



**digital advertising
& ad tech industry
talent review.**

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about the industry.

why?

The first wave of this research was produced in 2021 as, although the digital advertising industry has had a long experience of measuring the revenue generated by the industry and its economic impact in Australia, there has been less information on the people employed and supply/demand in relation to talent.

The aggregated industry data provides important insights that will be used to develop training, support and diversity programs for the industry.

how?

The IAB issued a survey to eligible IAB members to fill out with both quantitative and qualitative responses in relation to their business in July 2024. All data supplied to the IAB remains confidential and is presented in aggregate form only, supported by unattributed quotes.

who?

The information in this report was gathered from 42 ad tech and media owners in the Australian market and relates to people in commercial roles, client support, ad operations, trade marketing, insights, research, analytics, data, ad product, programmatic, engineering, technical development and support roles. The sample looks at people employed in a role directly linked to digital advertising.

Although the sample is not exhaustive it is deemed representative of the wider industry.

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salary increases & future hiring plans

workforce flexibility

gender representation

organisational policies

talent demand & supply

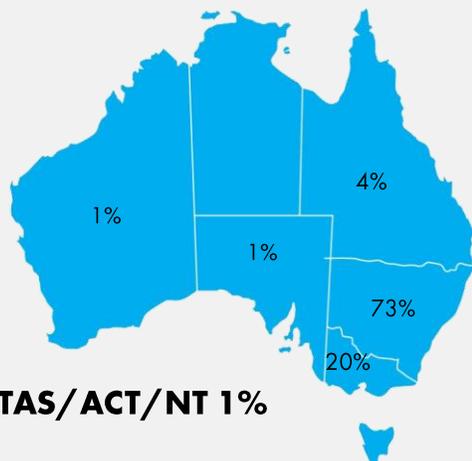
additional resources

job functions and state distribution.

Nearly three quarters of employees in the digital advertising and ad tech sector are based in NSW, with Victoria being the only other state that has a significant representation of people employed by the industry. The population measured in this report is for people in roles directly related to digital advertising (commercial, technical, support, etc.) and it is expected that media owner's staff in programming and editorial roles would be somewhat more equally distributed across the states. 4% of the digital advertising population is currently on an Australian work visa down from 5% in 2023 but up from 2.4% in 2022 when borders were closed.

Approaching half of the roles in the industry are classed as commercial roles (sales and client management focused). Organisations that have headquarters based overseas tend to have an even higher representation of commercial roles within their organisations. For smaller companies there may also be some combined job roles but for the purpose of this research they have been allocated to their primary job function.

employee distribution by state



job role distribution



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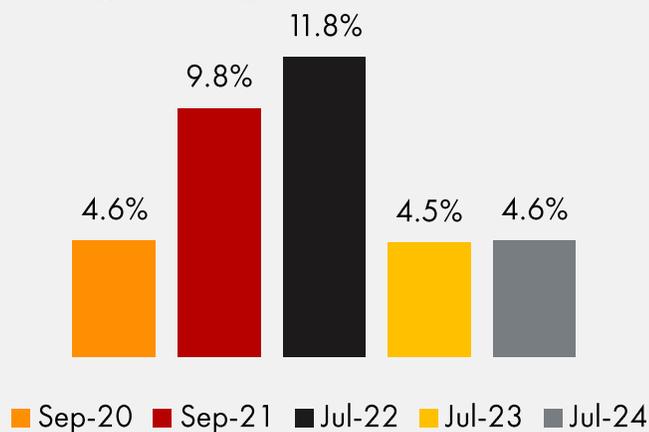
job vacancy rate.

The industry job vacancy rate has increased slightly from 4.5% to 4.6% in 2024, however due to a range of redundancies across the industry, the population base is smaller so the vacancy rate for 2024 represents fewer jobs available than in 2023. This vacancy rate is well down from the peak of a post COVID employment flurry in 2022.

