



Media Industry Hiring Report

October 2025



Media & events industry hiring – July-September 2025

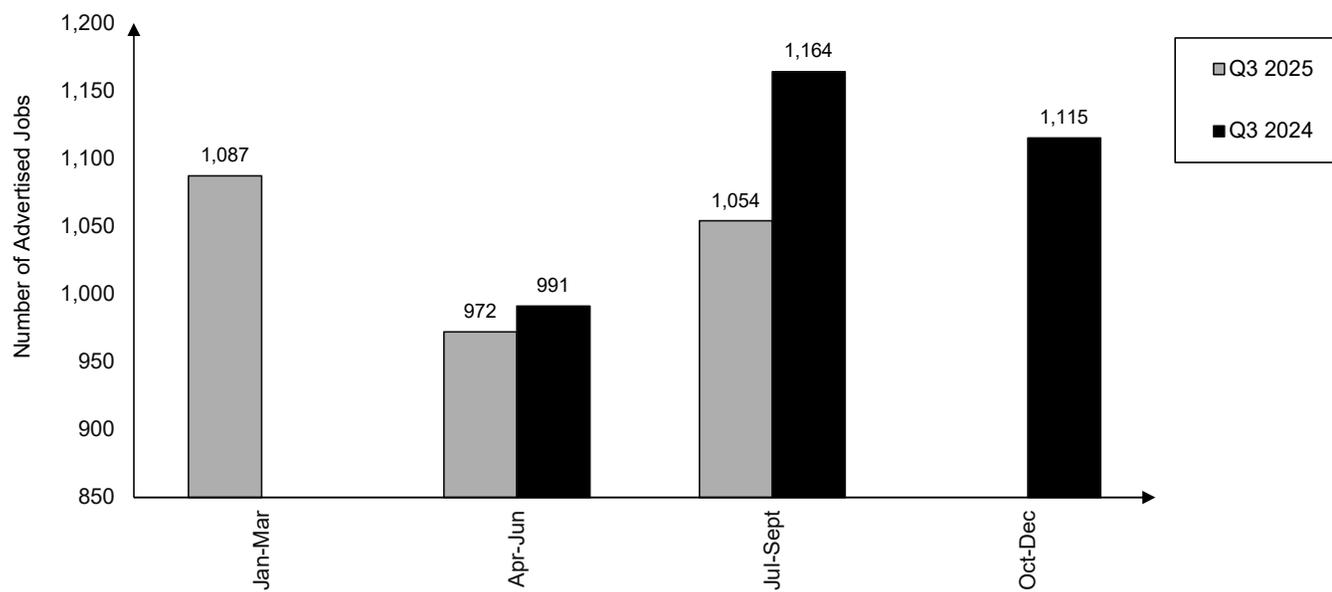
Overall findings

- **Strong quarterly rebound:** Total job ads increased quarter-on-quarter, led by significant gains in Publishing, TV/Streaming, and Events, signaling renewed hiring confidence across most media sectors.
- **Publishing leads:** The Publishing sector remained the top employer, with News Corp, Nine, and Are Media together accounting for a large share of all ads—driven by strong Content and Sales/Client Service recruitment.
- **Juniors still in demand:** Hiring was strongest at the Executive level, up sharply from the previous quarter across major networks like Nine, News Corp, and Seven Network, underscoring expansion in operational and production teams.
- **Programmatic and OOH stabilising:** After three slow quarters, Programmatic and OOH/Retail Media hiring stabilised, with re-entry by firms such as IAS, StackAdapt, and Coles 360, though still well below 2024 peaks.
- **Sydney's continued dominance:** Sydney continued to account for the majority of national listings—especially in Publishing, TV/Streaming, and Sales roles—while Melbourne saw modest gains in OOH/Retail Media and Publishing.
- **Senior Management rebound but long-term softness:** Director- and Senior Management-level postings rose slightly QoQ but remain below 2024 volumes, suggesting companies are rebuilding teams from the bottom up before adding senior layers.



Media Industry Hiring Volume

Quarterly totals: 2024 v 2025

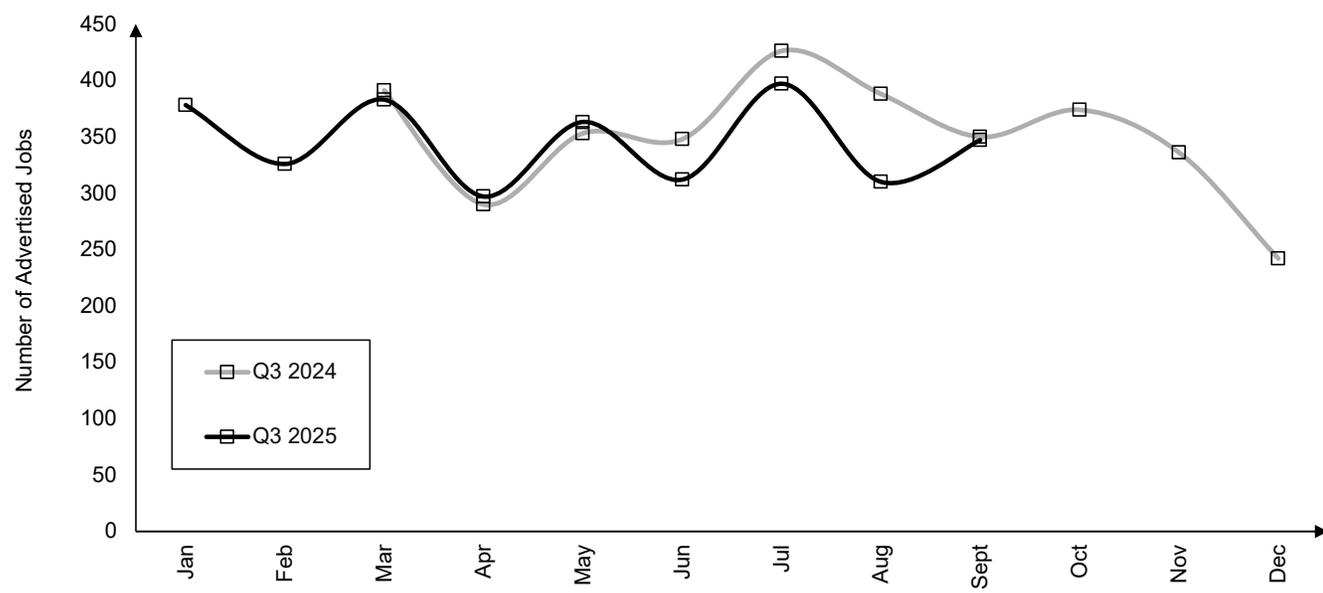


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- Employers: Publishers, broadcasters, OOH, retail media, search/social, programmatic
- Roles: Content, sales, production/operations, marketing, senior management
- Location: Sydney and Melbourne



Media Industry Hiring Volume

Monthly Totals - 2024 v 2025

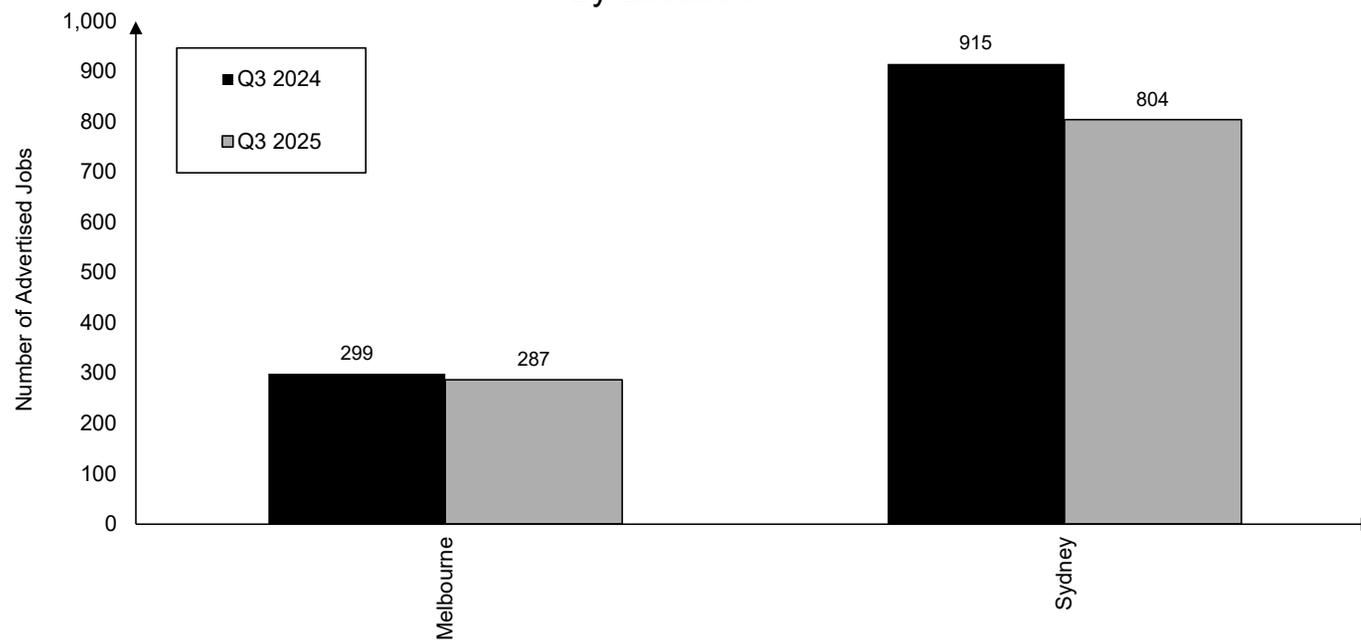


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Media Industry Hiring Volume By Location

