



Media Industry Hiring Activity Report

July 2026



Media & events industry hiring activity – April-June 2026

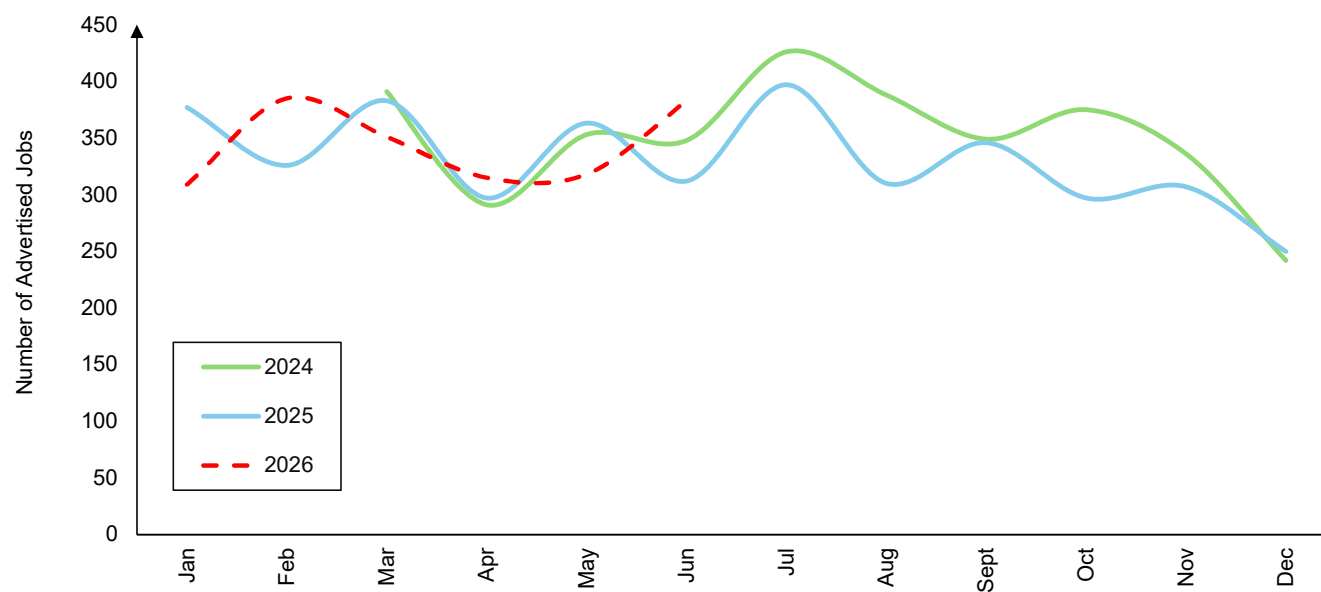
Overall findings

- **The market grew 5.5% year-on-year** to 1,016 like-for-like roles in Q2 2026 — modest but consistent growth, with the market essentially flat quarter-on-quarter (-0.2%) compared to Q1 2026.
- **Melbourne is reshaping the market's geography.** It now accounts for 31% of all recruitment activity — up from 27% in Q2 2025 and 27% in Q2 2024 — with year-on-year growth of 20% versus just 2% in Sydney.
- **Large Scale Events and OOH/Retail Media drove the growth.** Events surged 139% year-on-year to 136 roles, boosted by Rugby World Cup, Netball World Cup and Tennis Australia. OOH/Retail Media grew 54%, led by Cartology, JCDecaux and QMS.
- **TV/Streaming was the market's weakest sector,** down 28% year-on-year — the steepest decline of any sector. Nine, Paramount, Sky News and the international streamers all pulled back, while only SBS and Foxtel grew.
- **More companies are hiring than this time last year.** 235 unique companies advertised roles in Q2 2026 versus 190 in Q2 2025 — a 24% increase — with 161 companies growing their activity and 123 declining.
- **Direct hiring remains overwhelmingly dominant.** 96% of all roles were advertised directly by employers in Q2 2026, with just 42 roles placed via external recruiters — a persistent pattern across the entire dataset.



Media Industry Hiring Activity

2024, 2025, 2026



Mercury Talent tracks advertised jobs as follows:

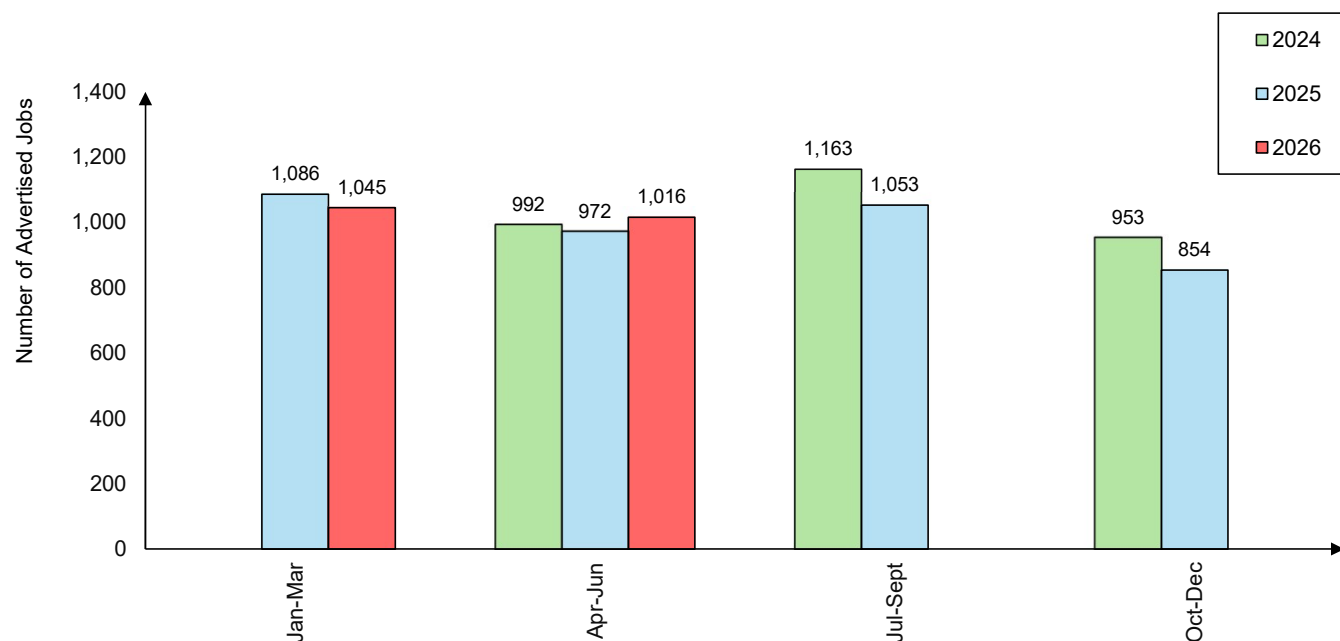
- Publishers, broadcasters, OOH/retail media, B2B media/events, large scale events, search/social, programmatic, adtech
- All roles and job functions
- Sydney and Melbourne

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Media Industry Hiring Activity

Quarterly Advertised Jobs: 2024, 2025, 2026

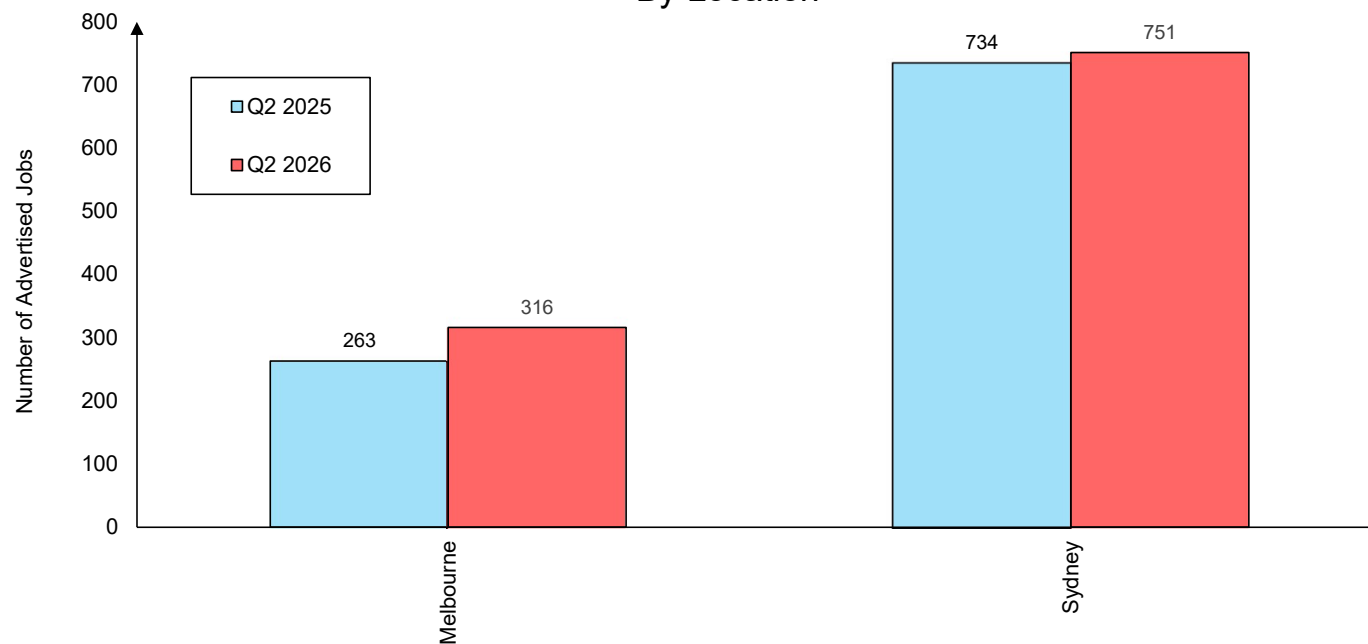


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Q2 Media Industry Hiring Activity By Location

