



Marketing & Communications

In 2025, demand for hybrid-skilled marketers means job seekers are looking for competitive pay, creativity-led roles, and flexible work arrangements. To attract top talent, employers should invest in their employer brand and market roles with the same creativity they expect from candidates.

Marketing & Communications Salary Guide

JOB TITLE	AUCKLAND		WELLINGTON		WAIKATO & BAY OF PLENTY		CHRISTCHURCH	
	Low	High	Low	High	Low	High	Low	High
Chief Marketing Officer	220	280	200	275	150	250	170	250
Marketing Director	180	240	160	220	140	200	150	230
Group Marketing Manager	140	220	160	230	120	200	130	200
Marketing Manager	100	160	100	160	90	140	120	150
Marketing Executive	70	100	75	95	70	100	70	95
Marketing Assistant	65	85	60	80	65	75	60	75
Marketing Coordinator	60	80	60	80	65	75	60	80
GM/Head of Communications	180	220	160	250	150	200	150	200
Communications Manager	120	160	110	180	100	150	100	150
Change Comms Consultant	110	150	100	180	120	150	120	150
Principal Comms Advisor	100	130	115	170	110	140	90	140
Senior Comms Advisor	80	110	95	130	90	110	90	110
Comms Advisor	70	95	70	95	70	90	75	90
Stakeholder Relations Manager/ Stakeholder Engagement Manager	110	140	125	160	100	130	100	160

Salary range in NZD \$'000s