

NEW ZEALAND  
**EMPLOYMENT  
MARKET REPORT 2024**

MARKETING & COMMUNICATIONS

# Marketing & Communications

## The Market

In the latter half of 2023, the marketing and communications job market experienced a slowdown with many employers putting hiring activity on hold until after the election, with some regions more affected by the economic slowdown than others. Auckland and Wellington felt it the most with employers adopting a wait-and-see approach, especially with government roles being put on hold around the election. Christchurch was less affected by the cooling conditions in 2023 and continued to hire throughout the year; albeit with slightly fewer roles available, which resulted in increased candidate availability in the region.

Employers were looking for candidates with a combination of traditional and digital marketing skills. One of the most in-demand areas was for digital marketing roles where candidates

had a good understanding of AI technology. There was also a strong demand for candidates with SEO skills and experience in social media content creation, particularly for platforms like TikTok and Meta. Marketers with strong experience in brand and customer experience were also sought after.

### Types of hiring by Marketing & Communications Employers in 2023



## Employers

Employers recruiting in marketing and communications in 2023 found that the candidate pool was larger than in previous years. However, finding intermediate-level candidates for digital marketing roles was challenging. Conversely, senior-level candidates were more receptive to hearing about job opportunities than they were the previous year.

Last year, employers placed a higher value on soft skills compared to previous years with particular importance on the candidate's compatibility with the team. In fact, it was common for employers to conduct team interviews following an initial conversation; only proceeding to individual interviews if the candidate engaged well in the team interview.

In 2023, retaining employees continued to be a significant concern for employers. To address this, employers began focusing on offering attractive benefits to new and existing employees. However, due to limited financial resources, some employers opted to provide benefits like sick leave from the first day of employment and

extended paid parental leave of one year instead of six months. Another popular option was to allow employees to purchase additional holiday leave. In the public sector, wellness programs gained popularity, while learning and development opportunities were also highly valued.

Hybrid working has become a popular benefit in the marketing and communications sector, particularly in the last year. Employers have been focusing on growth and delivery for their organisations, leading to a myriad of examples of encouraging or expecting employees to work from the office more often and work fewer days from home. This approach is driven by a desire for greater collaboration and business engagement. In addition, some organisations have successfully utilised a contract, virtual, or fractional marketing model to bolster capability in a specific area or support delivery on a particular project.



# Marketing & Communications

## Job Seekers

In 2023, many individuals left New Zealand for their OE, resulting in a shortage of intermediate marketing talent in the job market. For those who decided not to travel abroad, they frequently explored their job options, not staying in a single role for more than two or three years.

Despite the job market becoming more competitive, job seekers stayed selective and continued to look for new opportunities passively. Those who actively sought new roles prioritised salary partly due to the increasing cost of living and company culture. They wanted to work in a supportive and enjoyable environment, especially if they had to be in the office frequently.

Throughout the year, job seekers in Auckland became more practical about their salary expectations, acknowledging the importance of non-financial benefits such as flexible working arrangements, insurance, health

benefits, professional development, and memberships in relevant industry organisations. Many were interested in taking extended overseas trips, but not necessarily relocating, and appreciated the opportunity to work intermittently during their time away, while continuing to provide value to their organisation through their marketing knowledge.

### Top non-financial reasons for accepting a new job offer for Marketing & Communications Job Seekers



**1<sup>st</sup>**  
Challenging or interesting work



**2<sup>nd</sup>**  
Management style and/or team environment



**3<sup>rd</sup>**  
Hybrid and/or remote working options

## The Year Ahead

In the quieter year of 2023, organisations took the opportunity to review their systems and processes. This included assessing their data-driven marketing strategies and the role of marketing automation. As we move into early 2024, plenty of organisations are preparing for their next phase of growth and development. In the upcoming year, many new job roles are expected to combine skill sets. Therefore, it is crucial to be strategic in blending these skill sets and hiring for them.

One priority for employers in 2024 will be building retention and stability within their team to deliver on their goals for growth. As recruitment activity picks up again to fill roles that were previously left unfilled, organisations will look to fill gaps in both capacity and capability. In the year ahead, a decisive and proactive approach to hiring will ensure employers can deliver on these goals.

We expect AI to be a major topic of discussion in the world of marketing and communications this year as companies explore its possibilities and implications. Savvy digital marketers are already making the most of this emerging technology and highlighting their mastery of it on their resumes.



