsourced or filled by contingent resources. There has been a subsequent increase in demand for communications specialists.

When the border opened and New Zealand was once again connected with overseas markets, there was an increase in global marketing with the goal of reaching international markets—this was most notable in tourism and tourism-adjacent sectors. This came with an increased need for the skills to manage these responsibilities.

Employers went to market with a wish-list of marketing skills, particularly digital, as in previous years. However in 2022 they were particularly focused on achieving cultural fit. There was even a willingness to forgo some technical skills, if the personality and cultural fit with the team and organisation was met. Effectively measuring and assessing for cultural fit, while ensuring non-bias (no 'gut feel' fit conversations) remains a challenge.

Across all marketing roles, employers were more likely to ask job seekers for proof of competency. The evidence required depended on the role itself, but as examples, we have seen employers ask for: demonstrated story telling ability; knowledge of design programmes along with a full design portfolio, social media tools and platforms knowledge, tests on technical, analytical and SEO experience and providing writing samples.

The most sought-after soft skills were creativity, innovation, collaboration and adaptability in a changing environment.

Despite a returned sense of normalcy in the market in the latter half of the year, it was challenging for employers needing to recruit marketing professionals. The entry and mid-level space, particularly in Auckland, was lacking in available talent, as many of this cohort took advantage of the open border to resume travel or planned overseas moves. Chat in the market is that significant volumes of younger marketing professionals have headed to London. We have also seen Australian companies attempting to poach Kiwi talent for positions in Melbourne, Sydney and Brisbane, with the promise of higher salaries tempting many to make the leap.

Immigration helped to fill a small number of the gaps but did not fully answer supply issues.

Successful hiring for communications roles was a slightly easier endeavour, as long as employers were prepared to meet the salary requirements of candidates—which sometimes came as a surprise, being higher than what was offered.

### Must have technical skills

- Content writing
- Design programmes
- SEO
- Social media
- Data analysis



### Must have soft skills

- Creativity
- Ability to innovate
- Collaboration
- Adaptability



## Job Seekers

Our experience suggests that over the last 12 months, there was a much smaller pool of 'active' job seekers, particularly in the mid-to-senior level. By this, it means that we saw fewer candidates initiating the job search; applying to an advertised role, or approaching a recruitment agency with the goal of securing a new job. There was still plenty of hiring activity. However, the trigger tended to be a recruiter approaching a passive candidate with opportunities. It is not that these candidates were not considering a move; they were waiting to be approached, and not the other way around.

This trend had an impact on tenure, with two years in a role being seen as a 'long time'—many candidates believed a hard and fast six months in a position was often enough time to then consider a move. Employers of course, did not see it in quite the same way! Adding the rising costs of living and industry pay freezes into the mix was a further trigger of movement, as candidates would consider a move to secure the next ten or twenty thousand bump to their annual income.

As in other sectors, flexibility is a major concern of marketing and communications job seekers.

Interestingly, job seekers we spoke with about this topic were happy to go into the office most of the time, but wanted the option of flexibility. This is really about feeling valued and trusted, and the allowance of flexible work—or lack thereof—was seen as reflecting the company's ethos. No flexible work/working from home meant an organisation might be viewed unfavourably as rigid and 'old school'.

For senior-level candidates, the ability to work from home was a big deal, but this was not as important to candidates in entry and junior level roles. The latter were more concerned with career pathways and learning development opportunities. We heard more queries in this sector than any other, about the personality of the direct manager, with candidates keen to build strong relationships; they would be loyal to those they perceived as great leaders. Many job seekers in this sector are extremely concerned with the ethics of the potential employer and will look to align an organisation's values with their own. These candidates would not consider an otherwise viable and attractive opportunity if they had concerns about the business's ethics.

## The Year Ahead

Current indicators suggest Aotearoa may already be in recession, and yet the job market in this space remains steady. However, if recession takes a greater hold and economic conditions worsen, it will be interesting to see how retail and consumer organisations respond, in terms of their marketing departments. On the one hand, we may see organisations holding on to their marketing departments but pushing harder for ROI. Alternatively, we may see a stripping back of departments, with we may see a release of any roles not directly linked to revenue. Relating to this, it is possible that demand for communications skills may decrease.

There are signs that New Zealand may enjoy a boost to the supply of skilled and experienced international candidates, as the amended visa and immigration rules come into play in 2023. Any international candidate with specialist digital skills, obtained in large overseas markets, will be highly regarded here, and snapped up by digital agencies, big corporations or retailers. Technology, analytics and social media will continue to play a major part in marketing activities, thereby intensifying the need for technical skill sets at a pace that is faster than the candidate pool can match.