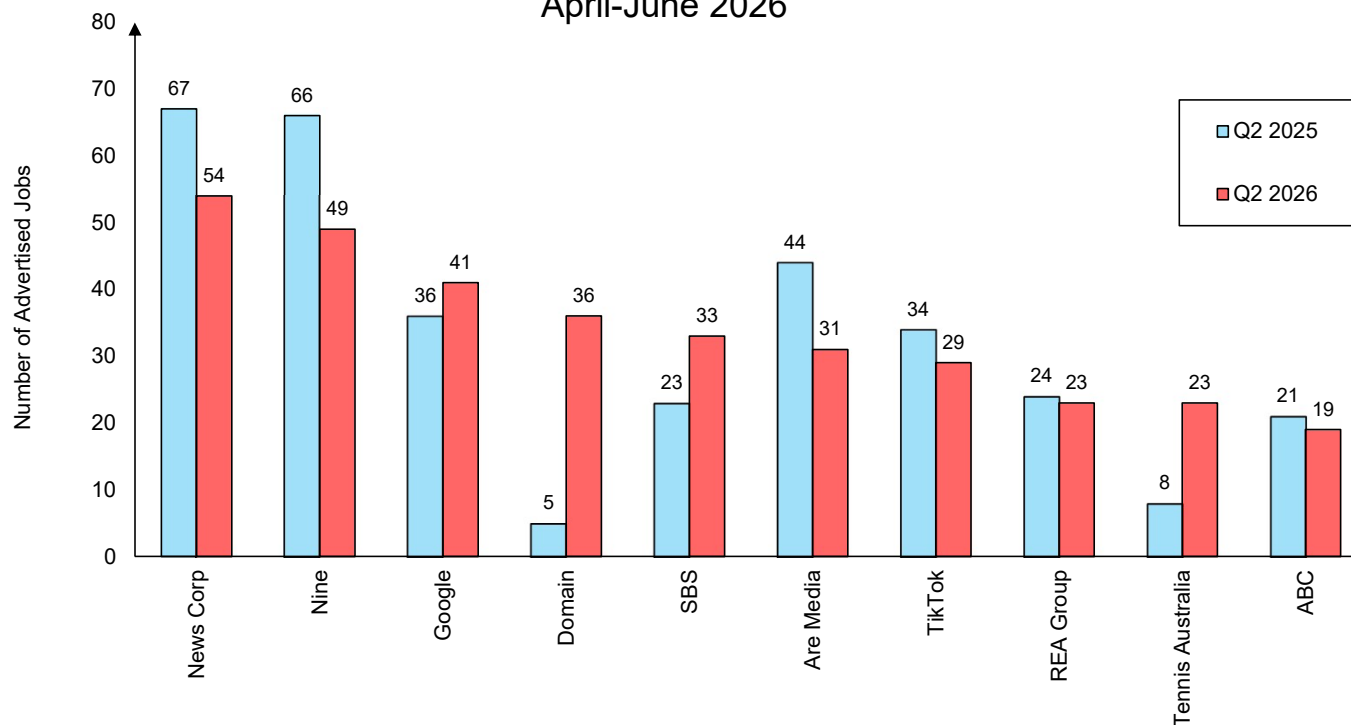


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Top 10 Hirers April-June 2026

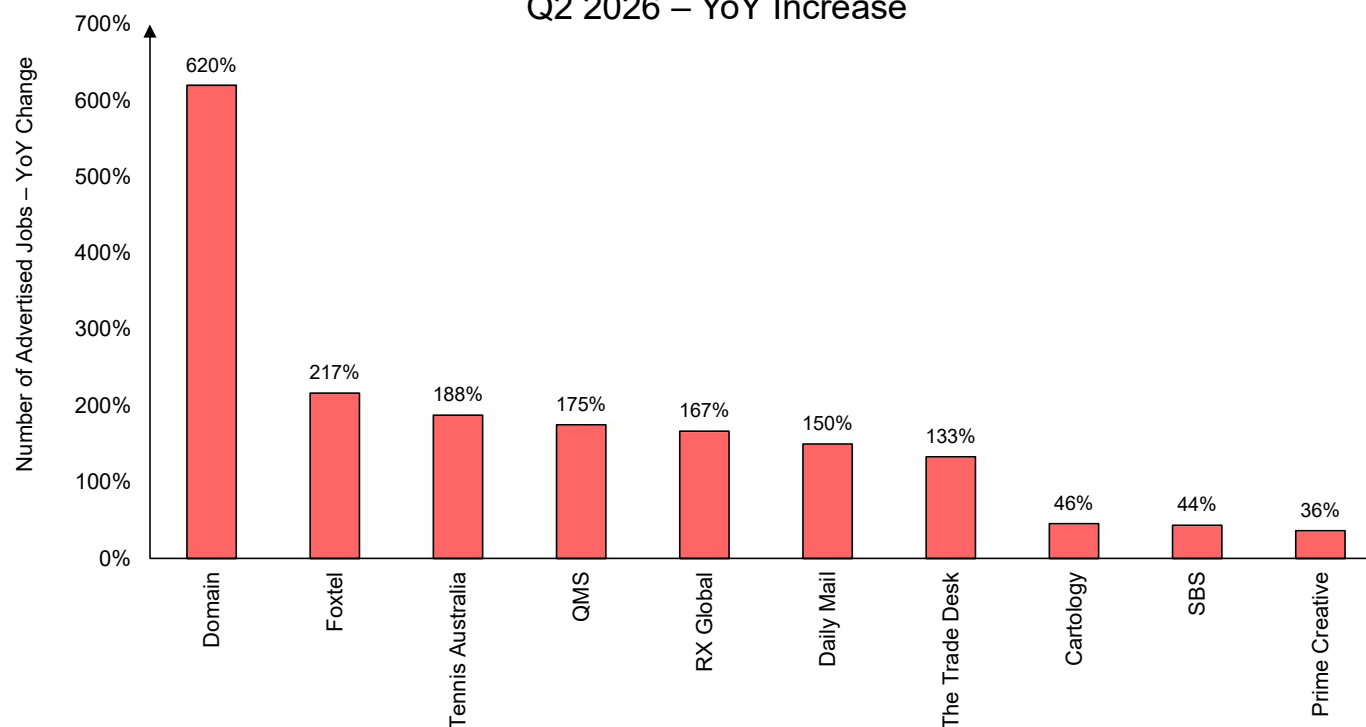


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Major Employers on a Hiring Spree Q2 2026 – YoY Increase

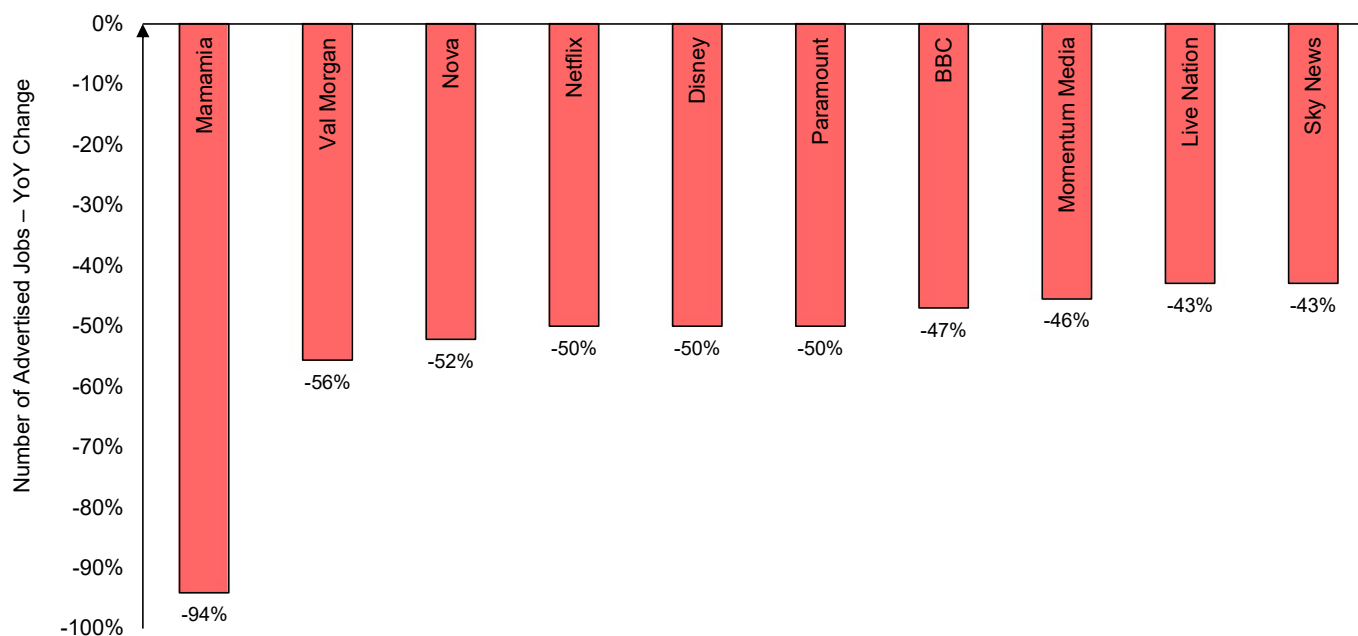


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Major Employers Pumping the Brakes Q2 2026 – YoY Decrease



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- Sydney and Melbourne

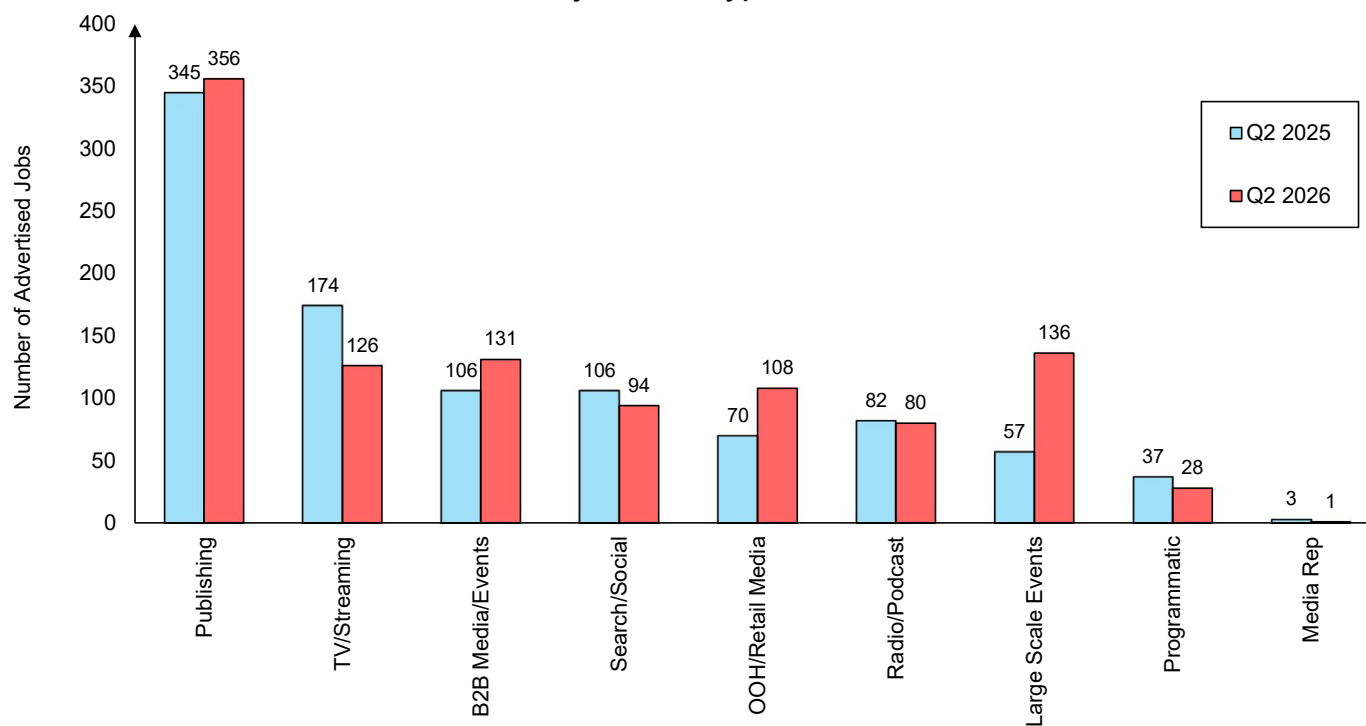


Media & events industry hiring activity – April-June 2026

Findings by media type

- **Large Scale Events was the quarter's defining story**, surging 139% year-on-year to 136 roles — the fastest-growing sector in the dataset by a significant margin. Rugby World Cup, Netball World Cup, Tennis Australia and Cricket Australia all drove substantial recruitment activity across both cities.
- **OOH/Retail Media posted the second-strongest growth**, up 54% year-on-year to 108 roles. Cartology led with 16 roles, QMS nearly tripled its activity from 4 to 11, and three companies — Coles 360, JOLT and Motio — appeared in the top 11 for the first time, signalling genuine new entrants.
- **B2B Media/Events grew 24% year-on-year** to 131 roles, with the growth driven by emerging players rather than established names. Firmable appeared from zero with 10 roles, Connect Media tripled its activity, and LexisNexis entered the top 10.
- **TV/Streaming recorded the sharpest decline of any sector**, falling 28% year-on-year to 126 roles. Nine, Paramount and Sky News all pulled back, as did the international streamers — Netflix, Disney and Paramount. Only SBS and Foxtel bucked the trend.
- **Publishing held broadly flat**, up just 3.2% year-on-year to 356 roles and remaining the largest single sector. Domain's sevenfold increase (5 to 36 roles) was the standout, while News Corp and Are Media both declined around 20%.
- **Programmatic and Search/Social both softened**, down 24% and 11% respectively. The Programmatic decline reflects a broad retreat across mid-tier platforms, while Search/Social's fall masks a Google surge (36 to 41 roles) offset by sharp pullbacks from LinkedIn, Yahoo, Reddit and Meta.

