



Media Industry Hiring Trends

March – September 2024



Key Findings

Media industry hiring volume

- Over the seven months from March to September 2024, hiring by media companies remained subdued at under 450 advertised content, sales, product, marketing and senior management roles per month in the two major markets, Sydney and Melbourne
- Recruitment in Sydney fluctuated between a low of 238 advertised jobs in April and 348 advertised jobs in July
- In the smaller market of Melbourne, the number of advertised jobs remained relatively steady with a low of 83 in April and 117 in July
- The biggest recruiters in Sydney over the period were News Corp (147), Nine (122), the ABC (108), TikTok (107) and Foxtel (78)
- The biggest recruiters in Melbourne over the period were REA (58), Nine (32), SCA (28), News Corp (28) and Carsales (25)



Key Findings

Which media sectors and companies are hiring?

- Over the seven months from March to September 2024, publishers accounted for 42% of advertised content, sales, product, marketing and senior management jobs, followed by TV broadcasters (17%), radio broadcasters (12%), event organisers (10%), OOH/retail media (8%), search/social (7%) and DPS/SSP/programmatic (4%)
- Among publishers, the biggest recruiters were News Corp, Nine, Are Media, REA and the ABC
- The biggest TV recruiters were the ABC followed by Nine, Foxtel, SBS, Seven and Paramount
- In the OOH/retail media sector, oOh! was the biggest recruiter followed by Cartology, JCDecaux, QMS and Val Morgan
- In radio and podcast, the biggest recruiters were the ABC followed by SCA, Nova, ARN and Nine
- Among events organisers, Momentum Media, Live Nation, Akolade, Prime Creative Media and RX were the biggest recruiters
- In search/social, the biggest recruiters were TikTok followed by Google, Meta, Pinterest and Snap



Key Findings

Which job functions are most in demand?

- Over the seven months from March to September 2024, 40% of advertised content, sales, product, marketing and senior management roles were for salespeople followed by production/product/operations roles (26%), content/editorial (24%) and marketing/communications (10%). CEOs/MDs and GMs accounted for less than 1%.
- The ABC, SBS, News Corp, Are Media and Nine were the most active recruiters for content/editorial staff
- Nine, TikTok, Google, News Corp and Cartology were the top recruiters for sales roles
- For marketing/communications roles, News Corp, the ABC, Foxtel, Live Nation and REA were the biggest recruiters
- News Corp, TikTok, Nine, Foxtel and oOh! were the biggest recruiters for production/product/operations staff



Key Findings

Is juniorisation in the media industry really a thing?

- Over the seven months from March to September 2024, 52% of advertised content, sales, product, marketing and senior management roles were for entry-level and junior positions. Manager-level jobs accounted for a further 40%. Only 8% of advertised roles were for director-level jobs. Less than 1% of roles were for senior, experienced staff.
- For director-level roles, News Corp, Nova, The Trade Desk and oOh! were the most active recruiters
- 30% of Nova's recruitment advertising was for director-level roles followed by ARN (17%), Medium Rare (16%) and oOh! (13%)
- Of the media companies that advertised over 30 roles during the period, 71% of Seven Network's advertised roles were for junior staff, followed by Foxtel (69%), Nine (68%) and JCDecaux (66%)



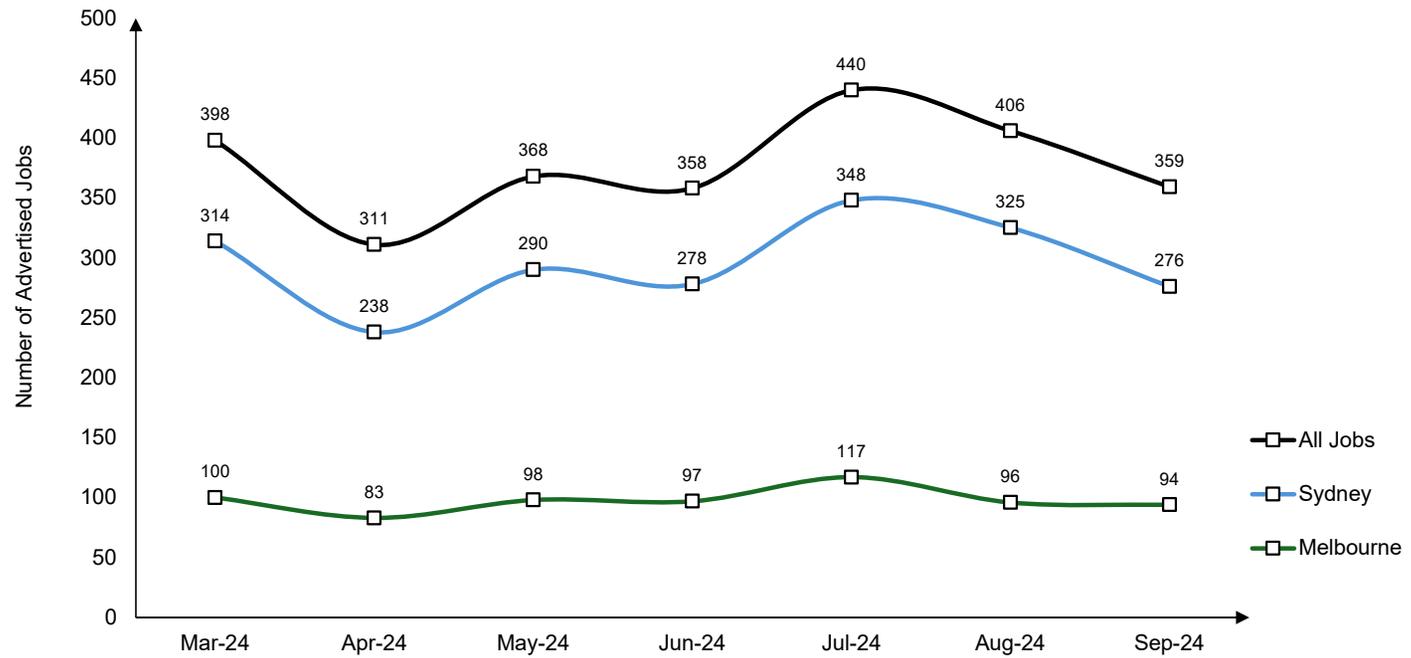
Key Findings

What's going on at TikTok?

- Over the seven months from March to September 2024, TikTok advertised many content, sales, product, marketing and senior management roles continuously for 2-3 months, and readvertised the same position multiple times over 6 months
 - Client Solutions Manager Finance FinServe & Government role advertised in May, July and September
 - TikTok LIVE - Creator Manager - Sydney Australia role advertised in May, July and September
 - Product Marketing Manager Performance Products - Australia & New Zealand advertised in May, July and September
- Is TikTok having trouble finding suitable candidates?