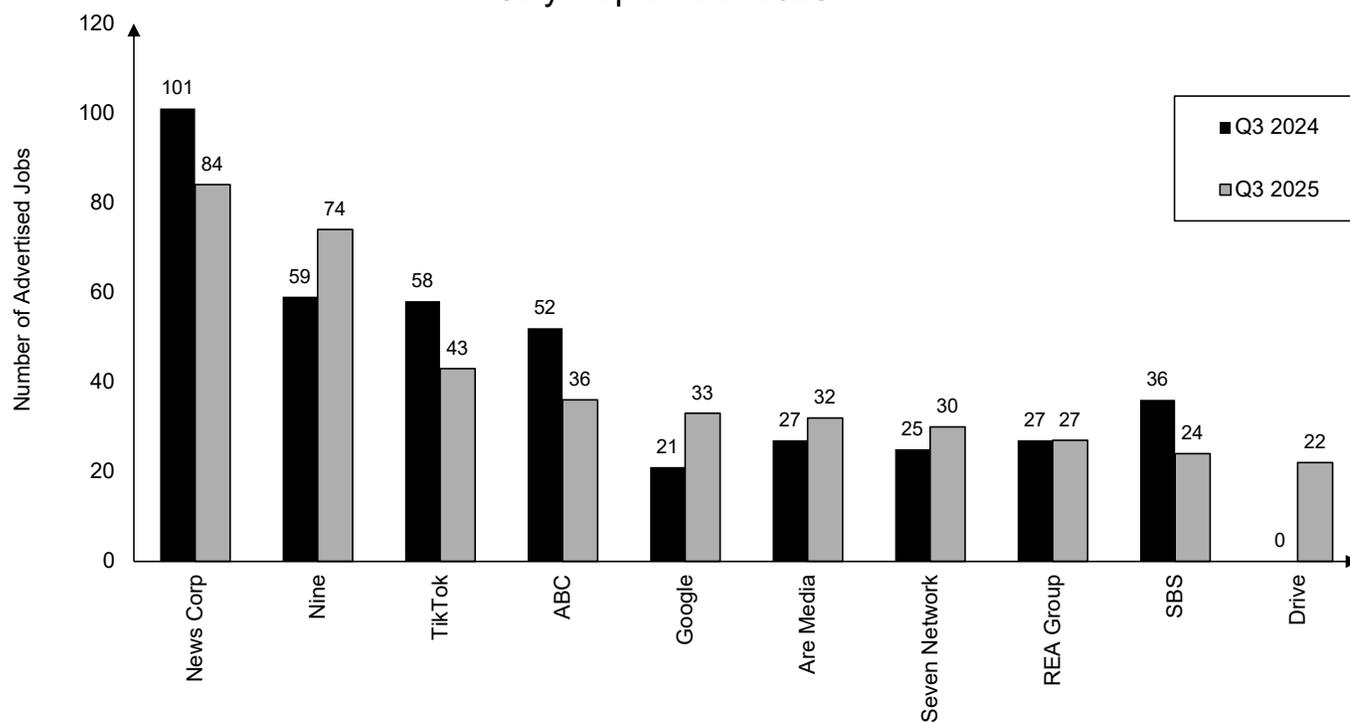


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Top 10 Hirers July-September 2025



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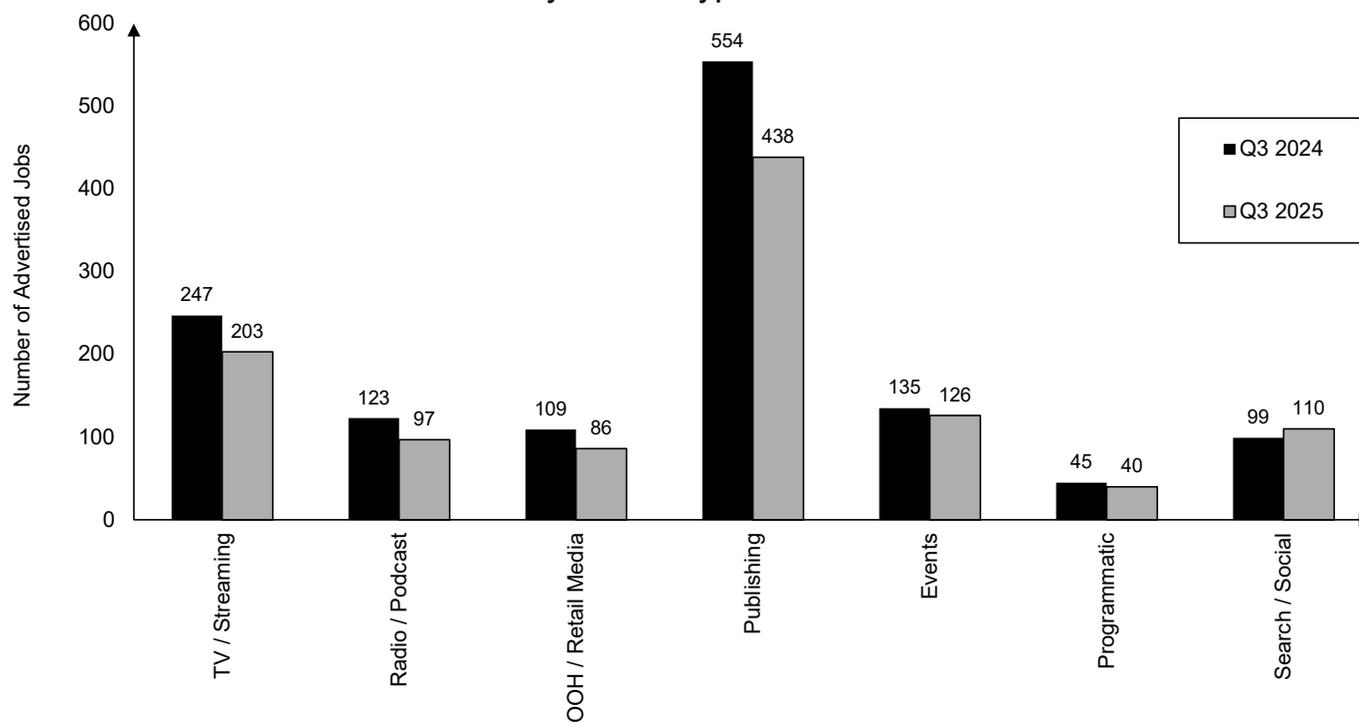
Media & events industry hiring – July-September 2025

Findings by media type

- **Publishing sector leads hiring:** Publishing led all sectors in job advertisement volume, driven by strong hiring from News Corp, Nine, and Are Media, particularly in Content and Sales/Client Service roles.
- **TV/Streaming rebounds:** The TV/Streaming sector posted solid QoQ growth, with Seven Network, ABC, and Foxtel increasing listings. However, YoY totals were slightly lower as the market normalised after 2024 peaks.
- **OOH/Retail Media stabilises:** After a hiring slowdown, OOH/Retail Media hiring held steady across major players (oOh! Media, Cartology, JCDecaux) while Coles 360 and Wesfarmers grow their retail media teams.
- **Radio/Podcast steady but mixed:** Nova, ARN, and SCA showed moderate QoQ growth, but YoY trends remain uneven—highlighting a cautious, talent-retention-driven approach in broadcast audio.
- **Events sector surges:** Events hiring jumped sharply, led by Prime Creative Media, Momentum Media, and TEG, reflecting a strong return of live and B2B event activity after previous slowdowns.
- **Programmatic and Search/Social rebound from low base:** Both Programmatic and Search/Social segments recorded QoQ increases, with new or returning employers (MediaMint, IAS, Microsoft Advertising, Reddit) reactivating hiring pipelines.