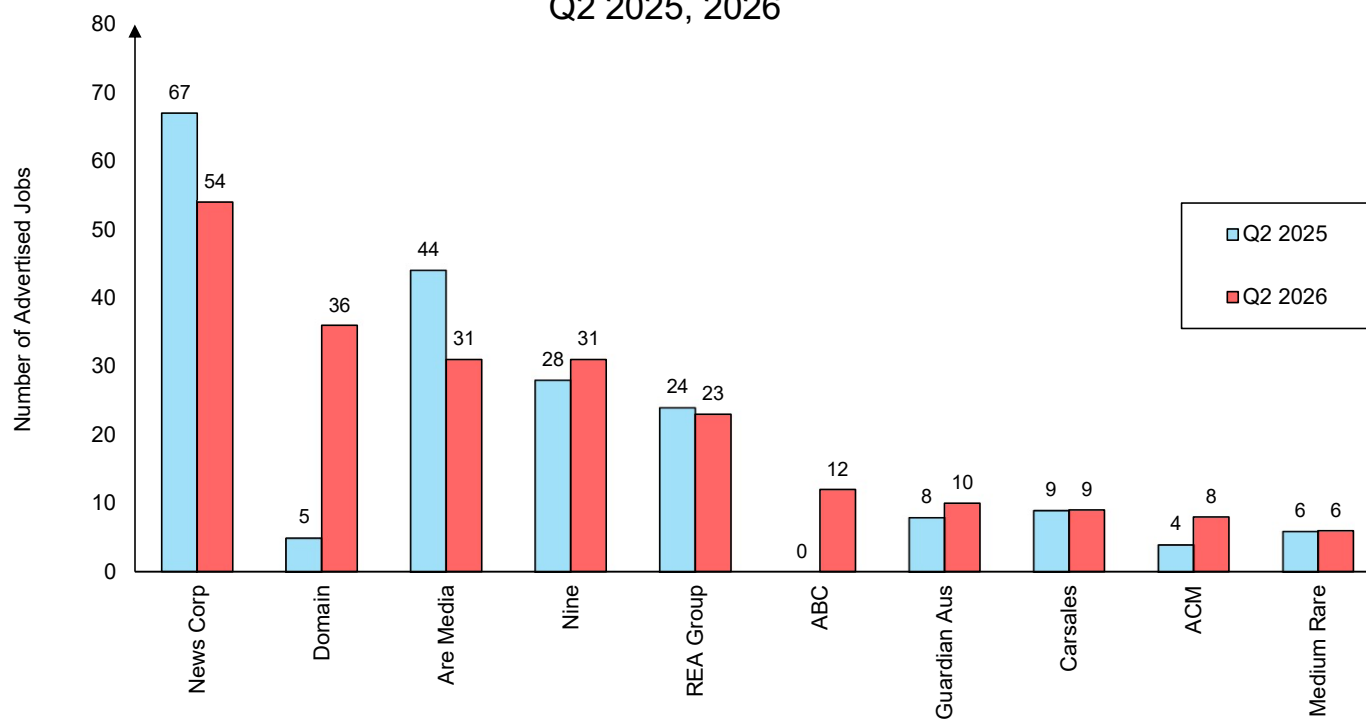
Media Industry Hiring Activity – Q2 By Media Type



Mercury Talent tracks advertised jobs as follows:

- Publishers, broadcasters, OOH/retail media, B2B media/events, large scale events, search/social, programmatic, adtech
- All roles and job functions
- Sydney and Melbourne

Top 10 Publishing Employers Q2 2025, 2026

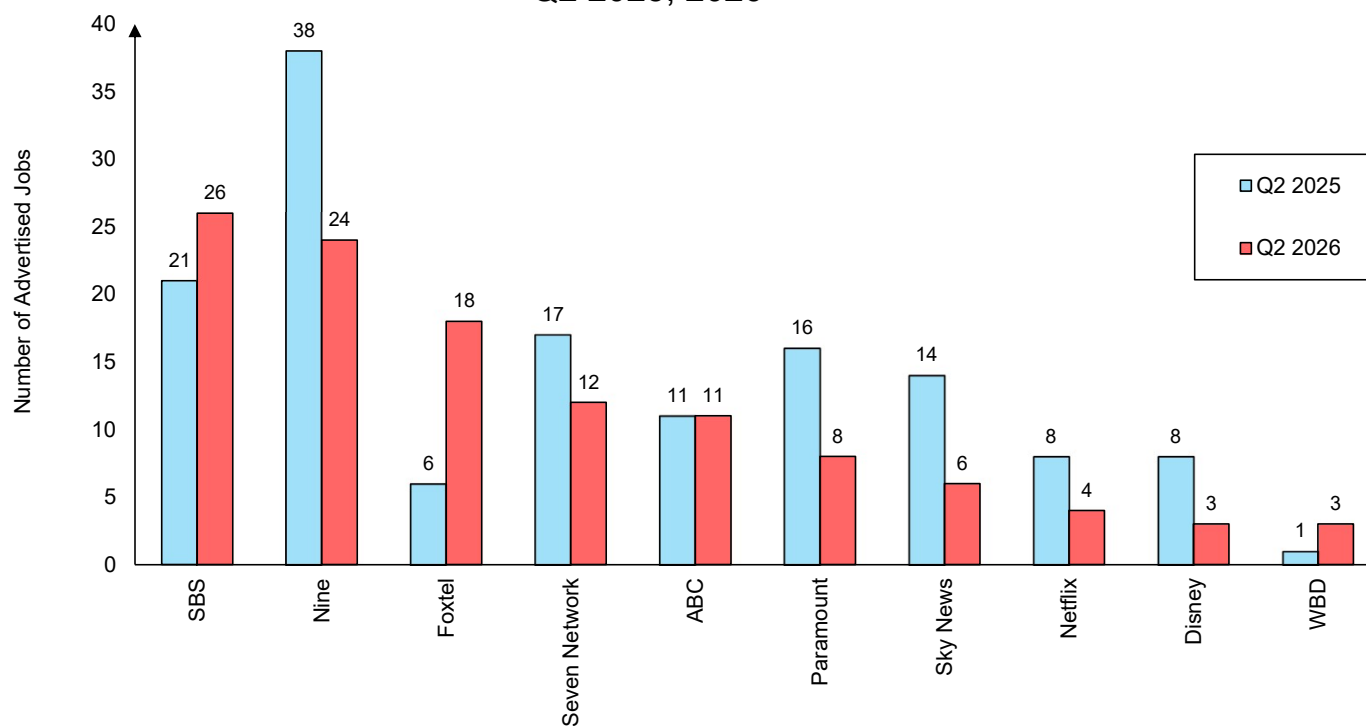


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Top 10 TV/Streaming Employers

