



Media Industry Hiring Activity Report

April 2026



Media & events industry hiring activity – January-March 2026

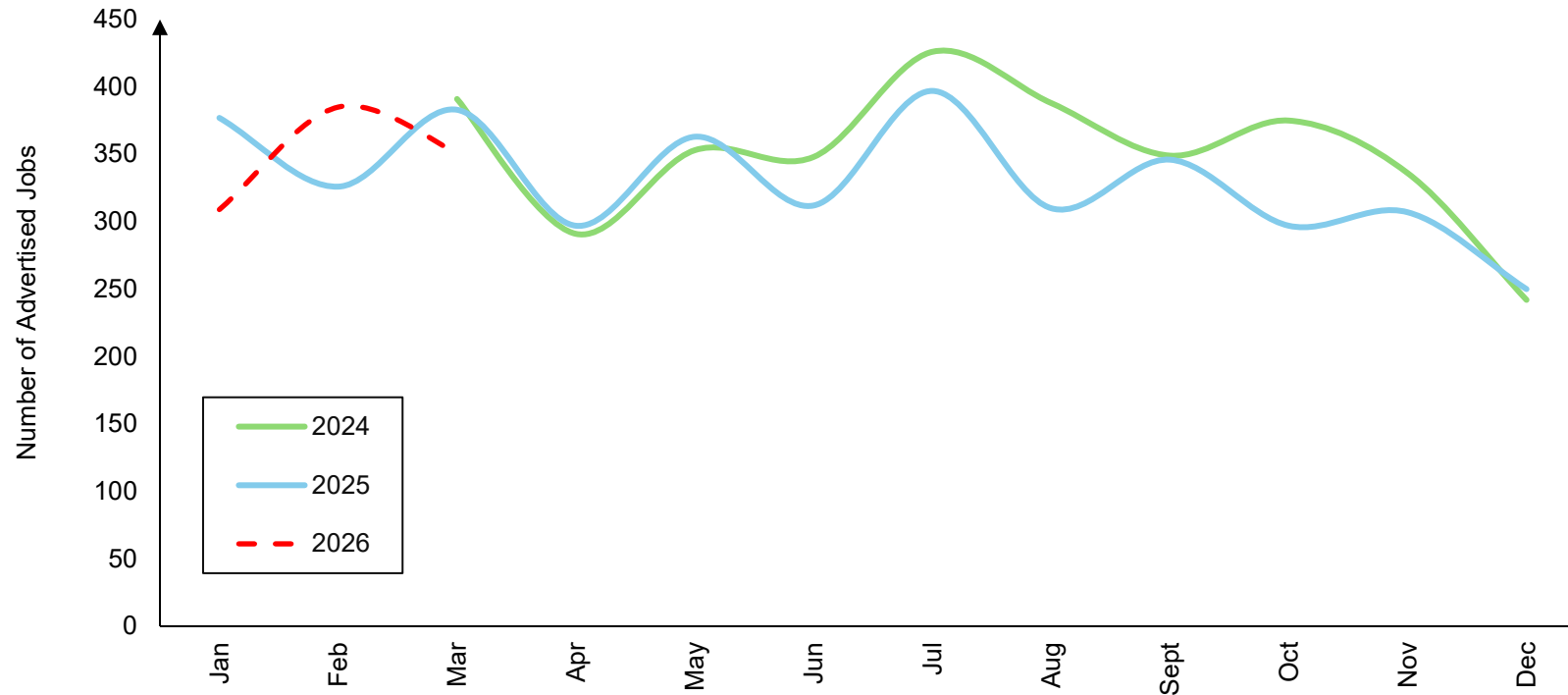
Overall findings

- **Media industry hiring activity** in Australia continued its two-year run of quarterly YoY declines with a 3.8% fall in recruitment advertising in the January-March 2026 quarter compared to the same period in 2025.
- **Recruitment for Product/Operations roles** was up 19% YoY in Q1 and was the only major job function to grow consistently across 2025. Sales/Client Service, historically the biggest category, was down 9.9% YoY.
- **OOH/Retail Media recruitment activity was down** 54% YoY in March 2026 and down 60% MoM. Even on a quarterly basis the sector is flat which is surprising given its growth track record and positive market sentiment.
- **Seasonal hiring patterns** remain consistent. November to January is reliably the quietest period with the job market peaking in July and August.
- **TV/Streaming is holding up** better than Publishing. Publishing hiring is flat to slightly down across most metrics. While TV/Streaming is up 15% YoY in March, driven largely by Nine and the ABC growing while Seven and Paramount softened.
- **Domain is on the move.** Under new ownership, Domain went from 7 jobs in Q1 2025 to 25 in Q1 2026.
- **The impact of Ai** on media employment is yet to appear in our data.



Media Industry Hiring Activity

Monthly Totals – 2024, 2025, 2026



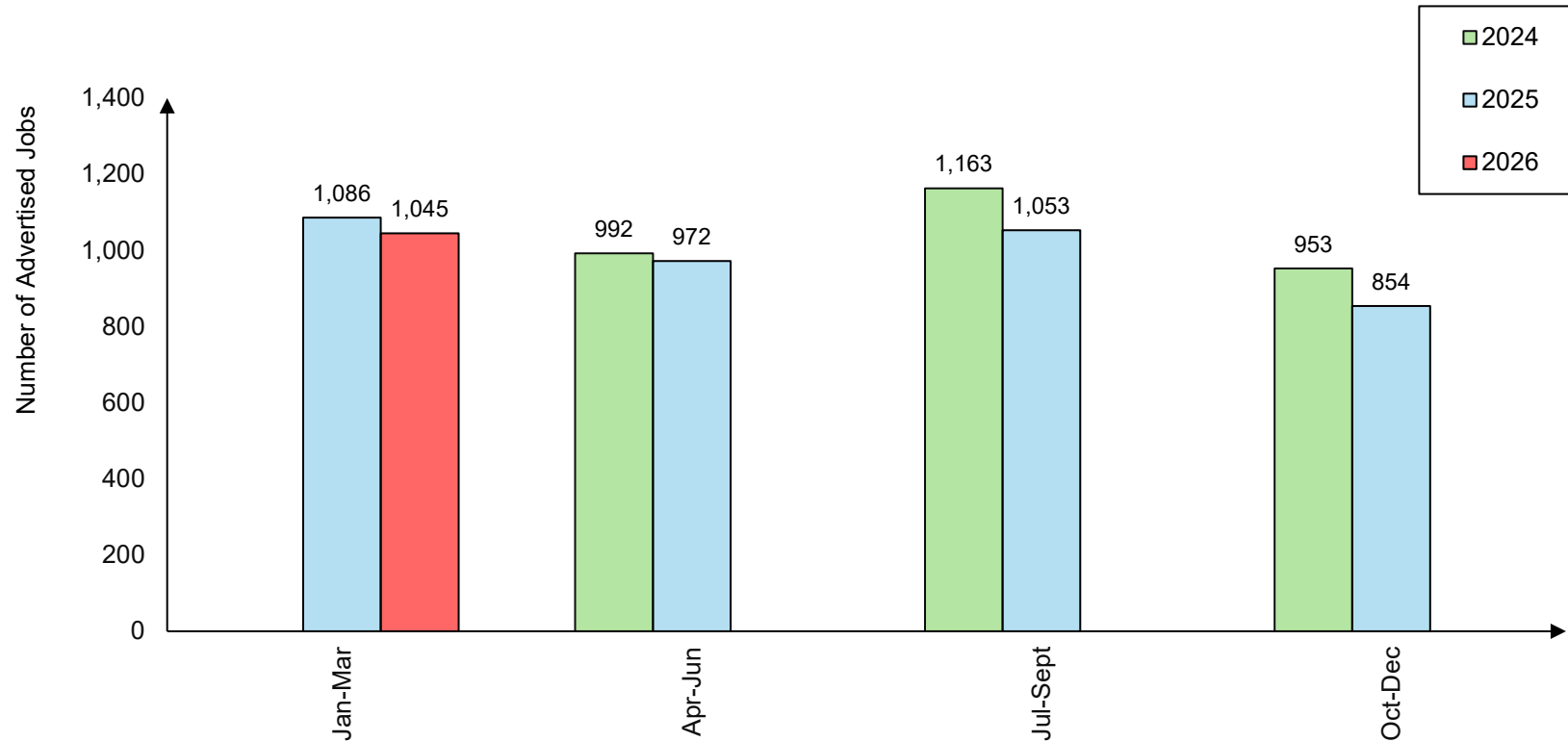
Mercury Talent tracks advertised jobs as follows:
- Employers: Publishers, broadcasters, OOH, retail media, search/social, programmatic
- Roles: Content, sales, production/operations, marketing, senior management
- Location: Sydney and Melbourne

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Media Industry Hiring Activity

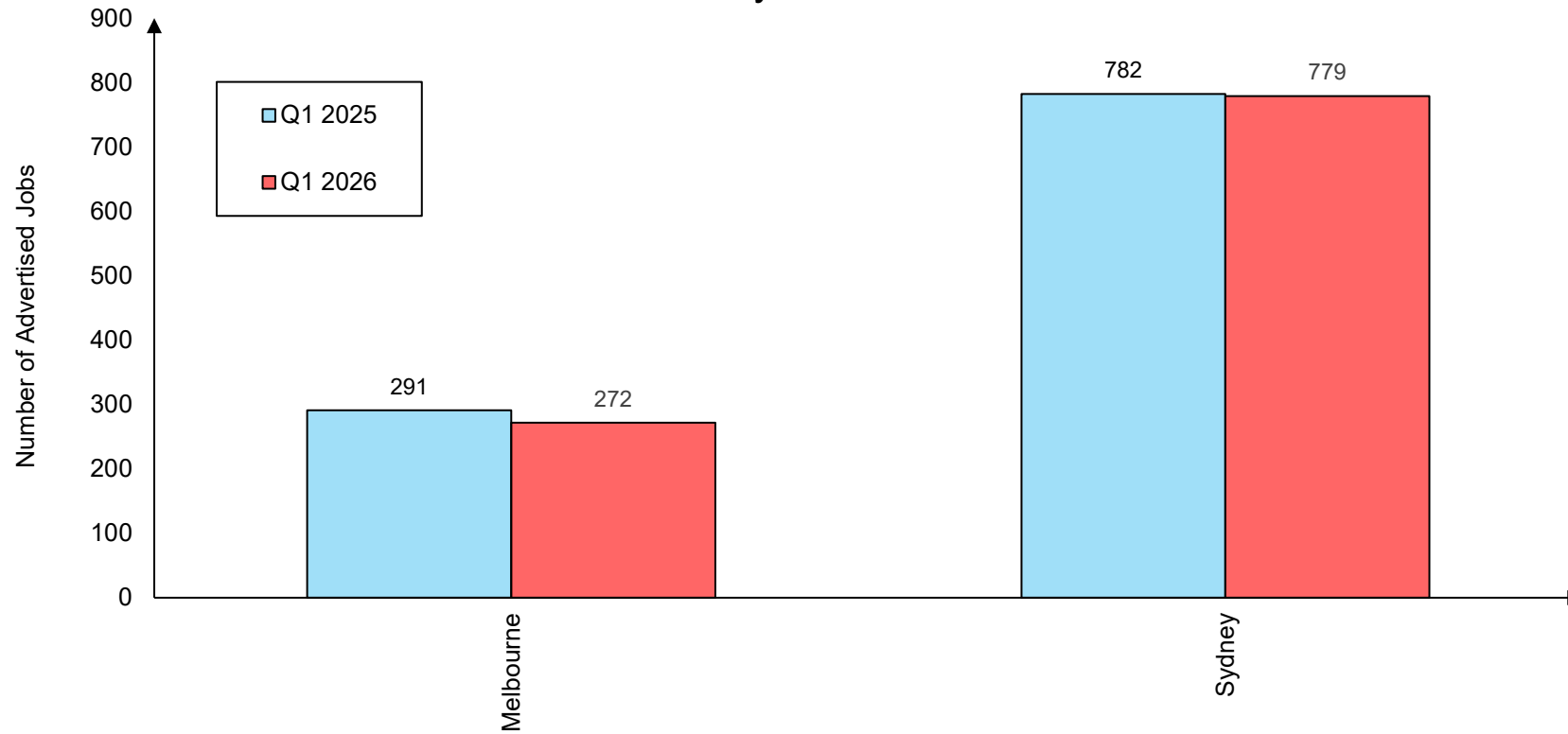
Quarterly Advertised Jobs: 2024, 2025, 2026



