



Media Industry Hiring Report

2024



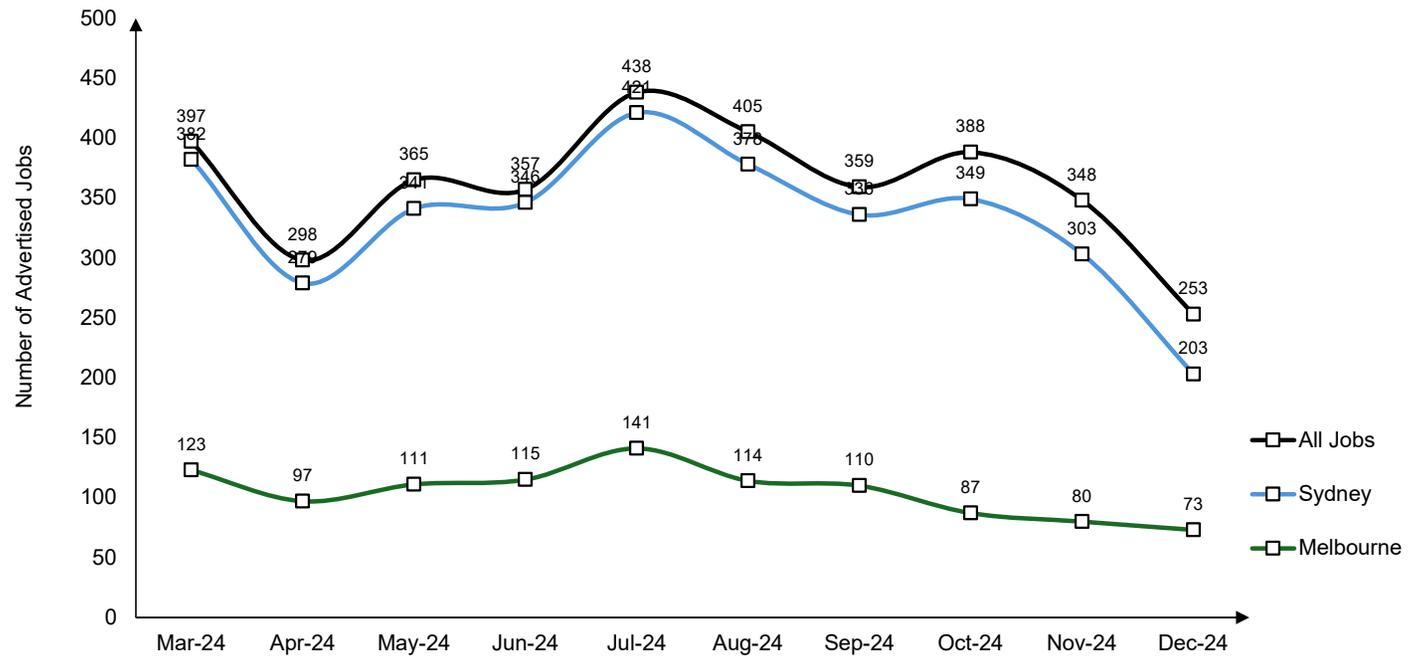
Key Findings

2024 media industry hiring volume

- Total of 3,678 sales, content, ops, marketing and senior management roles in Melbourne and Sydney in 2024
 - Melbourne: 1,051 (24%), Sydney: 3,338 (76%)
 - CEO-GM: 1%, Content: 27%, MarComms: 11%, Product/ops: 25%, Sales: 37%
 - Strong growth May – July, finished the year with 5 months of steady month-on-month declines
 - Fluctuated between 298 jobs in April and 438 jobs in July
- 341 employers and 62 recruiters
 - Publishing: 41%, TV/Streaming: 19%, Radio/Podcast: 11%, Events: 10%, OOH/Retail Media: 8%, Search/Social: 8%, DSP-SSP / Programmatic: 3%



Hiring Volume 2024

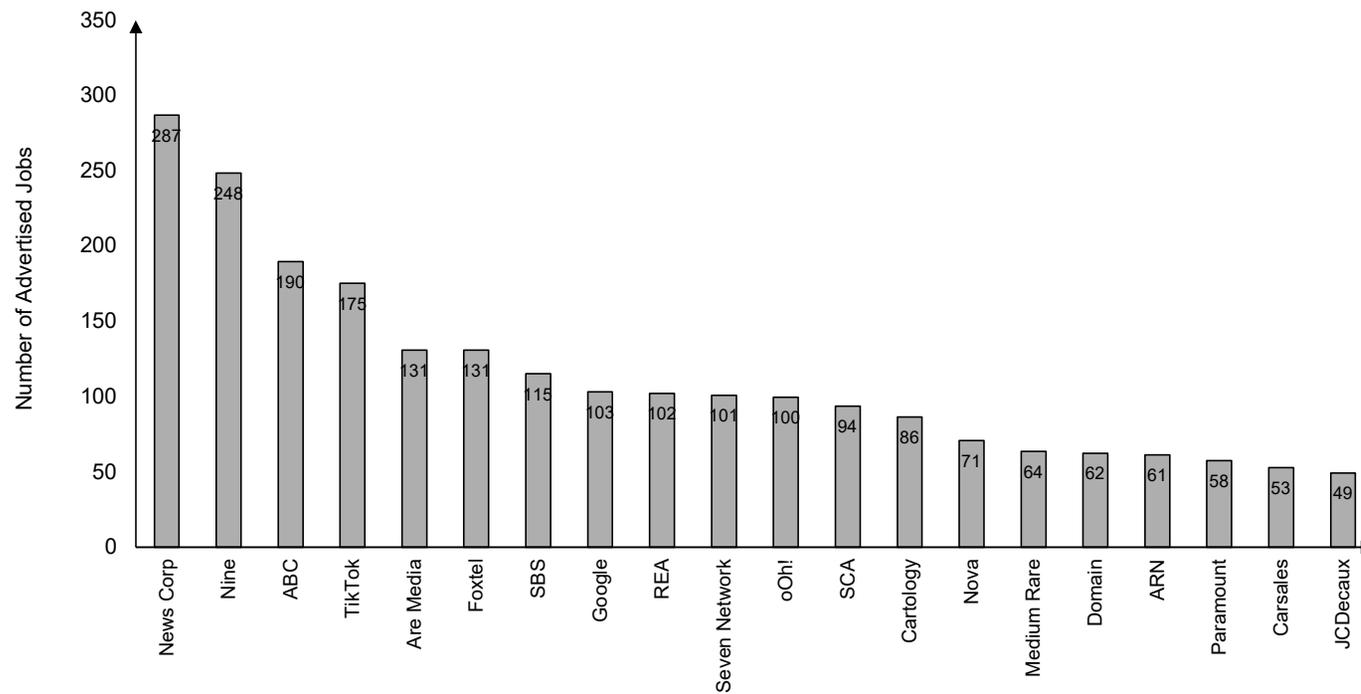


Mercury Talent tracks advertised jobs as follows:
- Employers: Publishers, broadcasters, OOH, retail media, search/social, DSP/SSP, programmatic
- Roles: Content, sales, production/operations, marketing, senior management
- Location: Sydney and Melbourne