Hiring Volume Mar24-Sept24

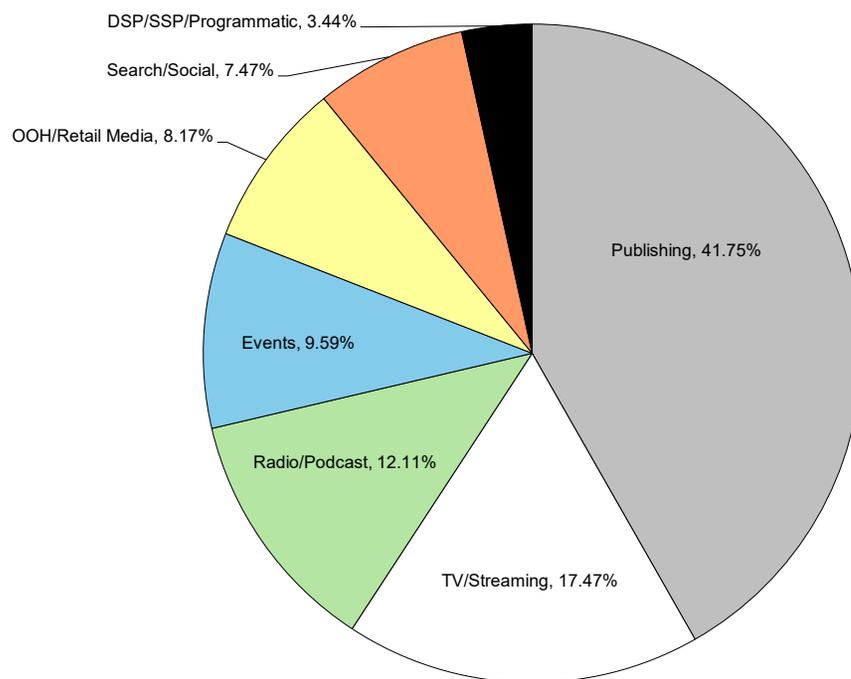


Mercury Talent tracks advertised jobs as follows:
- Employers: Publishers, broadcasters, OOH, retail media, search/social, DSP/SSP, programmatic
- Roles: Content, sales, production/operations, marketing, senior management
- Location: Sydney and Melbourne

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Jobs By Media Type Mar24-Sept24



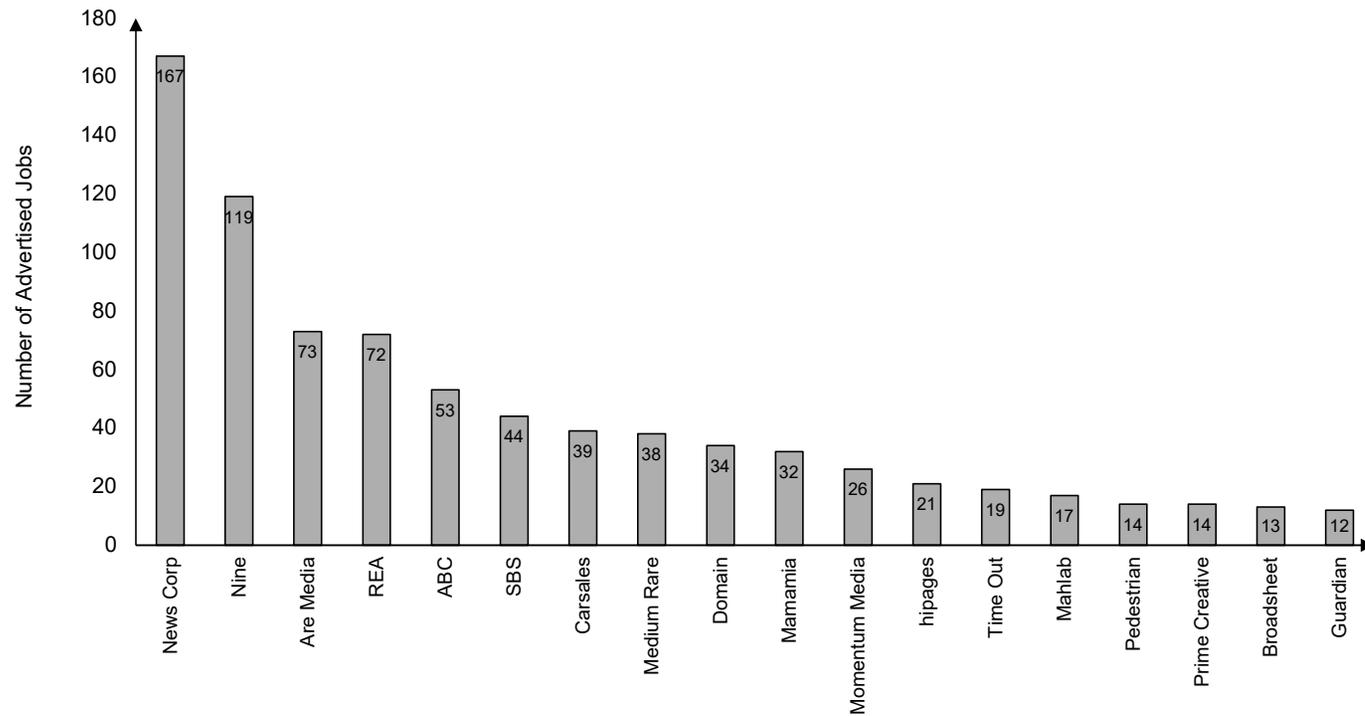
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Top Recruiters – Publishers Mar24-Sept24

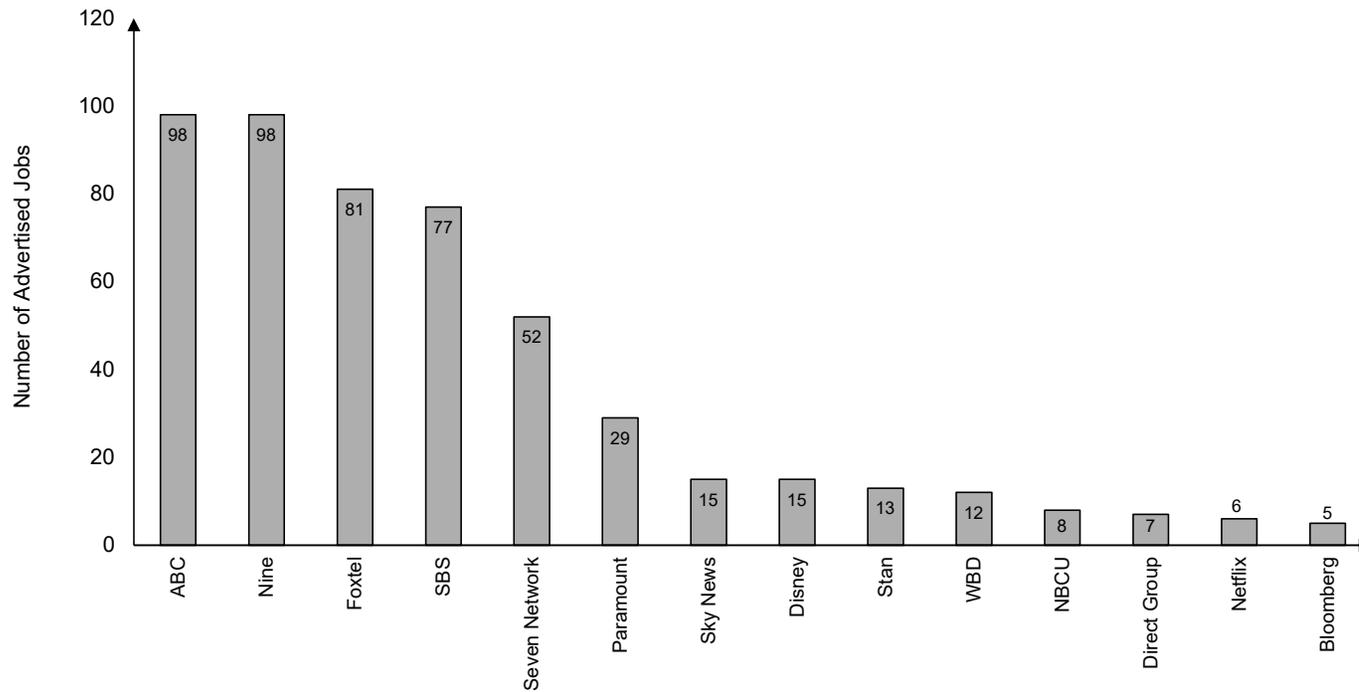


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Top Recruiters – TV/Streaming Mar24-Sept24