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Q1 Media Industry Hiring Activity By Location

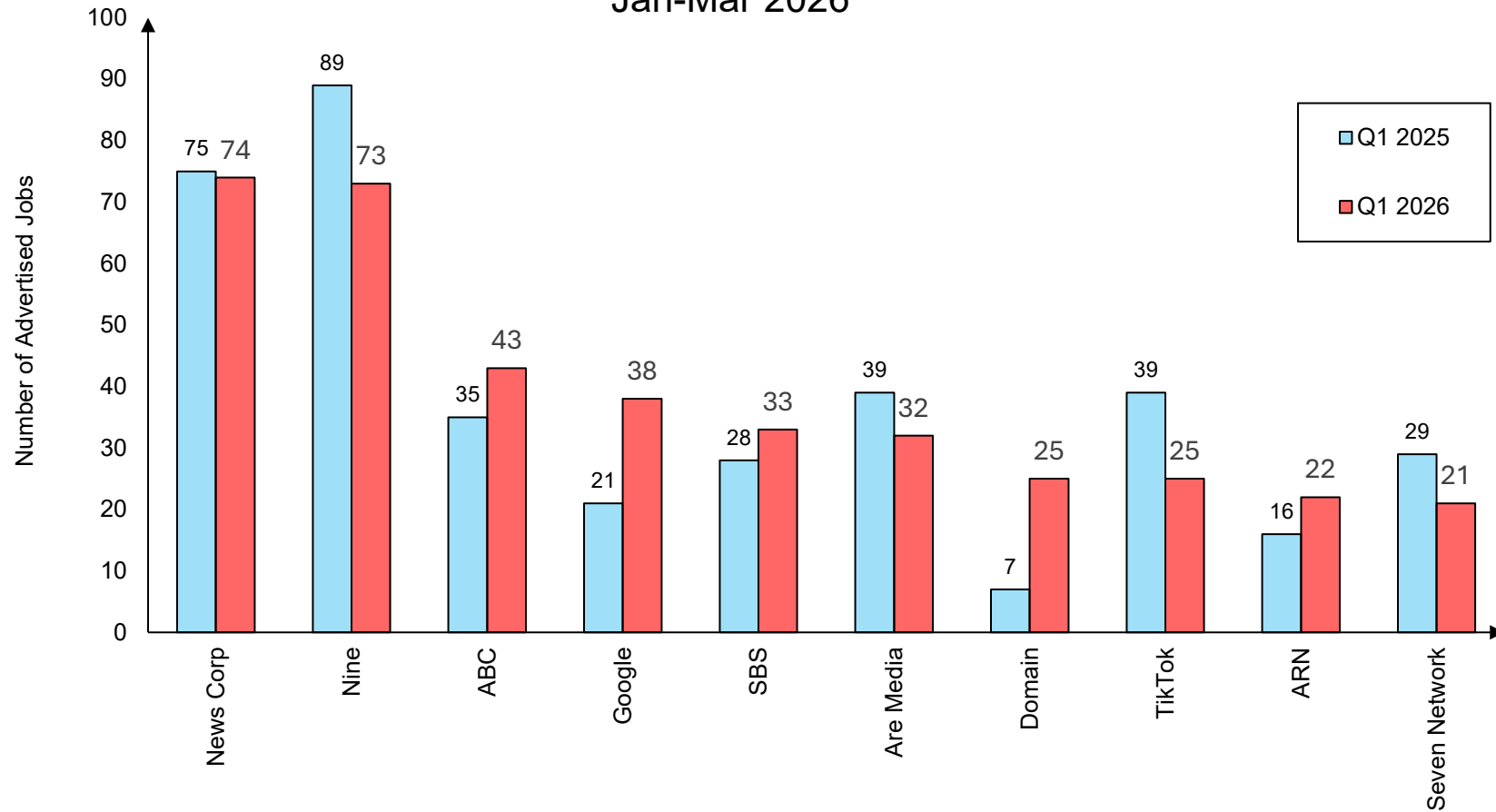


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Top 10 Hirers Jan-Mar 2026



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- Location: Sydney and Melbourne



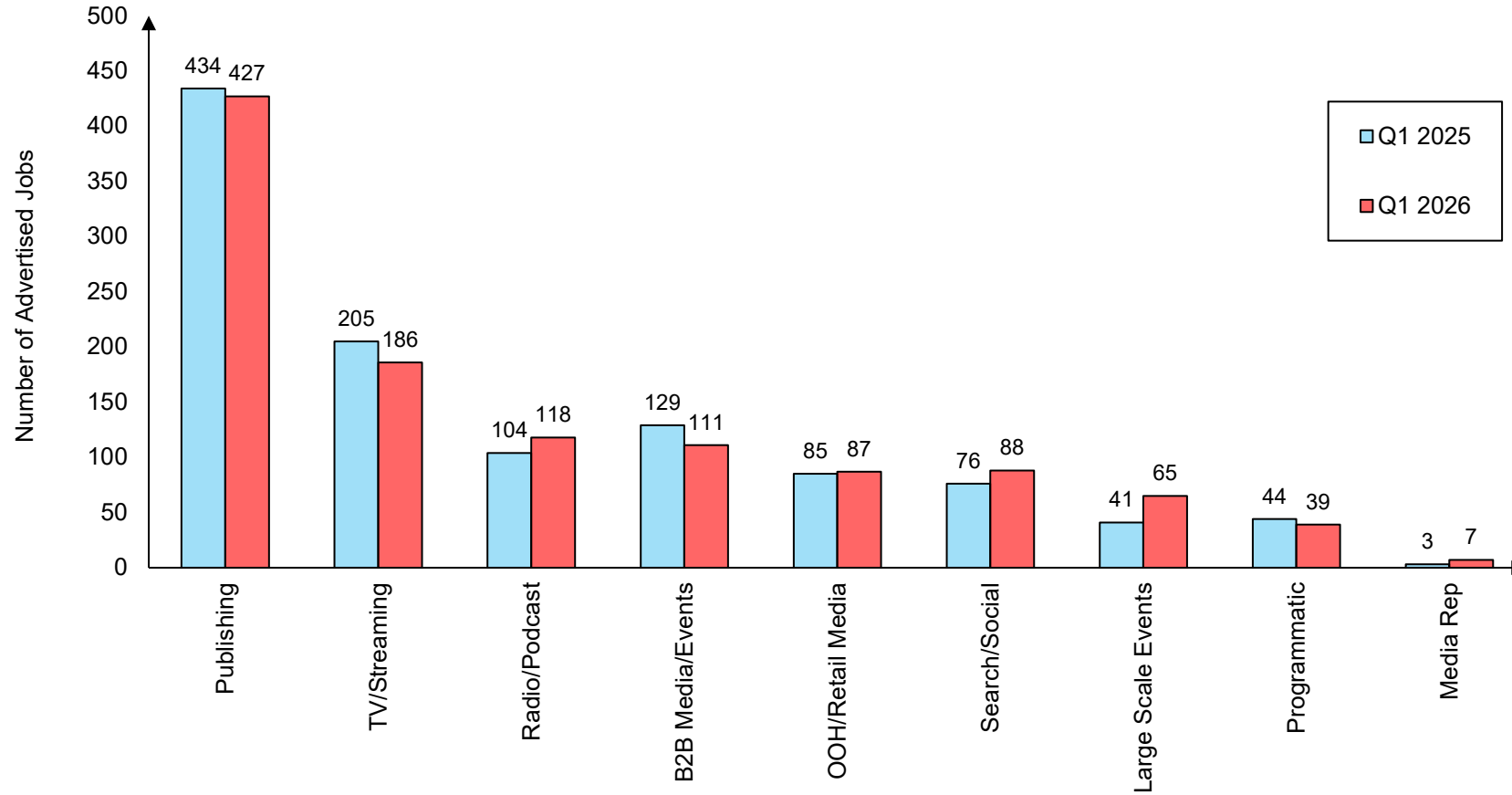
Media & events industry hiring activity – January-March 2026

Findings by media type

- **Publishing** Domain's hiring tripled year-on-year (7 to 25 jobs), making it the sector's standout mover. News Corp, Nine and Are Media all posted modest declines.
- **TV/Streaming** Sales roles collapsed by 52% across the sector, yet Nine, ABC and SBS all grew their hiring activity overall largely due to recruitment of product and operations roles.
- **Radio/Podcast** hiring activity was up 12% year-on-year, with the ABC, ARN and SCA all growing. Marcomms hiring surged 150%, suggesting an increase in marketing activity from the audio sector in the near future.
- **Search/Social** Google nearly doubled its hiring while TikTok recruitment fell 36% in the quarter, a reversal that sees Google reclaim its position as the sector's dominant recruiter.
- **OOH/Retail Media** The only sector to hold its sales hiring completely flat year-on-year, senior-level recruitment more than doubled, suggesting consolidation at middle management level rather than frontline growth.
- **B2B Media/Events** recruitment activity contracted 14% overall, but senior-level hiring more than doubled, albeit from a low base. Prime Creative Media remained the most active B2B media recruiter, followed by RX which increased its hiring activity 33% YoY in the March quarter.
- **Programmatic** Recruitment for sales roles fell 31% YoY in the March quarter while hiring for product/operations roles jumped from 32% to 49% of all hiring. The Trade Desk remained the sector's most active recruiter despite a 9% fall in activity.



