DMC recruitment

Market Trends & Salary Guide 2026/27

Account & Finance
Commercial & Analytics
Digital, Sales & Marketing

Sydney Market Exclusive

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Contents

A Word From Our Founder 03

Introduction 04

Finance, Accounting & Commercial

Market Perspective 06

Salary Benchmarks 08

Digital, Sales & Marketing

Market Perspective 11

Salary Benchmarks 13

A Word From Our Founder

Across Accounting and Finance, Commercial and Analytics, and Digital, Sales and Marketing recruitment, we've had a front-row seat to the shifts reshaping the mid-to-senior market. Hiring is regaining momentum on the surface, but businesses are becoming more selective, expectations are higher and every headcount request is under greater scrutiny.

Underneath that caution is a broader unease. Geopolitical tension, shifting trade policy, interest rates and cost-of-living pressure are making forward planning harder. At the same time, AI and automation are prompting businesses to rethink how work is structured and where additional headcount is genuinely needed.

The numbers reflect that hesitation. In July 2026, 44% of Australian employers were recruiting, yet just 17% expected to increase staffing levels, down from 20% a year earlier. That matches what we're seeing on the ground: an active market built on deliberate decisions. Employers are holding out for the exact mix of skills they need, and approvals, budgets and vacancies are all moving more slowly than usual.

Candidates are reading the same signals from the other side. Since COVID-19, people have become more risk-aware and focused on stability. I'm seeing questions about business performance, ownership structure and job security surfacing earlier, with candidates asking not just whether a role is attractive, but whether it's a safe move. In my experience, the businesses offering genuine clarity around direction, stability and expectations are the ones succeeding in attracting strong talent.

It is against that backdrop that we put this report together. Welcome to the first edition of the DMC Recruitment Mid-to-Senior Market Trends & Salary Guide.

We launched DMC in 2025 to help businesses build stronger mid-to-senior teams around their executive leaders. Mark O'Connor, Managing Director of Perceptor Executive Search, and I brought more than 25 years of recruitment experience and an established network of candidates and clients to the venture, and we've kept our focus deliberately tight ever since:

Accounting & Finance

Commercial & Analytics

Digital, Sales & Marketing

Since launch, our team and client footprint have grown steadily. But the fundamentals haven't changed. And frankly, that's probably the biggest win. If the past year has reinforced anything, it is that sustainable growth isn't about adding headcount for the sake of it; it's about adding the right talent.

In our first year, we've delivered retained searches, maintained ongoing panel relationships and launched DMC Advisory to support contracting and consulting needs. More importantly, we've cut through market noise to help businesses make confident, high-impact hires.

We're grateful for everyone who has backed DMC from the start. This report is designed to give something back: a clear view of what we're seeing in the market, where expectations are shifting and what that means for your next hire or career move.

Duncan McNeill
Founder and Managing Director,
DMC Recruitment

Inside the Mid-to-Senior Market

The Brief Is Broadening

Job titles might look familiar, but what employers expect from the people doing them is changing. Mid-to-senior roles are becoming more multifaceted, with businesses increasingly looking for combination skills: technical expertise paired with commercial thinking, data with communication and specialist knowledge with cross-functional influence.

AI & Automation

AI capability is becoming part of the everyday toolkit employers expect candidates to bring rather than sitting in standalone roles.

Risk, Tech & Compliance

Tech-enabled finance skills are becoming more valuable as businesses respond to growing regulatory obligations and digital transformation.

Sustainability & ESG

Mandatory reporting requirements are making environmental and commercial understanding relevant well beyond dedicated ESG roles.

The Candidate Mobility Disconnect

One of the biggest disconnects is between what employers want and what candidates are actually willing to move for. Businesses may be broadening the scope of roles, but when it comes to experience, many still want a like-for-like replacement: someone who has already done the same job in the same industry and function.

The problem is, those candidates are usually well embedded where they are, with established networks and a clear career path. To move them, the opportunity needs to offer something meaningful:

- **a step up**
- **a significant pay increase**
- **a location or industry change**
- **a genuinely stronger proposition**

Limited internal progression can compound the issue. When someone leaves, businesses often look to replace the exact experience they've lost, narrowing the pool even further.

Longer Tenures, Changing Ambitions

It's not only resistance to moving or concerns around stability keeping candidates in place.