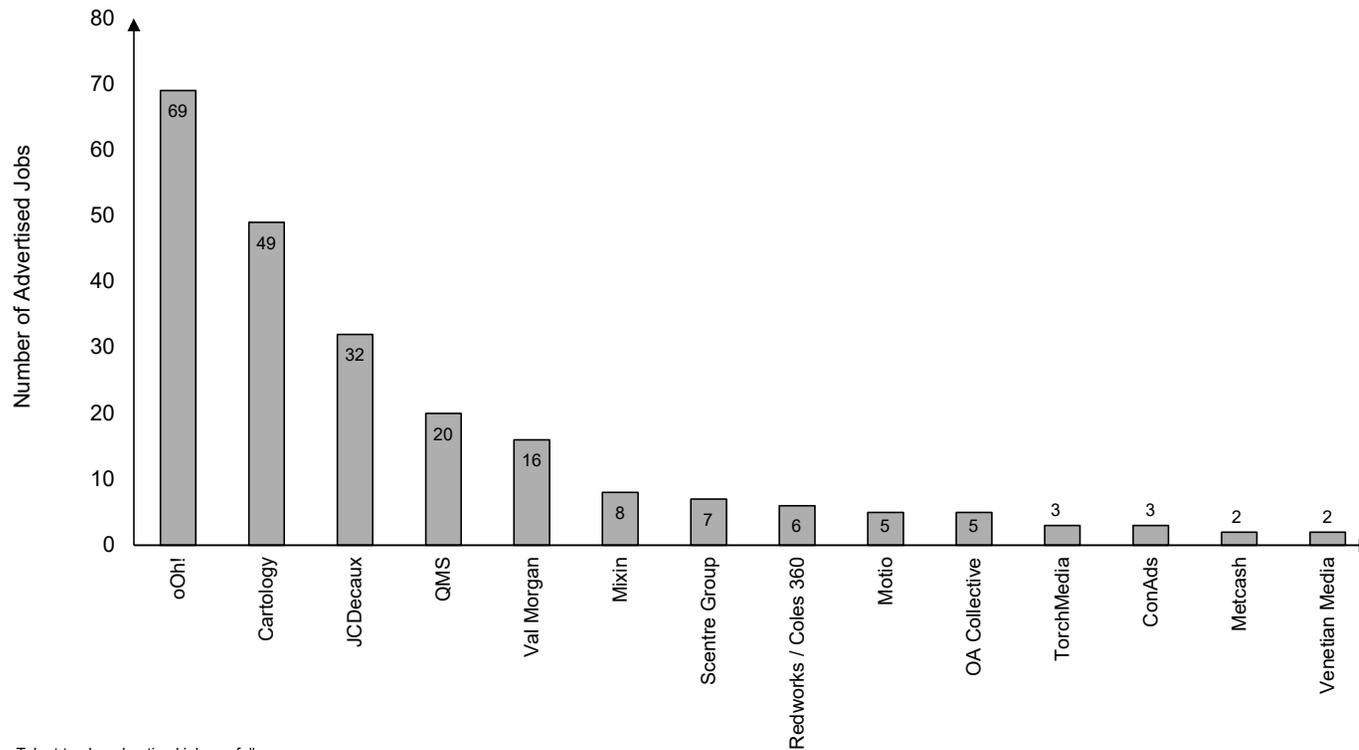


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Top Recruiters – OOH/Retail Media Mar24-Sept24

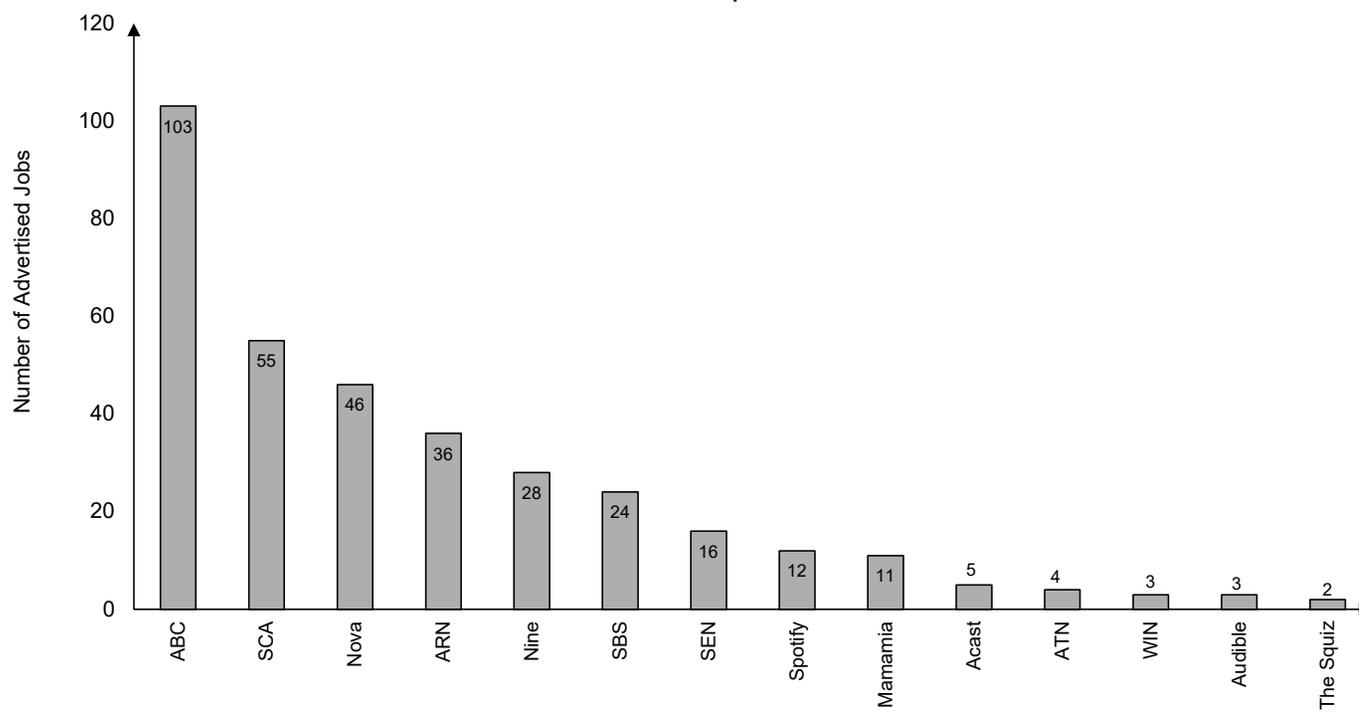


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Top Recruiters – Radio/Podcast Mar24-Sept24