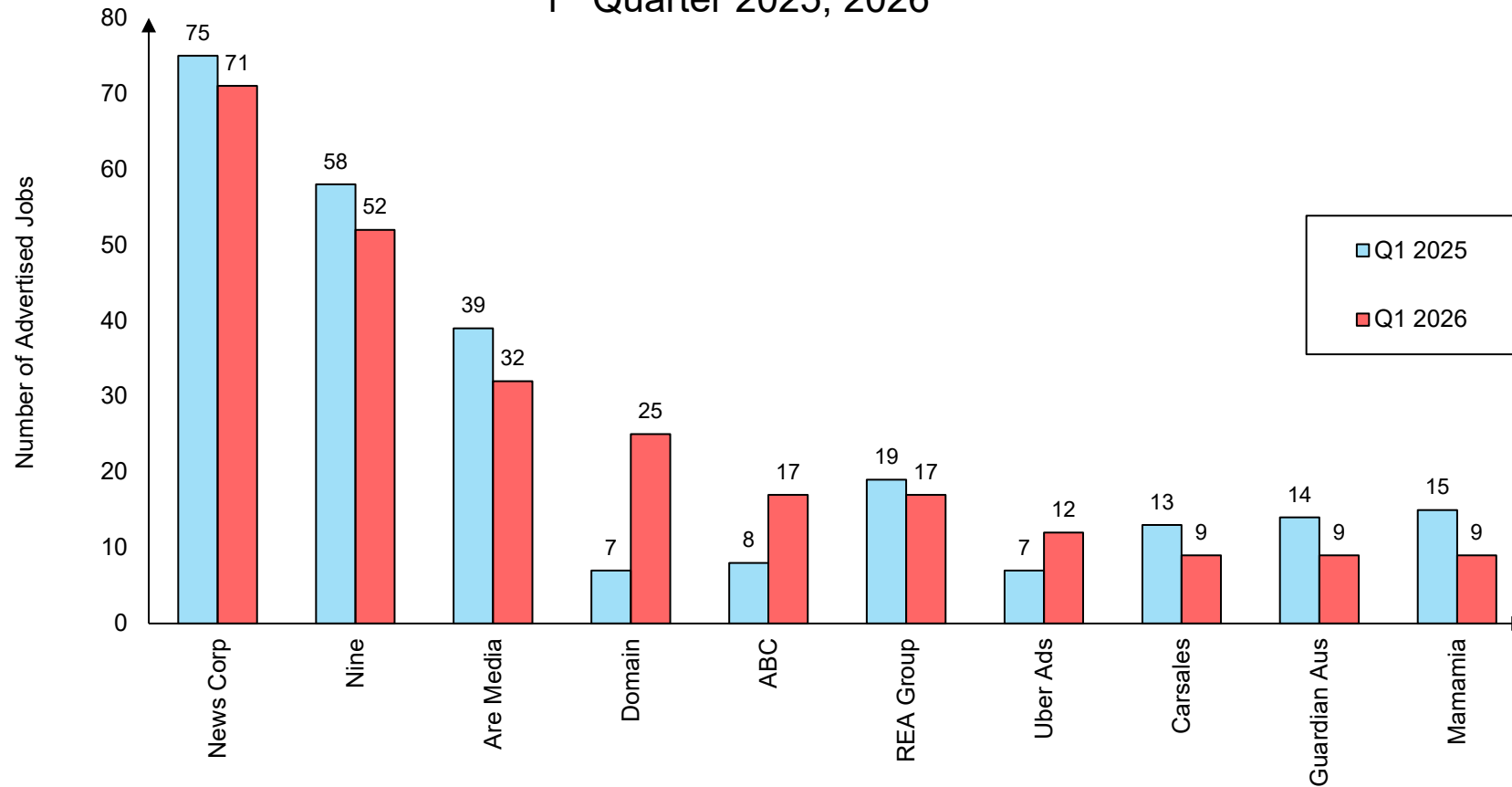
Media Industry Hiring Activity – Q1 By Media Type



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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



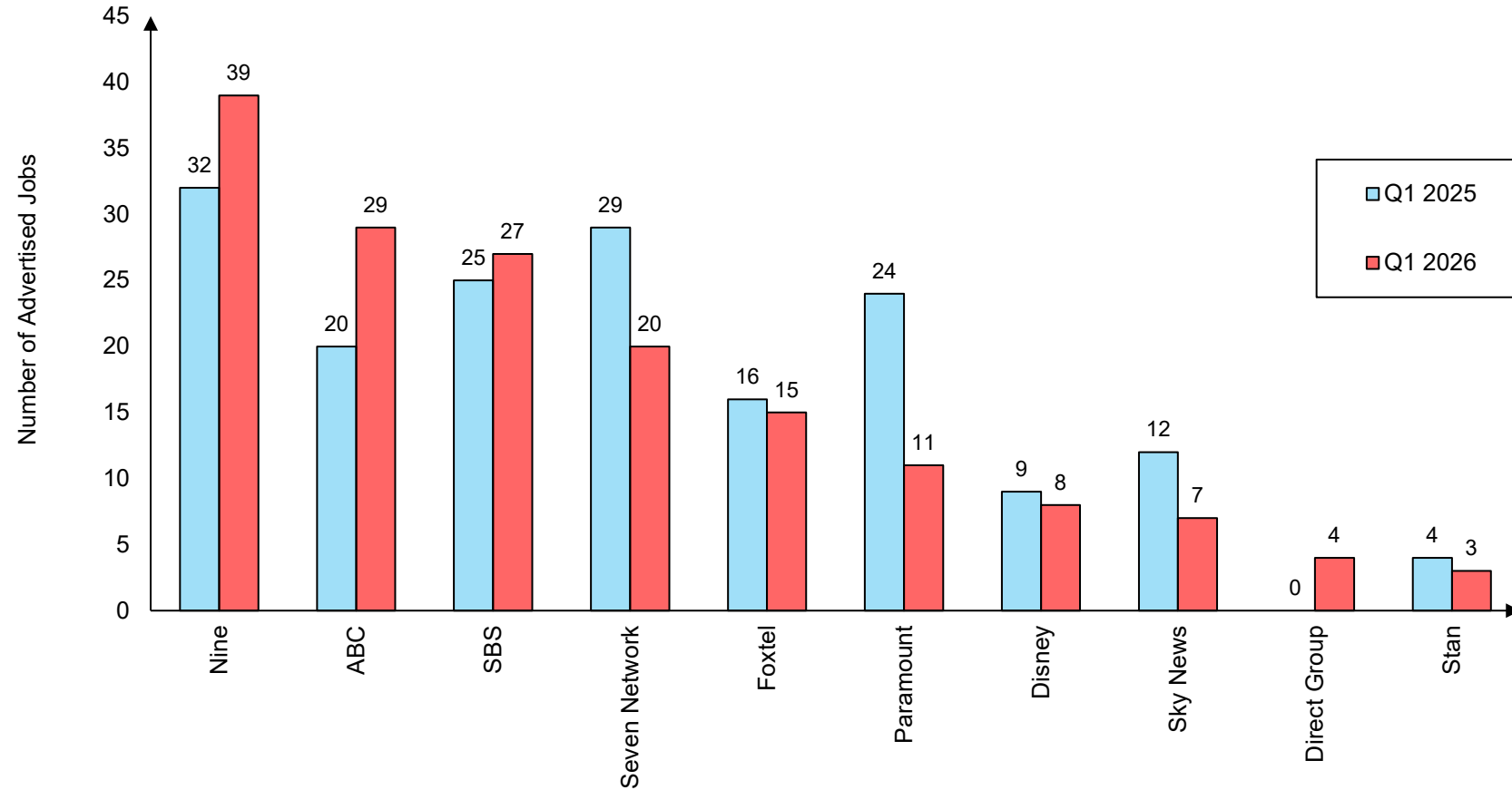
Top 10 Publishing Employers 1st Quarter 2025, 2026



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



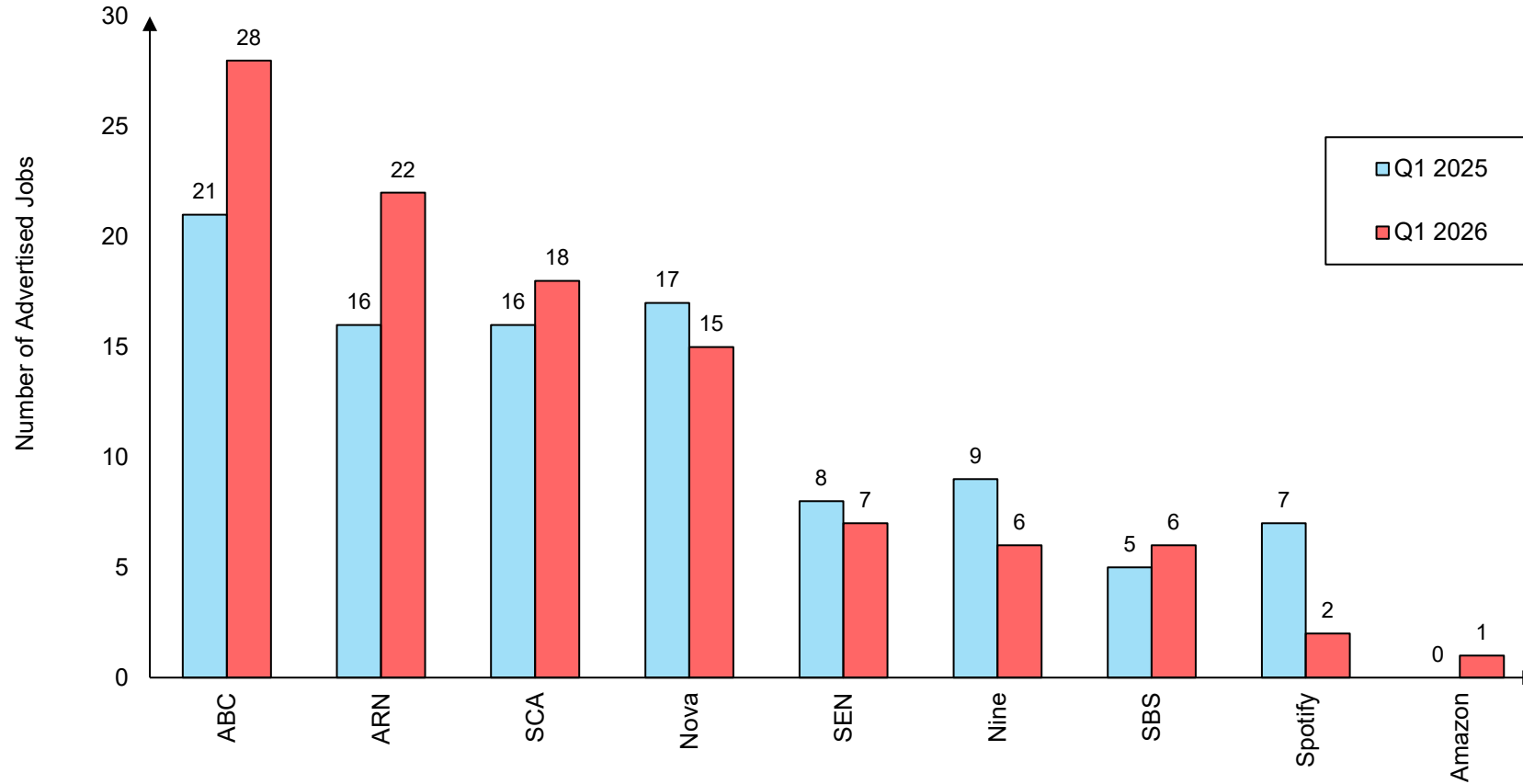
Top 10 TV/Streaming Employers 1st Quarter 2025, 2026