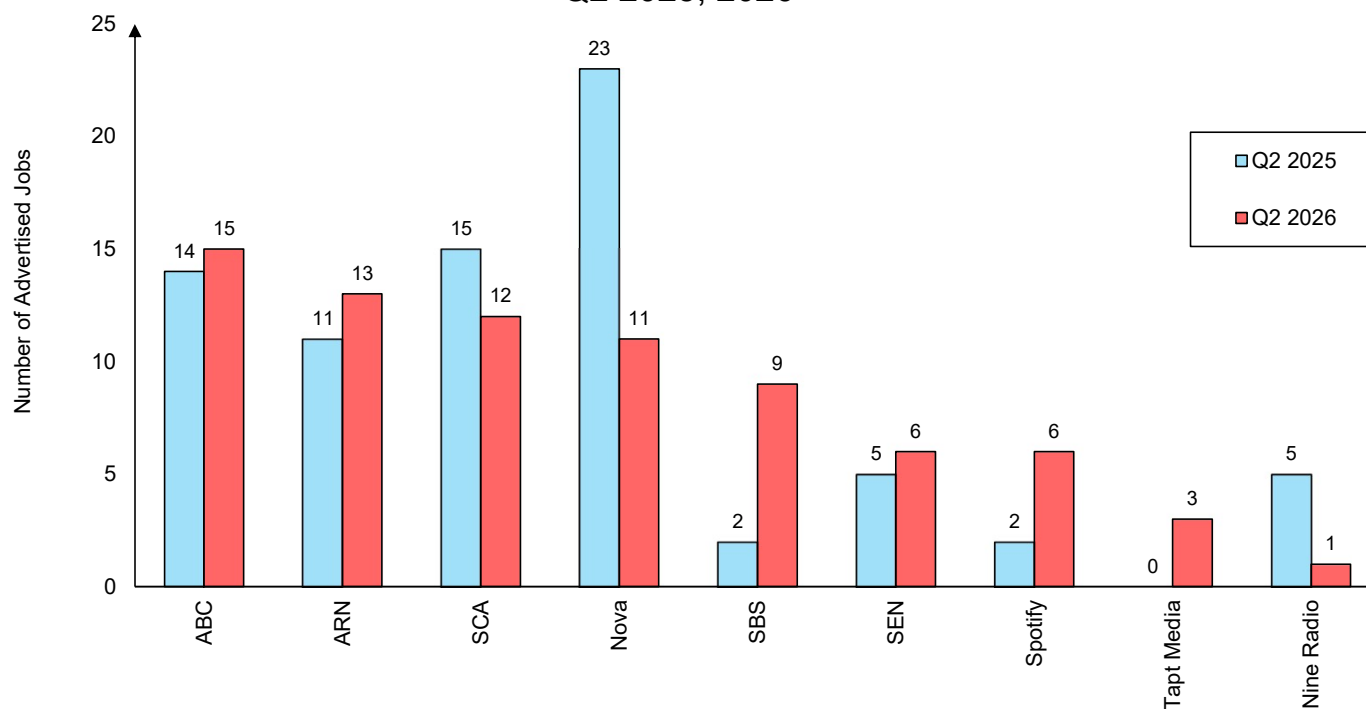
Q2 2025, 2026



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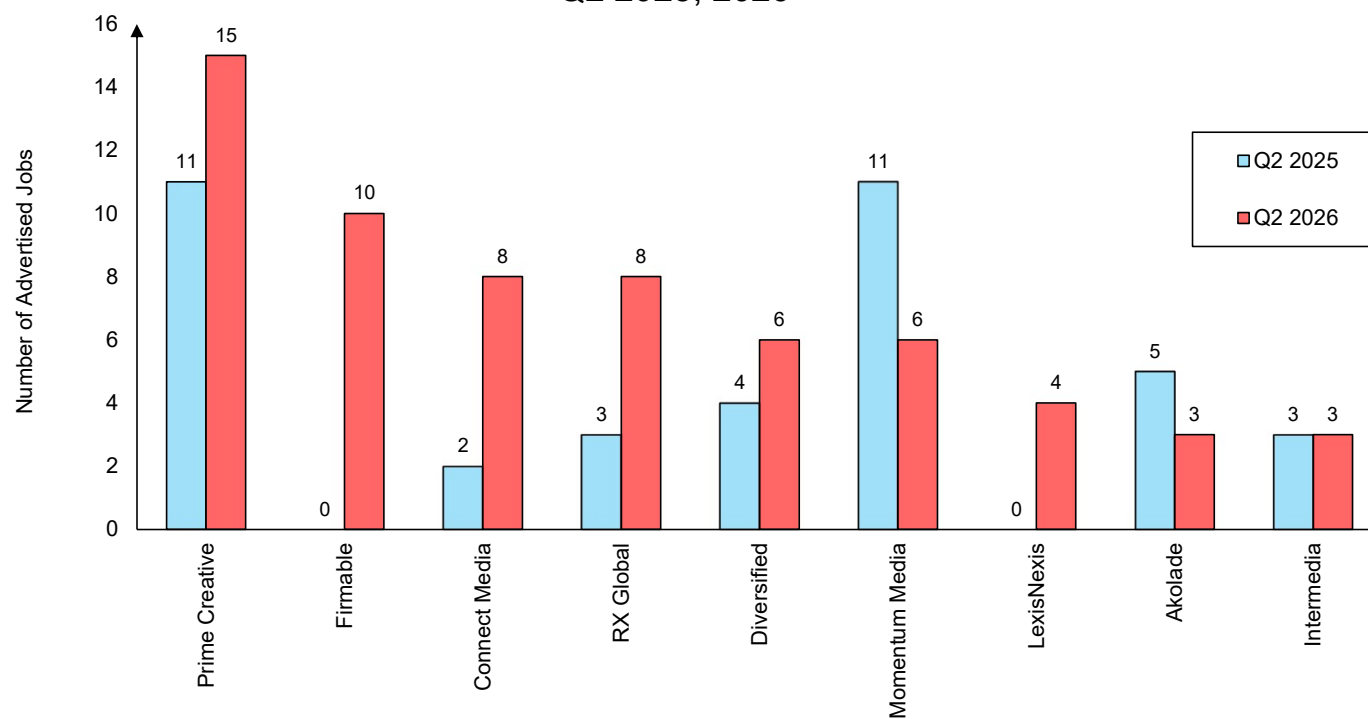
Top 10 Radio/Podcast Employers Q2 2025, 2026



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- Publishers, broadcasters, OOH/retail media, B2B media/events, large scale events, search/social, programmatic, adtech
- All roles and job functions
- Sydney and Melbourne

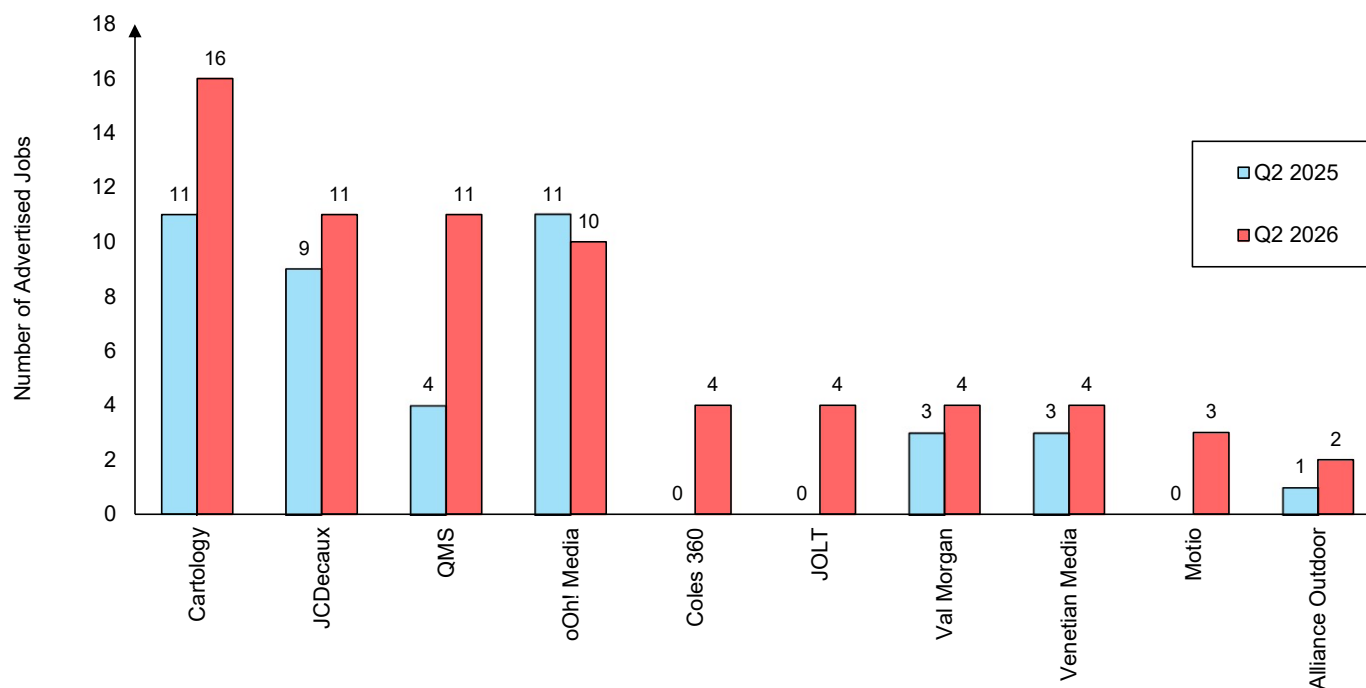
Top 10 B2B Media/Events Employers Q2 2025, 2026



Mercury Talent tracks advertised jobs as follows:

- Publishers, broadcasters, OOH/retail media, B2B media/events, large scale events, search/social, programmatic, adtech
- All roles and job functions
- Sydney and Melbourne

Top 10 OOH/Retail Media Employers Q2 2025, 2026

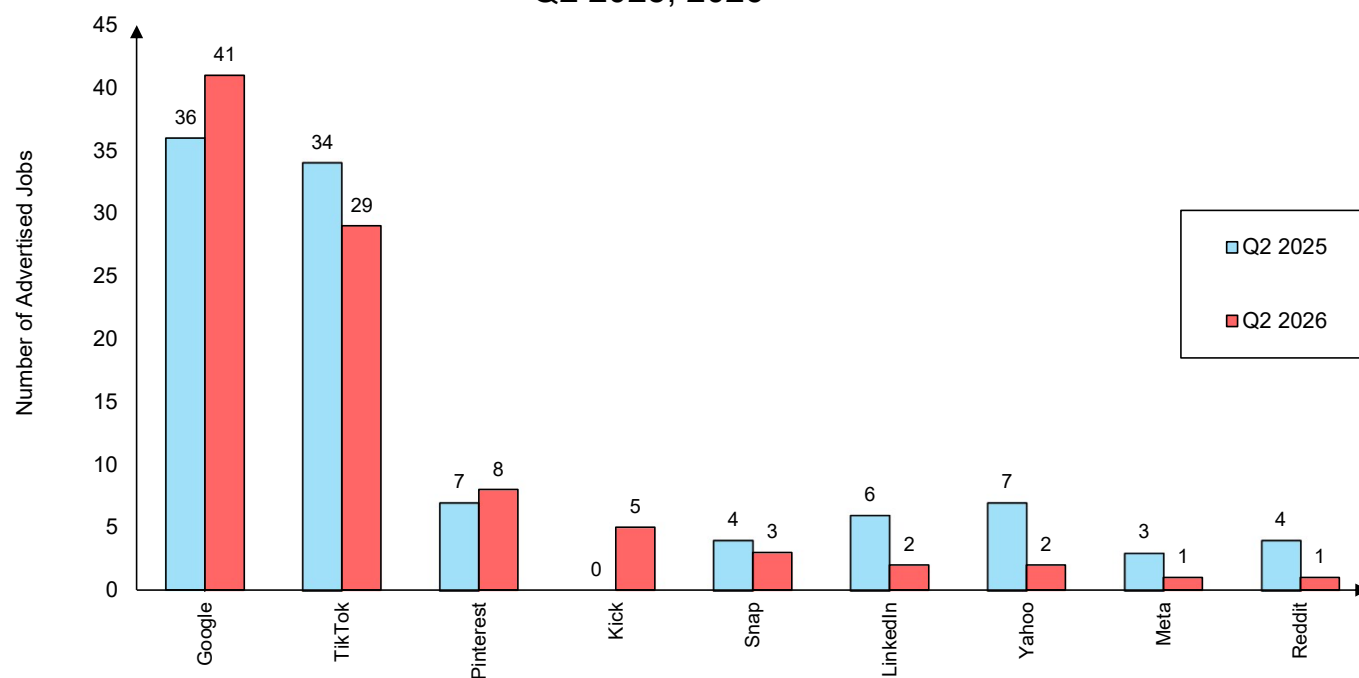


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Top 10 Search/Social Employers