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Top 20 Media Industry Recruiters 2024



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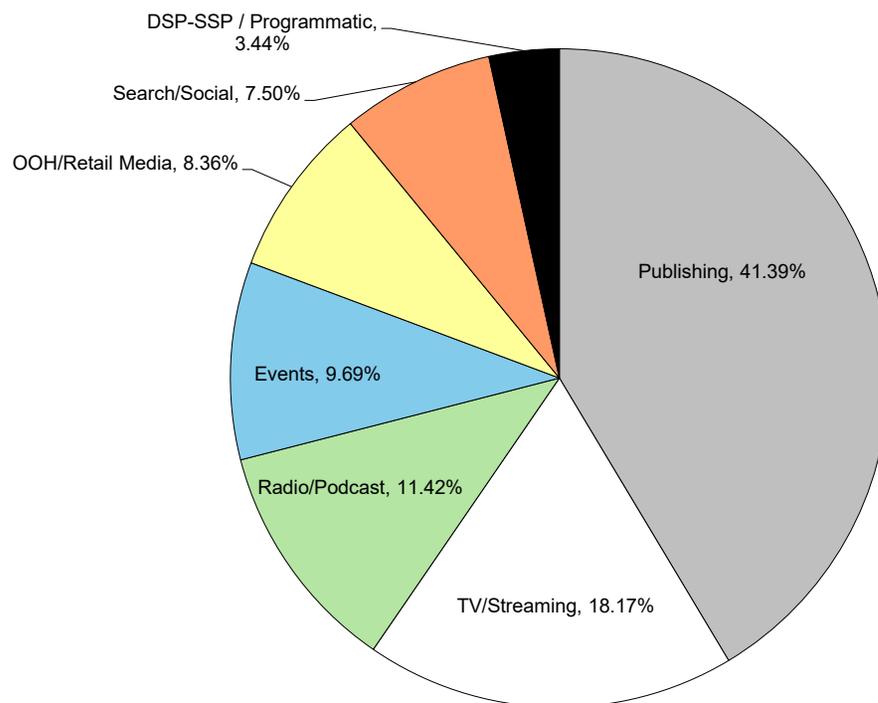
Key Findings

Which media sectors and companies hired the most in 2024?

- The most active recruiter group in 2024 were Publishers, accounting for 41% of advertised roles overall. This was consistent in Melbourne and Sydney and across all job functions.
 - Publishing: 41%, TV/Streaming: 19%, Radio/Podcast: 11%, Events: 10%, OOH/Retail Media: 8%, Search/Social: 8%, DSP-SSP / Programmatic: 3%
- The top 10 employers in 2024 were News Corp: 7%, Nine: 6%, the ABC: 4%, TikTok: 4%, Are Media: 3%, Foxtel: 3%, SBS: 3%, Google: 2%, REA: 2%, Seven Network: 2%
 - Melbourne: REA: 7%, Nine: 5%, News Corp: 4%, SCA: 4%, the ABC: 3%, Carsales: 3%, ARN: 3%, Seven Network: 3%, Nova: 3%, oOh!: 3%
 - Sydney: News Corp: 7%, Nine: 6%, TikTok: 5%, the ABC: 5%, Foxtel: 4%, Are Media: 4%, SBS: 3%, Google: 3%, Cartology: 2%, Seven Network: 2%



Jobs By Media Type 2024



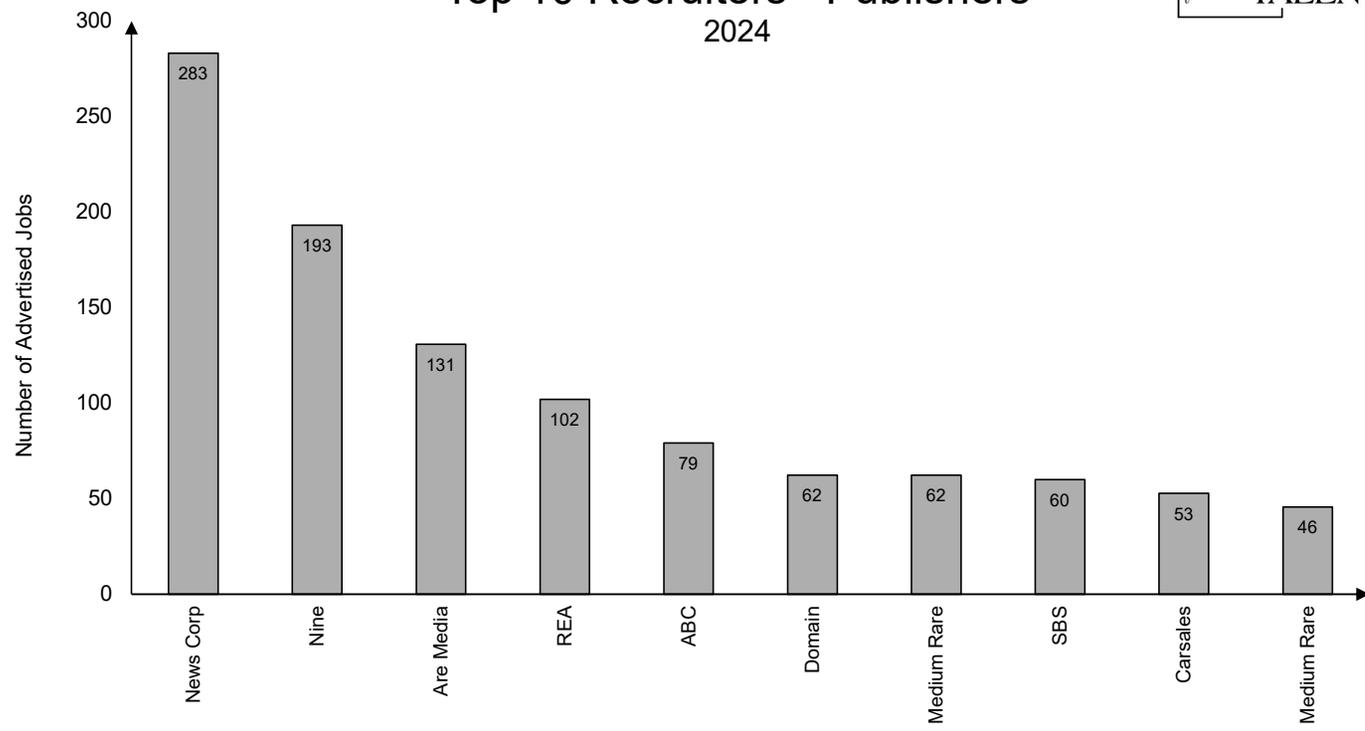
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Top 10 Recruiters - Publishers 2024