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



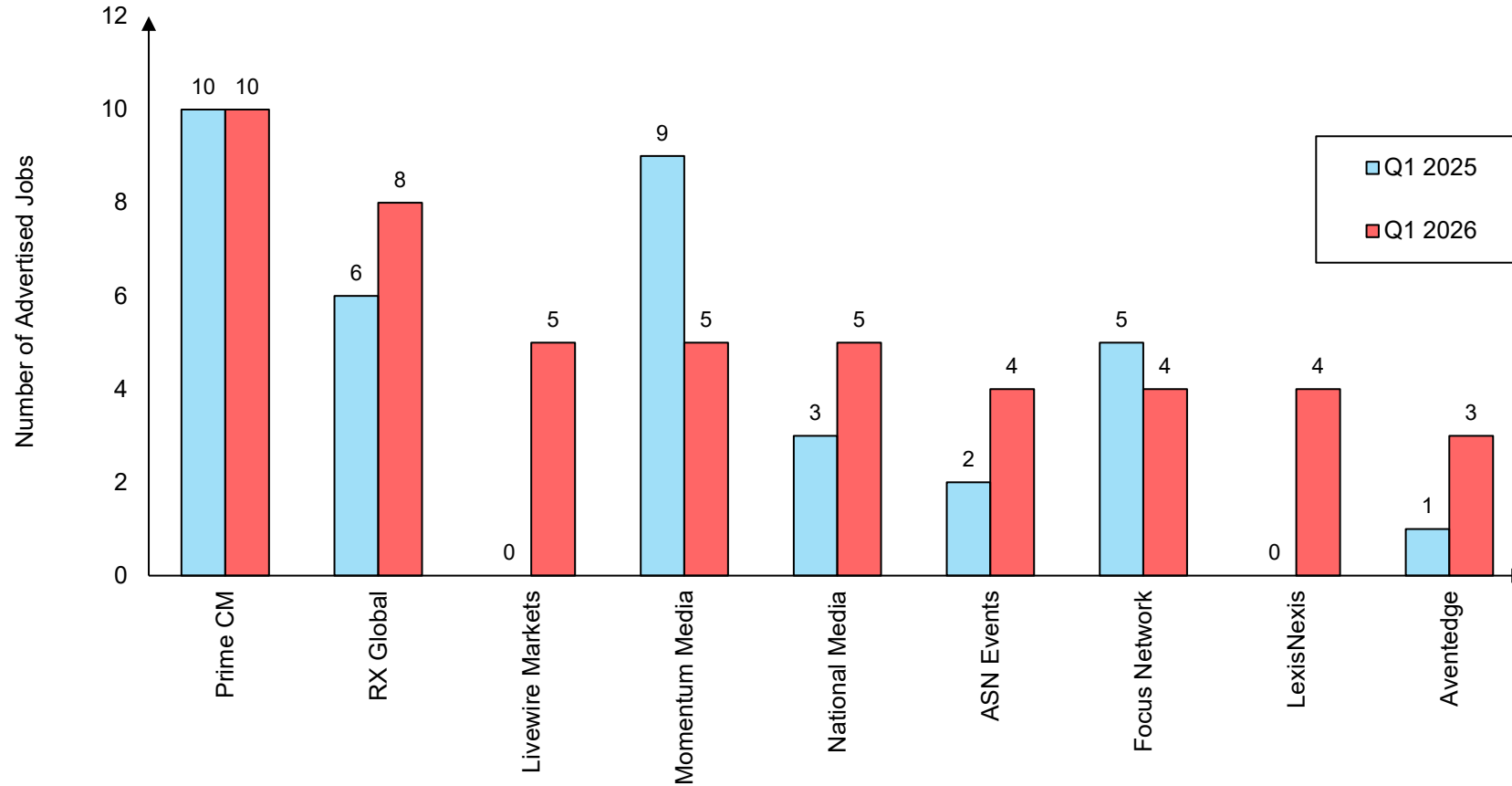
Top 10 Radio/Podcast Employers 1st Quarter 2025, 2026



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



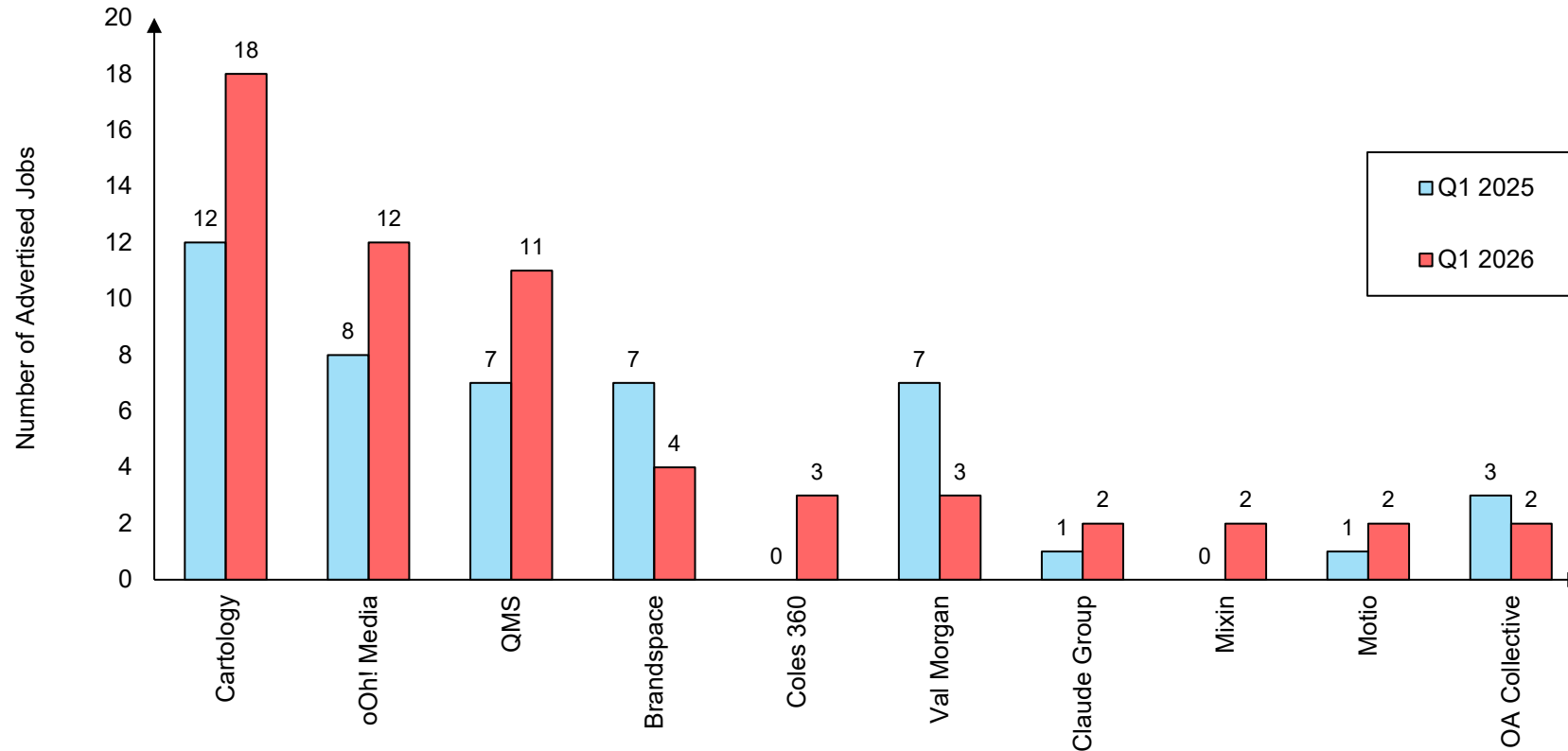
Top 10 B2B Media/Events Employers 1st Quarter 2025, 2026



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



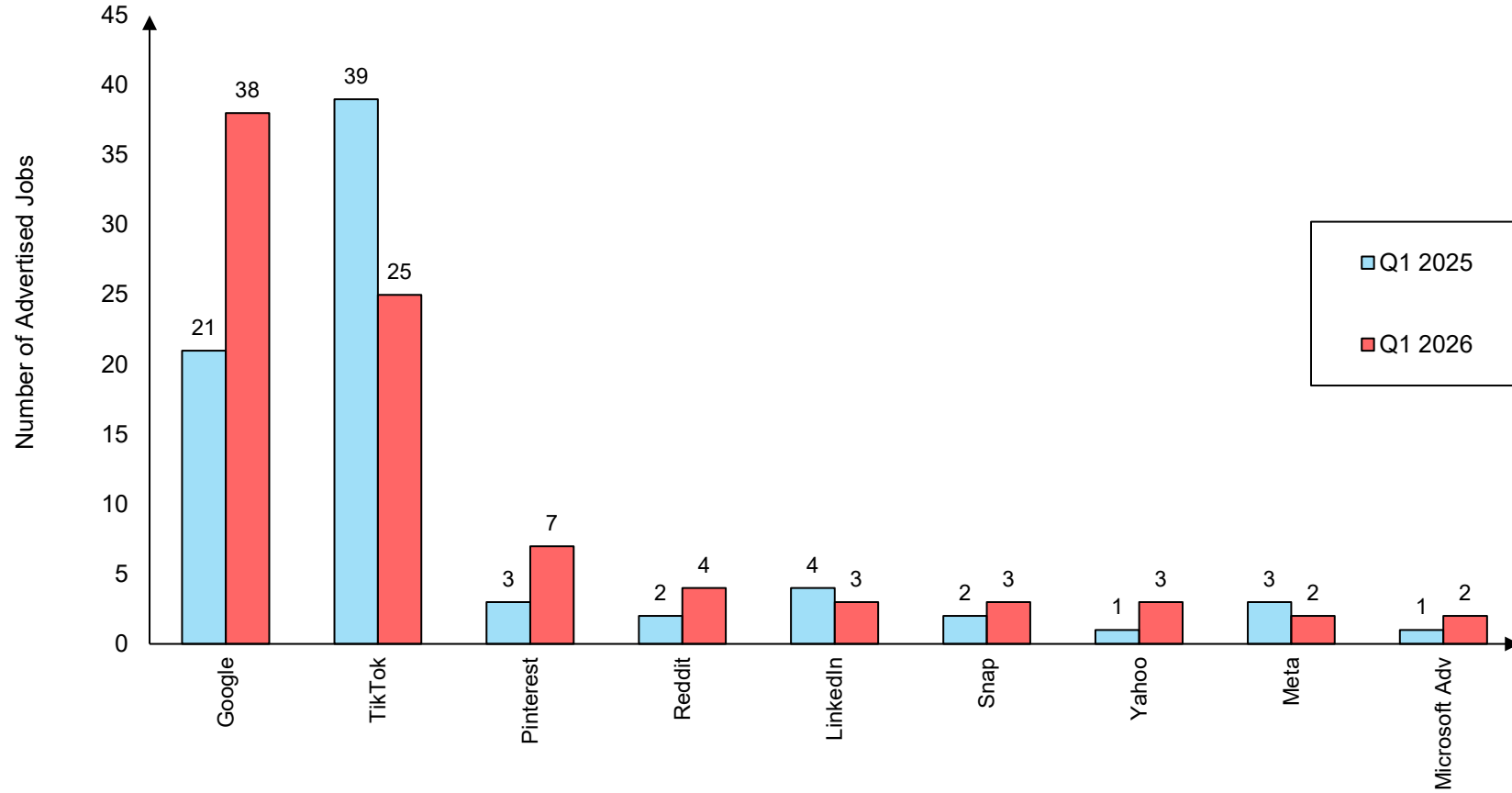
Top 10 OOH/Retail Media Employers 1st Quarter 2025, 2026