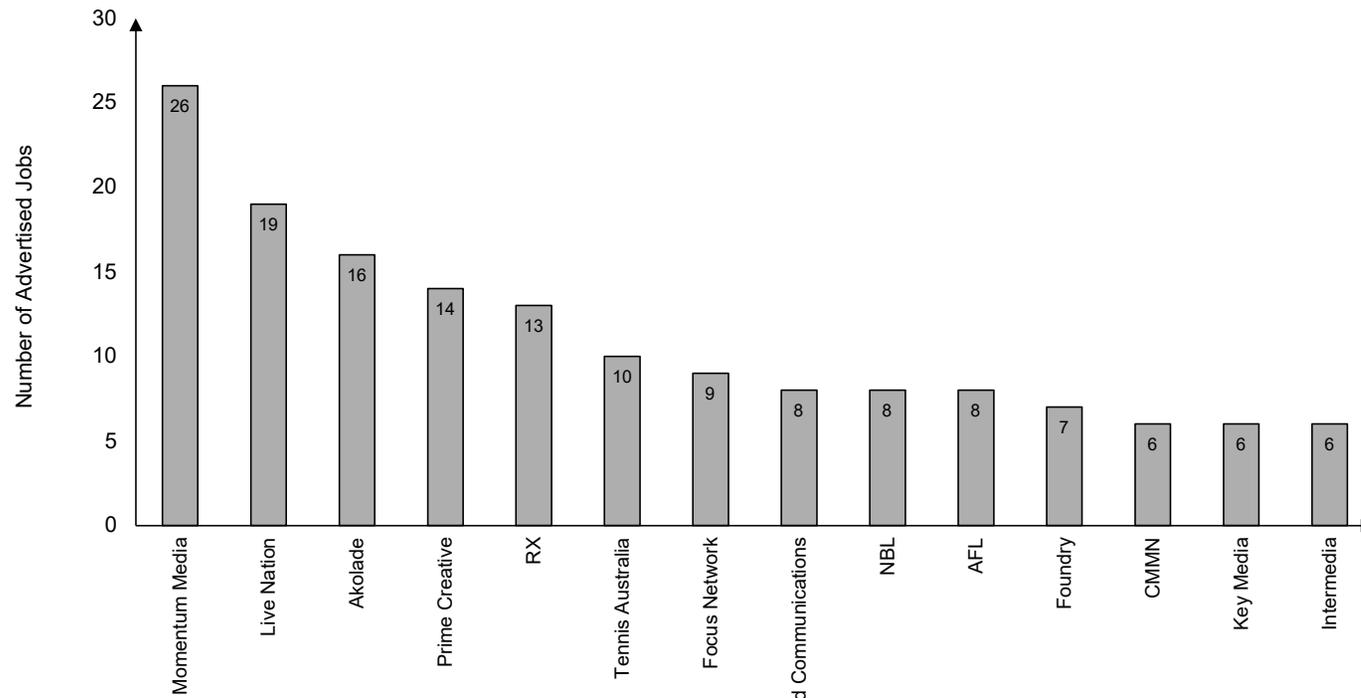


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Top Recruiters – Events Mar24-Sept24

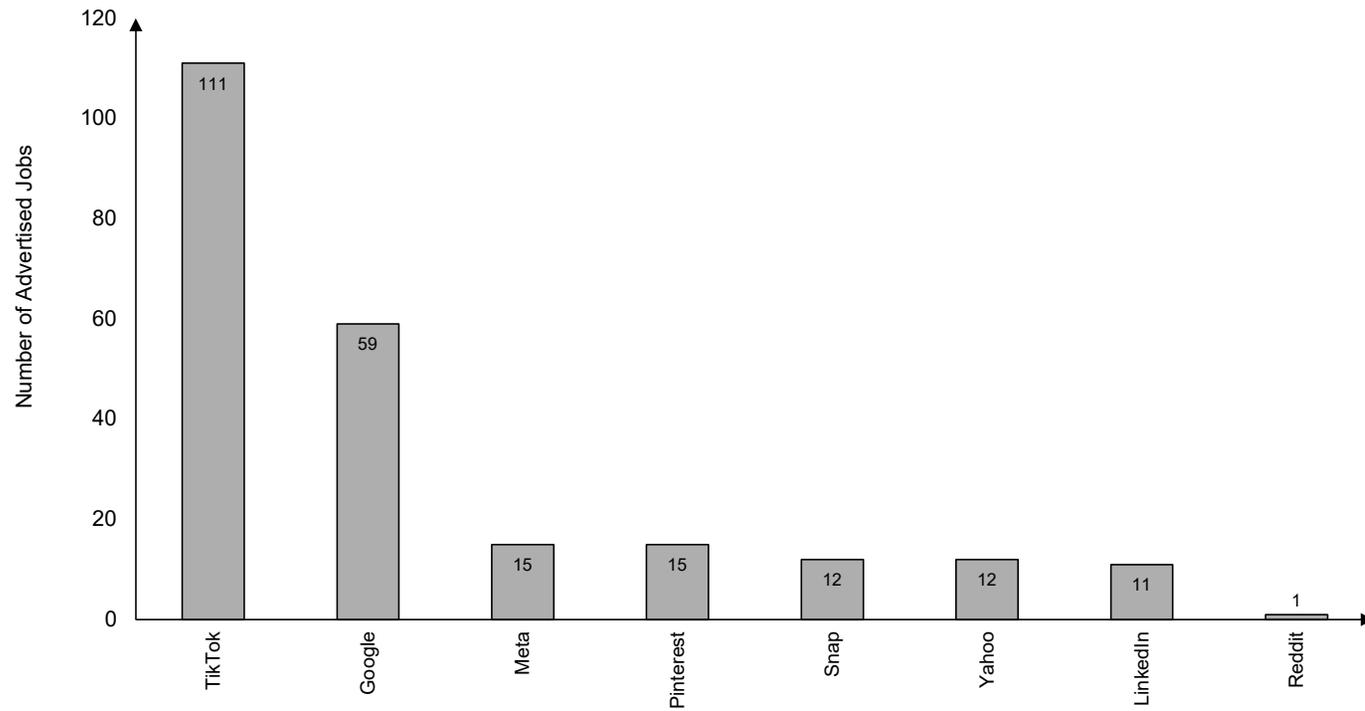


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Top Recruiters – Search/Social Mar24-Sept24