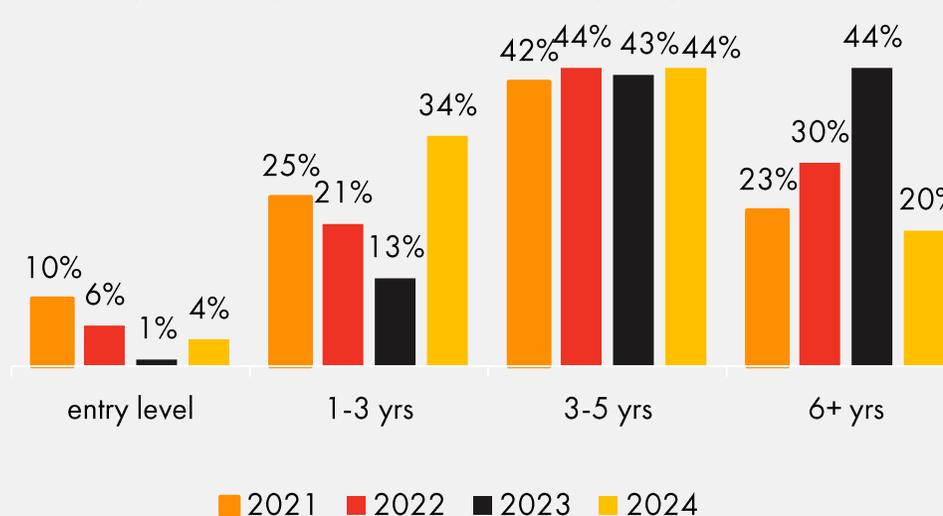
There has been a significant shift in the level of experience that companies are seeking for open roles which aligns with the commonly reported “juniorisation” of the advertising workforce with over three quarters of open positions targeted at people with 1-5 years experience. The most in-demand group are people with 3-5 years experience, employees with some experience but still at the lower end of salary expectations.

When this report was published last year, the impact of the global tech company layoffs was a major factor in the market and since then there has been ongoing steady layoffs across both local and global players.

industry vacancy rate



industry vacancy rate composition by experience



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salary increases & future hiring plans.

The average salary increase over the last twelve months was 3.8%, down from 4.2% in the previous year. However overall, the cumulative increase in digital advertising specialist salaries over the last few years has increased the cost of talent significantly and Australia remains a premium job market with higher employee costs than many other markets.

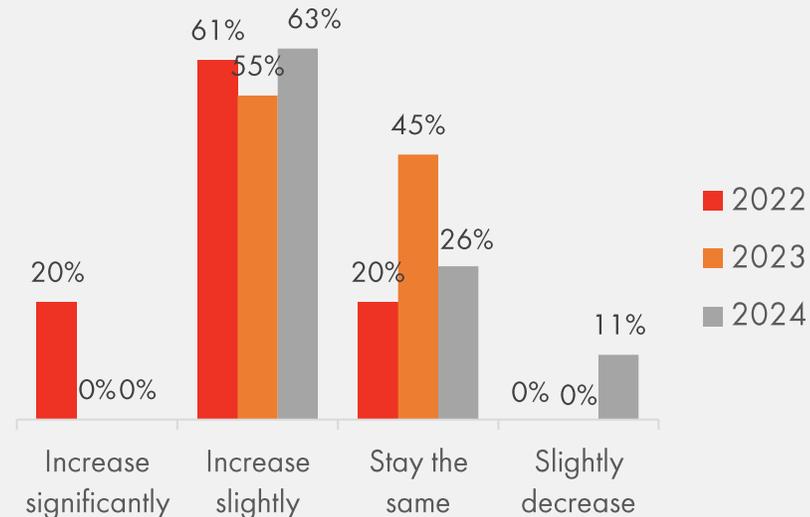
Although we are not seeing any evidence of companies planning to significantly increase the size of their workforce in the next six months, there is cautious optimism with more than six in ten companies looking to make modest increases to staffing levels.

Twelve months ago, there were a range of companies indicating that they thought that AI may directly reduce the number of people in their teams, however this year apart from a couple of organisations indicating that AI may reduce the number of juniors onboarded in the next two years, most companies are planning for AI to improve productivity without impacting current staffing levels.

average increase in salary over last 12 months



companies expected change to employee numbers in the next 6 months



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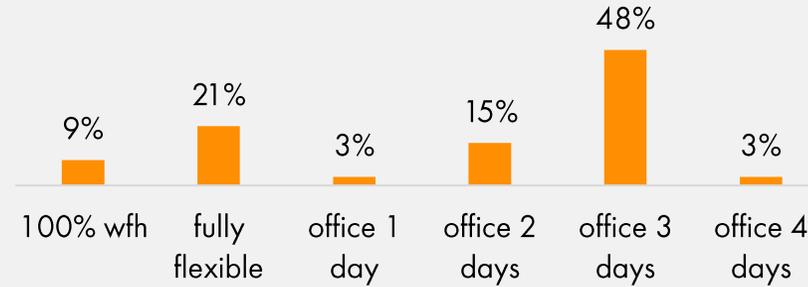
additional resources

workforce flexibility.