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



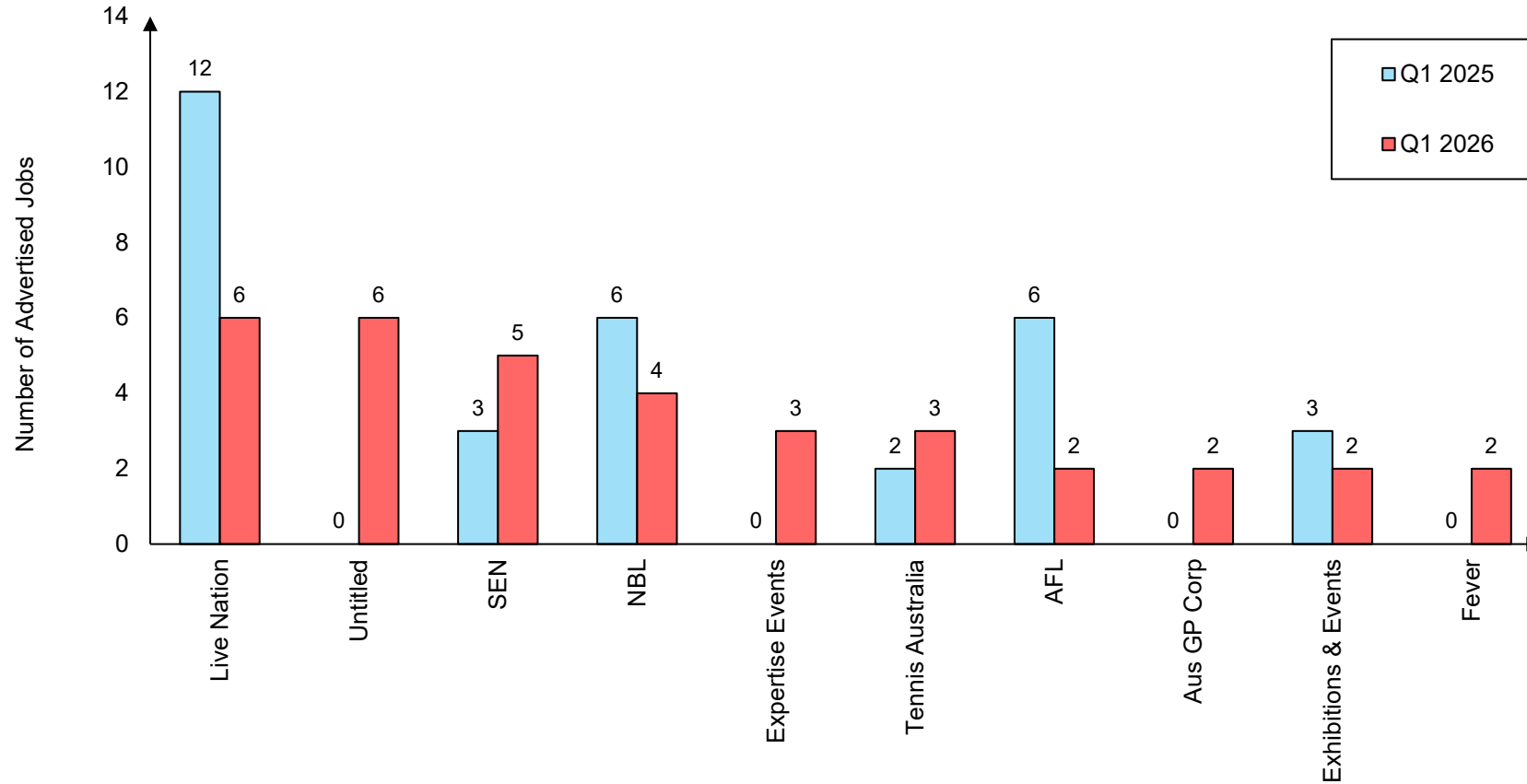
Top 10 Search/Social Employers 1st Quarter 2025, 2026



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



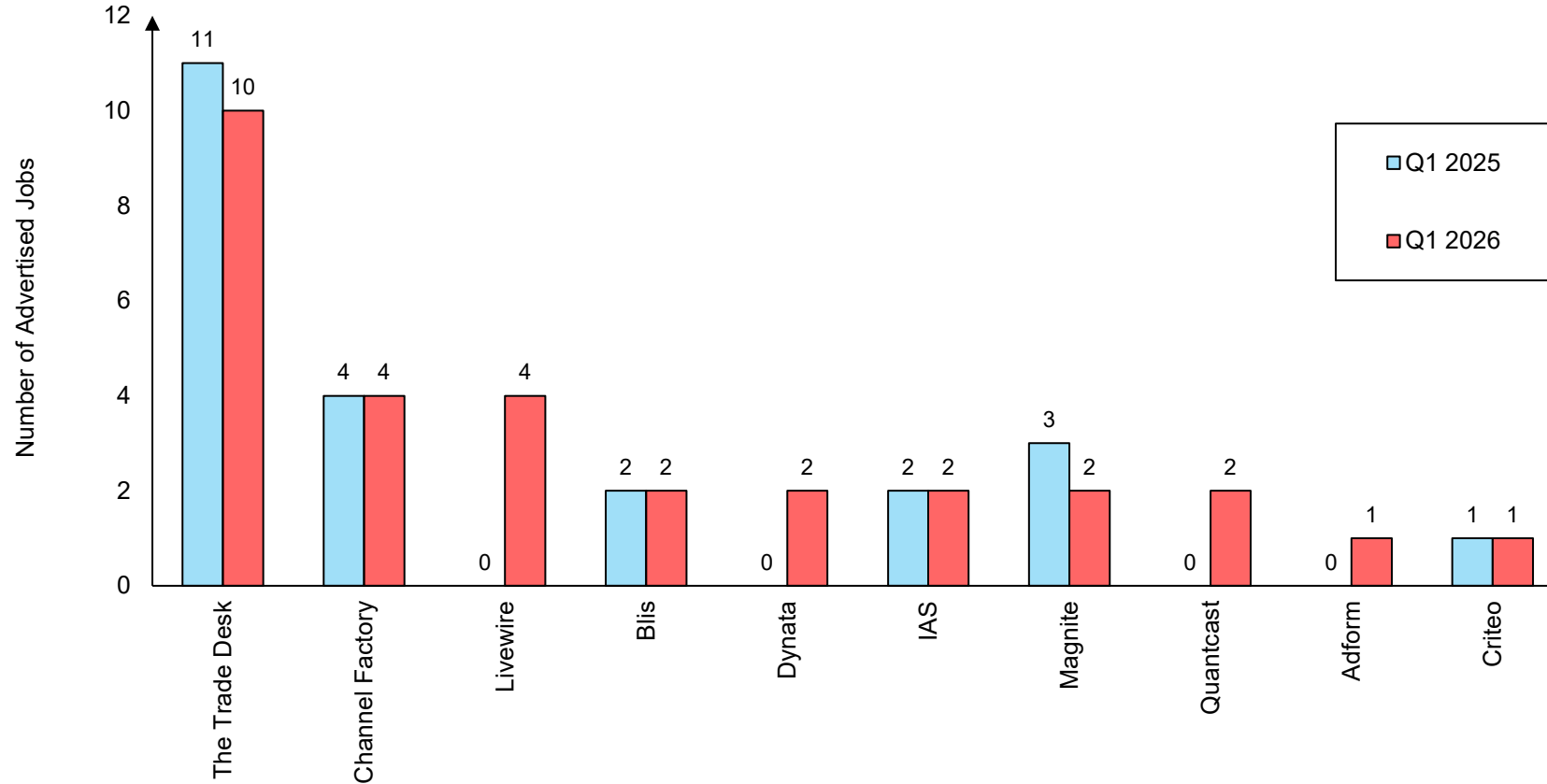
Top 10 Large Scale Events Employers 1st Quarter 2025, 2026



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



Top 10 Programmatic Employers 1st Quarter 2025, 2026



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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



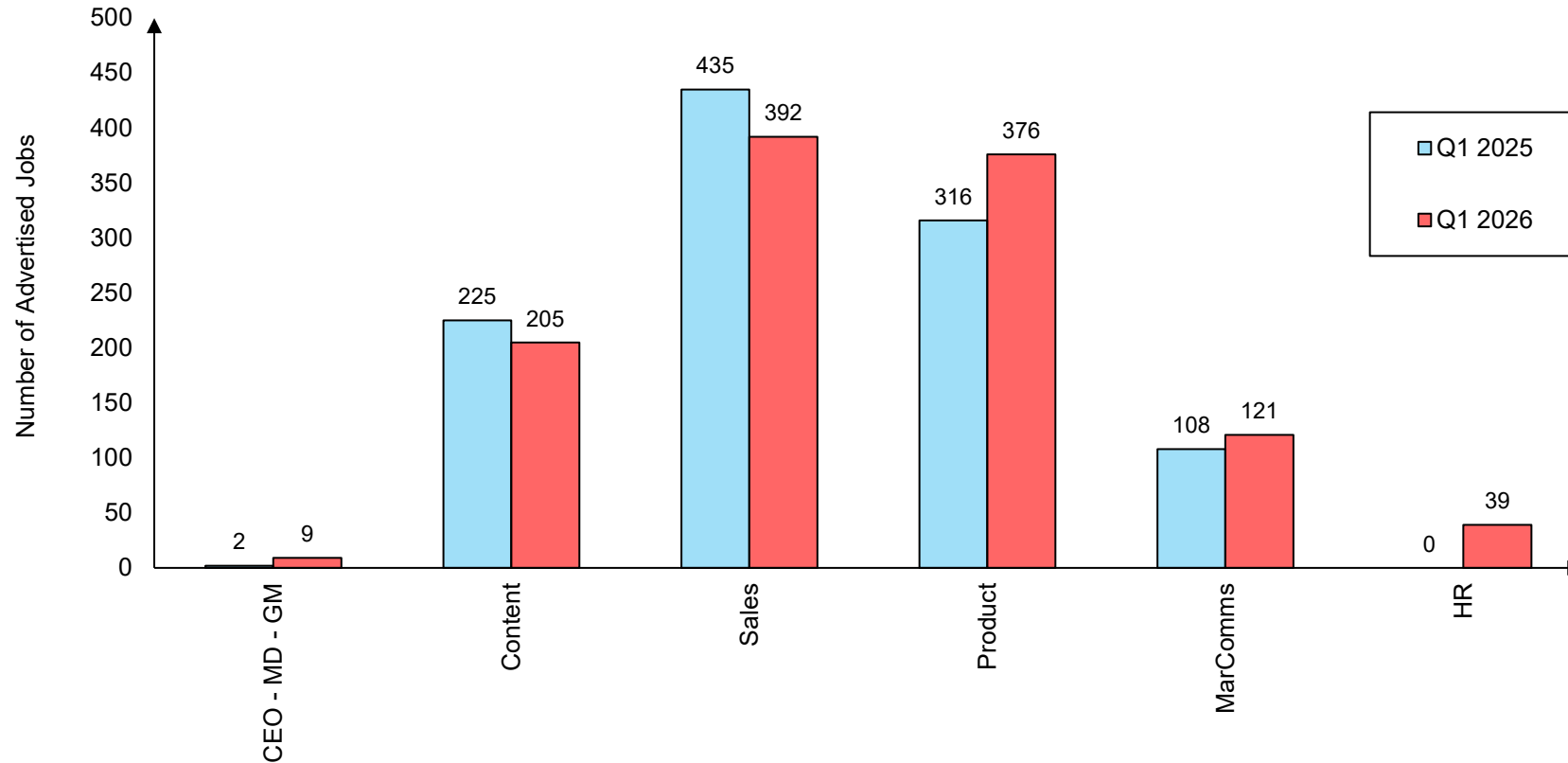
Media & events industry hiring activity – January-March 2026

Findings by job function

- **Sales/Client Service** roles fell 14.9% YoY to 370 roles, with the decline concentrated in TV/Streaming (down 52%) and programmatic (down 31%). The Large Scale Events sector more than doubled its sales hiring. News Corp was the only major employer to grow its sales recruitment activity.
- **Product/Operations** roles grew 6.3% to 336 roles in the March quarter, almost level with recruiting for sales positions. Google and Are Media more than doubled its hiring for product/ops roles, and director-level product/ops roles jumped 76% YoY.
- **Content** hiring activity in the March quarter declined 10% YoY, continuing a two-year structural decline. The fall was felt across TV/Streaming (down 18%), Radio/Podcast (down 9%) and B2B Media (down 9%), though Publishing held flat. SBS bucked the trend, doubling its hiring for content roles in the quarter.
- **MarComms** hiring activity during the March quarter was flat YoY, but the mix shifted meaningfully - Radio/Podcast surged 150% and with new marketing leadership, the ABC jumped from 2 to 9 marcoms roles.
- **CEO/GM** Numbers are too small for statistical significance (2 to 7 roles), but the appearances of multiple unknown/undisclosed organisations and new entrants like IMMA and Electronic Arts suggest a modest wave of senior leadership appointments across events and broadcasting sectors.
- **For the first time**, Product/Operations jobs are closing in on Sales/Client Service - a gap of just 34 jobs versus 119 a year ago. Recruiting for senior Product/Operations roles nearly doubled from 17 to 30, suggesting some media companies went too junior in 2025.