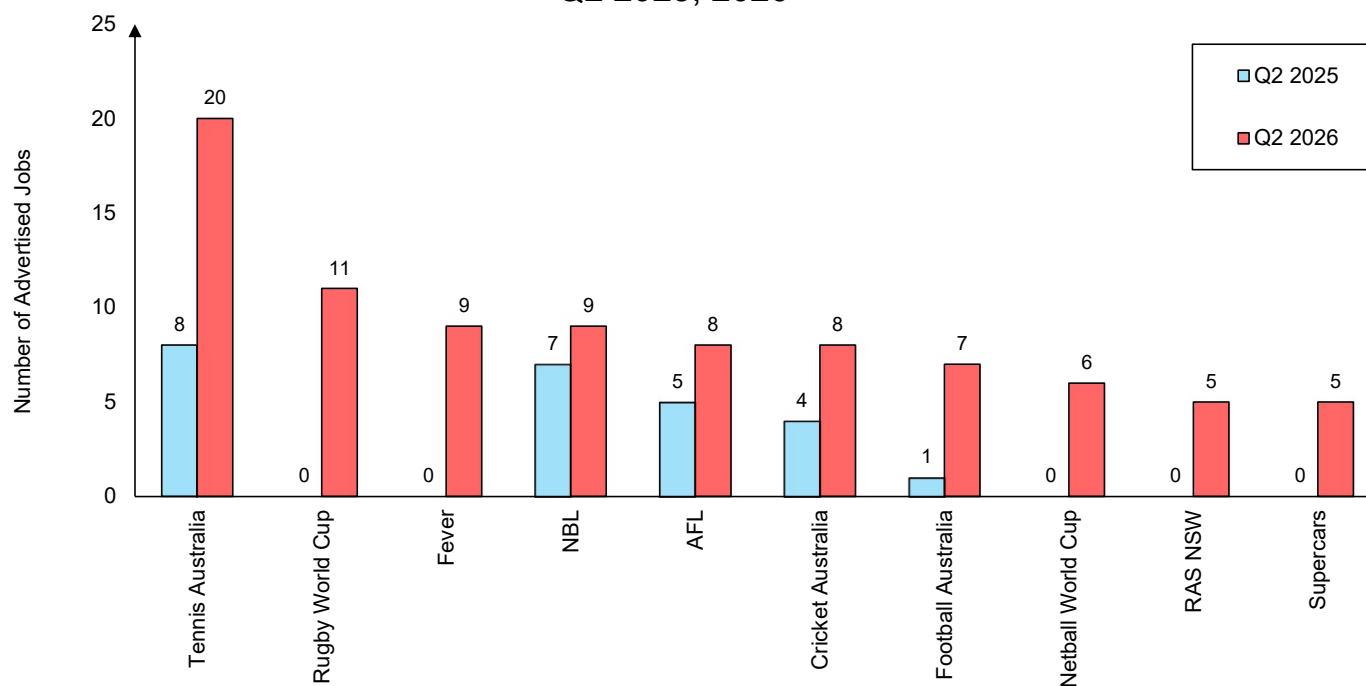
Q2 2025, 2026



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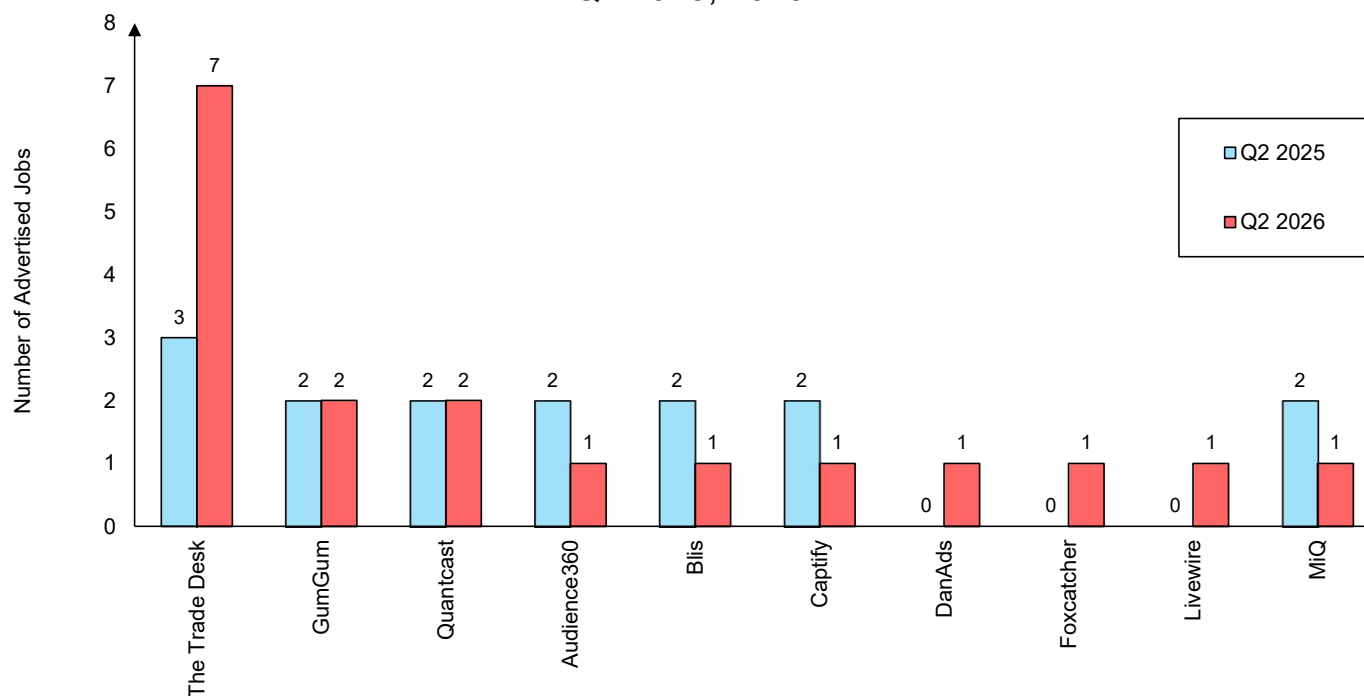
Top 10 Large Scale Events Employers Q2 2025, 2026



Mercury Talent tracks advertised jobs as follows:

- Publishers, broadcasters, OOH/retail media, B2B media/events, large scale events, search/social, programmatic, adtech
- All roles and job functions
- Sydney and Melbourne

Top 10 Programmatic Employers Q2 2025, 2026



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- Publishers, broadcasters, OOH/retail media, B2B media/events, large scale events, search/social, programmatic, adtech
- All roles and job functions
- Sydney and Melbourne

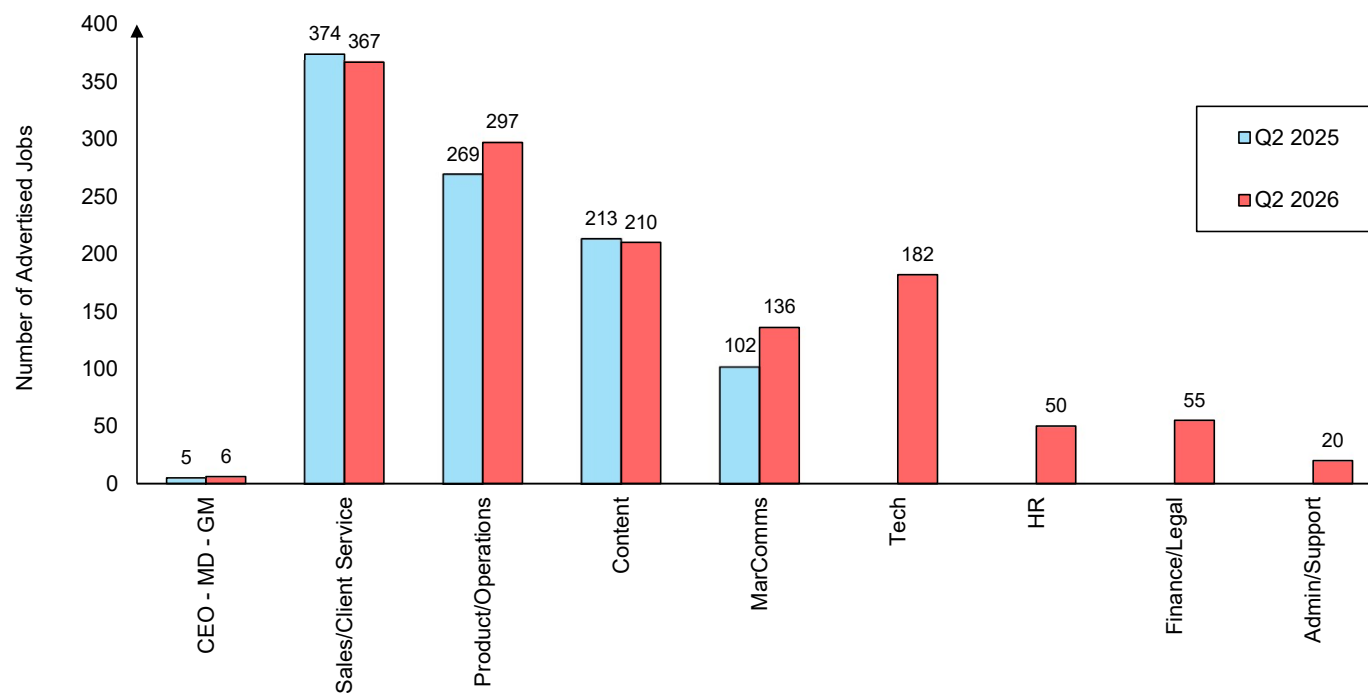


Media & events industry hiring activity – April-June 2026

Findings by job function

- **MarComms was the strongest-growing job function**, up 33% in Sydney and 44% in Melbourne year-on-year. Growth was driven largely by new entrants — Domain (0 to 9 roles), Fever (0 to 6) and Paramount (0 to 4).
- **Product/Operations continued its two-year growth trajectory**, up 9% in Sydney and 17% in Melbourne. Google, Tennis Australia, Domain and Foxtel all grew strongly. The function now rivals Sales/Client Service in total volume — 297 roles versus 367 — a gap that was 105 roles a year ago.
- **Sales/Client Service was essentially flat**, down just 1.9% overall. Sydney held steady while Melbourne grew 2.6%. The decline is concentrated in TV/Streaming (-52%) and Programmatic (-31%), while Large Scale Events more than doubled its sales activity and OOH/Retail Media held firm.
- **Content recruitment declined 11% in Sydney** but grew 57% in Melbourne. SBS tripled its content hiring to become the sector's top Content recruiter, while News Corp, Nine and Are Media collectively shed 44 Content roles year-on-year.
- **Four new job functions — Tech, HR, Finance/Legal and Admin/Support** — added 331 roles to the Q2 2026 total beyond the like-for-like count. Tech alone generated 189 roles, making it the second-largest function category if included, led by Google (39), TikTok (28) and Nine (15).
- **The overall job function mix is shifting structurally.** Sales/Client Service has fallen from 38.8% of the LFL market in Q2 2025 to 36.1% in Q2 2026, while MarComms has grown from 10.6% to 13.4%. Product/Operations holds steady at around 29%.

Media Industry Hiring Activity By Job Function, Q2 2025, 2026

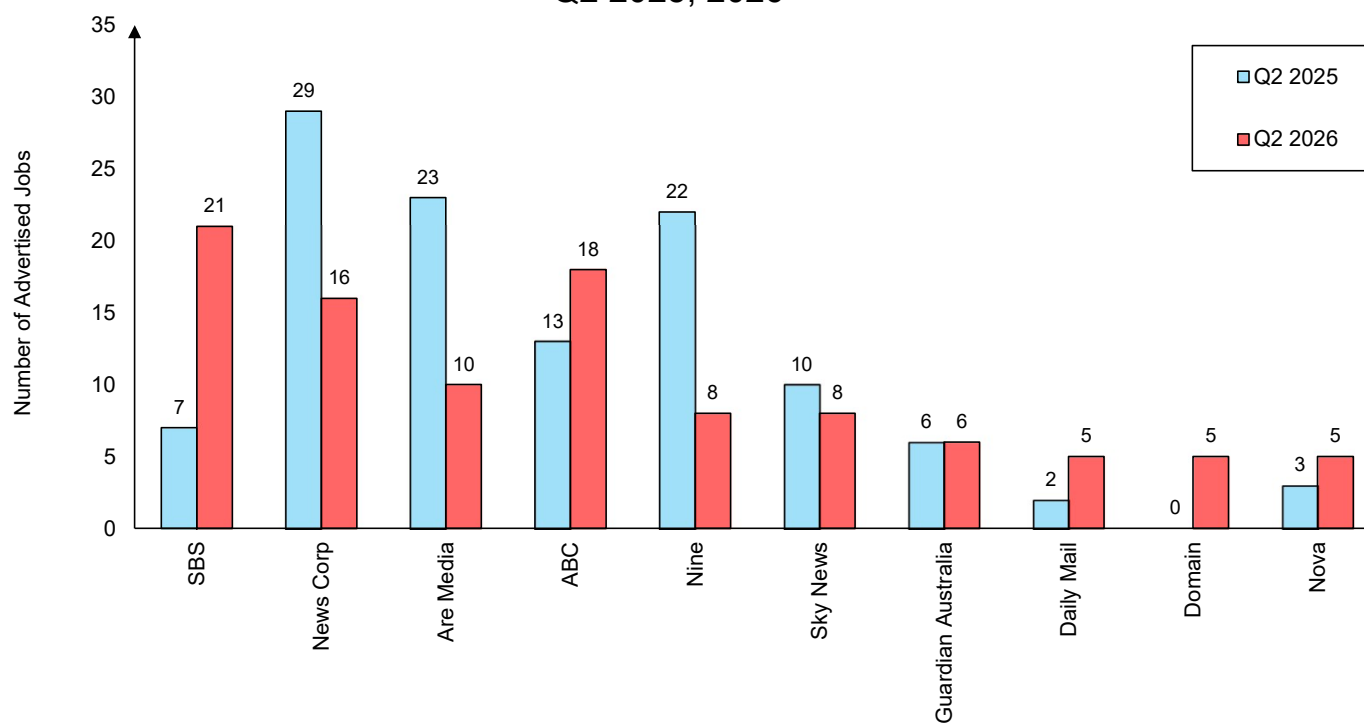


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Top 10 Employers – Content Roles Q2 2025, 2026