> **Ambitions themselves are shifting too.**

Many are staying in roles longer than the traditional two-to-three-year cycle, and not every mid-to-senior professional is chasing the next promotion. For some, the next move is increasingly lateral: into a new sector, a different environment or an organisation that feels more meaningful, such as government or education.

Hiring Friction Is Building

Application volumes are up, but that doesn't necessarily mean businesses have more choice. Generative AI and automated tools are making it easier for candidates to apply at scale with highly polished, tailored resumes. Yet despite a more cautious market,

43% **of Australian employers recruiting in the last year reported difficulty filling roles.**

Businesses are also under increasing pressure to recruit internally, but stretched talent teams and high application volumes can slow the process considerably. Weeks between stages can quickly turn into months, giving strong candidates time to disengage or accept an offer elsewhere. For hiring managers, the ability to identify whether the experience, technical depth and communication skills behind the CV match what is presented has become more important than ever.

Salary Growth Has Slowed

Salary increases are settling, with our research and data suggesting most companies are offering between 1–3% in 2026 as they balance cost control with cost-of-living pressures.

1-3% **Average salary increase in 2026.**

Bonuses also remain modest across most sectors, particularly where company performance targets are proving harder to meet.

> **But restraint isn't universal.**

Employers are still prepared to pay a premium when the right skills are hard to find



01

Finance, Accounting & Commercial

Across Accounting, Finance and Commercial roles, our team shares what they're seeing across the market, alongside salary benchmarks for 2026–2027.



Duncan's Market Perspective:

MID-TO-SENIOR LEVEL HIRING

DUNCAN MCNEILL | FOUNDER & MANAGING DIRECTOR

Demand Is Concentrated

From where I sit, the Accounting and Finance market is tighter at the top, but demand is still there for the right experience in the right sectors.

We're seeing a few clear pockets of activity in:

Private Equity (PE): PE-owned businesses working through cost-out and value-creation programs are driving steady demand for transformation capability.

Infrastructure & Renewables: Construction and infrastructure-related demand remains solid, particularly for finance professionals who understand capital expenditure, project delivery rhythms and governance.

Med Tech: The sector is still growing, but it remains difficult to break into. Strong talent is often well embedded and reluctant to leave good employers.

Financial Services: There is some growth, but it is more concentrated in mid-sized businesses than large enterprises.



A Tighter Senior Market

At the senior end, competition has increased. There are more experienced candidates available, through retrenchment or immediate availability, but fewer new senior roles being created. As a result, searches can take six to twelve months, and candidates who may once have moved quickly are having to work harder to differentiate themselves.

That is also driving more interest in interim, fractional CFO and project-based transformation work as experienced leaders bridge the gap between permanent roles.

Transformation Experience Carries Weight

Private equity (PE) ownership continues to shape senior demand, with PE-backed businesses placing a premium on leaders who can deliver transformation, restructuring and cost-out programs within a defined hold period.

As more mid-market and larger businesses pass through PE ownership, leaders with experience across 100-day plans, carve-outs, system implementations and margin improvement are becoming increasingly sought after, even as the broader senior market remains tight.

Finance, Accounting & Commercial

All salaries are annual base salary in AUD ($,000), excluding superannuation. These ranges reflect market data from 2026 placements and surveys. Individual salaries may vary based on experience, qualifications, location, industry and organisational complexity. Bonuses and incentives are typically separate.

Large Corporate (ASX100 or Major Multinational)

Position	Annual Salary ($,000)
Group CFO (ASX 100)	700 – 900
Deputy CFO	400 – 550
Divisional CFO	340 – 520
GM Finance	320 – 380
Group Financial Controller	300 – 350
Group Treasurer	300 – 400+
Deputy Treasurer	240 – 300
GM Tax	280 – 350
Chief Risk Officer / Head of Internal Audit	300 – 350+

Medium Sized Corporate ($20m–$200m Revenue)

Position	$20m–$50m Revenue ($,000)	$50m–$100m Revenue ($,000)	$100m–$200m Revenue ($,000)
CFO	240 – 320	300 – 380	360 – 430
Financial Controller / Group FC	200 – 250	230 – 280	260 – 320
Head of Finance	190 – 220	210 – 250	240 – 280

Commercial Finance & Analysis

Position	Annual Salary ($,000)
Head of Commercial Finance / FPA	260 – 300
Financial Planning & Analysis Manager	180 – 220
Corporate Development Manager	200 – 250