**80%**

of Marketing & Communications Employers think soft skills are more important than hard skills when hiring

## Marketing & Communications Salary Guide

ROLE	AUCKLAND		WELLINGTON		WAIKATO & BAY OF PLENTY		LOWER NORTH ISLAND		CHRISTCHURCH	
	Low	High	Low	High	Low	High	Low	High	Low	High
Chief Marketing Officer	220	280	200	260	150	250	140	180	150	250
Marketing Director	180	280	170	240	140	230	140	230	150	230
Group Marketing Manager	160	240	150	220	110	200	120	160	130	200
Marketing Manager	110	190	100	160	90	150	90	140	110	150
Marketing Executive	75	100	70	90	65	90	65	90	70	90
Marketing Assistant	65	80	65	80	60	70	55	70	60	75
Marketing Coordinator	65	80	65	80	65	85	55	70	60	80
GM/Head of Communications	180	220	160	250	150	180	130	150	140	200
Communications Manager	120	150	110	180	100	130	90	130	90	150
Change Communications Consultant	110	150	100	180	120	150	80	120	120	150
Principal Communications Advisor	105	150	115	160	110	140	90	130	90	140
Senior Communications Advisor	95	130	95	130	90	110	80	100	90	110
Communications Advisor	75	90	70	95	70	80	65	85	75	90
Stakeholder Relations Manager/Stakeholder Engagement Manager	120	140	120	160	100	130	85	120	100	160

Salary range in NZD \$'000s



# About Madison

Madison was established in 1998 and is part of the Accordant Group, the only New Zealand recruitment company listed on the NZX. We operate across seven key locations in Auckland, Hamilton, Tauranga, Wairarapa, Manawatū-Whanganui, 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 these 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 & skills testing
- High performance profiling

# The Accordant Group

## Delivering recruitment, resourcing and people solutions across New Zealand

Madison is part of the Accordant Group, which is the only staffing provider listed on the NZX. The Group comprises five businesses: Absolute IT, AWF, Hobson Leavy, JacksonStone & Partners and Madison Recruitment. Accordant Group's capability spans all levels and aspects of commercial and industrial recruitment services, including permanent roles, temporary assignments and contractor placements. In addition to this, in 2019 Accordant established The Work Collective, a social employment initiative.

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

**Absolute IT** is a specialist agency that operates solely in the tech and digital market, recruiting permanent and contract IT professionals.

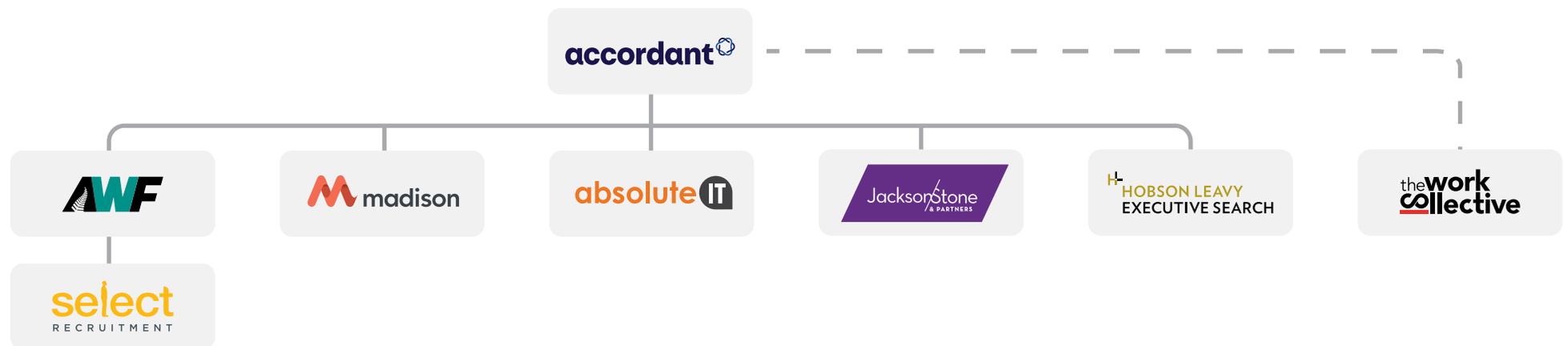
**AWF** provides labour hire and recruitment services from 21 branches across the country including Select Recruitment in Dunedin.

**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.

**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.

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

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



## **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

*By appointment only*

## **WELLINGTON**

04 499 8055

Level 9, Cnr Customhouse Quay &  
Johnston Street, Wellington

## **CHRISTCHURCH**

03 366 6226

Floor 4, 77 Hereford Street,  
Christchurch

**madison.co.nz**

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

For queries about this report, please contact **Christian Brown** (Chief Operating Officer) on **09 303 4455**.