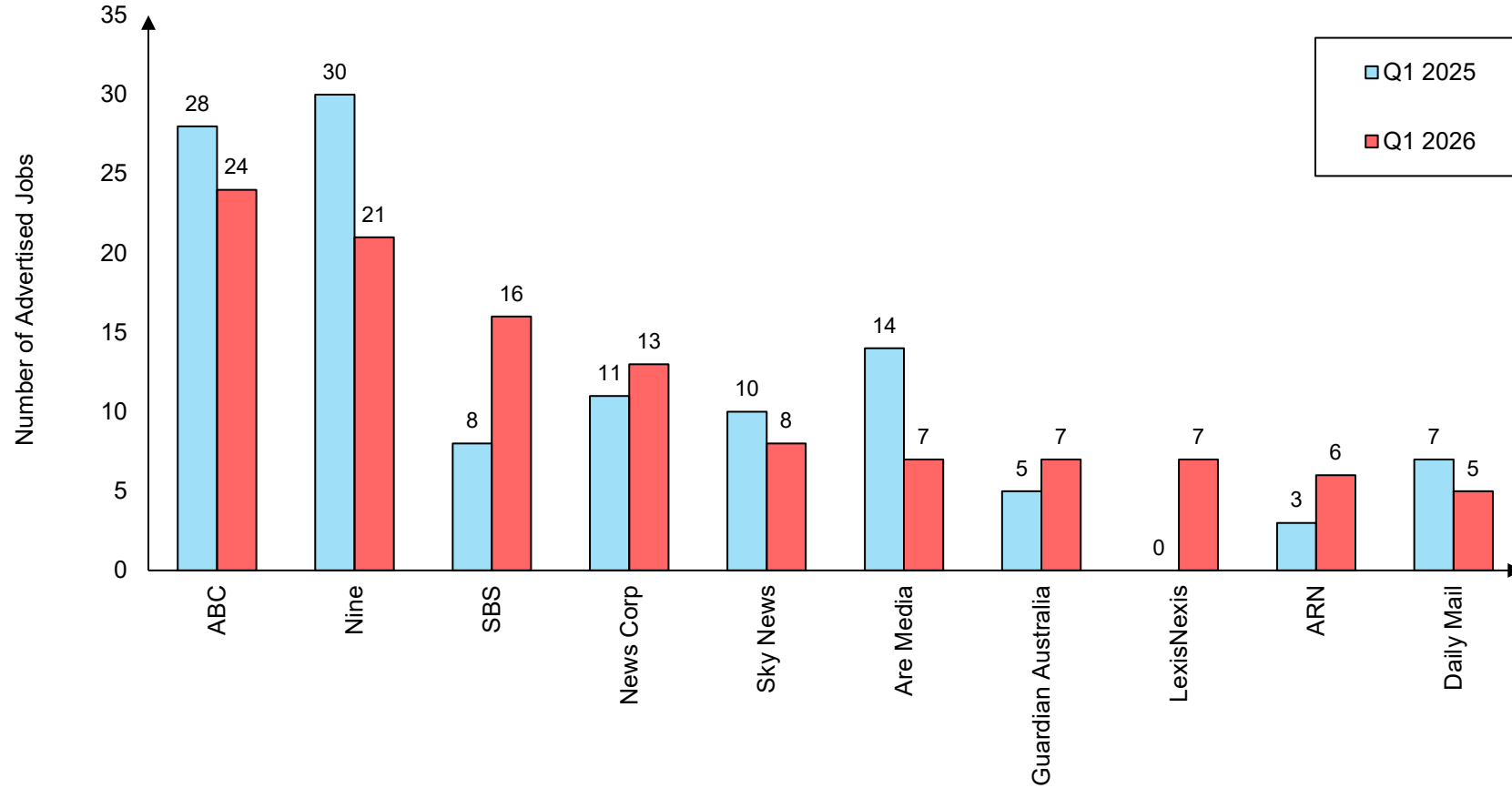
Media Industry Hiring Activity By Job Function, 1st Quarter 2025, 2026



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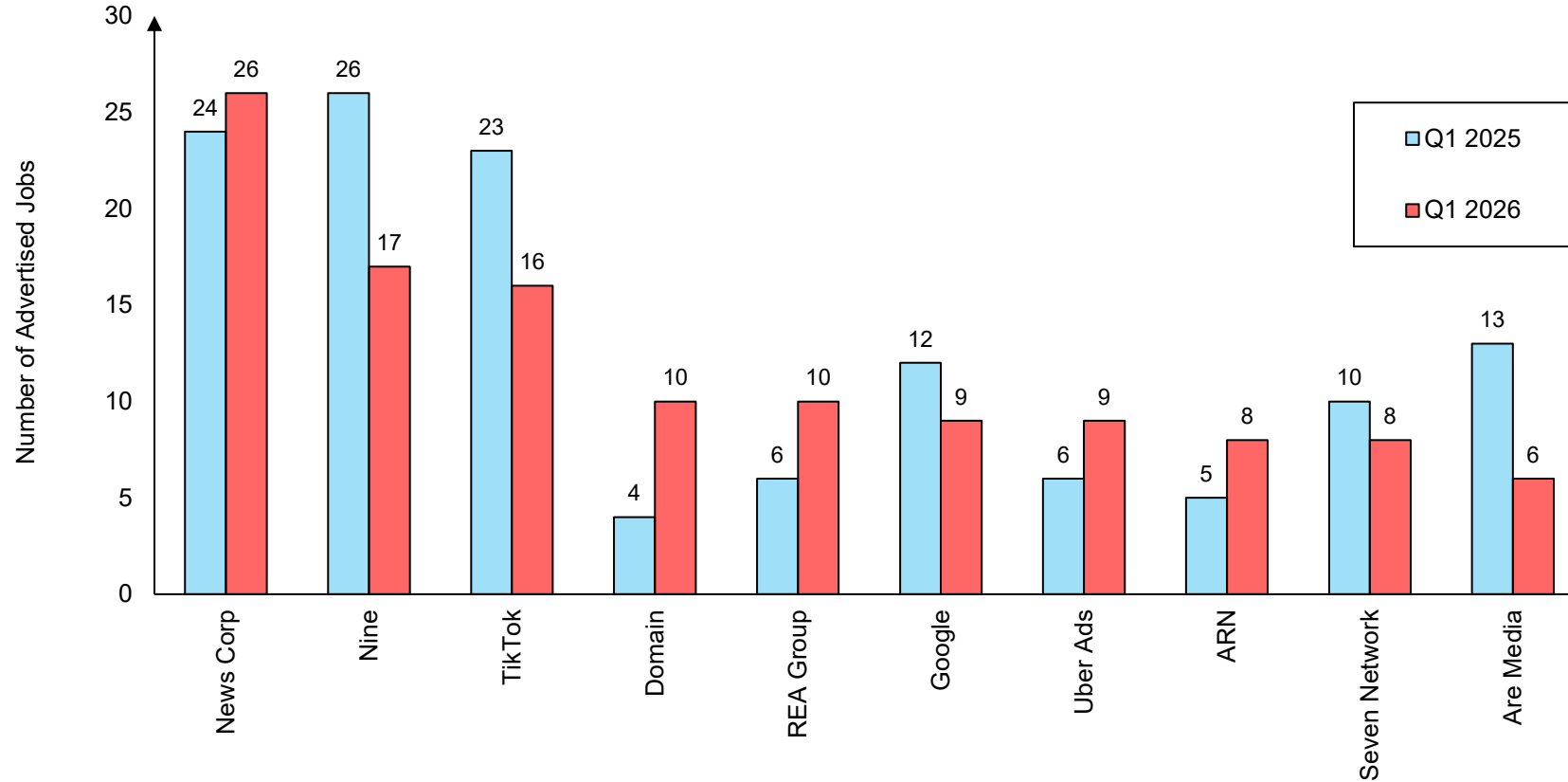
Top 10 Employers – Content Roles 1st Quarter 2025, 2026



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



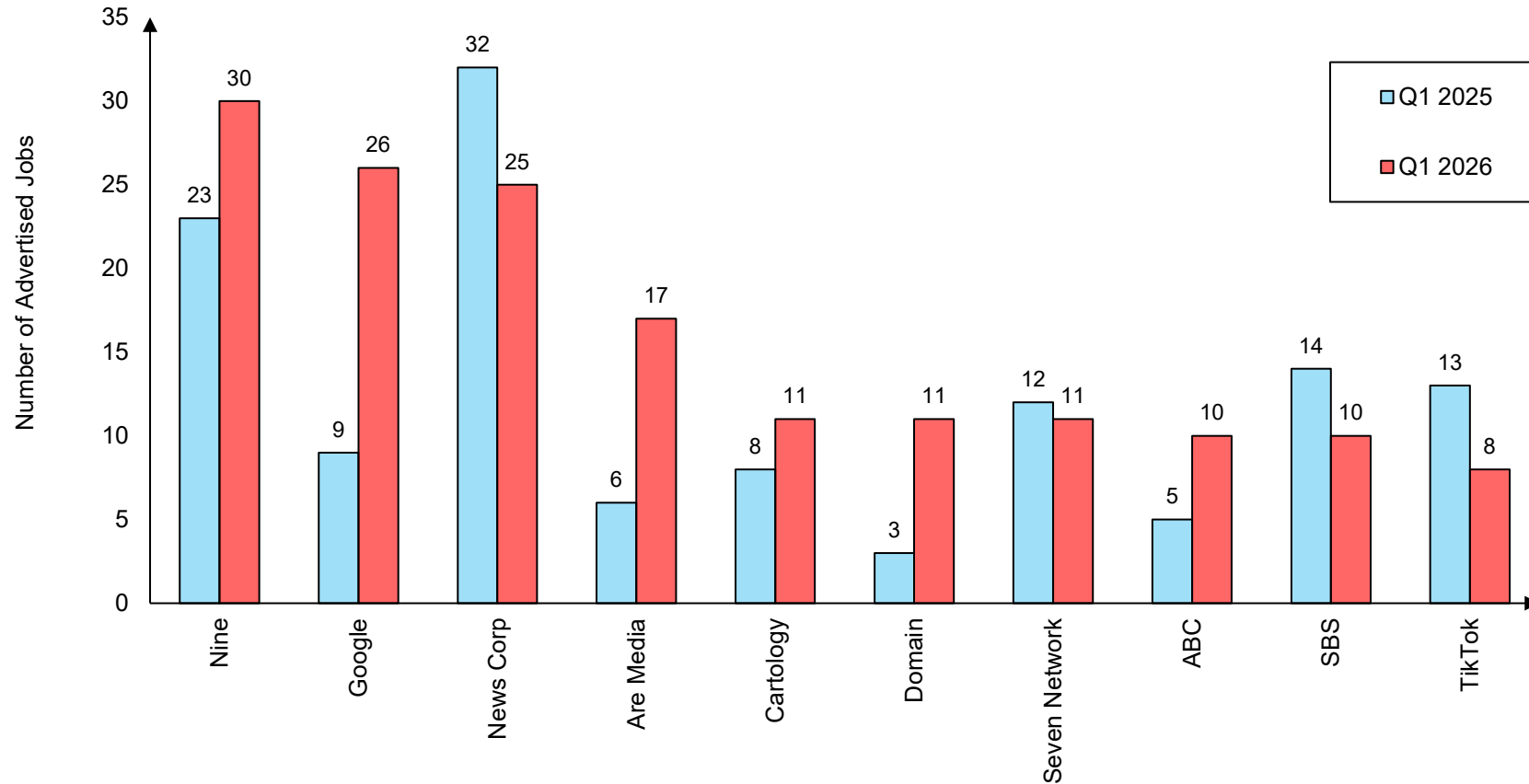
Top 10 Employers – Sales/Client Service Roles 1st Quarter 2025, 2026