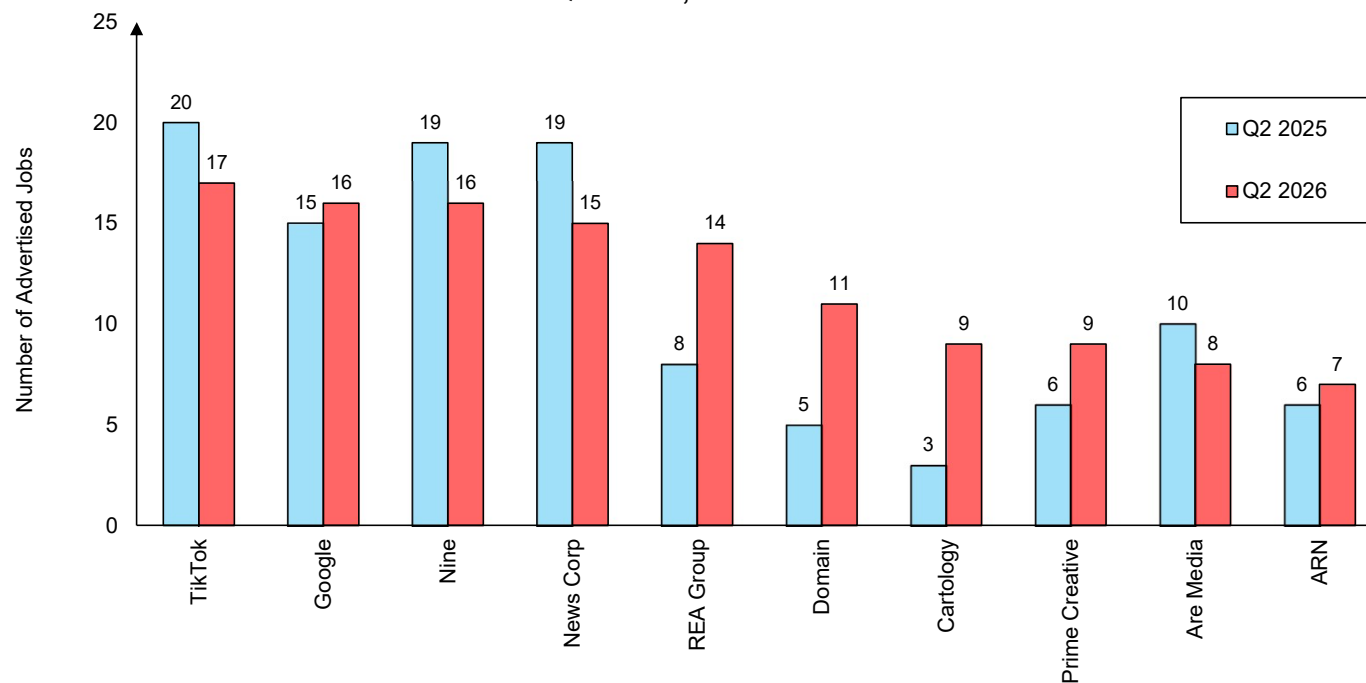


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Top 10 Employers – Sales/Client Service Roles Q2 2025, 2026

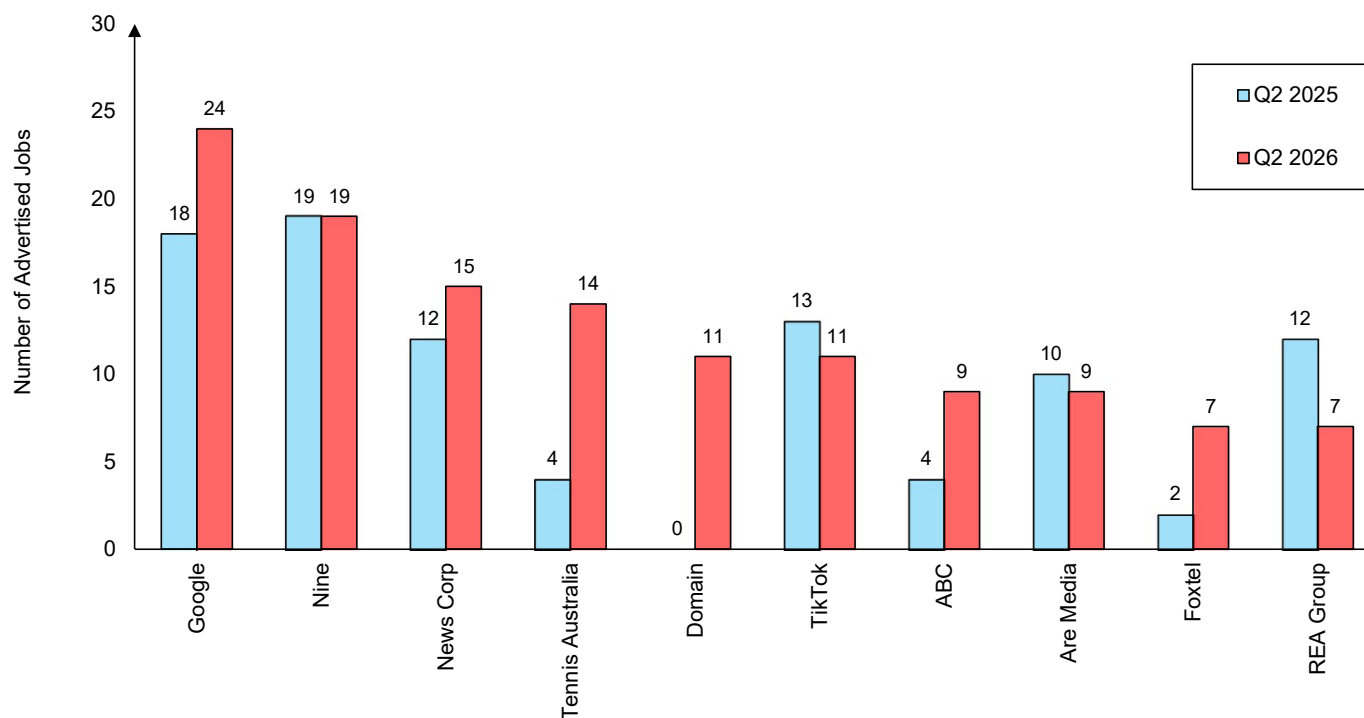


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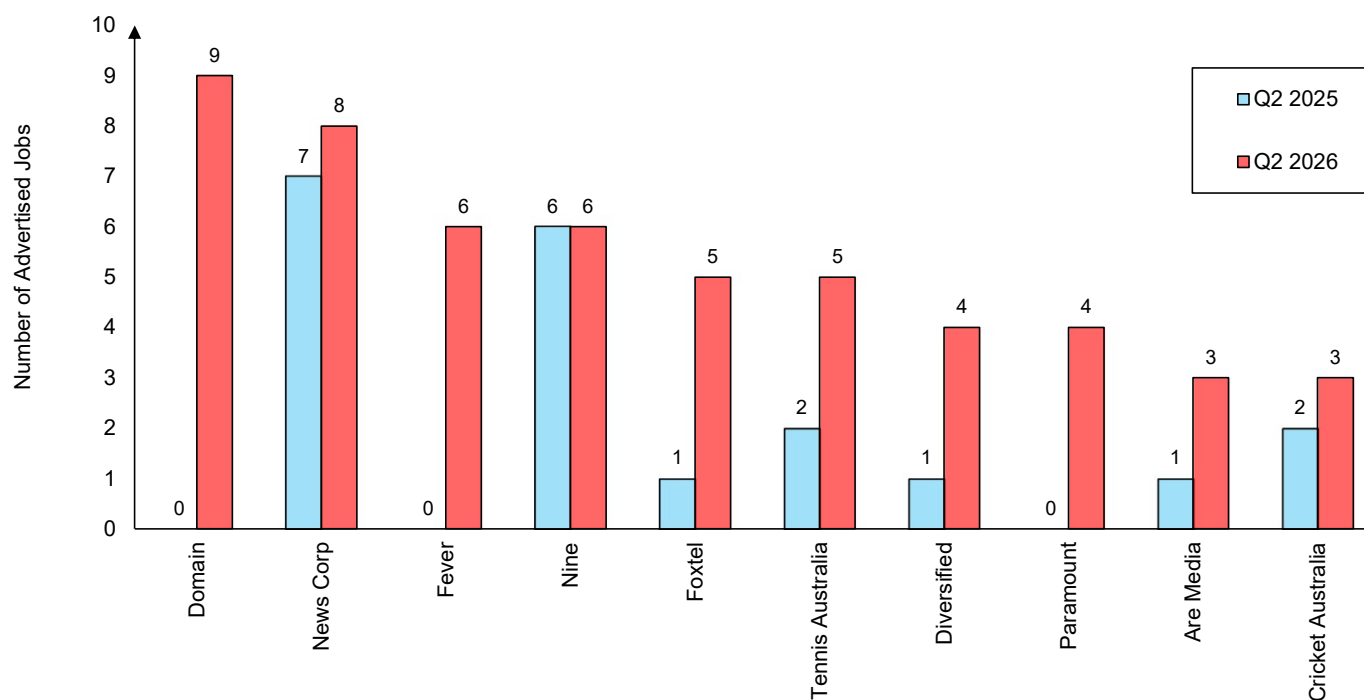
Top 10 Employers – Product/Ops Roles Q2 2025, 2026