Commercial Finance & Analysis (Continued)

Position	Annual Salary ($,000)
Project Manager	175 – 215
Strategy Manager	200 – 240
Senior Commercial Manager	220 – 240
Commercial Manager / Senior Finance Business Partner	180 – 220
Finance Business Partner	180 – 200
Cost Controller	180 – 220
Senior Financial Analyst (3–6 years)	155 – 170
Financial Analyst (1–3 years)	125 – 145
BI / Insights Analyst	130 – 160

Financial Reporting, Tax, Treasury, Risk & Compliance

Position	Annual Salary ($,000)
Head of Shared Services (Large Corporate)	280 – 320
Head of Financial Control / Financial Controller (Large Corporate)	250 – 300
Compliance & Controls Manager	160 – 200
Tax Manager	180 – 240
Treasury Manager	170 – 230
Internal Audit / Risk Manager	160 – 220
Financial Accounting Manager	160 – 220
Corporate Reporting Manager	160 – 220
Management Accounting Manager	170 – 210
Senior Tax Accountant (5 years+)	150 – 180
Senior Financial Accountant	130 – 155
Group / Corporate Accountant	120 – 150
Group Treasury Accountant	120 – 150
Management Accountant	110 – 135
Financial Accountant	110 – 130

Finance, Accounting & Commercial



Dylan's Market Perspective:

EARLY-TO-MID LEVEL HIRING

DYLAN WIJESEKERA | PRINCIPAL CONSULTANT - ACCOUNTING, FINANCE & COMMERCIAL

A Mixed Market

The past 12 months have been a tale of two markets across Accounting and Finance teams. In FMCG and Retail, cost pressures, tougher economic conditions and a growing focus on efficiency through AI have pushed many businesses to reduce headcount. We've also seen more junior to mid-level finance roles move offshore, while senior leadership remains closer to home in Sydney. Infrastructure and Energy tell a different story.

> **Significant investment in major projects continues to drive growth, creating steady demand for finance professionals as organisations build out their local operations.**

Beyond Technical Capability

For candidates, technical capability remains important, but businesses are placing greater emphasis on stakeholder management and involvement beyond the day job, whether through contributing to ERP implementations, proactively developing capability in new systems and technologies or identifying opportunities to improve processes.

Retention Moves Up the Agenda

For hiring managers, the $100k–$160k market remains buoyant. More candidates are thinking carefully about what their next move should look like, which makes retention just as important as recruitment. For top performers, salary matters, but so does progression, development and the chance to take on broader responsibility.

What matters to top performers in 2026:

- **Salary**
- **Progression**
- **Development**
- **Broader responsibility**

02

Digital, Sales & Marketing

Across Digital, Sales and Marketing roles, our team shares what they're seeing across the market, alongside salary benchmarks for 2026–2027.



Luke's Market Perspective

LUKE GARVIN | CONSULTANT - DIGITAL, SALES & MARKETING

Employers Still Hold the Cards

Across Digital, Sales and Marketing, employers still hold the upper hand and hiring teams know it.

> **With hiring confidence only slowly returning, clients have been highly selective and often looking for candidates who can do a bit of everything.**

For candidates, that has sometimes meant briefs that feel broader than is realistic for one role.

An Industry Breakdown

The Financial Services industry has driven much of the activity, and there are signs the wider market is starting to follow. Since the new financial year, hiring has picked up, even if the balance of power still sits with employers for now. Across FMCG and Retail, some businesses are bringing more marketing capability in-house as they look to control costs and reduce reliance on agencies. Med Tech has been a different story, with several Marketing Manager roles across areas such as Neuro and Emergency Care proving harder to fill, pointing to a tighter pool of strong product marketing talent in the sector.

Skills in Demand

Performance marketers remain in high demand, particularly as businesses sharpen their focus on Return on Ad Spend (ROAS) and full-funnel performance. AI capability is also becoming more important, especially in how marketers approach Search Engine Optimisation (SEO) and Search Engine Marketing (SEM) strategy.

Sales Expectations Are Rising

In Sales, rising revenue targets are putting more pressure on both new business and portfolio growth. As retaining existing customers alone is no longer enough to hit the numbers, businesses are increasingly looking for account and portfolio managers who can also bring strong new business skills to the role.