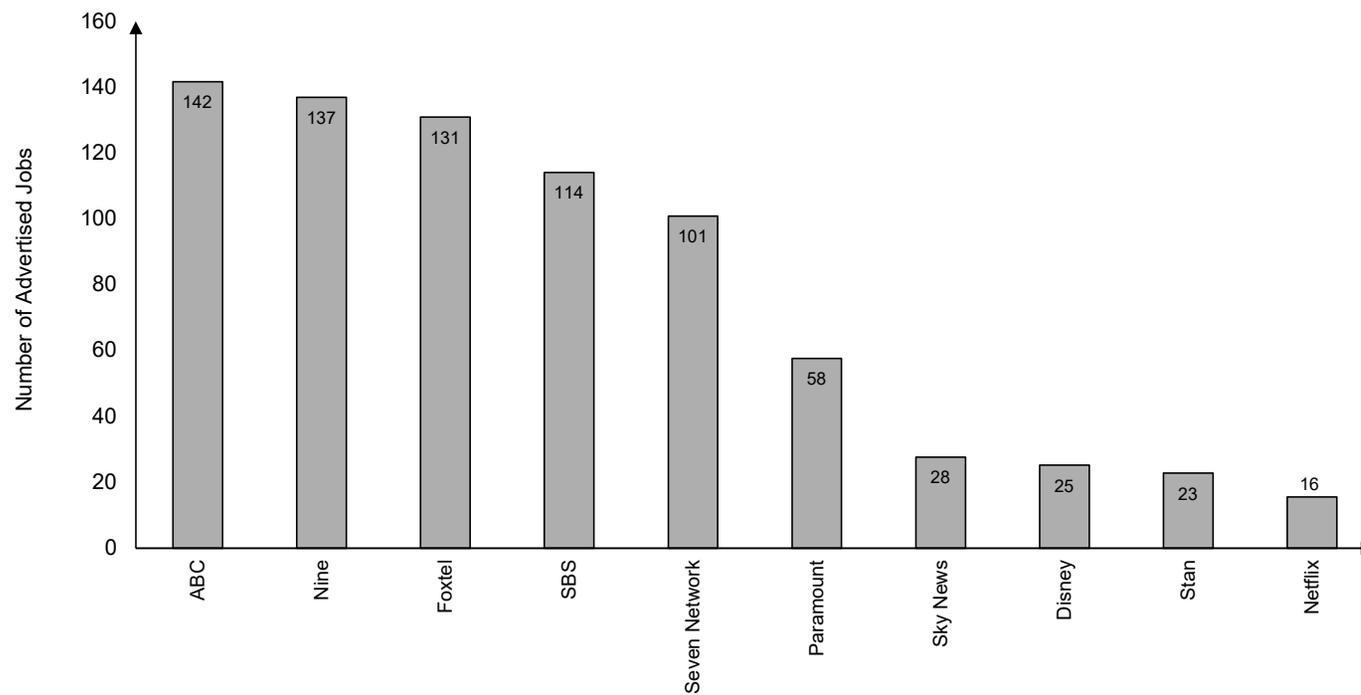


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Top 10 Recruiters – TV/Streaming 2024



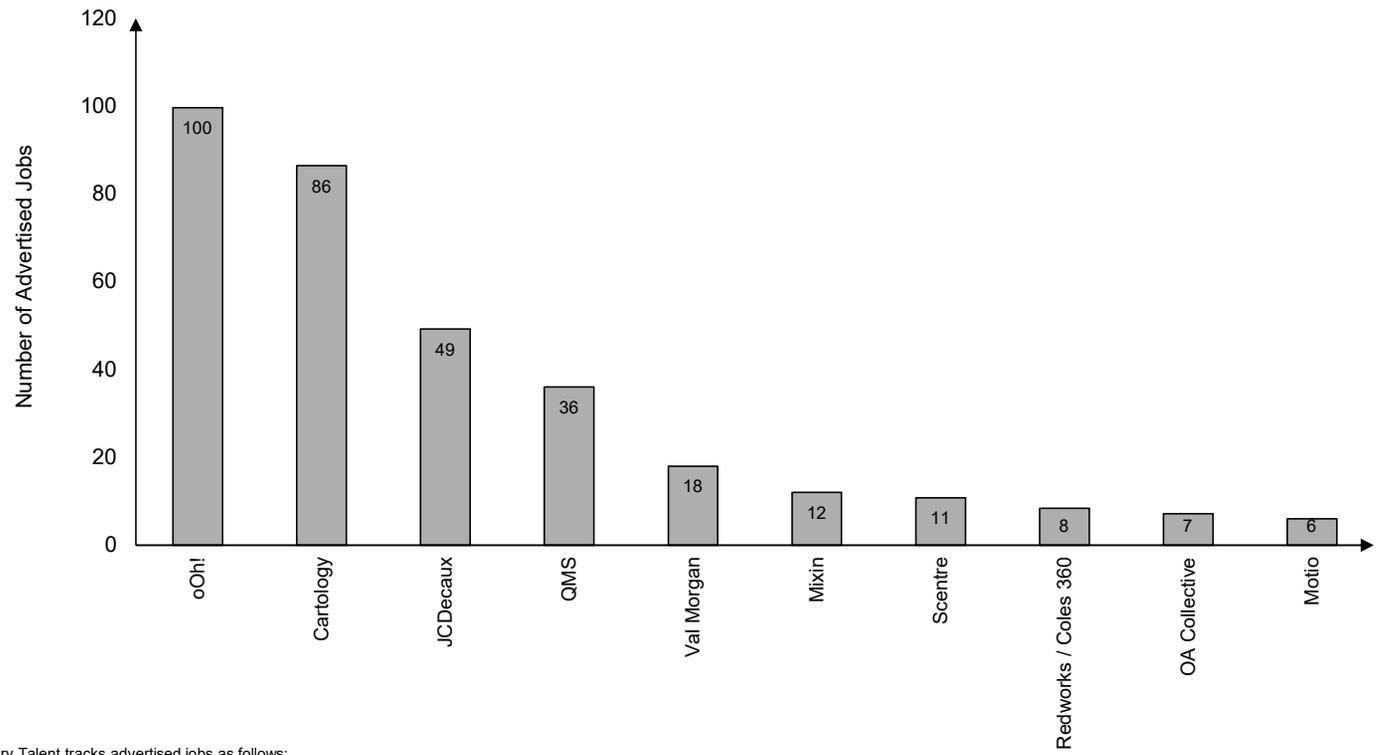
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Top 10 Recruiters – OOH/Retail Media 2024