Media Industry Hiring Volume By Media Type

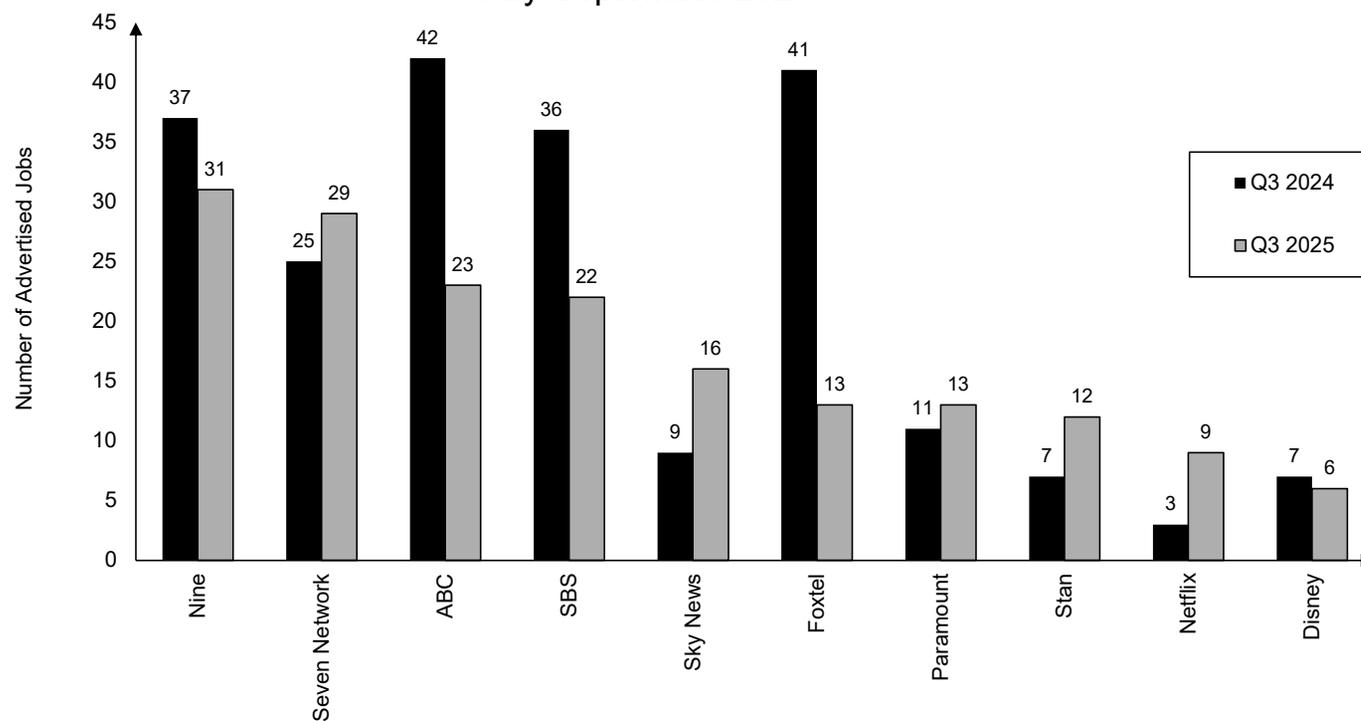


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Top 10 TV/Streaming Employers July-September 2025

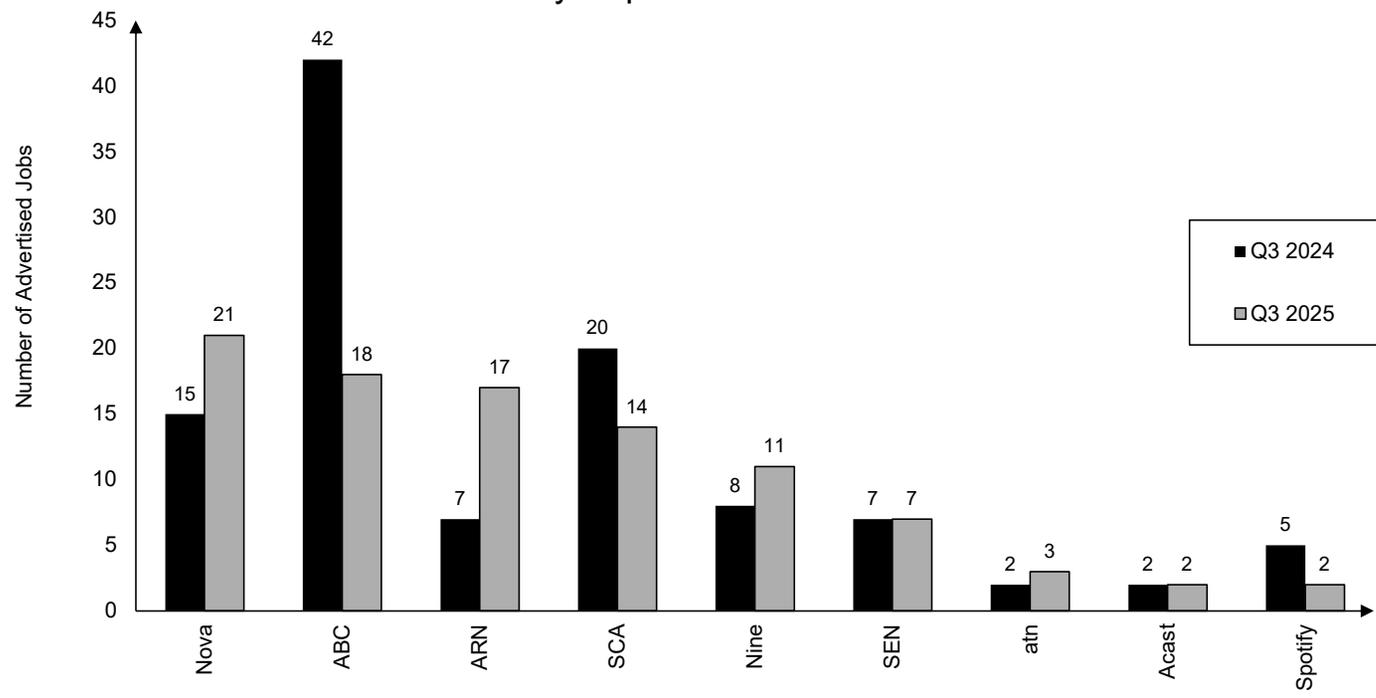


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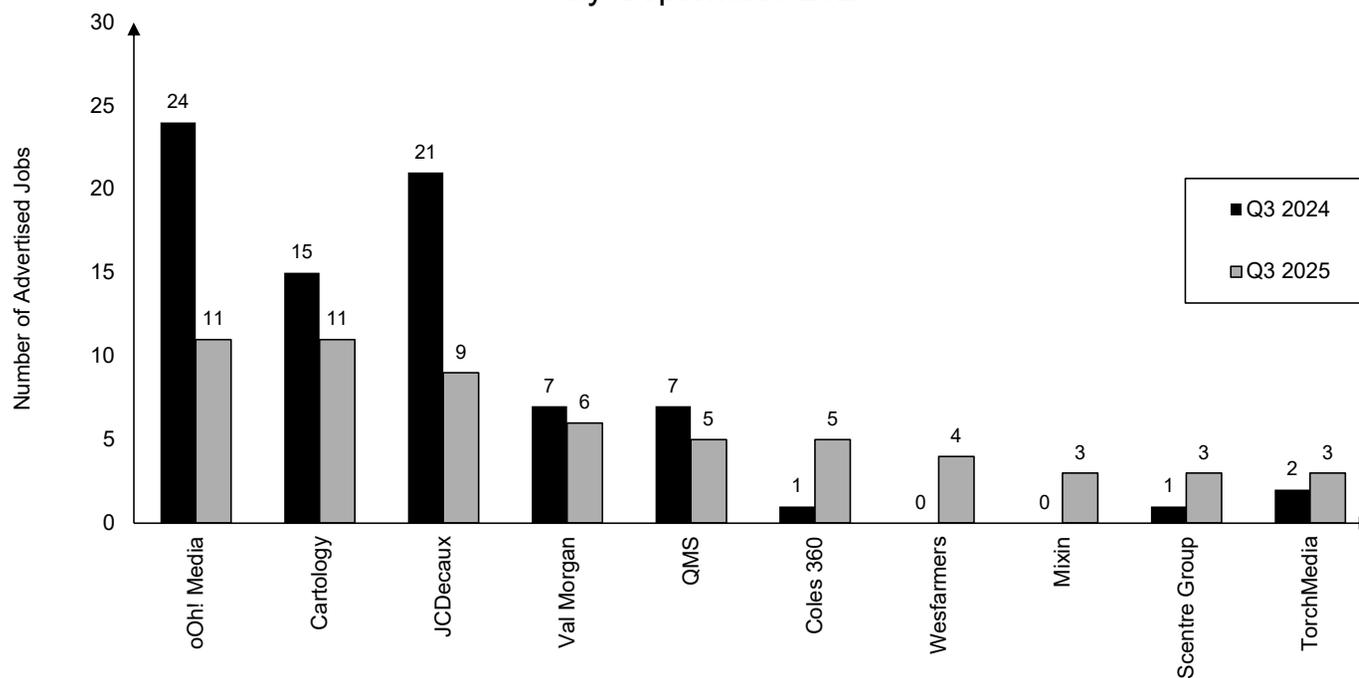
Top 10 Radio/Podcast Employers July-September 2025