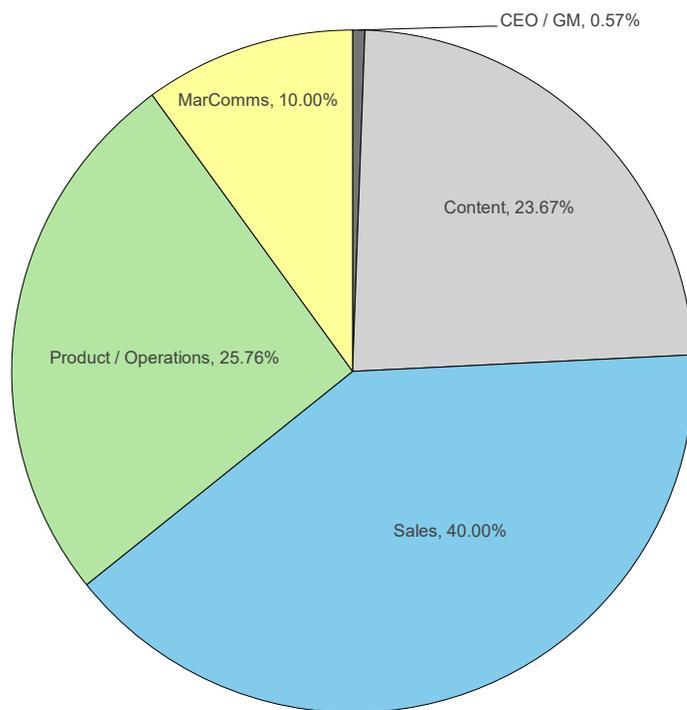


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Jobs By Job Function Mar24-Sept24



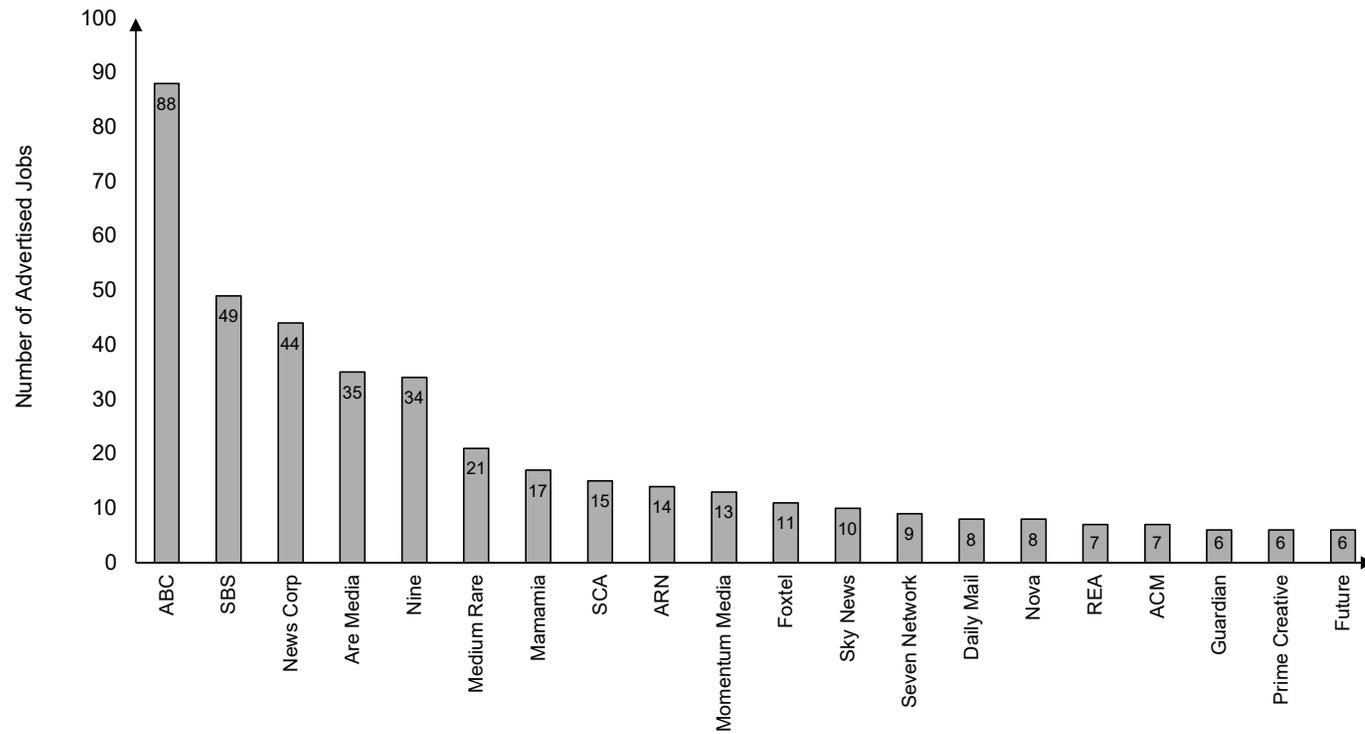
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Top Recruiters – Content Roles

Mar24-Sept24



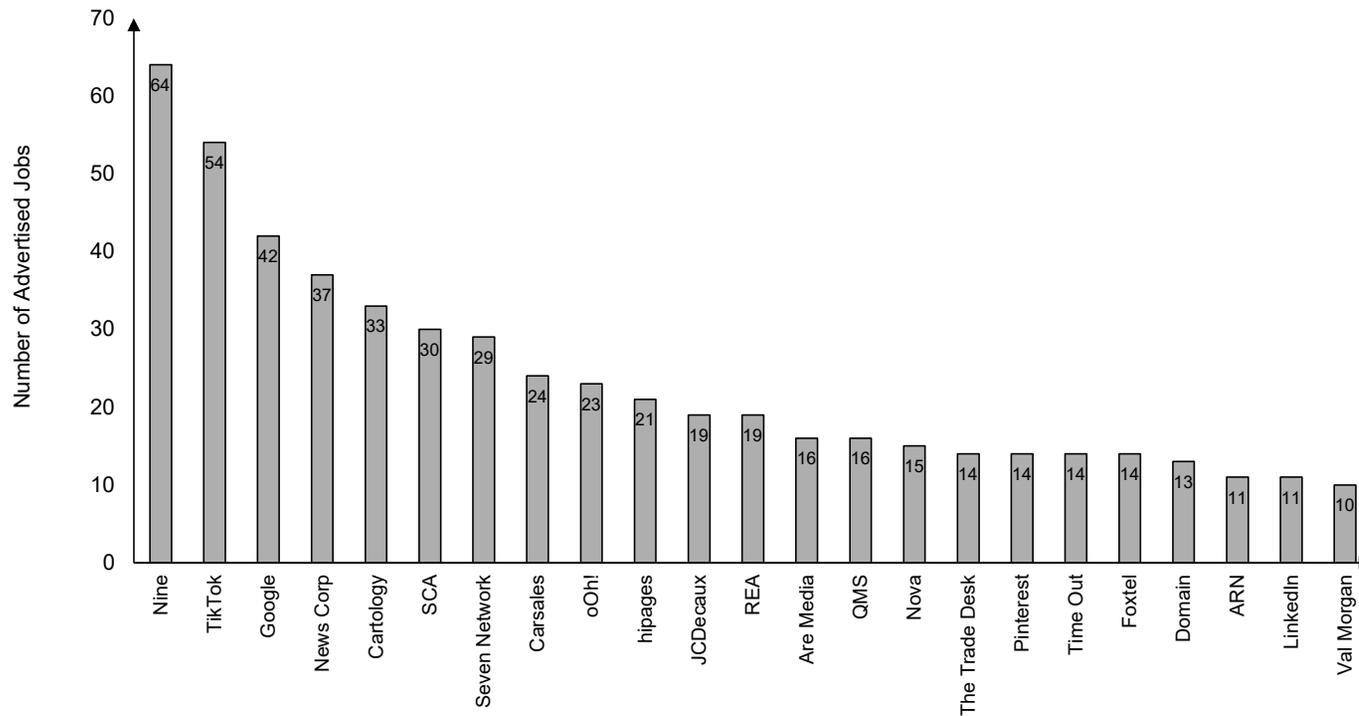
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Top Recruiters – Sales Roles