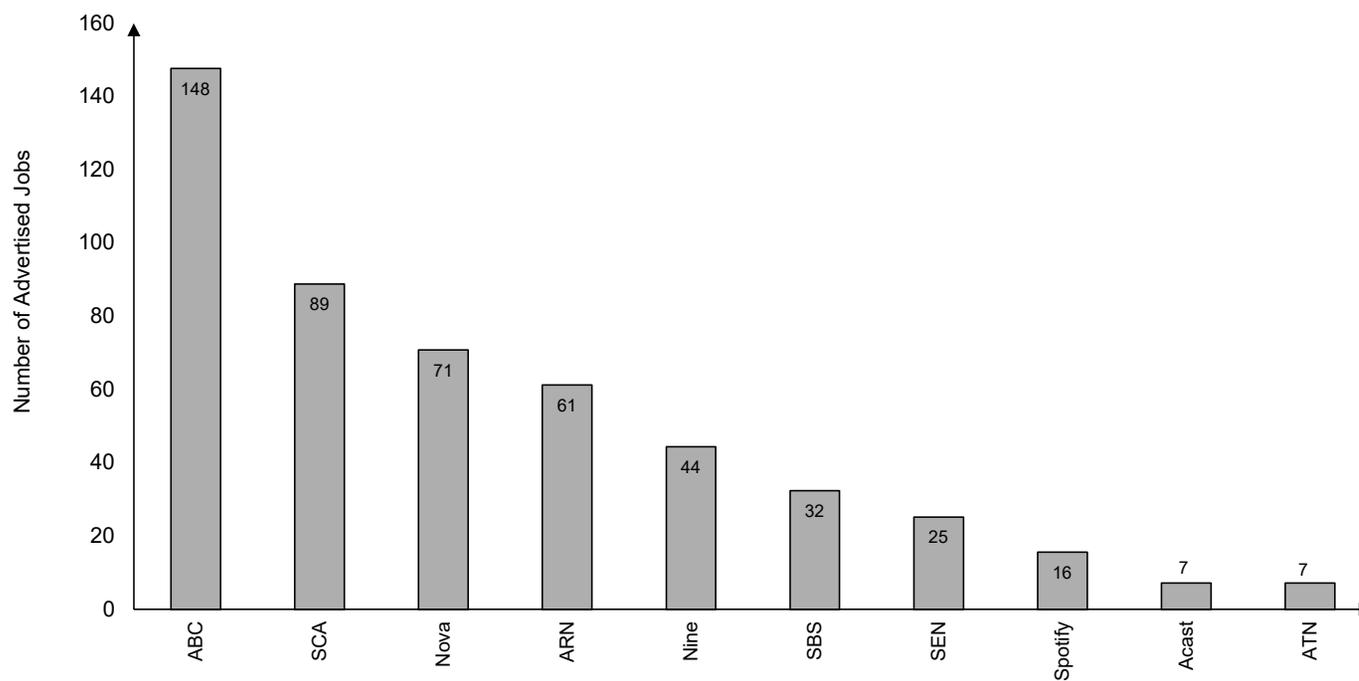


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Top 10 Recruiters – Radio/Podcast 2024

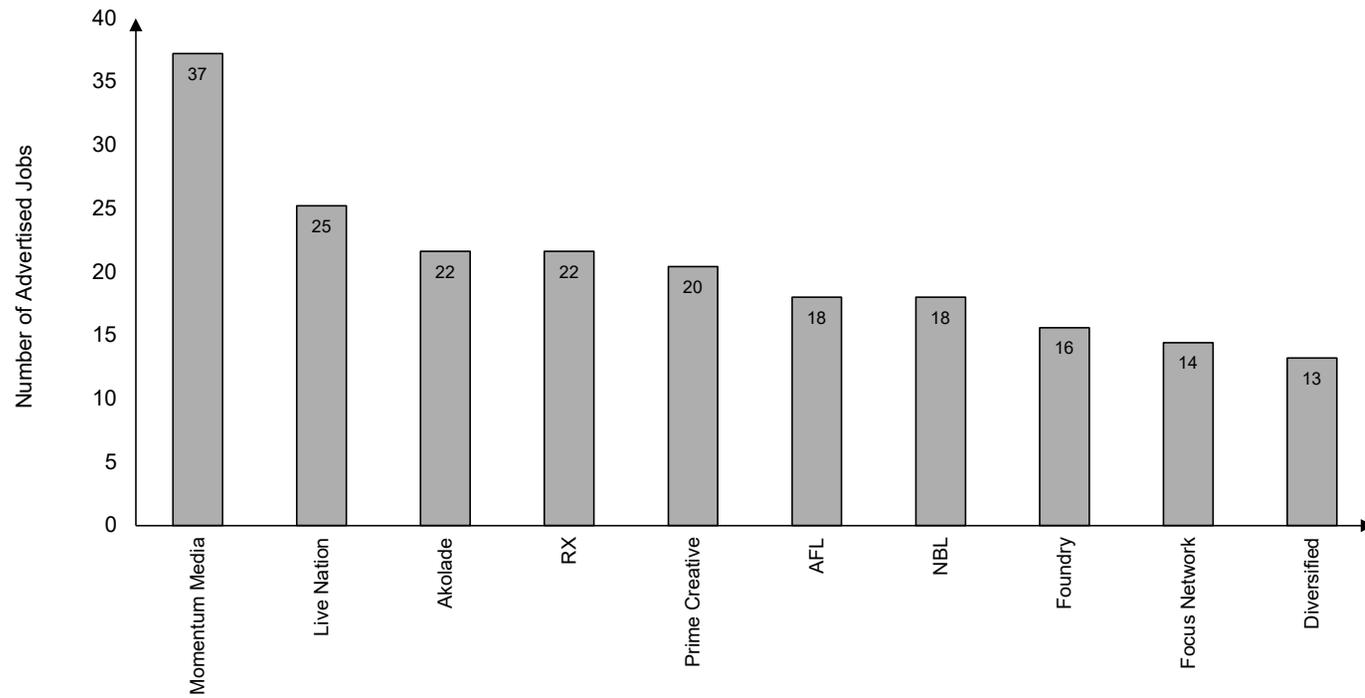


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Top 10 Recruiters – Events 2024