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Top 10 OOH/Retail Media Employers July-September 2025

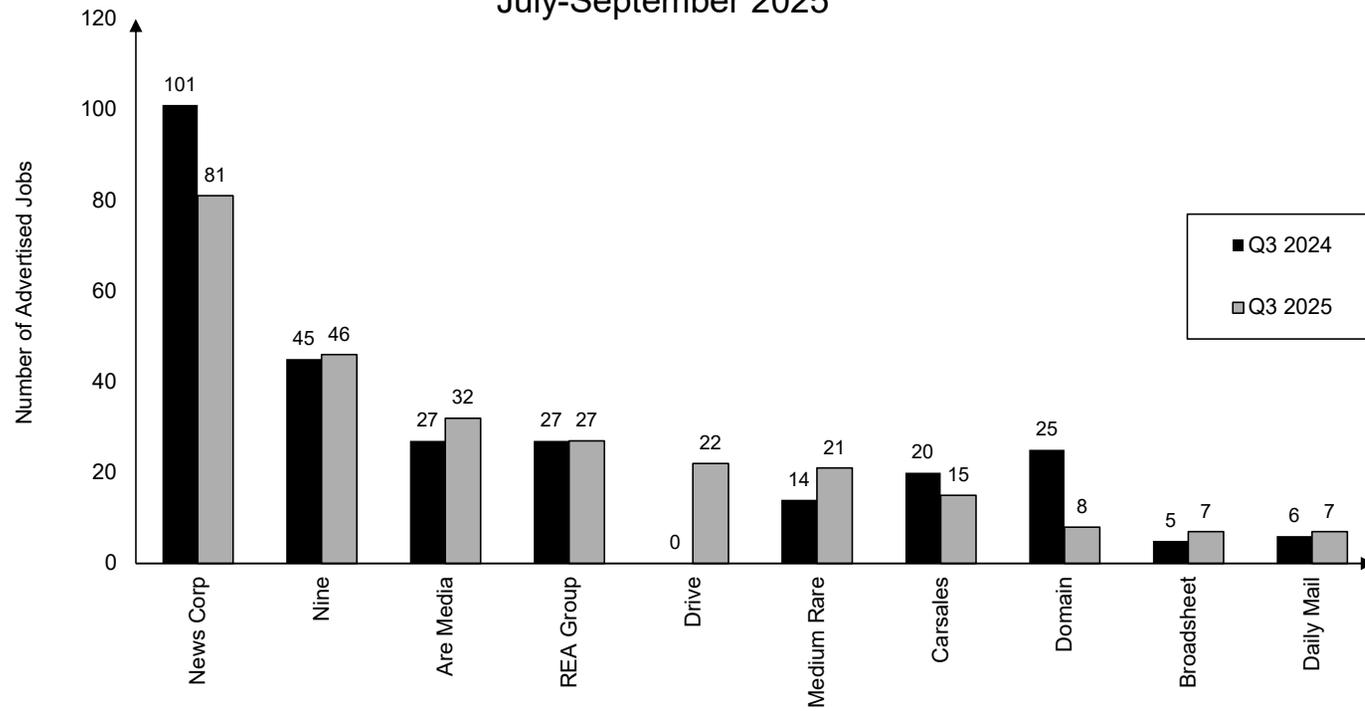


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Top 10 Publishing Employers July-September 2025

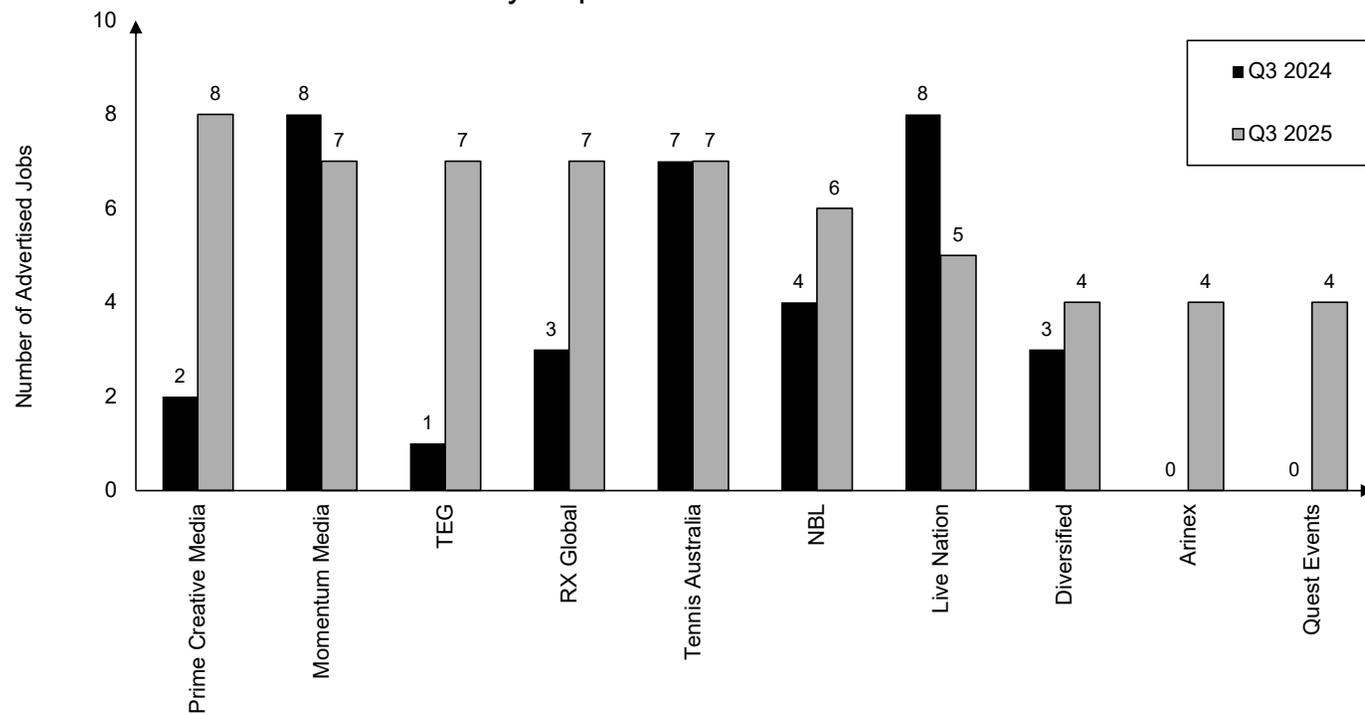


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Top 10 Events Employers July-September 2025