Two years post COVID lockdowns organisations are still experimenting with the ideal mix of flexibility for their businesses and their employees. In the ad tech and media industry industry, nearly half of organisations have mandated three days a week in the office often with one “anchor” days where most team members are in the office. A number of smaller organisations have remained completely virtual.

The percentage of the employees on work visas remains steady at 4%. Most companies have retained the same number of part timers and contractors over the last two years, over one in five have increased the amount of part timers that they employ and over one in four have reduced contractors.

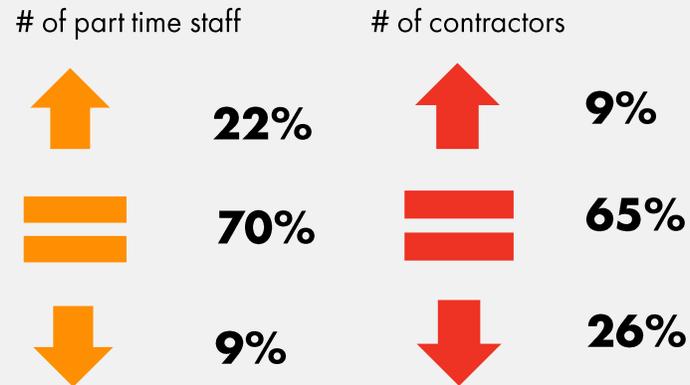
wfh company policies



% of workforce on Australian work visas



changes over last 2 years



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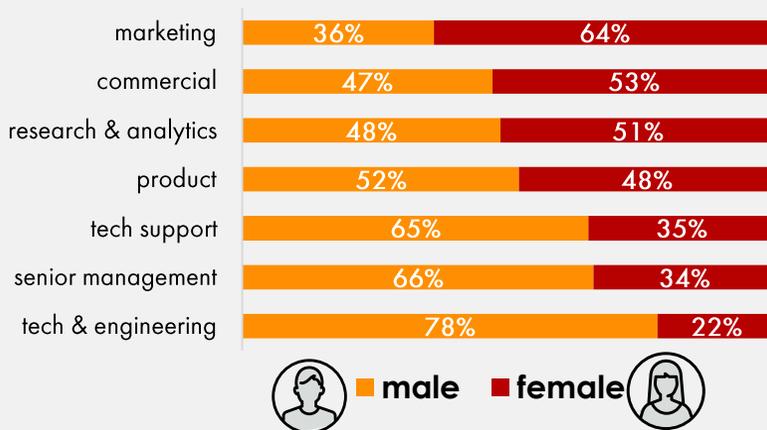
gender representation.

We continue to see significant shifts in gender representation in different roles reflecting the dynamic nature of the industry as well as recalibration of the workforce due to economic pressure. Female representation for commercial roles (which represent 45% of industry headcount) increased from 49% to 53% over the last year.

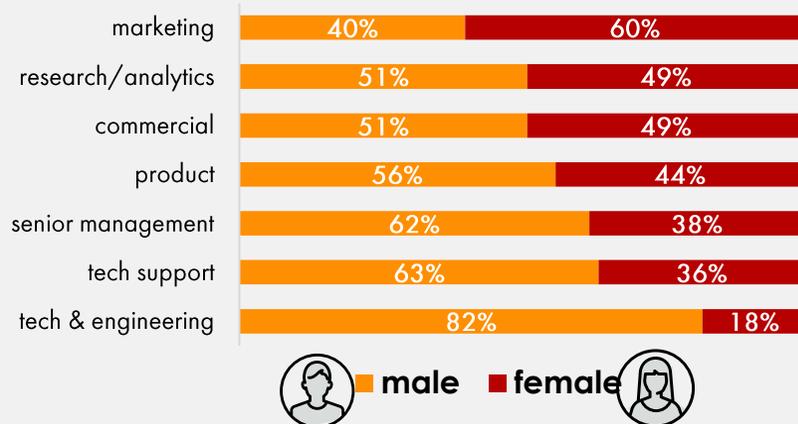
Marketing roles in ad tech and media, primarily consisting of trade marketing positions, continue to be female dominated while research and analytics as well as product roles are fairly evenly balanced. There has been a noted increase in females in product roles over the last few years moving from 36% in 2021 to 48% in 2024. While tech and engineering roles are still dominated by male employees, there has been an increase in females from 13% in 2022 to 22% in 2024.

Overall, there has been a reduction of senior management positions as workforces become leaner in the executive ranks, however this is the one area where we are not seeing female underrepresentation improve with only 34% of senior management positions being held by women. Although we are tracking non-binary representation the numbers are too small to report on or segment by job type.