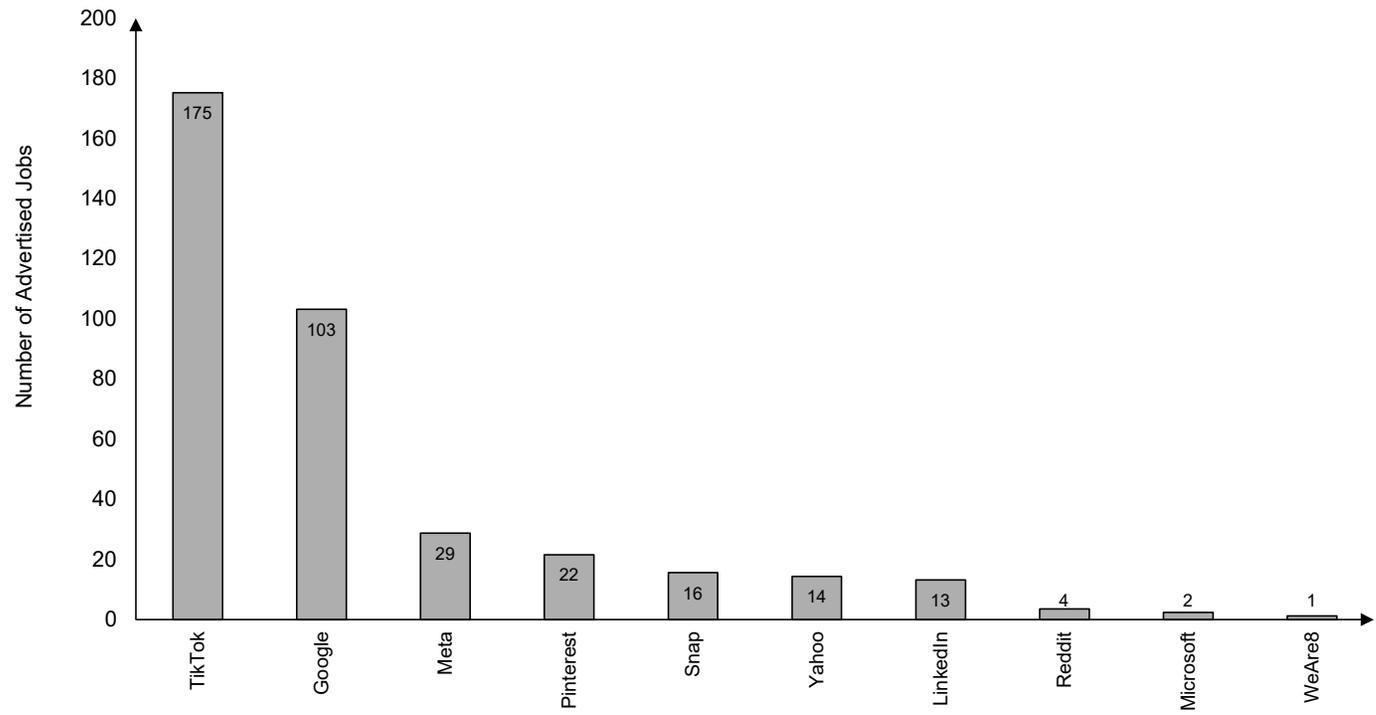


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Top 10 Recruiters – Search/Social 2024



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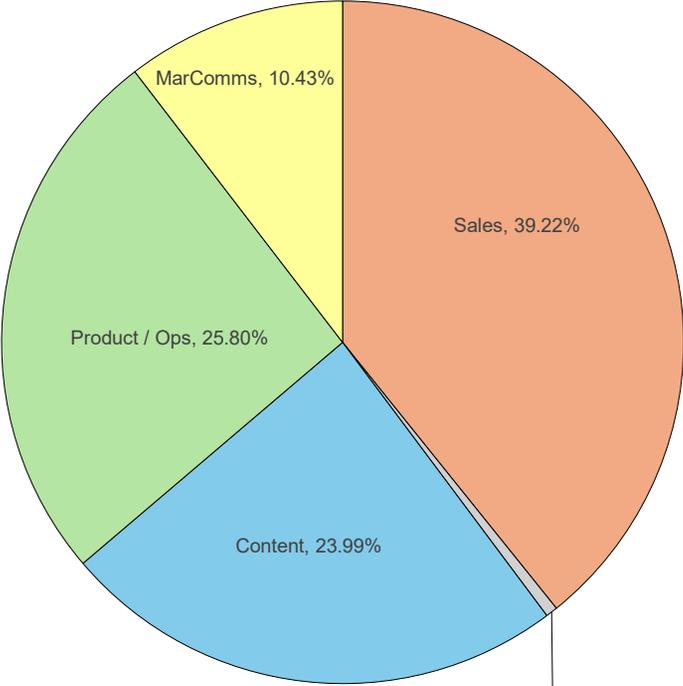


Key Findings

Which job functions were most in demand in 2024?

- Media sales was the most sought-after job function in 2024 with 37% of media industry jobs advertising sales positions
- Sales: 37%, Content: 27%, Product/Ops: 25%, MarComms: 11%, CEO-GM: 1%
 - Melbourne: Sales: 45%, Content: 24%, Product/Ops: 21%, MarComms: 10%, CEO-GM: 0.4%
 - Sydney: Sales: 35%, Content: 28%, Product/Ops: 26%, MarComms: 11%, CEO-GM: 1%