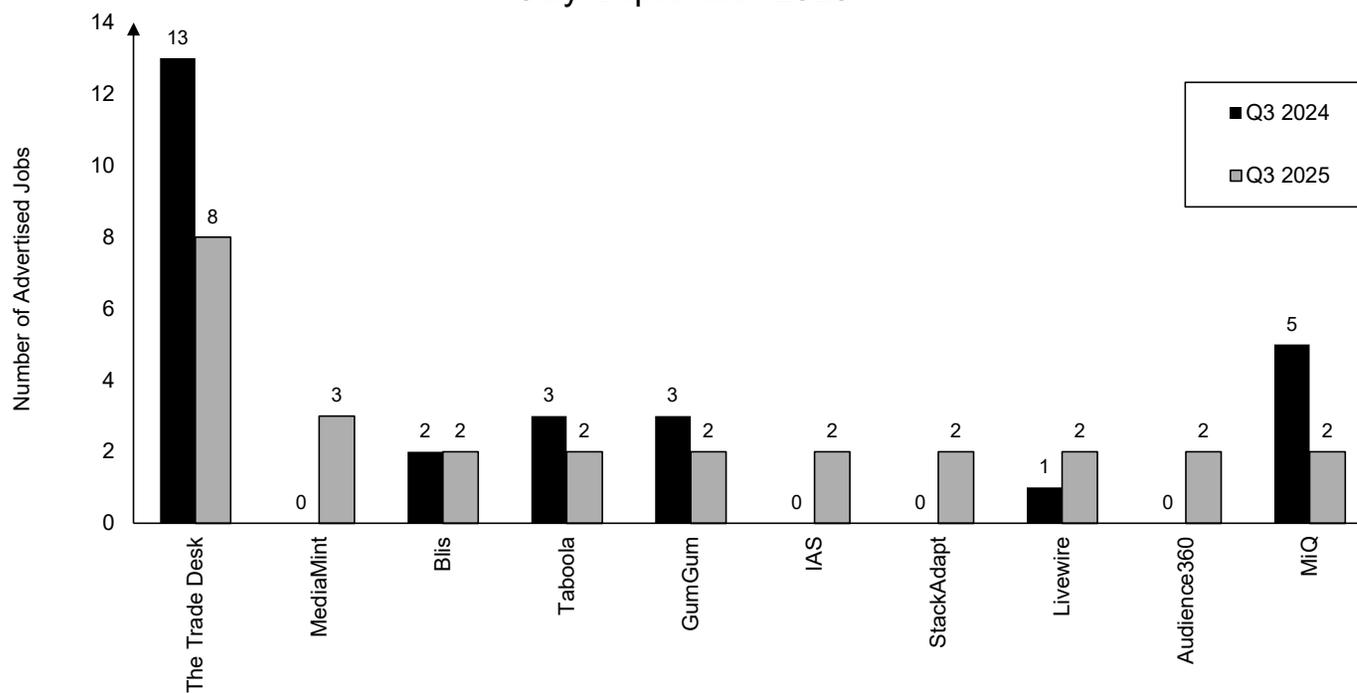


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Top 10 Programmatic Employers July-September 2025

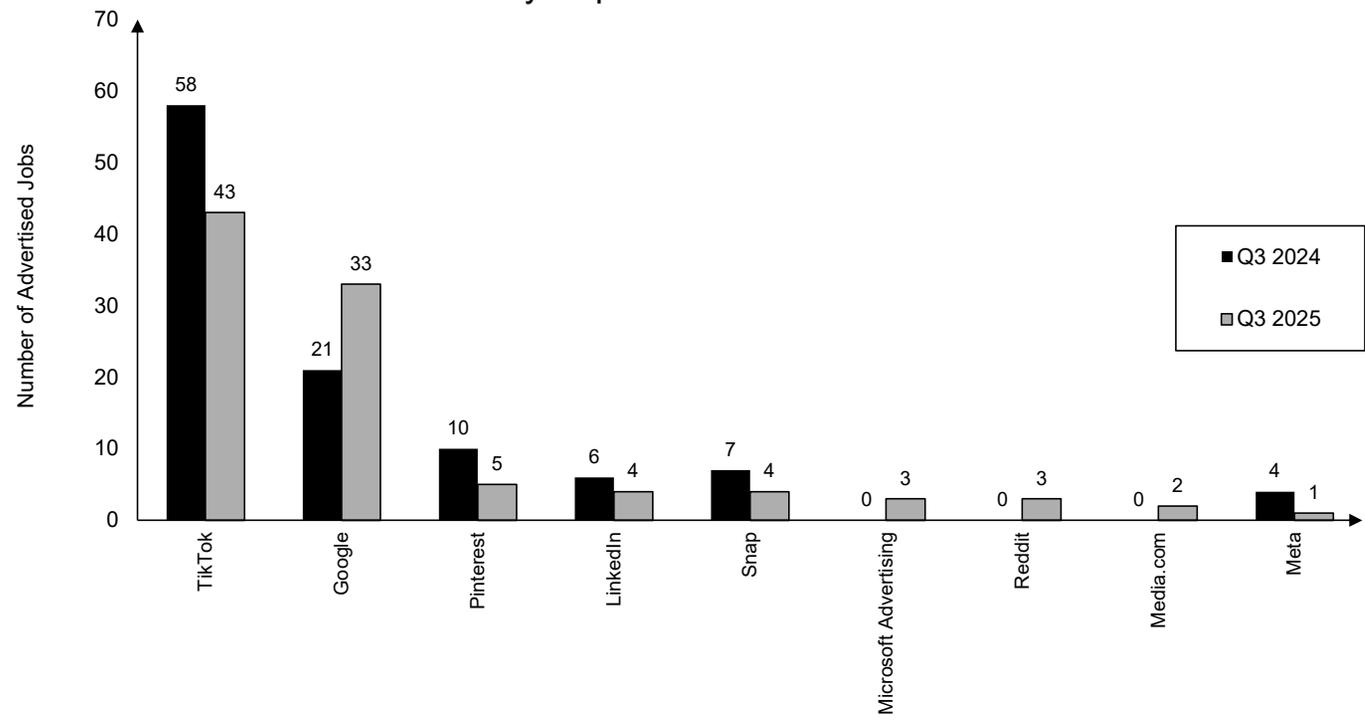


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Top 10 Search/Social Employers July-September 2025



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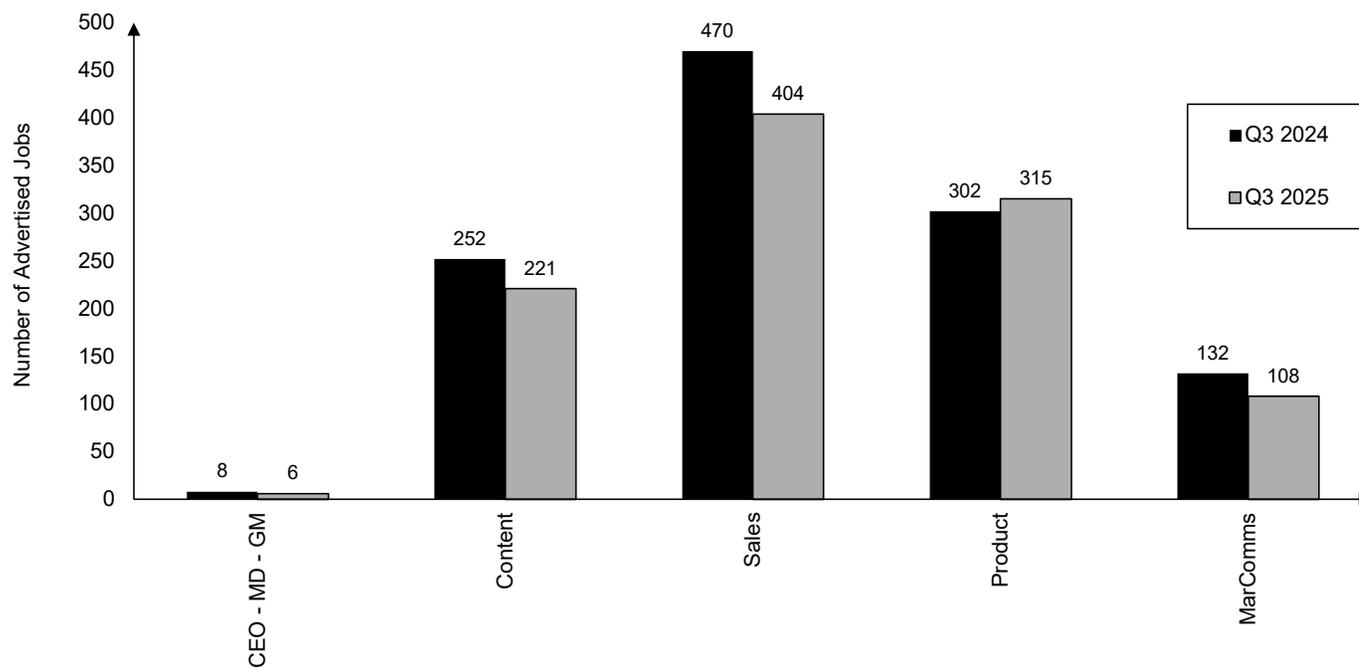
Media & events industry hiring – July-September 2025

Findings by job function

- **Content roles back in demand:** Content roles remained the largest job category, led by Nine, ABC, and News Corp. Growth was strongest in Publishing and TV/Streaming, reflecting ongoing investment in audience and editorial output.
- **Sales/Client Service jobs recover strongly:** Sales/Client Service hiring rose quarter-on-quarter, driven by News Corp, TikTok, and Seven Network. The function's rebound suggests growing advertiser demand and revenue-focused restructuring.
- **Product/Operations hiring expansion continues:** Product/Operations roles surged across Nine, News Corp, and Google, with YoY gains exceeding 50 % in several cases — evidence of sustained focus on digital transformation and workflow efficiency.
- **MarComms experiences modest rebound:** Marketing & communications hiring increased slightly QoQ, led by Nine and ABC, though still below 2024 levels. Growth was concentrated in sports, events, and publishing-adjacent organisations.
- **Leadership and strategic roles remain limited:** Hiring for senior management roles remained the smallest share of total ads, indicating companies are prioritising operational rebuilds over top-level expansion.