# Marketing & Communications Salary Guide

SALARY RANGE IN NZD \$'000s

ROLE	AUCKLAND		WELLINGTON		WAIKATO/BOP		WAIRARAPA		CHRISTCHURCH	
	Low	High	Low	High	Low	High	Low	High	Low	High
Chief Marketing Officer	220	280	200	270	150	250	140	180	140	250
Marketing Director	180	280	170	260	140	230	140	230	140	230
Group Marketing Manager	160	240	150	210	110	200	120	160	120	200
Marketing Manager	110	180	110	160	90	150	100	150	100	150
Marketing Executive	75	90	70	90	65	90	65	90	60	90
Marketing Assistant	65	80	65	80	55	70	50	65	50	60
Marketing Coordinator	65	80	60	80	65	80	50	70	55	80
GM/Head of Communications	160	200	160	220	150	180	130	150	130	200
Communications Manager	120	160	120	170	100	130	90	120	90	150
Change Communications Consultant	110	150	100	165	120	150	90	130	120	150
Principal Communications Advisor	105	145	120	160	110	140	90	130	80	140
Senior Communications Advisor	95	125	100	130	90	110	80	100	90	110
Communications Advisor	75	90	75	90	70	80	65	80	70	90
Stakeholder Relations Manager	120	160	120	160	100	130	90	120	100	170



# About Madison

**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.

## What We Do

Madison works across almost all industry sectors, with clients that range from small start-ups to global blue-chip corporates, 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:

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

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:

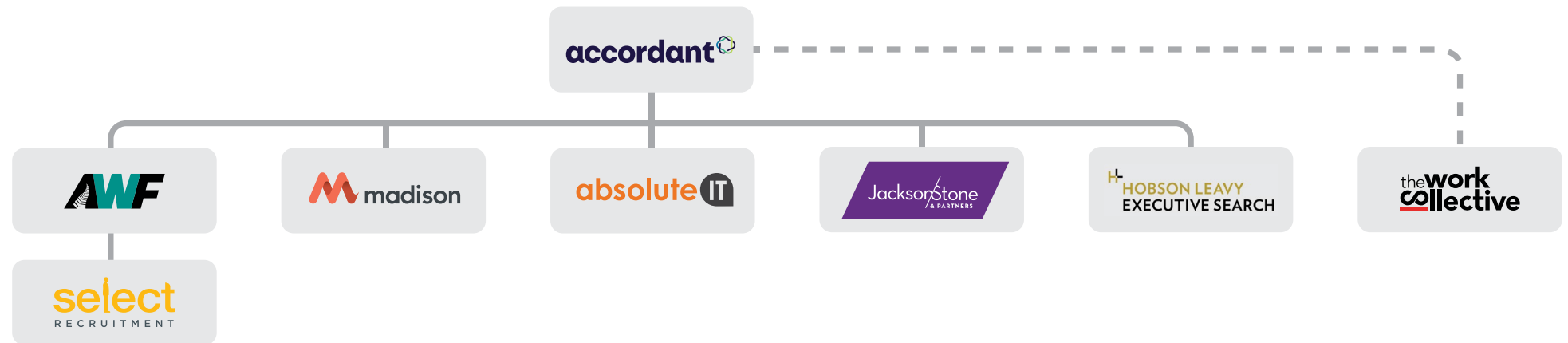
- Talent development
- Assessment centre design
- Outplacement services
- Psychometric profiling and skills testing
- High performance profiling



# The Accordant Group

**The Accordant Group** is New Zealand's leading recruitment company and the only listed on the NZX. Within our stable we have five businesses, each of which holds an enviable position in their market, as well as The Work Collective, Accordant social employment initiative.

To find out more visit [accordant.nz](https://accordant.nz)



**Madison** recruits temporary, contract and permanent staff for a broad range of clients in the commercial and government sectors.

**JacksonStone & Partners** is one of the most experienced executive search, recruitment and contracting agencies in New Zealand, covering all disciplines up to chief executive and board appointments across the private, public and not-for-profit sectors.

**Absolute IT** operates solely in the tech and digital market recruiting permanent and contract IT professionals.

**Hobson Leavy** is a retained executive search firm with an extensive track record in both the public and private sectors, successfully appointing some of New Zealand's most senior leaders at Board, CEO and Executive level.

**AWF** provides labour hire and recruitment services from 21 branches across the country including Select Recruitment in Dunedin.

**The Work Collective** is our social employment initiative, supported by each of our businesses, and focuses on helping people with barriers to employment find meaningful work opportunities.





To find out more about Madison and our services you can visit our website or call us on **0508 MADISON**.

**madison.co.nz**

For queries about this report, please contact **Christian Brown** (General Manager) on **09 303 4455**.

**AUCKLAND**

09 303 4455

Level 6, 51 Shortland Street,  
Auckland CBD, Auckland

**AUCKLAND SOUTH EAST**

09 271 1152

Level 1, Building 5,  
The Crossing, 60 Highbrook Drive,  
East Tamaki, Auckland

**HAMILTON**

07 839 5660

Level 5, 127 Alexandra Street,  
Hamilton

**TAURANGA**

07 834 0834

*By appointment only*

**WAIRARAPA**

06 370 2400

441 Queen Street,  
Kuripuni, Masterton

**WELLINGTON**

04 499 8055

Level 9, Cnr Customhouse Quay &  
Johnston Street, Wellington

**CHRISTCHURCH**

03 366 6226

Floor 4, 77 Hereford Street,  
Christchurch