Jobs By Job Function 2024



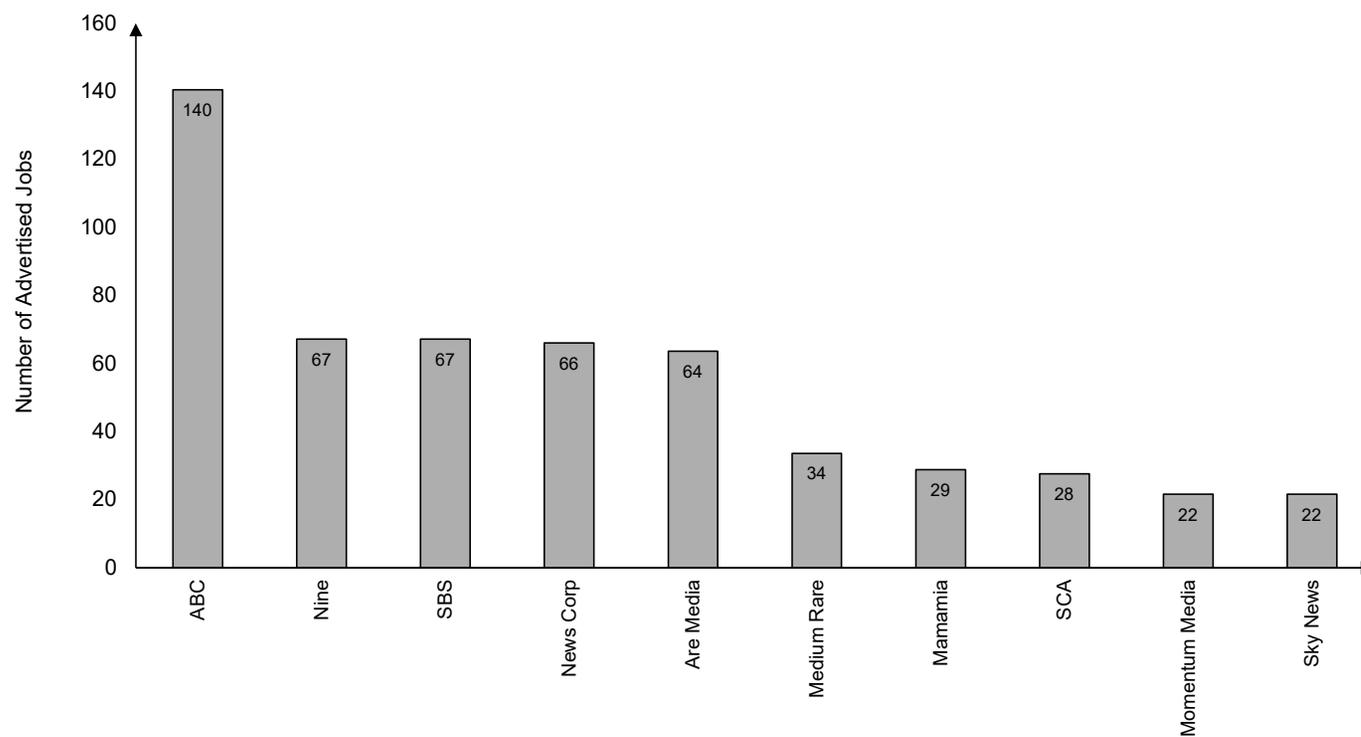
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CEO-GM, 0.55%

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Top 10 Employers – Content Roles 2024

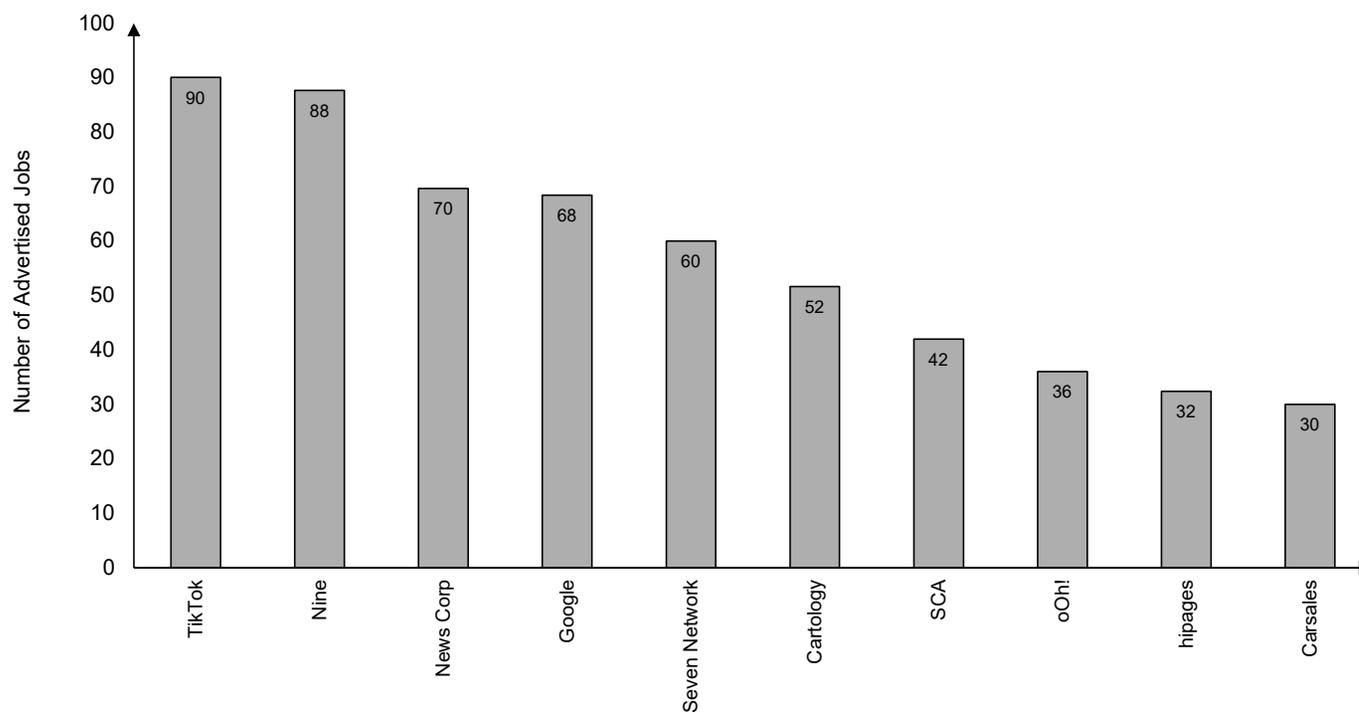


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Top 10 Employers – Sales Roles 2024