Media Industry Hiring Volume By Job Function

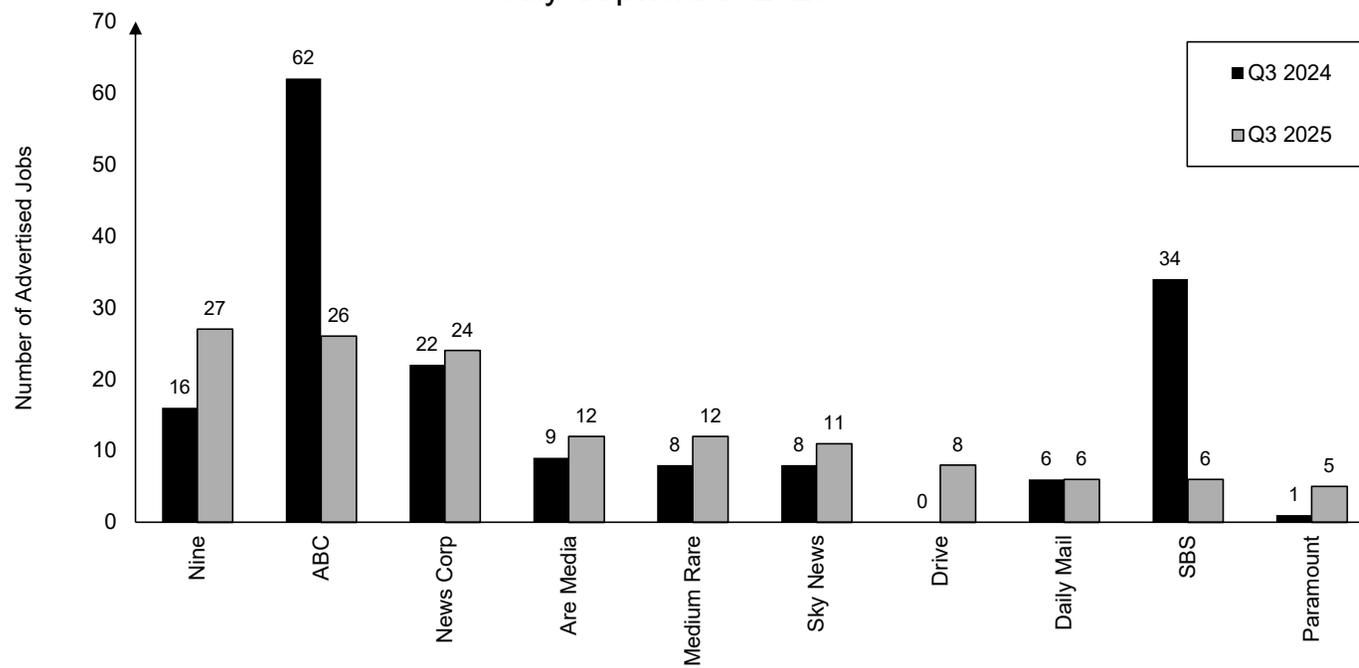


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Top 10 Employers – Content Roles July-September 2025

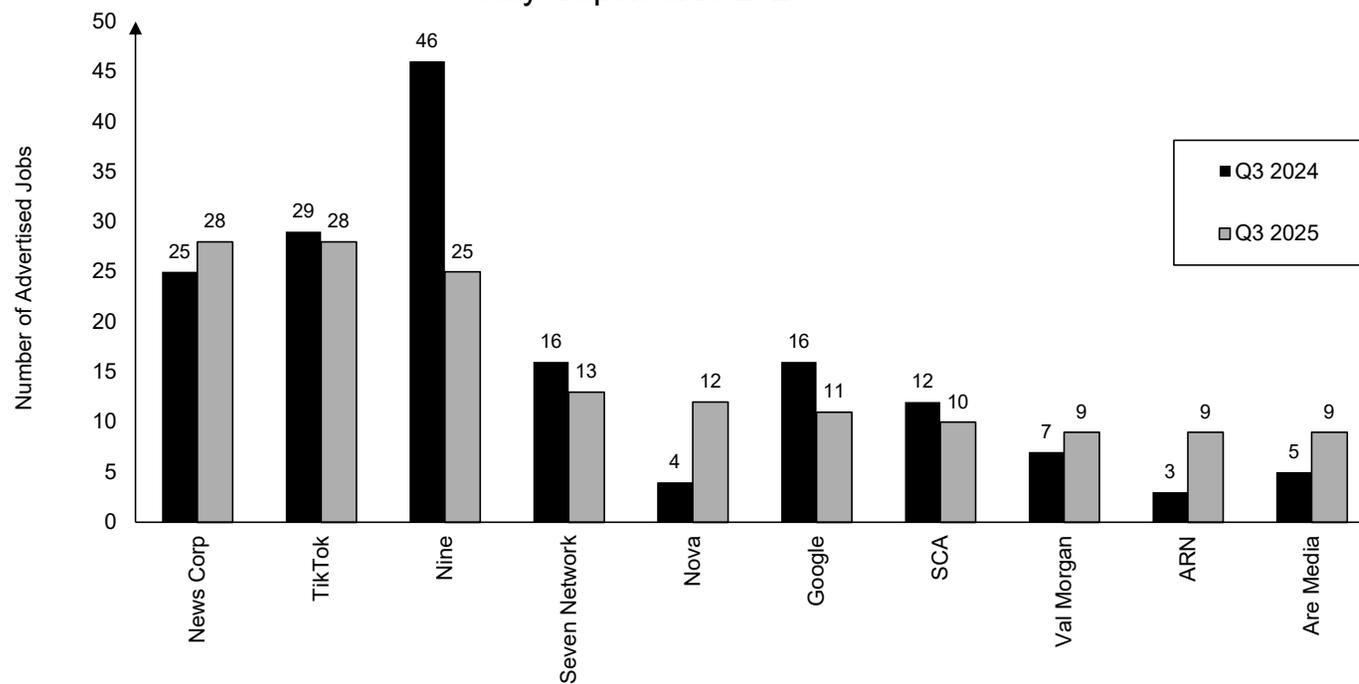


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Top 10 Employers – Sales Roles July-September 2025

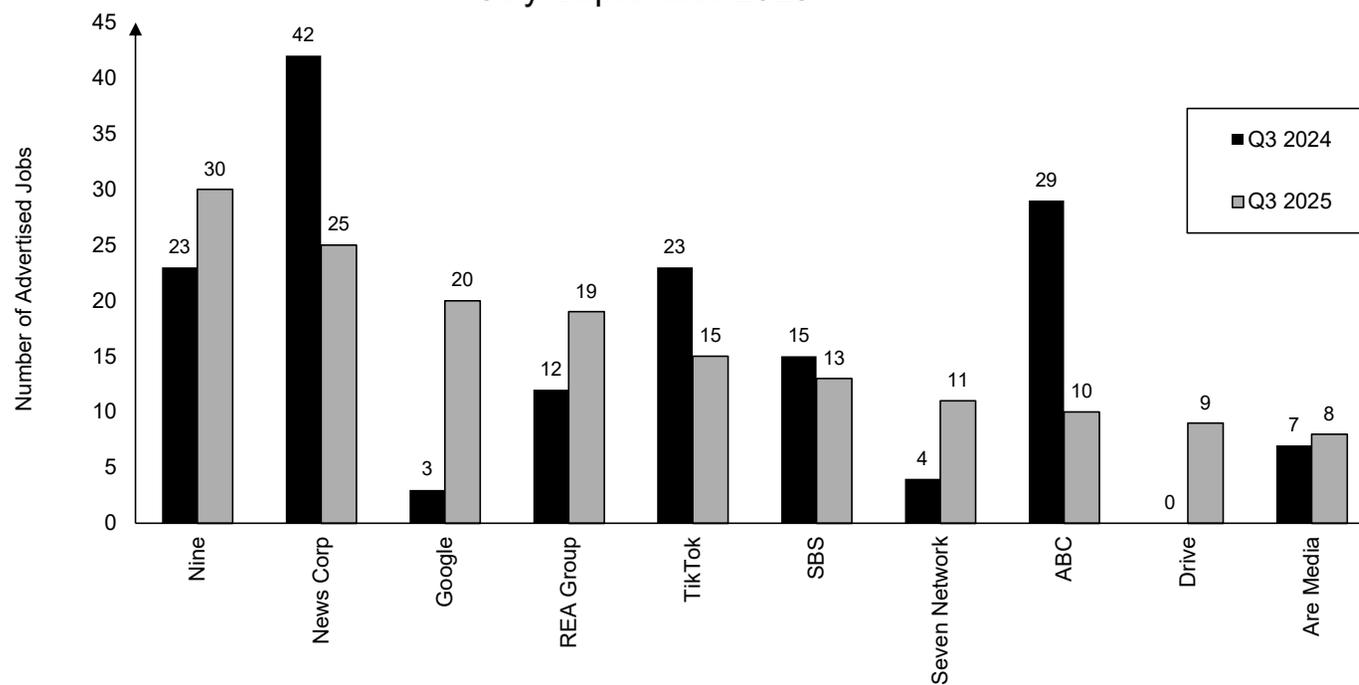


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Top 10 Employers – Product/Ops Roles July-September 2025