Mar24-Sept24



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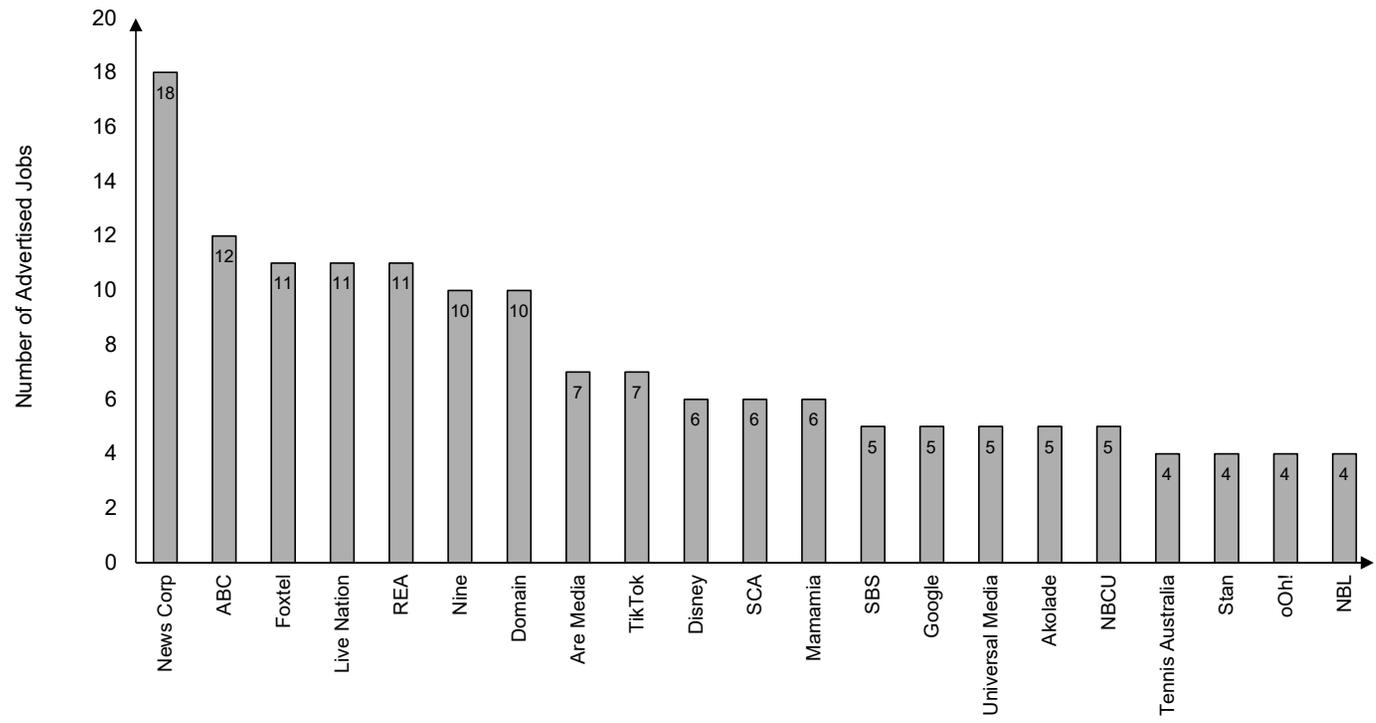
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Top Recruiters – Marcoms Roles Mar24-Sept24

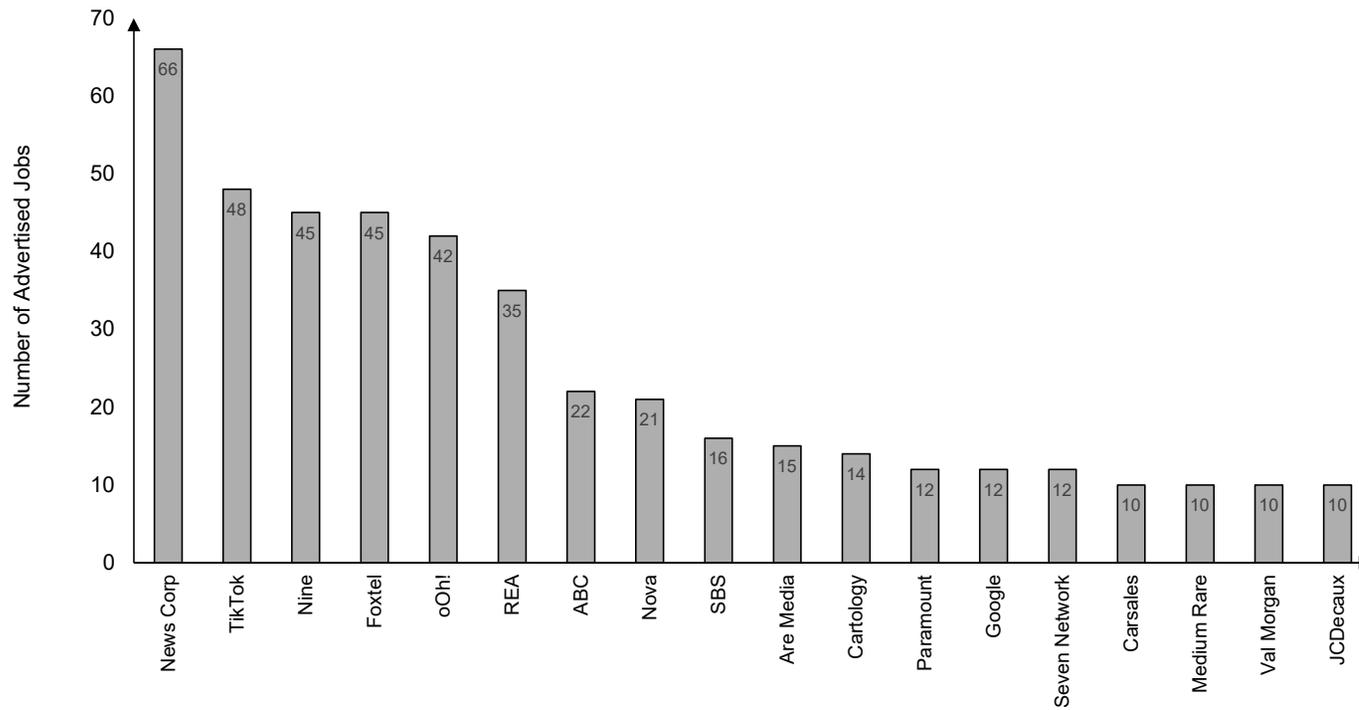


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Top Recruiters – Product/Operations Roles Mar24-Sept24