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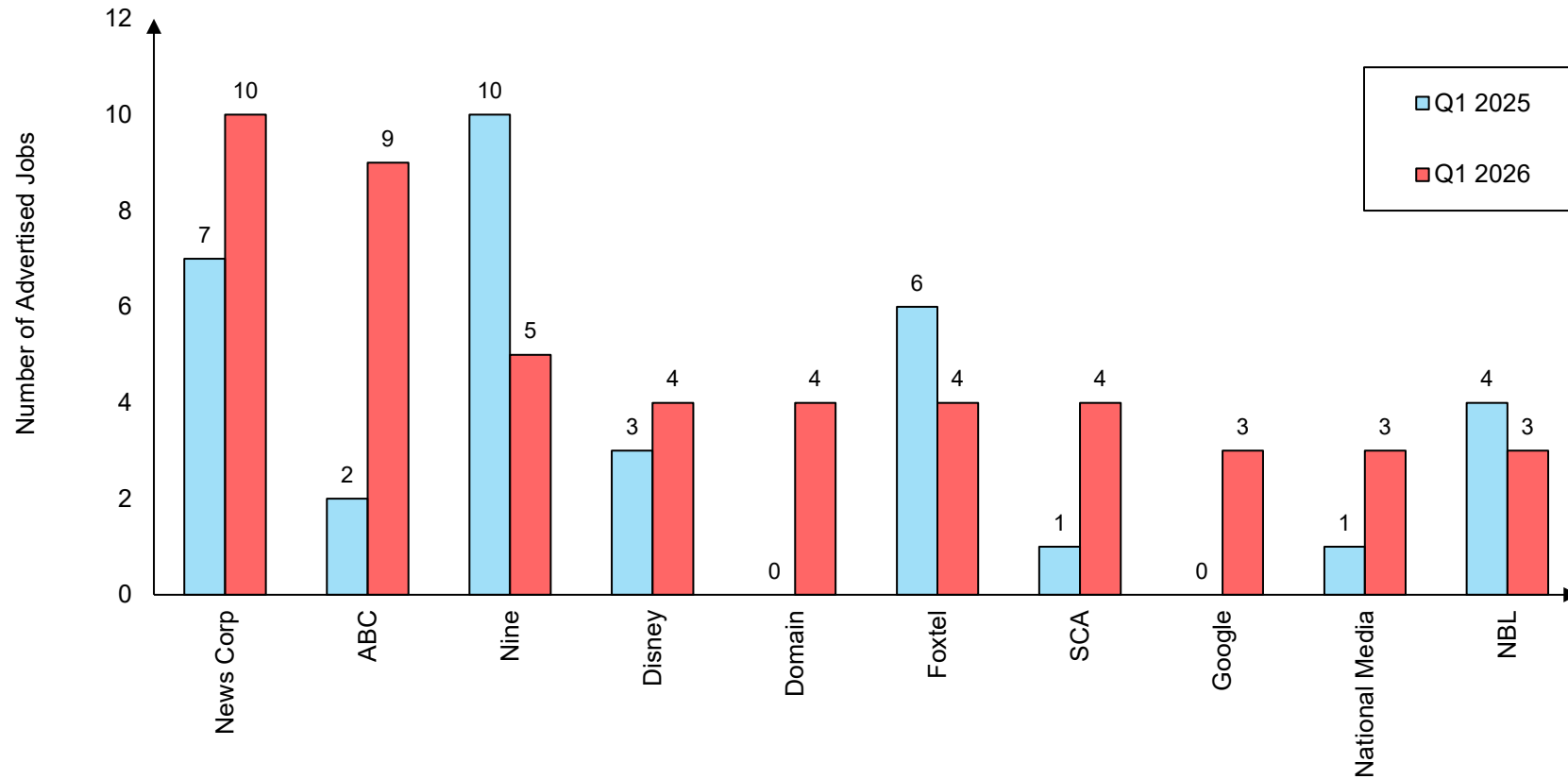
Top 10 Employers – Product/Ops Roles 1st Quarter 2025, 2026



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Top 10 Employers – MarComms Roles 1st Quarter 2025, 2026



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- Location: Sydney and Melbourne



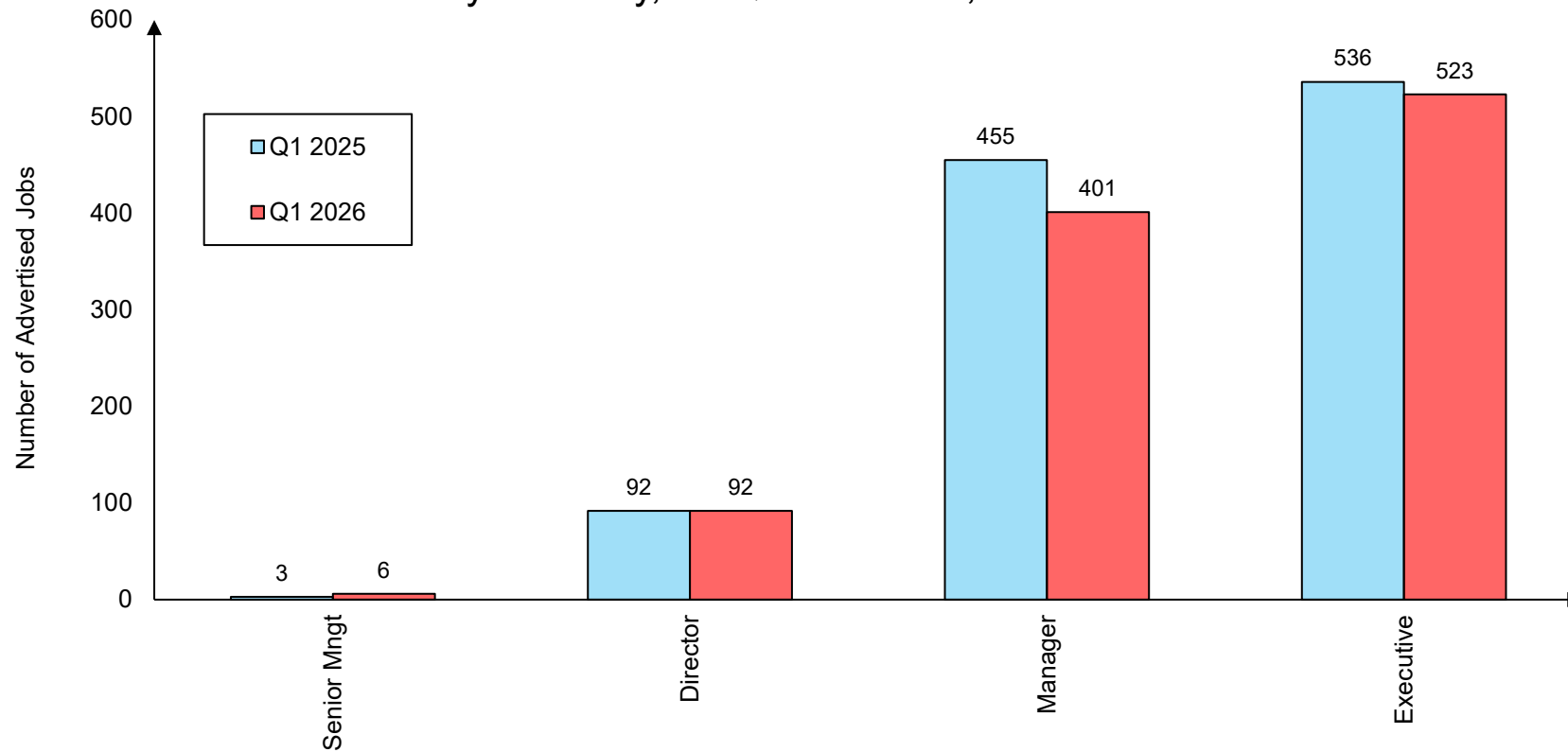
Media & events industry hiring activity – January-March 2026

Findings by seniority

- **Manager-level recruitment drove** the market softened during the quarter. Junior and senior recruiting activity held flat and hiring activity for mid-level roles fell a little over 10% YoY.
- **B2B Media/Events saw its mid-level** recruitment nearly halve. Manager-level ads fell 41% YoY, the steepest fall of any sector, while job ads for senior roles more than doubled.
- **OOH/Retail Media more than doubled** its senior-level recruitment in the March quarter YoY, pushing hiring for senior roles from 7% to 16% of the sector's total - the biggest proportional increase of any sector at that level.
- **Radio/Podcast posted 53% more junior ads.** Roles at that level jumped from 45 to 69, while ads for mid-level ads fell 20% YoY. Radio appears to be actively recruiting at entry level.
- **The ABC and Nine's recruitment activity** focused on opposite ends of the seniority scale. The ABC more than doubled hiring for junior roles while Nine eased its junior hiring activity 23%.
- **Programmatic's recruitment profile reversed.** Hiring for junior-level roles nearly halved, while ads for mid-level roles grew from 36% to 54% of the sector's total. A year ago the sector was advertising more for junior staff proportionally.
- **Google grew its recruitment advertising** at both junior and mid-levels simultaneously. Recruitment for junior roles more than doubled while mid-level hiring grew 57% YoY. No other company has posted meaningful increases across both levels in the same quarter.