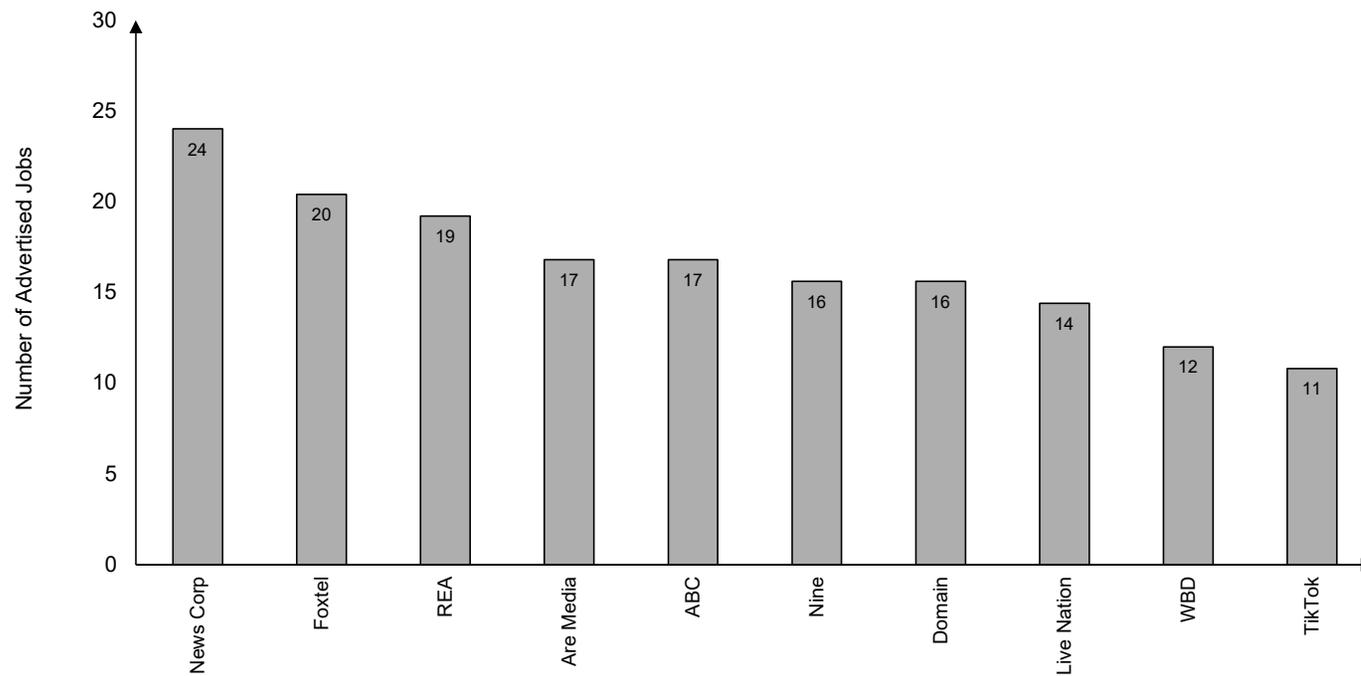


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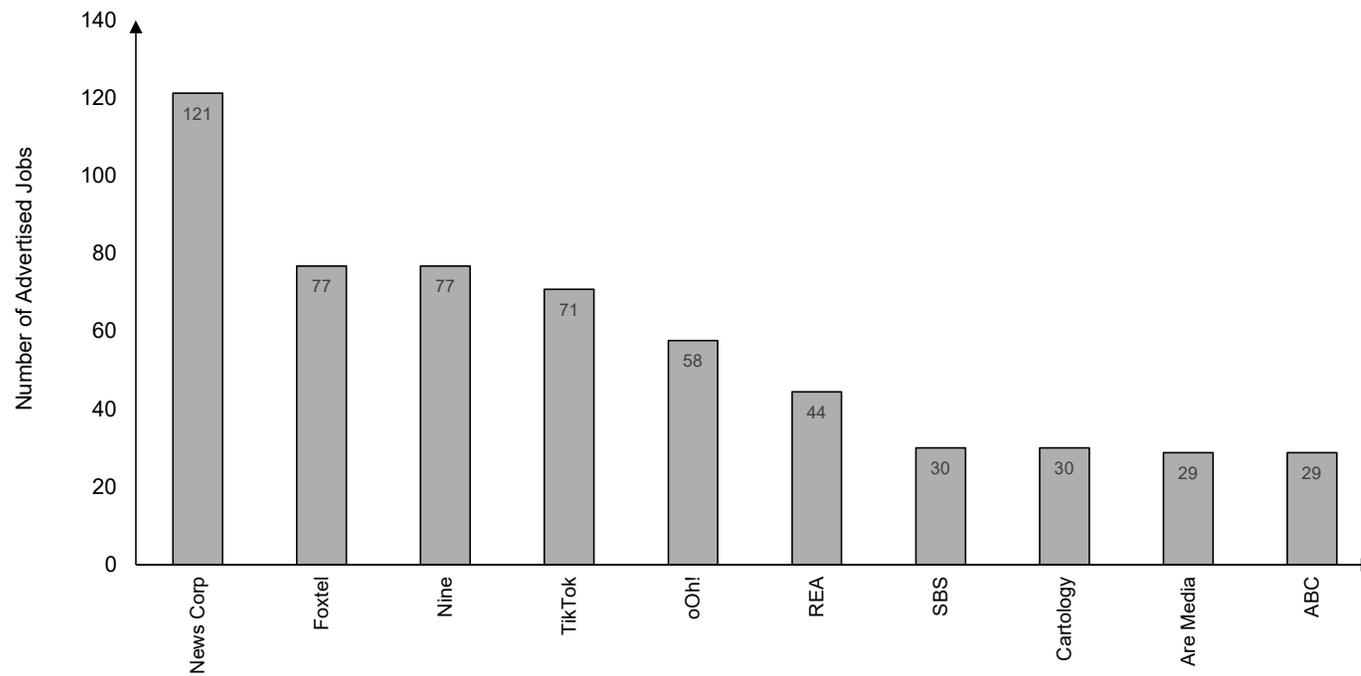
Top 10 Employers – MarComms Roles 2024



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Top 10 Employers – Product/Operations Roles 2024



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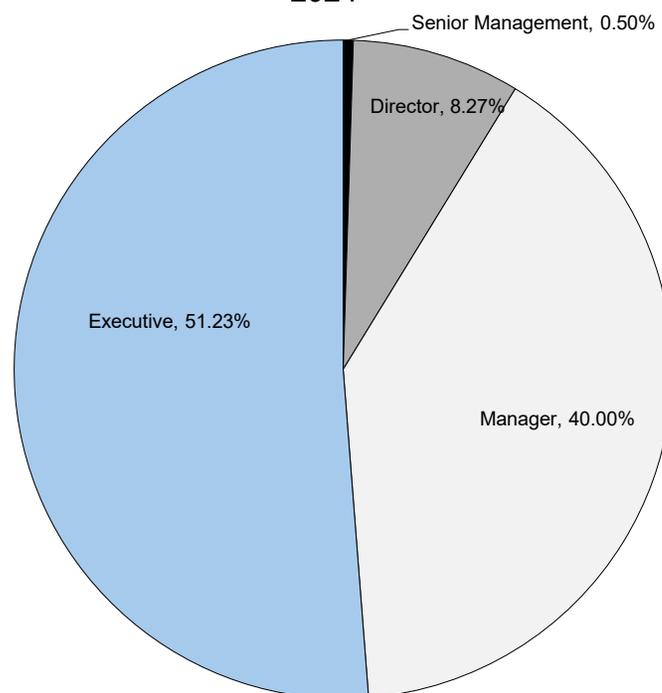
Key Findings

What seniority did the media industry recruit in 2024?