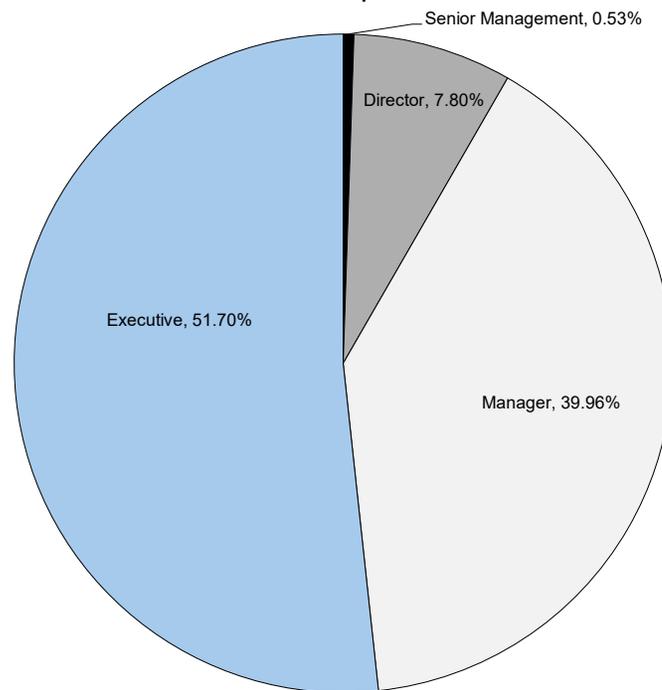


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Jobs By Seniority Mar24-Sept24



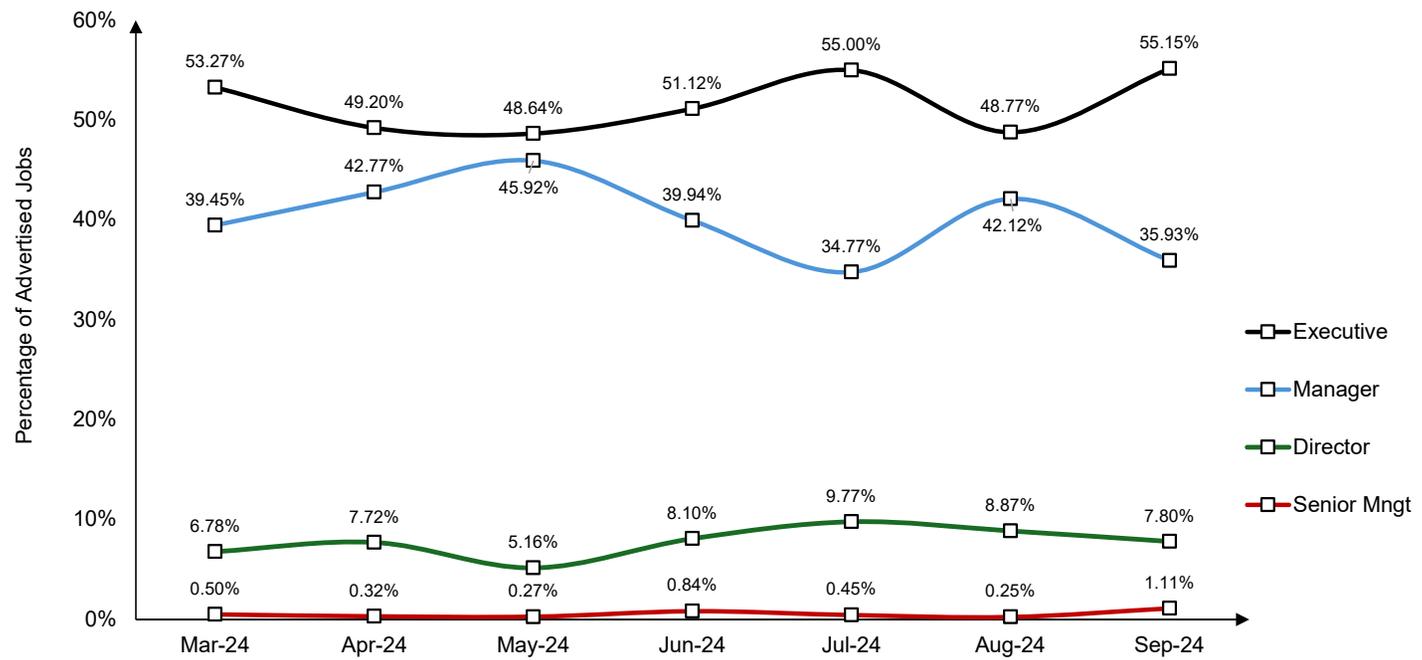
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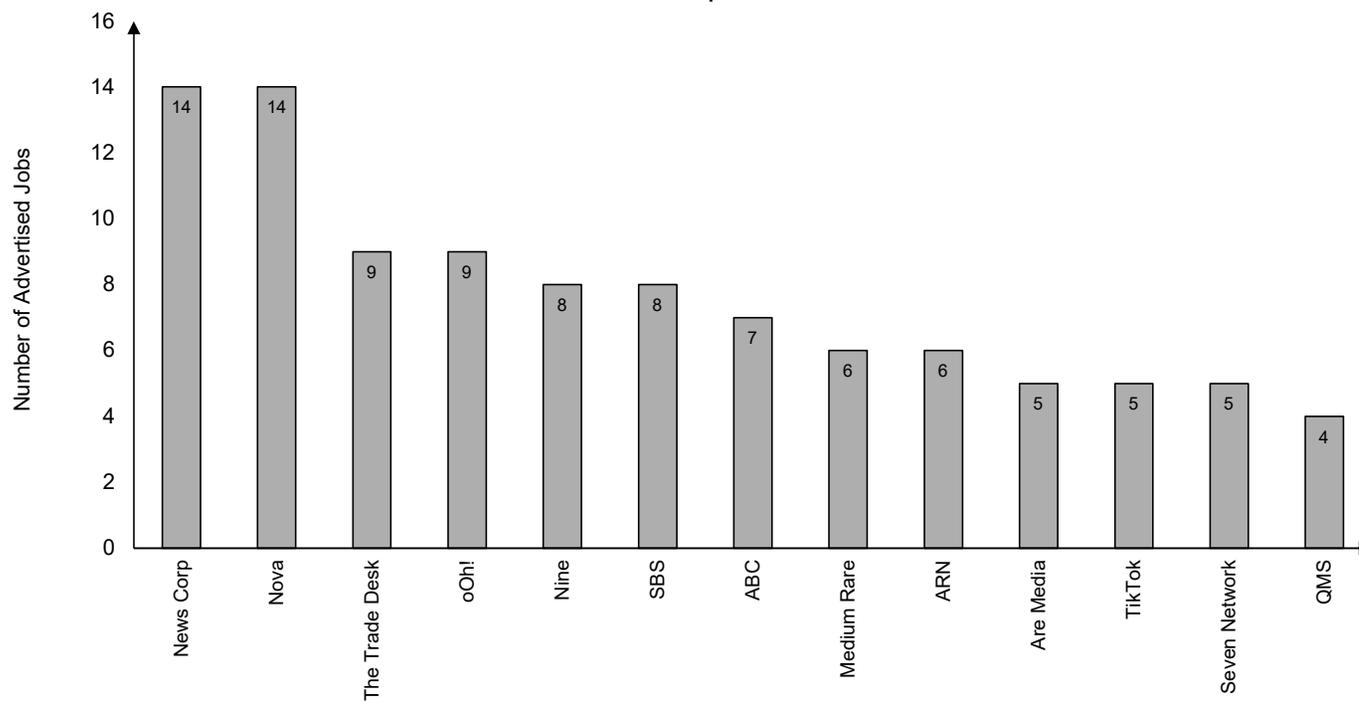