Media Industry Hiring Activity By Seniority, 1st Quarter 2025, 2026

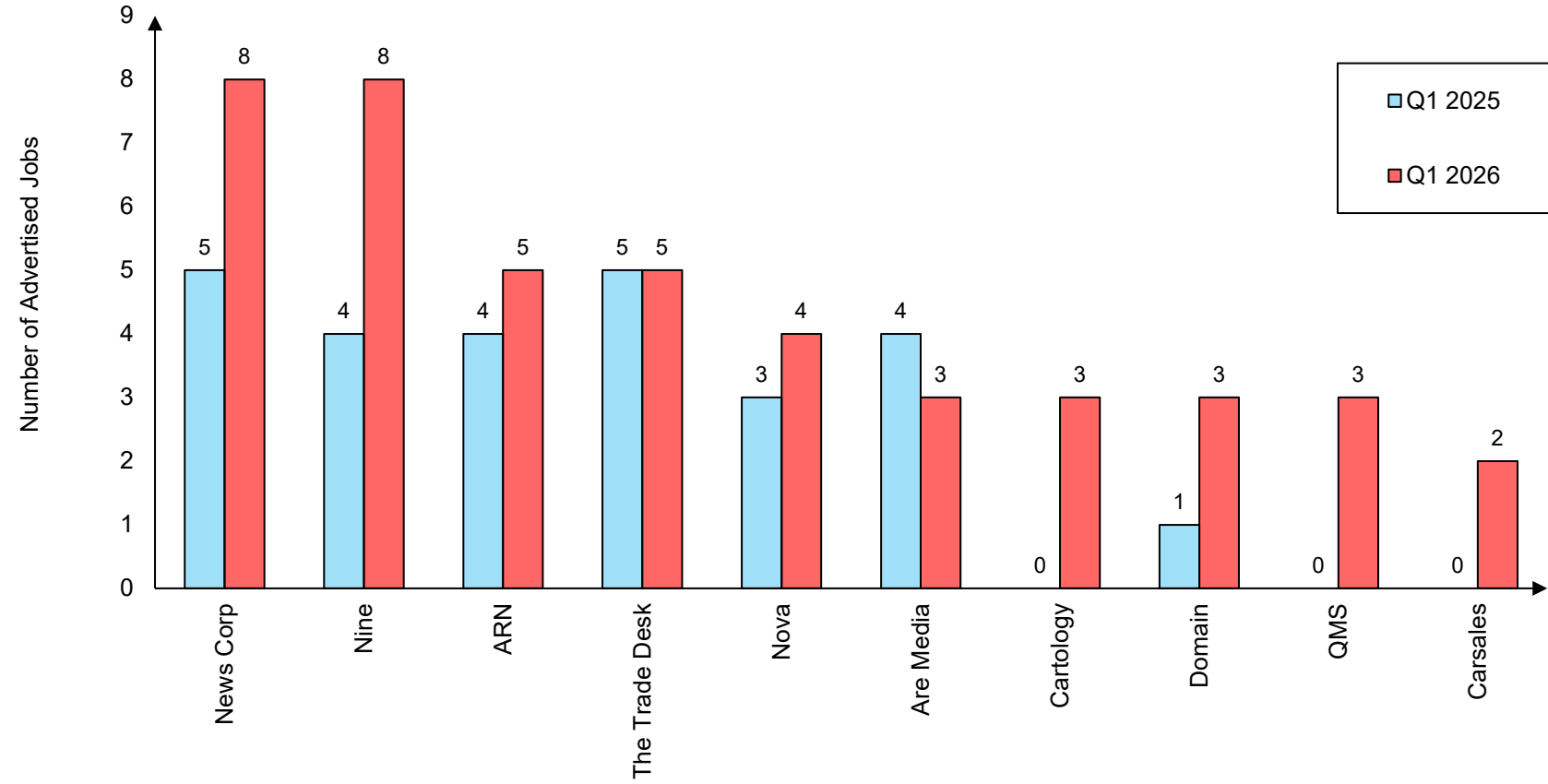


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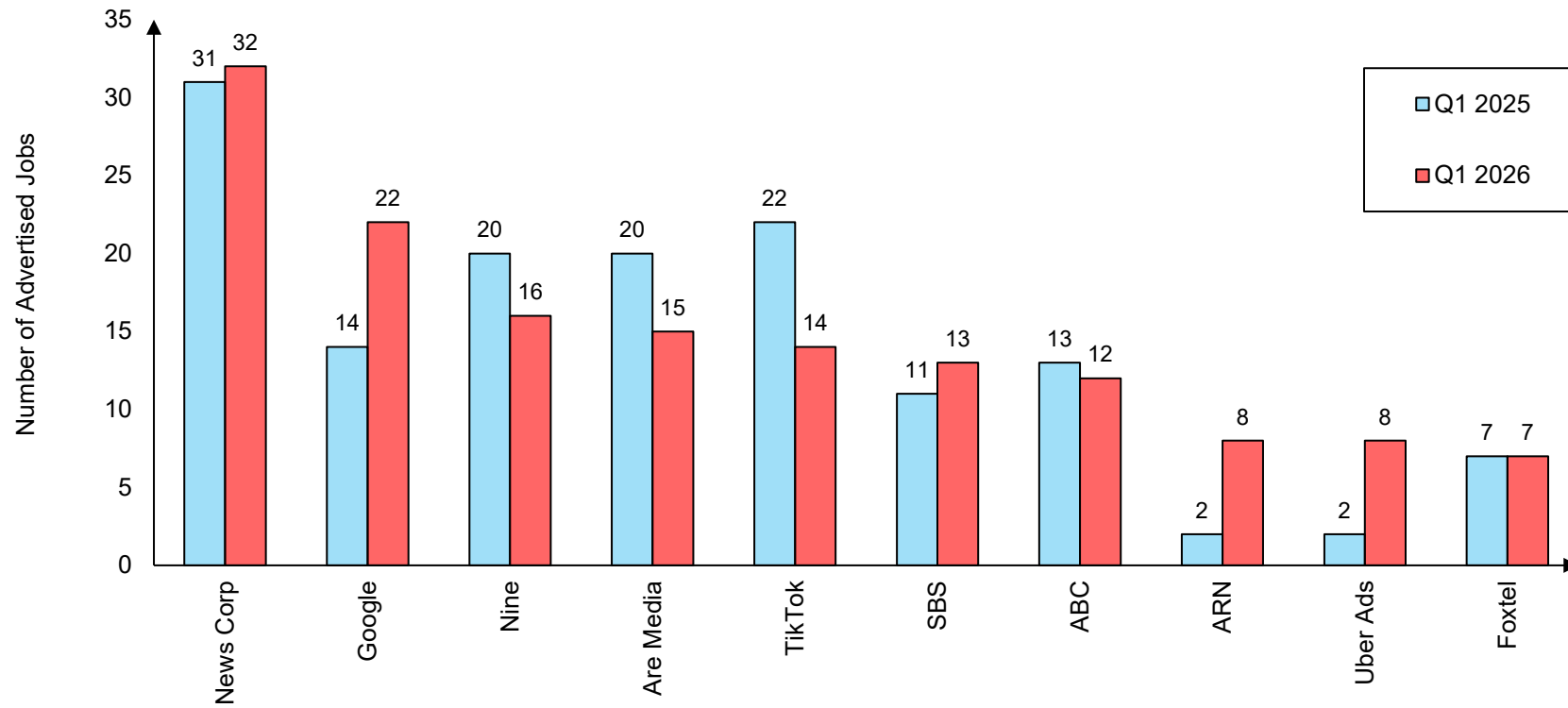
Top 10 Employers – Director-level Roles 1st Quarter 2025, 2026



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



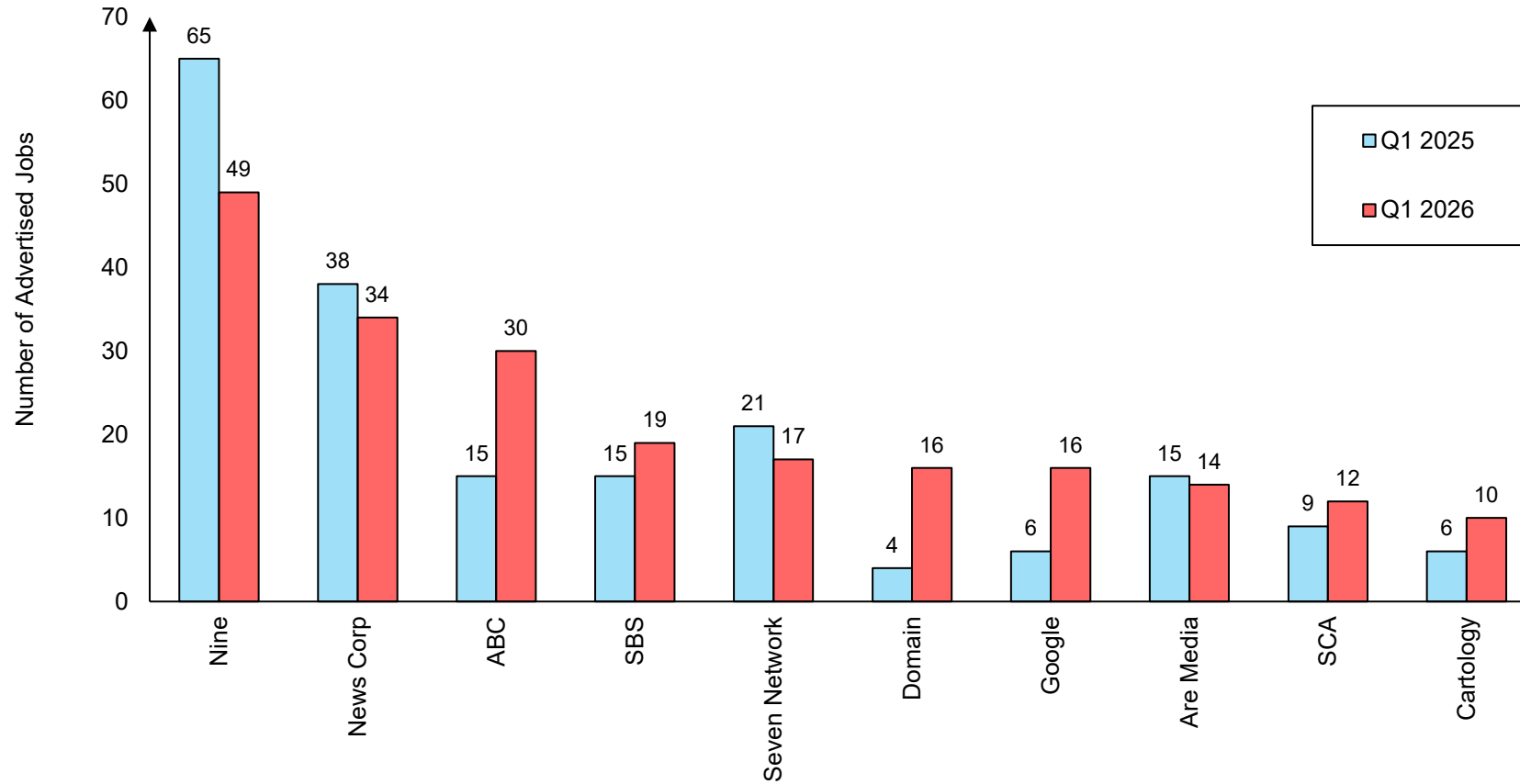
Top 10 Employers – Manager-level Roles 1st Quarter 2025, 2026



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



Top 10 Employers – Executive-level Roles 1st Quarter 2025, 2026



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



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 but will be included in future reports.

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, HR 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, search/social and adtech companies fill their ranks with exceptional talent.

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