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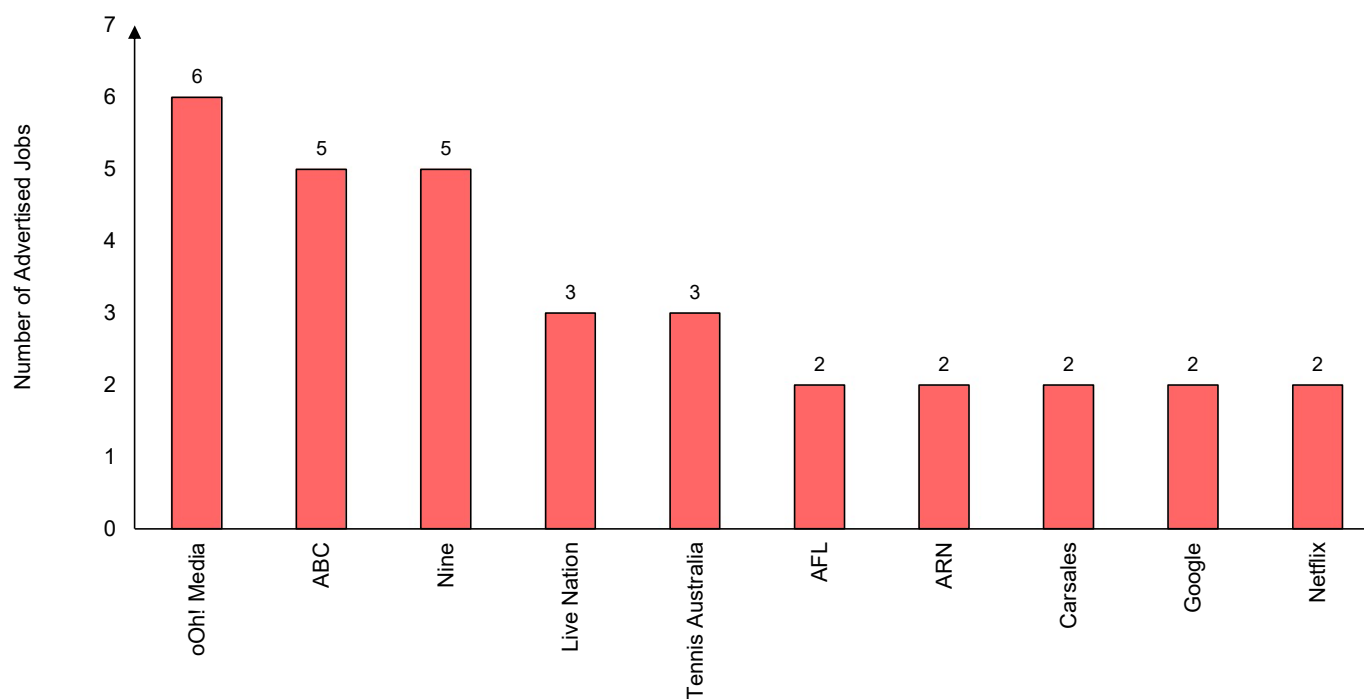
Top 10 Employers – MarComms Roles Q2 2025, 2026



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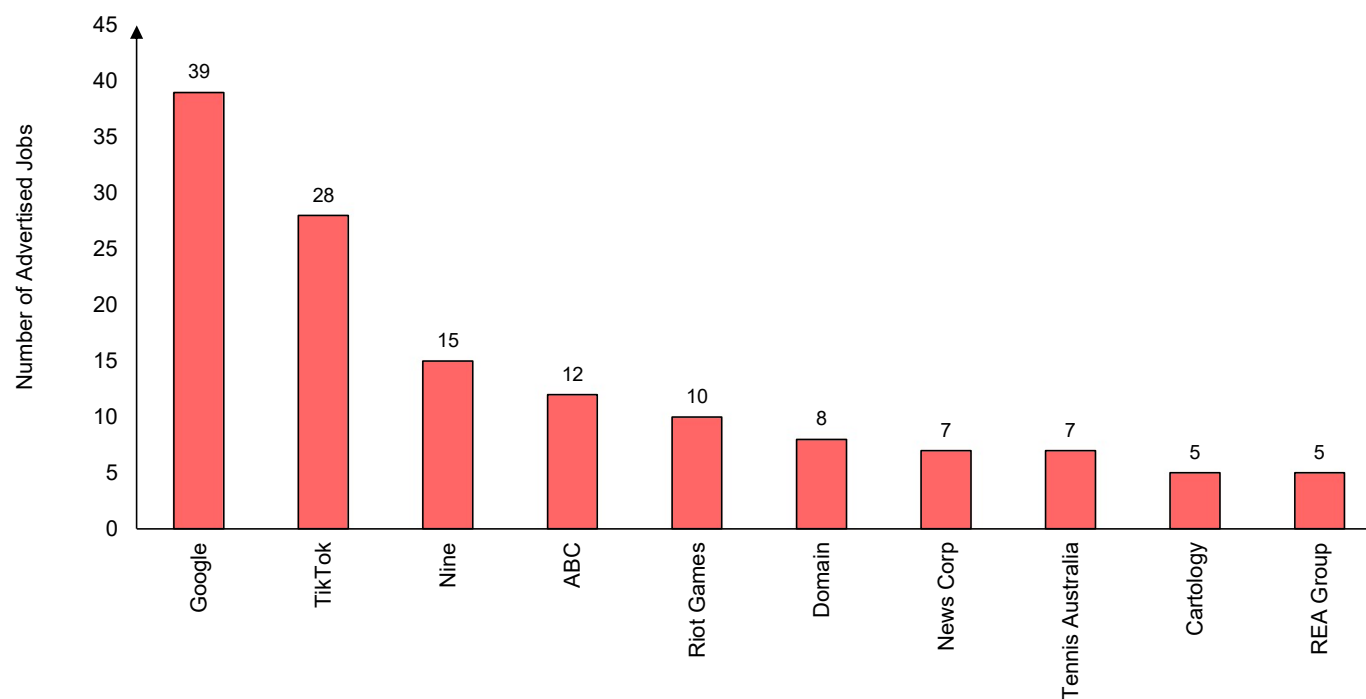
Top 10 Employers – HR Roles Q2 2026



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- All roles and job functions
- Sydney and Melbourne

Top 10 Employers – Tech Roles Q2 2026

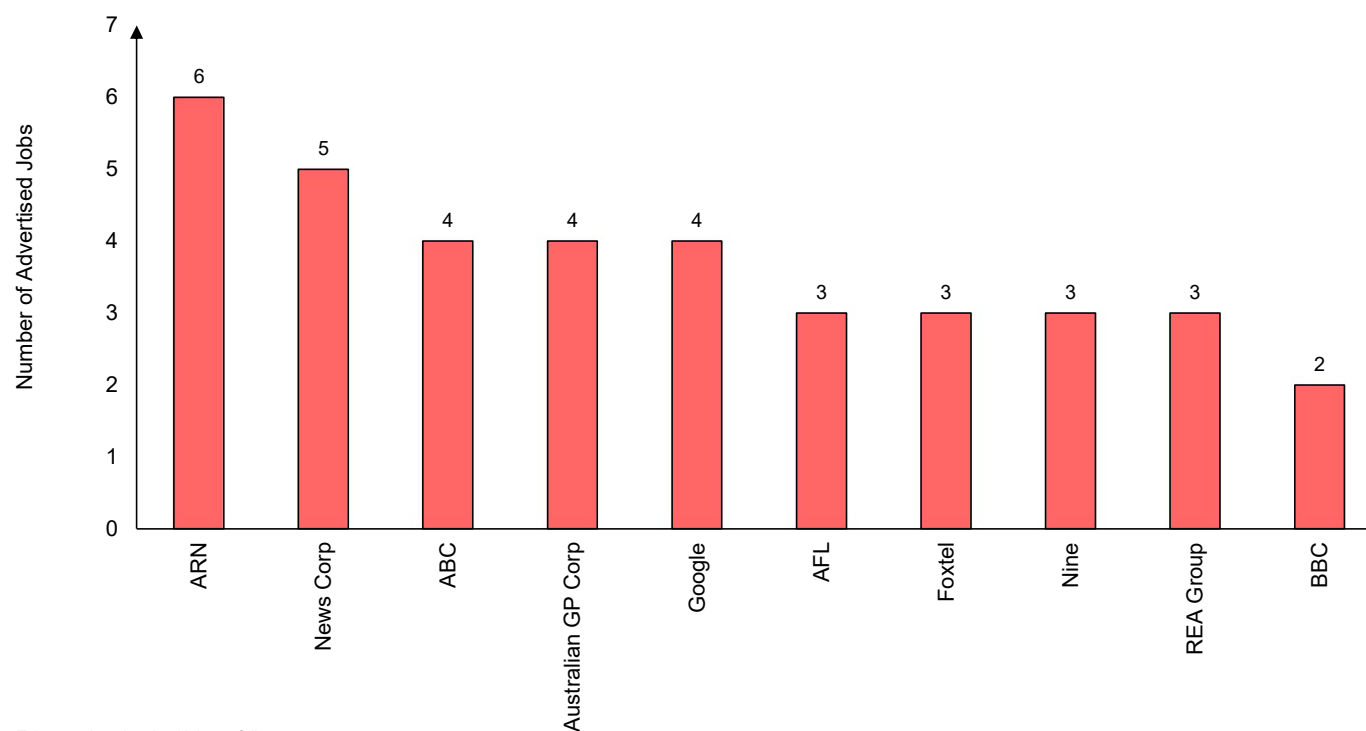


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Top 10 Employers – Finance/Legal Roles Q2 2026



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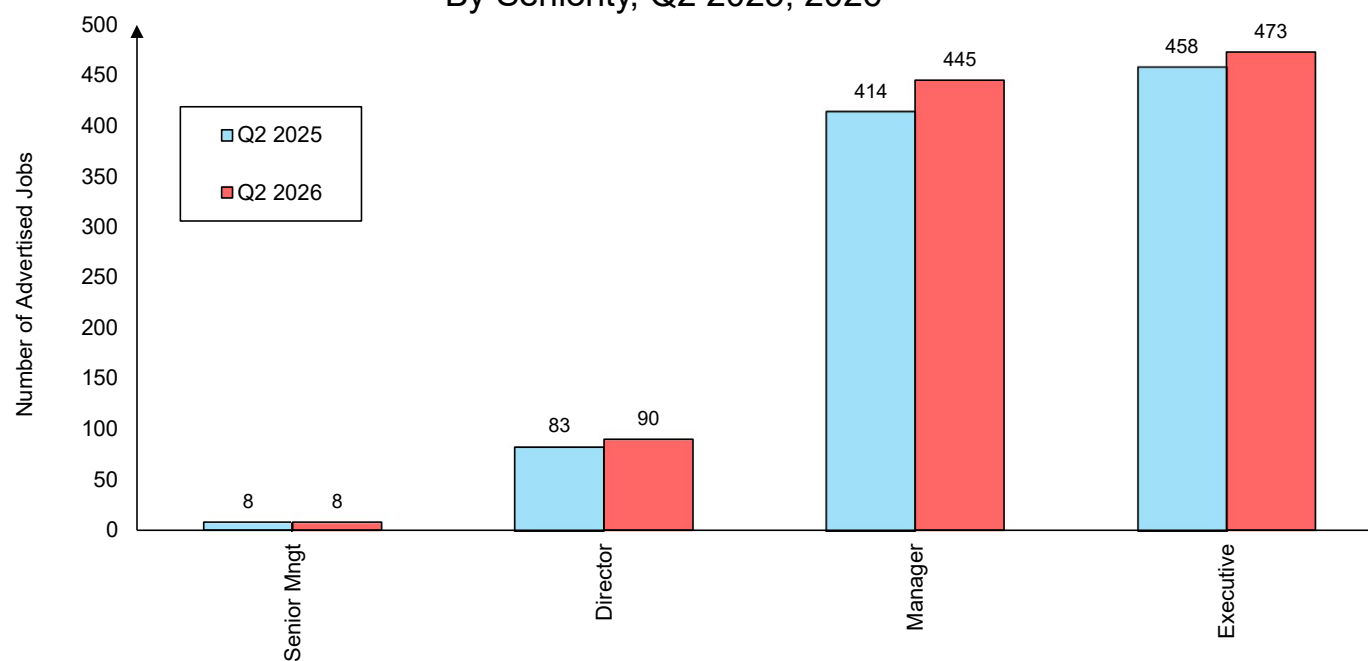
Media & events industry hiring activity – April-June 2026

Findings by seniority

- **The overall seniority mix has remained stable year-on-year.** Junior roles account for 46.6% of the market (down from 47.6%), mid-level for 43.8% (up from 43.0%) and senior for 8.9% (up from 8.6%) — marginal shifts pointing to a structurally consistent hiring profile.
- **Melbourne's seniority growth outpaced Sydney.** Hiring for junior roles grew 23% in Melbourne versus -2% in Sydney; Mid-level roles grew 17% in Melbourne versus 6% in Sydney; Senior roles grew 4% in Melbourne versus 12% in Sydney.
- **Director-level recruitment grew 8.4% year-on-year** to 90 roles — the fastest-growing seniority tier. Cartology (1 to 5), SBS (1 to 4) and The Trade Desk (2 to 4) posted the strongest increases, while Are Media more than halved its senior activity.
- **Mid-level recruitment grew 7.5% year-on-year to 445 roles.** Domain was the standout mover, jumping from 2 to 18 Manager roles — a ninefold increase. Google, Are Media and TikTok all grew, while Nine fell from 24 to 16 Manager-level ads.
- **Junior recruitment was the most subdued tier**, growing just 3.3% overall. Sydney's junior job market eased slightly (-2%) while Melbourne grew strongly (+23%). Nine and News Corp — historically the two largest junior-level recruiters — both declined around 27-28%.
- **Senior management roles remained the rarest** with just 8 roles in Q2 2026. These senior-most appointments are spread thinly across the market — small numbers but consistent with a market investing cautiously at the top level.