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Top Recruiters – Director/Senior Mngt Roles Mar24-Sept24



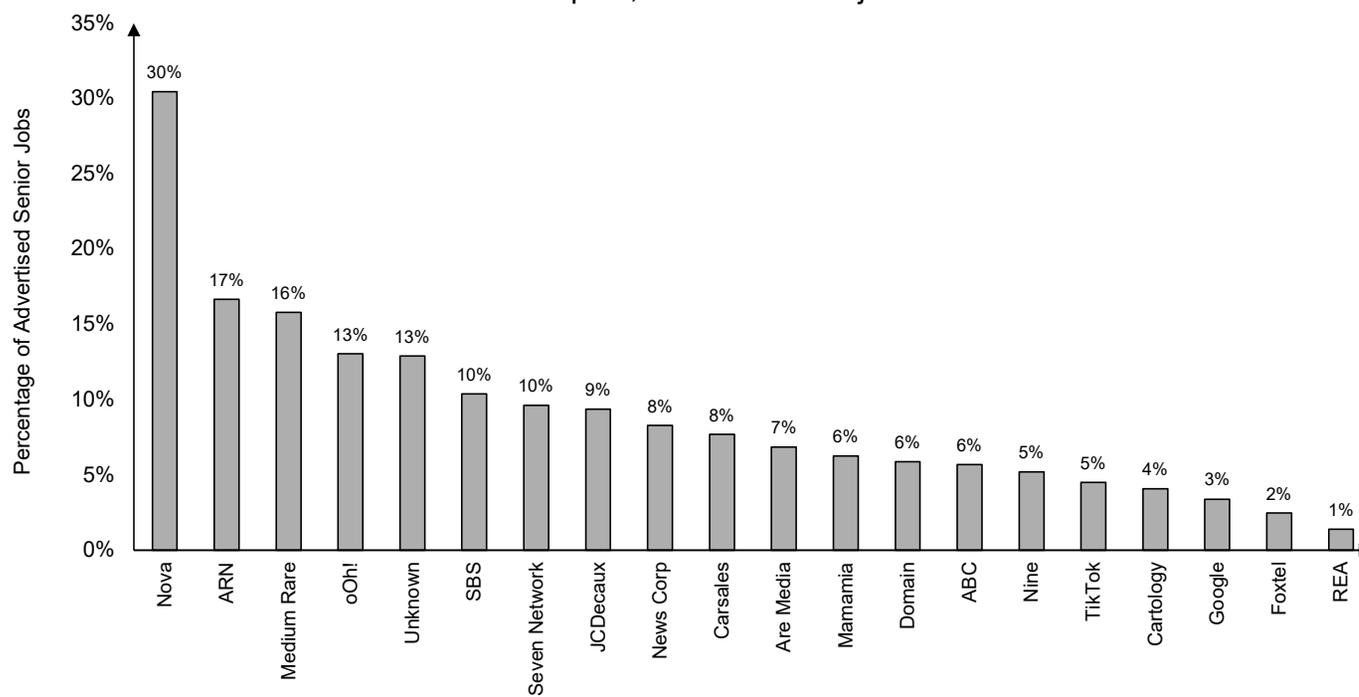
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Recruiters – Highest % of senior roles

Mar24-Sept24, 30+ advertised jobs



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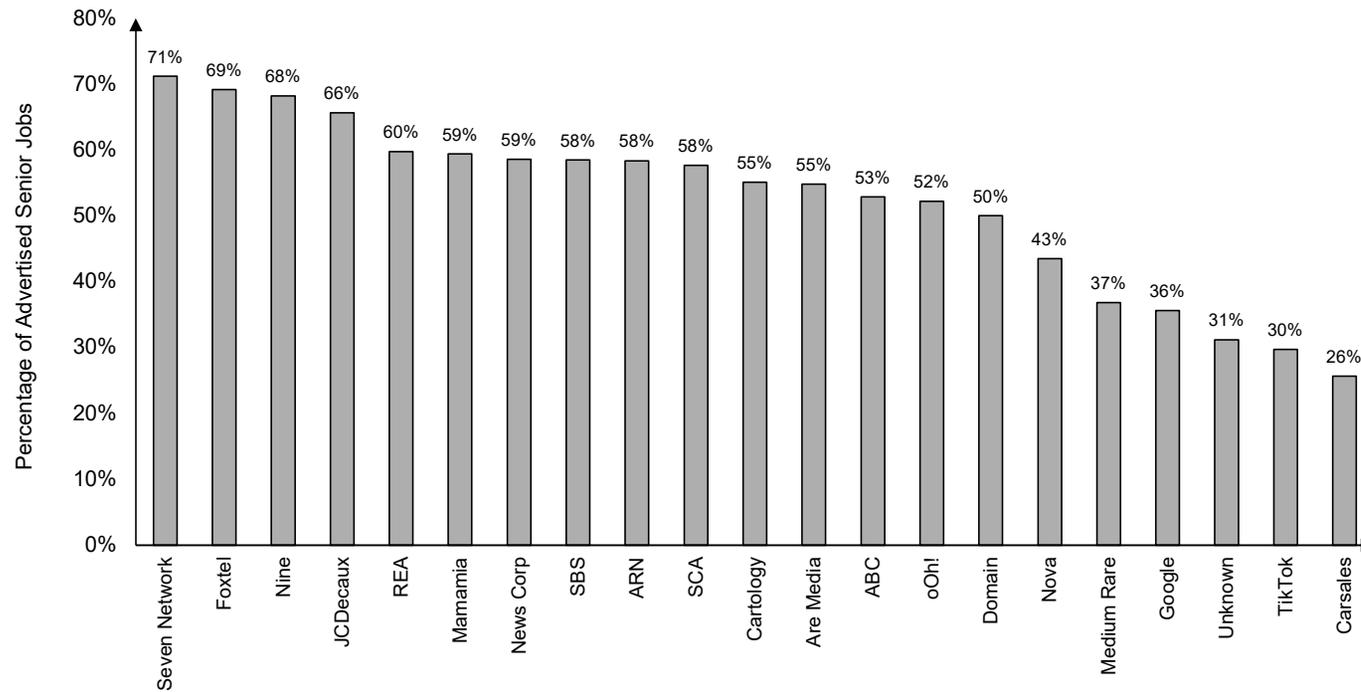
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Recruiters – Highest % of junior roles

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Methodology

The findings in this report are based on tracking advertised jobs that meet the following criteria:

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- Roles: Content, sales, production/operations, marketing, senior management
- Location: Sydney and Melbourne

Advertised jobs for finance, admin, HR and technology roles are not included in this analysis

The numbers in this report are not definitive and should be regarded as indicative-only

Questions and queries should be directed to:

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About Mercury Talent

Mercury Talent is a boutique media industry recruitment firm specialising in sales, content, product, marketing and senior management roles. The company was founded in July 2023 by media industry veteran, Justin Randles. We are dedicated to helping publishers, broadcasters, OOH, retail media and search/social companies fill their ranks with exceptional talent, and helping high-calibre media professionals progress their careers.

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