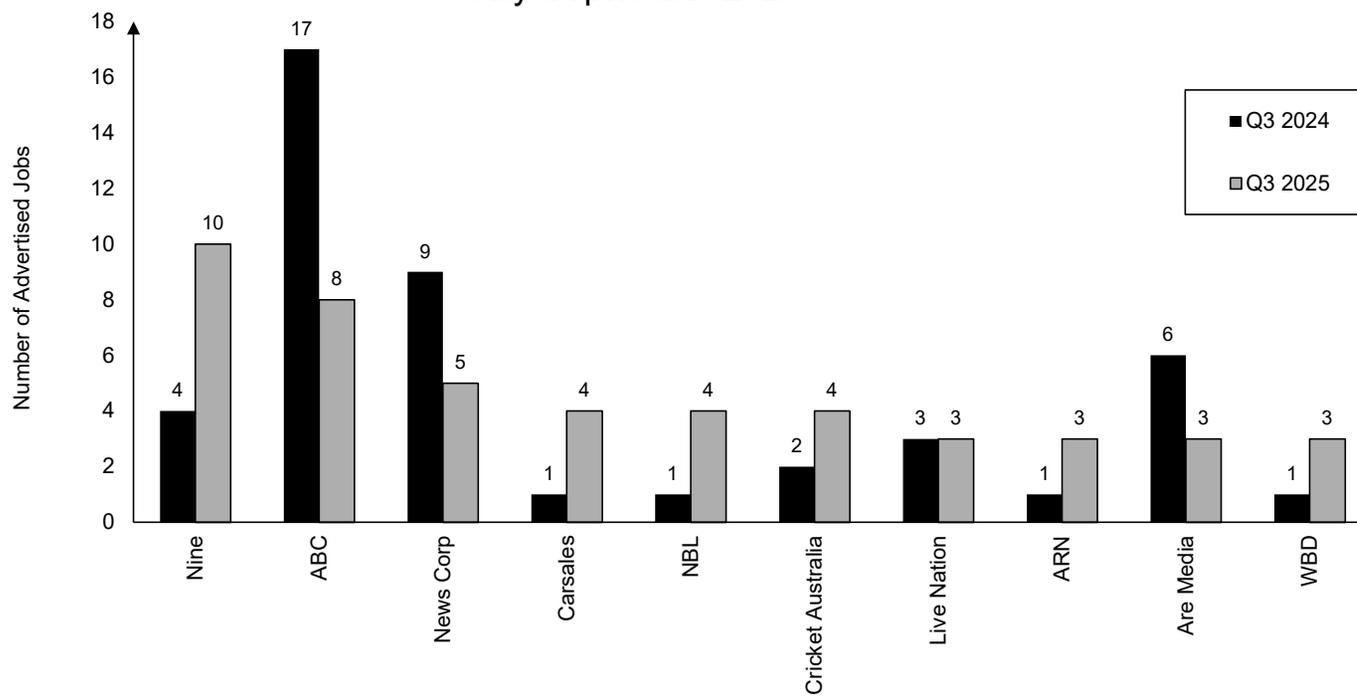


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Top 10 Employers – MarComms Roles July-September 2025



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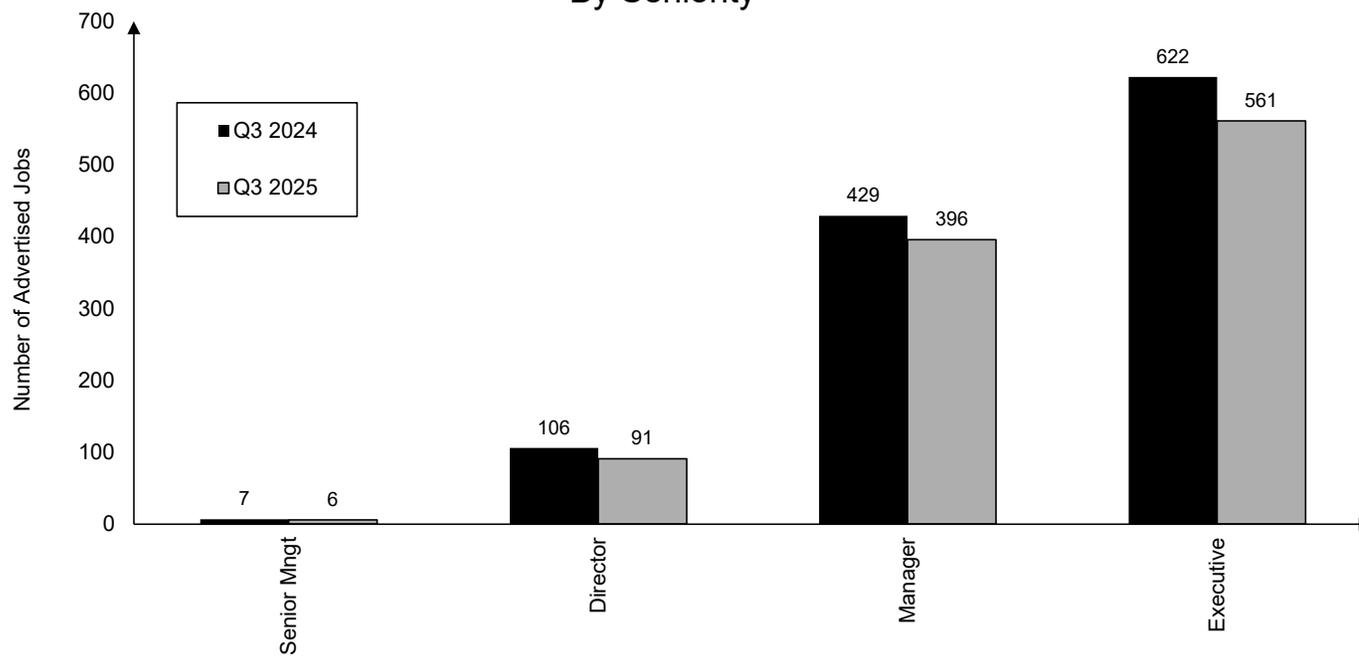
Media & events industry hiring – July-September 2025

Findings by seniority

- **Junior roles dominate hiring:** Executive-level listings made up the largest share of all ads, led by Nine, News Corp, and Seven Network, reflecting a strong focus on operational and content execution roles.
- **Manager-level hiring solid but mixed YoY:** Manager postings increased quarter-on-quarter, particularly at TikTok, News Corp, and Google, but remain below 2024 peaks, suggesting steady mid-tier expansion rather than aggressive growth.
- **Director-level roles rebound modestly:** Director-level hiring rose slightly from Q2, driven by Nine, Nova, and ARN, though overall volumes remain subdued compared to pre-2024 levels — signaling cautious leadership investment.
- **Senior Management stable but lean:** Senior Management roles stayed flat QoQ and YoY, showing that companies are maintaining strategic continuity rather than expanding at the top tier.
- **Junior talent pipelines strengthening:** The ratio of Executive-to-Manager roles widened further, indicating continued preference for early-career and mid-level recruitment to support production, sales, and marketing teams.