2024



2023



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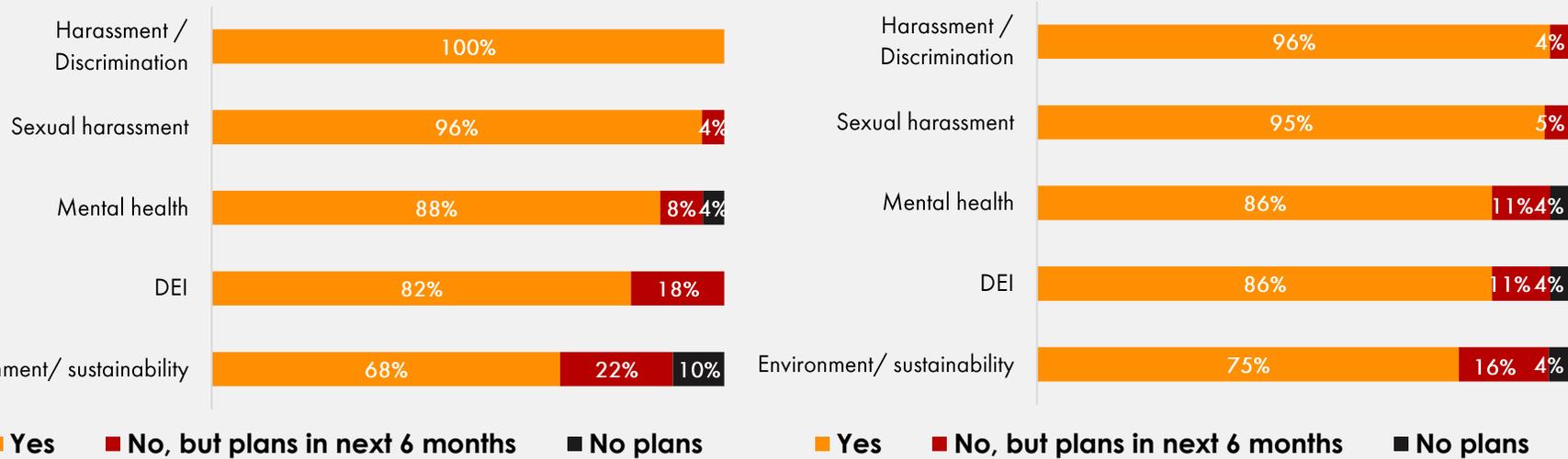
organisational policies.

Most organisations in the Australian digital advertising industry have formal policies for a wide range of issues impacting their staff. Organisations without mental health, DEI and environmental policies tend to be smaller and newly established companies. Overarching diversity, equity and inclusion (DE&I) policies are present in 82% of organisations, for those who track different types the most common codes are in relation to gender and the least common of the factors that were tracked by this study were neurodiversity and disability.

formal policy, support program or code of conduct in place

2024

2023



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Shifts Since 2023

The increase in available talent and reduction in headcount has continued to increase since the last report. With most organisations looking for junior to mid level talent with some industry experience, graduates and senior leaders may take longer to find a suitable role. Even though there are more people available, wage increases over the last three years has meant that talent in Australia is still relatively expensive compared to other markets. Smaller organisations who can not always compete on salary are more likely to still be experiencing unwanted staff turnover. There are still a range of highly specialised roles, particularly for people knowledgeable in emerging and growth areas, that remain hard to fill.

Jobs in High Demand

Compared to previous reporting periods there is less consistency in the types of roles where demand exists, but roles mentioned by multiple contributors included customer success managers, technical sales, data analysts, software engineers, adops and sales managers.

Training & Education

Upskilling emerging leaders in management, negotiation and leadership skills is the most common requirement of the industry currently. Ensuring that teams are keeping up to date with AI developments and opportunities is also top of mind for industry leaders.

“A softer labour market has meant we can be far more selective, hire more quickly with great talent available to start quickly.”

“While there is an increase in talent available, local salary expectations remain very high.”

“Although the market is flooded with candidates most lack business fundamentals.”

“High global growth expectations is no longer linked to hiring growth.”

“there is still a shortage of quality people in market when it comes to adtech”

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useful resources and current initiatives.

privacy essentials for australian media and marketing professionals <small>in conjunction with salinger privacy</small>	australian digital advertising practices training <small>proof of knowledge</small>
affiliate and partnerships marketing training <small>proof of knowledge</small>	advertising effectiveness fundamentals training <small>proof of knowledge</small>

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