Media Industry Hiring Activity By Seniority, Q2 2025, 2026

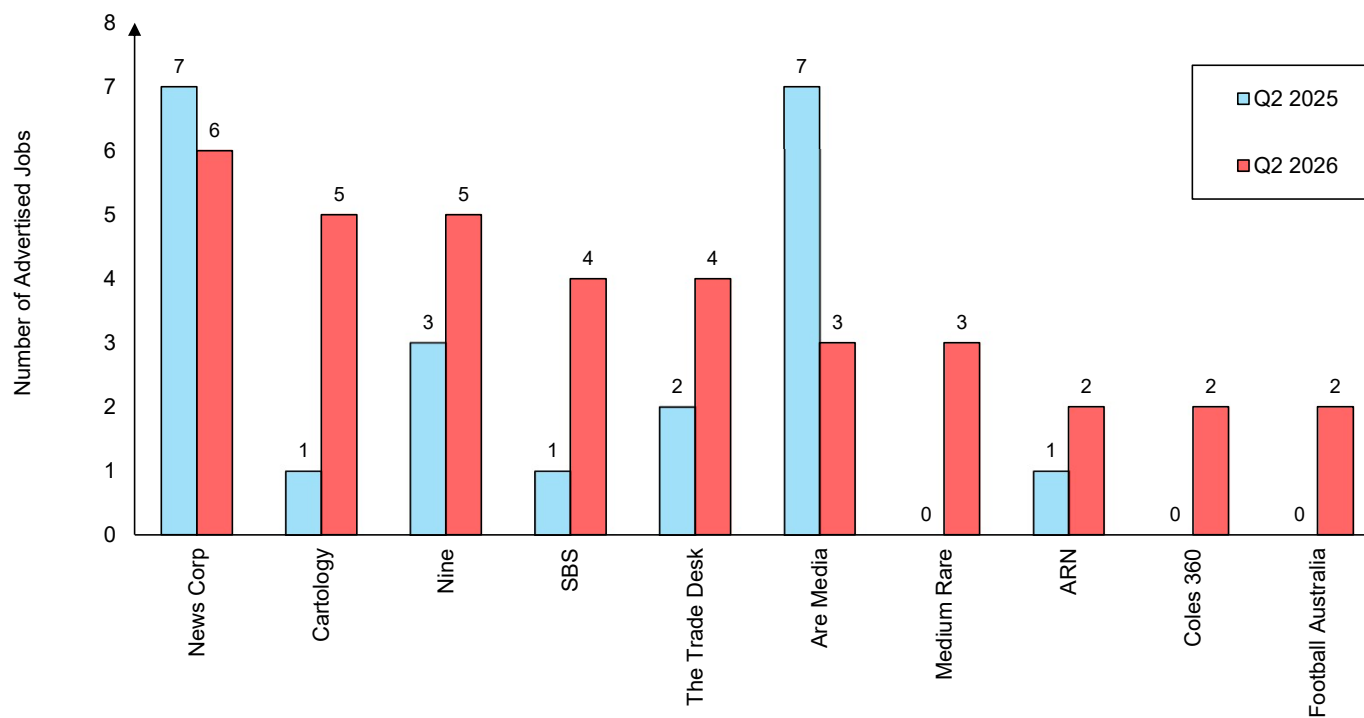


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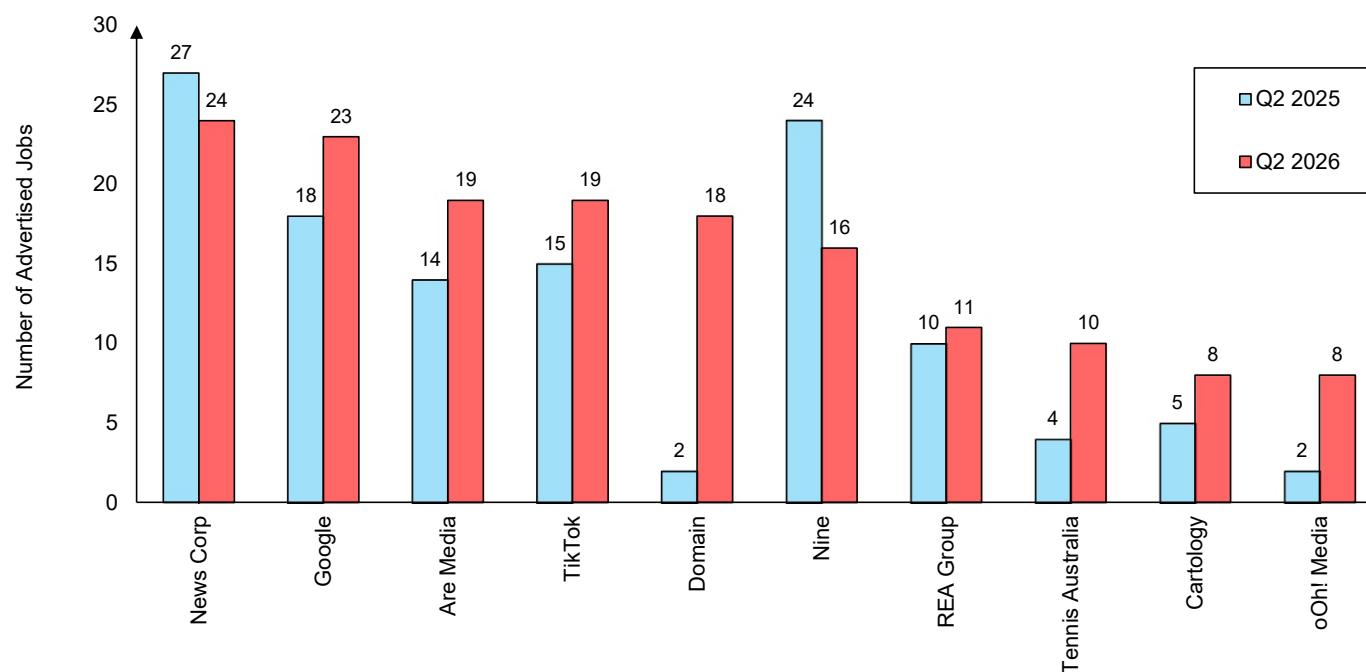
Top 10 Employers – Director-level Roles Q2 2025, 2026



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Top 10 Employers – Manager-level Roles Q2 2025, 2026

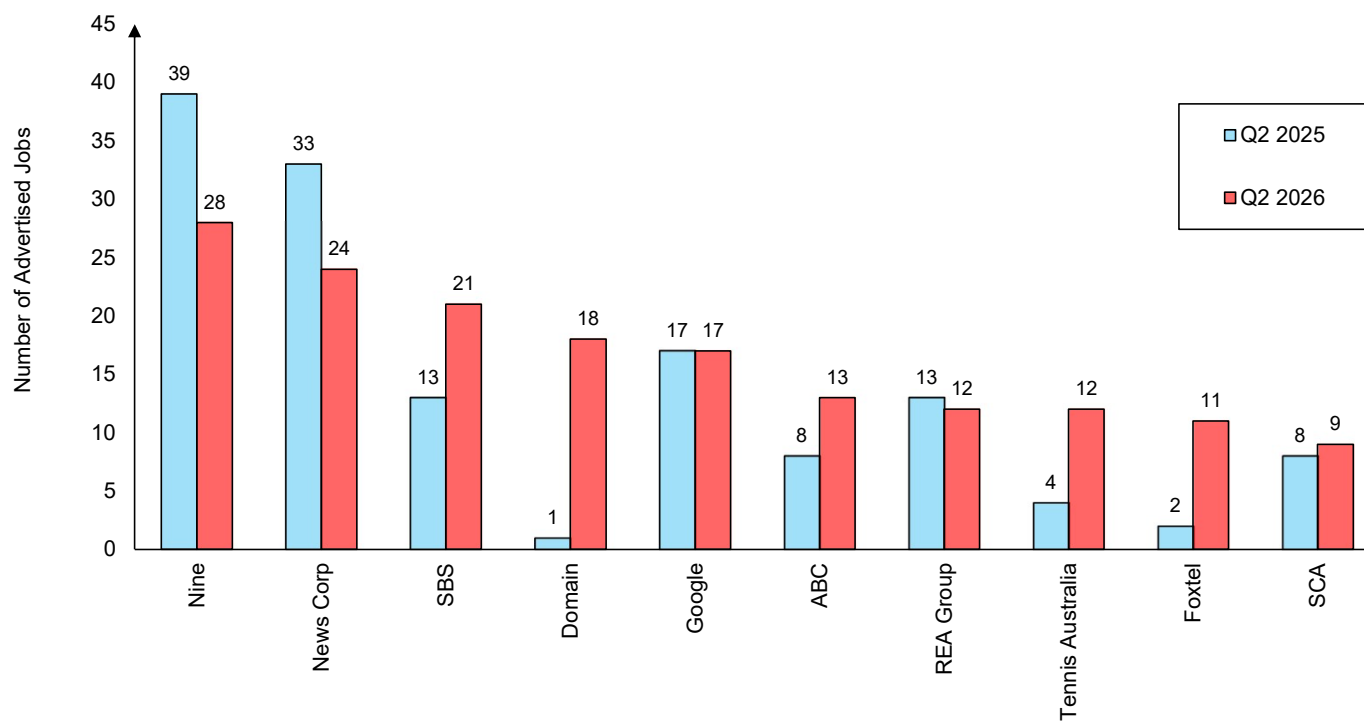


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Top 10 Employers – Executive-level Roles Q2 2025, 2026



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- Sydney and Melbourne



Methodology

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

- Publishers, broadcasters, OOH/retail media, B2B media/events, large scale events, search/social, programmatic, adtech
- All roles and job functions
- Sydney and Melbourne

Questions and requests for additional analysis should be directed to:

Justin Randles
Director
Mercury Talent
jr@mercury-talent.com



About Mercury Talent

Mercury Talent is a boutique media & events industry recruitment firm specialising in all roles and job functions in publishers, broadcasters, OOH/retail media, B2B media/events, large scale events, search/social, programmatic and adtech,

The company was founded in July 2023 by media industry veteran, Justin Randles and is dedicated to helping media companies fill their ranks with exceptional talent.

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