The Volume Problem

> **The biggest frustration across the Sales and Marketing hiring market is volume.**

Candidates and hiring teams are both dealing with huge application numbers, while AI screening and limited feedback are adding to candidate frustration. Strong candidates can feel lost in the process, and ghosting or automated rejection has become increasingly common.



Digital, Sales & Marketing

All salaries are annual base salary in AUD ($,000), excluding superannuation. These ranges reflect market data from 2026 placements and surveys. Individual salaries may vary based on experience, qualifications, location, industry and organisational complexity. Bonuses and incentives are typically separate.

RETAIL, FMCG & CONSUMER DURABLES

Marketing and Communications

Position	ASX300 / Large Global Corporate Annual Salary ($,000)	Mid-size / High Growth Annual Salary ($,000)
Senior Marketing Manager	180 – 210	160 – 175
Senior Brand Manager	150 – 170	140 – 150
Head of Product	220 – 250	180 – 220
Senior Product Manager	160 – 190	150 – 170
Product / Brand Manager	140 – 160	120 – 150
Senior Communications Manager	180 – 200	160 – 190
Communications Manager	130 – 160	110 – 140
Social Media Manager	150 – 180	130 – 160

Digital, Analytics & Transformation

Position	ASX300 / Large Global Corporate Annual Salary ($,000)	Mid-size / High Growth Annual Salary ($,000)
Digital Marketing Manager	150 – 200	130 – 160
UX / UI Designers	130 – 160	130 – 150
Data Insights / Analytics Manager	160 – 180	150+
Program Manager	200 – 250	200 – 220
Project Manager	190 – 220	170 – 190

Sales

Position	ASX300 / Large Global Corporate Annual Salary ($,000)	Mid-size / High Growth Annual Salary ($,000)
National Account Manager	150+ OTE	130+ OTE

FINANCIAL SERVICES

Marketing and Communications

Position	ASX300 / Large Global Corporate Annual Salary ($,000)	Mid-size / High Growth Annual Salary ($,000)
Senior Marketing Manager	180 – 200	160 – 180
Senior Brand Manager	170 – 190	150 – 170
Senior Product Manager	170 – 190	150 – 170
Product Manager	150 – 170	130 – 150
Senior Communications Manager, Internal and/or External	180 – 200	170 – 190
Communications Manager, Internal and/or External	140 – 160	130 – 150
Social Media Manager	150 – 180	130 – 160

Digital, Analytics & Transformation

Position	ASX300 / Large Global Corporate Annual Salary ($,000)	Mid-size / High Growth Annual Salary ($,000)
Digital Marketing Manager	160 – 180	140 – 160
UX / UI Designers	140 – 160	130 – 150
Data Insights / Analytics Manager	150 – 170	140 – 160
Research Manager	140 – 160	130 – 150
Digital Business Analyst	140 – 160	120 – 140

Sales

Position	ASX300 / Large Global Corporate Annual Salary ($,000)	Mid-size / High Growth Annual Salary ($,000)
Account Manager	150+ OTE	130+ OTE

TECHNOLOGY, TELCO, B2B & PROFESSIONAL SERVICES

Marketing and Communications

Position	ASX300 / Large Global Corporate Annual Salary ($,000)	Mid-size / High Growth Annual Salary ($,000)
Senior Marketing Manager	170 – 200	150 – 175
Senior Brand Manager	140 – 170	130 – 150
Project Manager	160 – 180	110 – 150
Senior Product Manager	160 – 190	150 – 170
Product / Brand Manager	140 – 170	120 – 150
Senior Communications Manager	180 – 200	160 – 190
Communications Manager	130 – 160	110 – 140
Social Media Manager	150 – 180	130 – 160

Digital, Analytics & Transformation

Position	ASX300 / Large Global Corporate Annual Salary ($,000)	Mid-size / High Growth Annual Salary ($,000)
Digital Marketing Manager	150 – 200	130 – 160
UX / UI Designers	125 – 150	120 – 140
Data Insights / Analytics Manager	160 – 180	150+
Data Scientist	120 – 150	120 – 150
Program Manager	200 – 250	200 – 220
Project Manager	190 – 220	170 – 190
Digital Business Analyst	140 – 160	130 – 150

Sales

Position	ASX300 / Large Global Corporate Annual Salary ($,000)	Mid-size / High Growth Annual Salary ($,000)
Account Manager	160+ OTE	140+ OTE

DMC recruitment

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