Media Industry Hiring Volume By Seniority

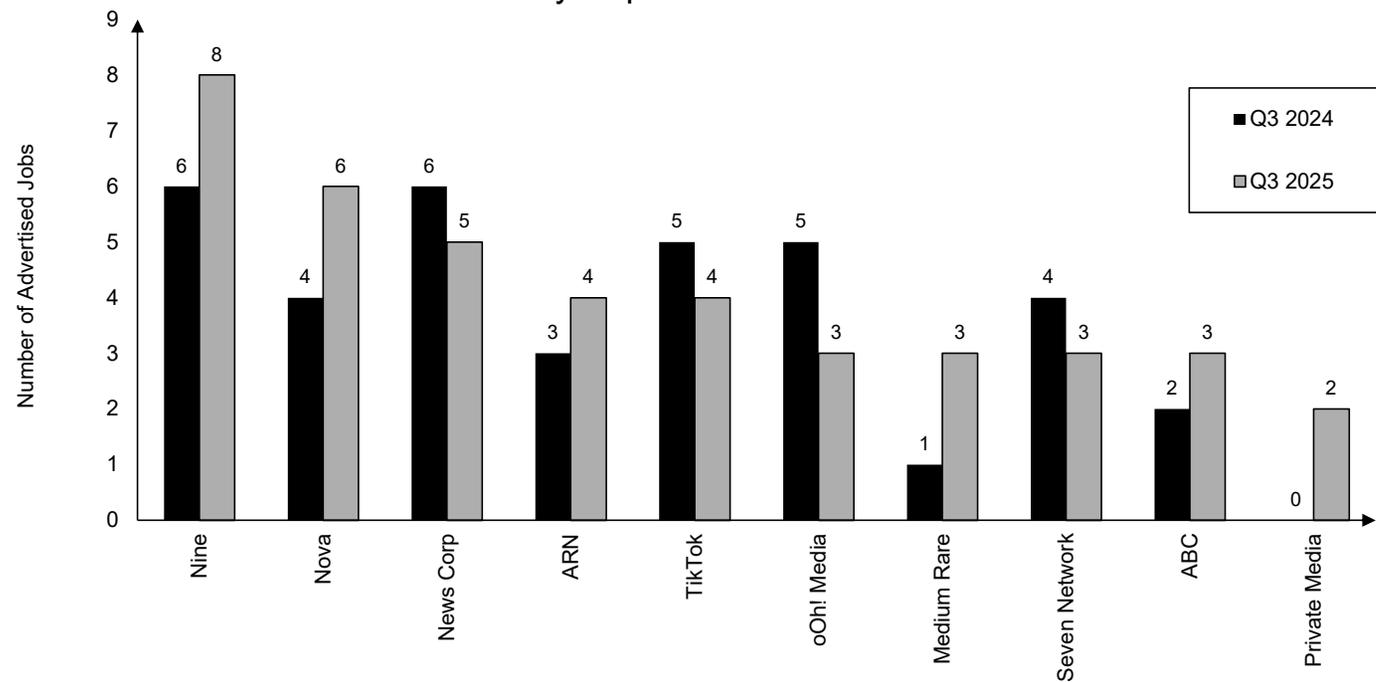


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Top 10 Employers – Director-level Roles July-September 2025

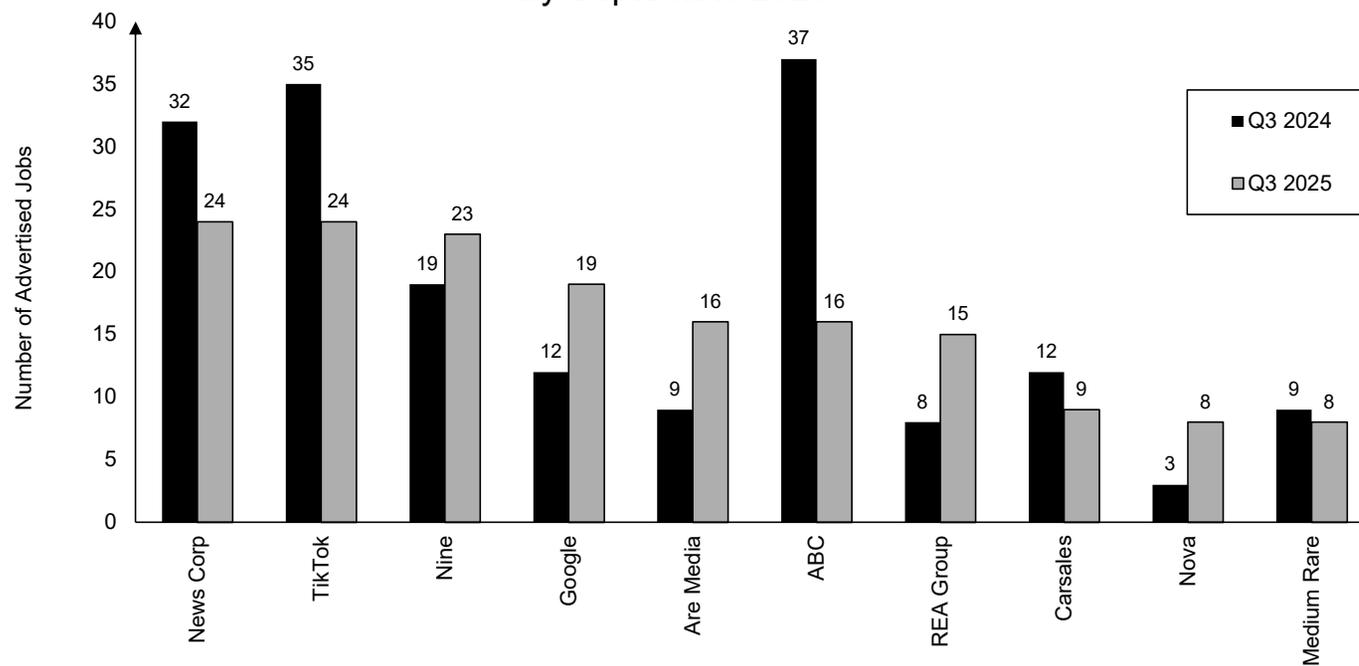


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Top 10 Employers – Manager-level Roles July-September 2025

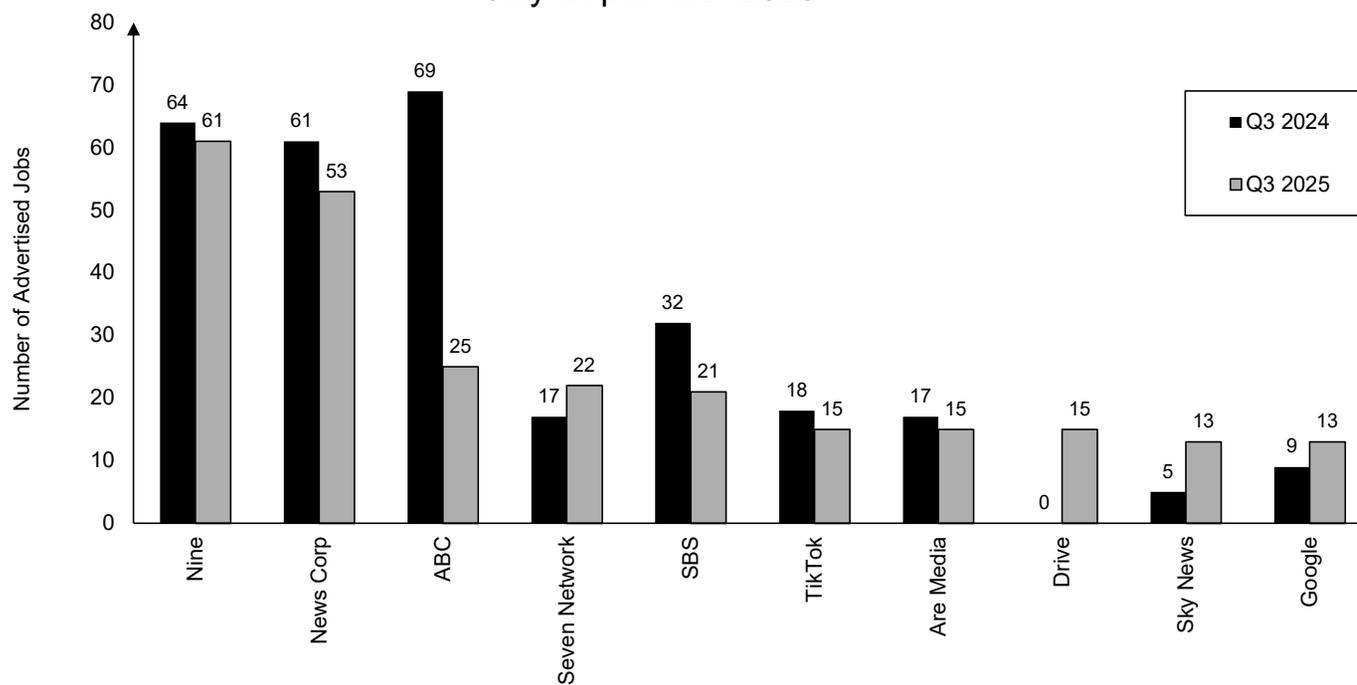


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Top 10 Employers – Executive-level Roles July-September 2025



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Methodology

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

- Employers: Publishers, broadcasters, OOH, retail media, search/social, programmatic
- Roles: Content, sales, production/operations, product, developer, design/UX, marketing, senior management
- Location: Sydney and Melbourne

Advertised jobs for finance, admin, HR, engineering and desktop/network 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:

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



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.

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