- The media industry mostly recruited entry-level staff in 2024 – more than half of advertised roles (51%) were for junior roles
- Only 9% of advertised roles were for Director or Senior Management-level jobs
 - Employers that recruited the most senior staff (in order): Nova, News Corp, The Trade Desk, Seven Network, Nine, the ABC, ARN, Medium Rare, oOh!, SBS
 - Major employers that recruited the highest proportion of senior staff (in order): The Trade Desk, Nova, ARN, Medium Rare, QMS, Seven Network, oOh!, WBD, Domain, Disney



Jobs By Seniority 2024

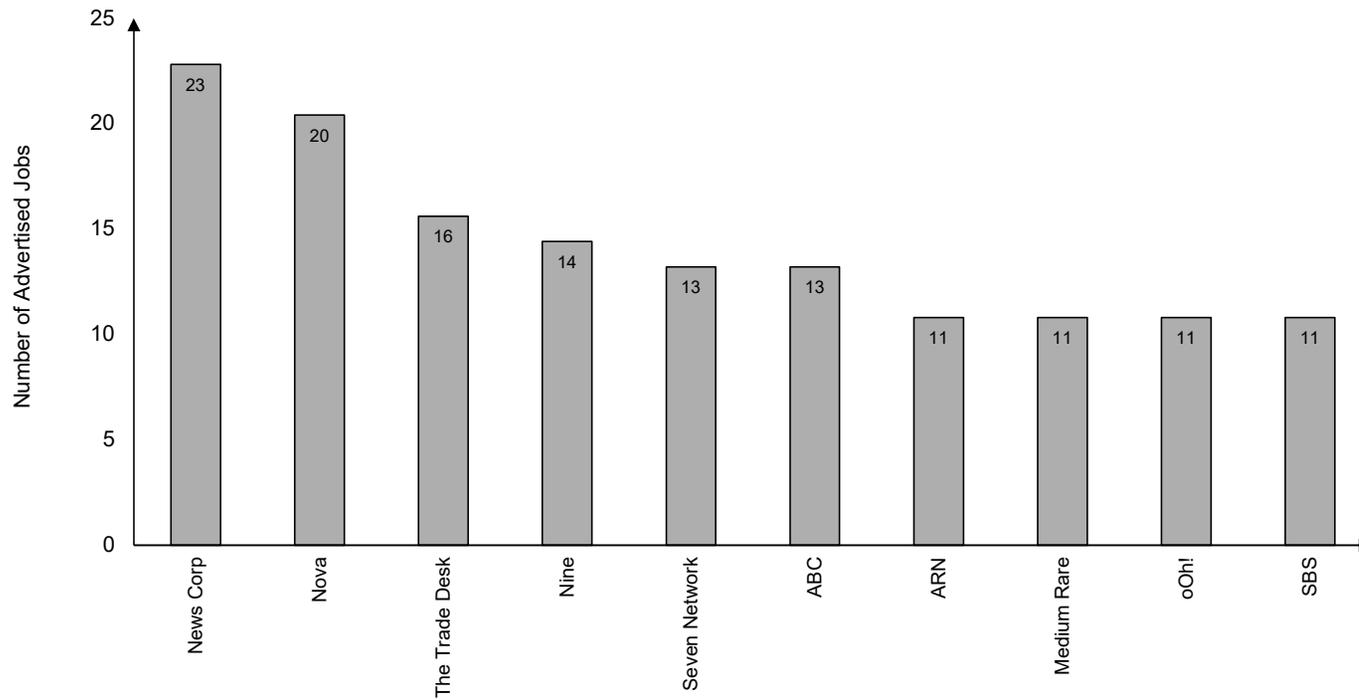


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Top 10 Employers – Director/Senior Mngt Roles 2024

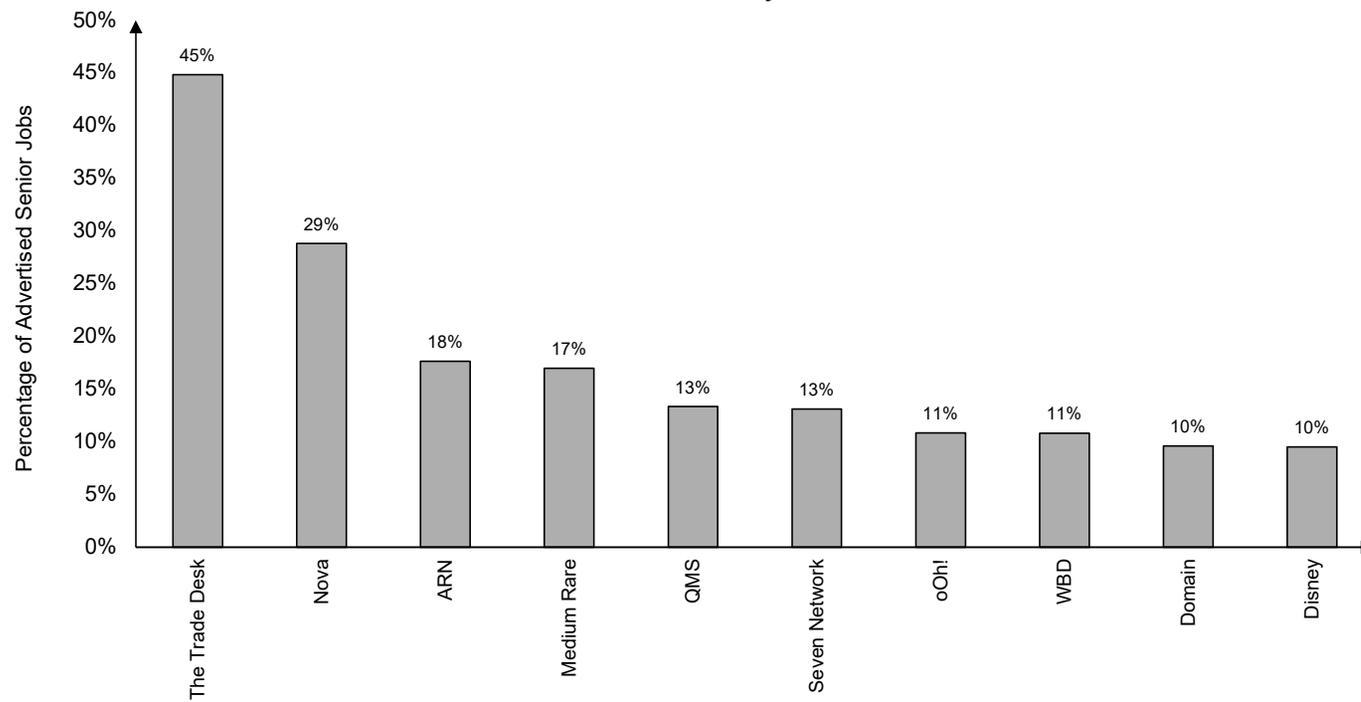


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Top 10 Employers – Highest % of Senior Roles 2024, 20+ advertised jobs

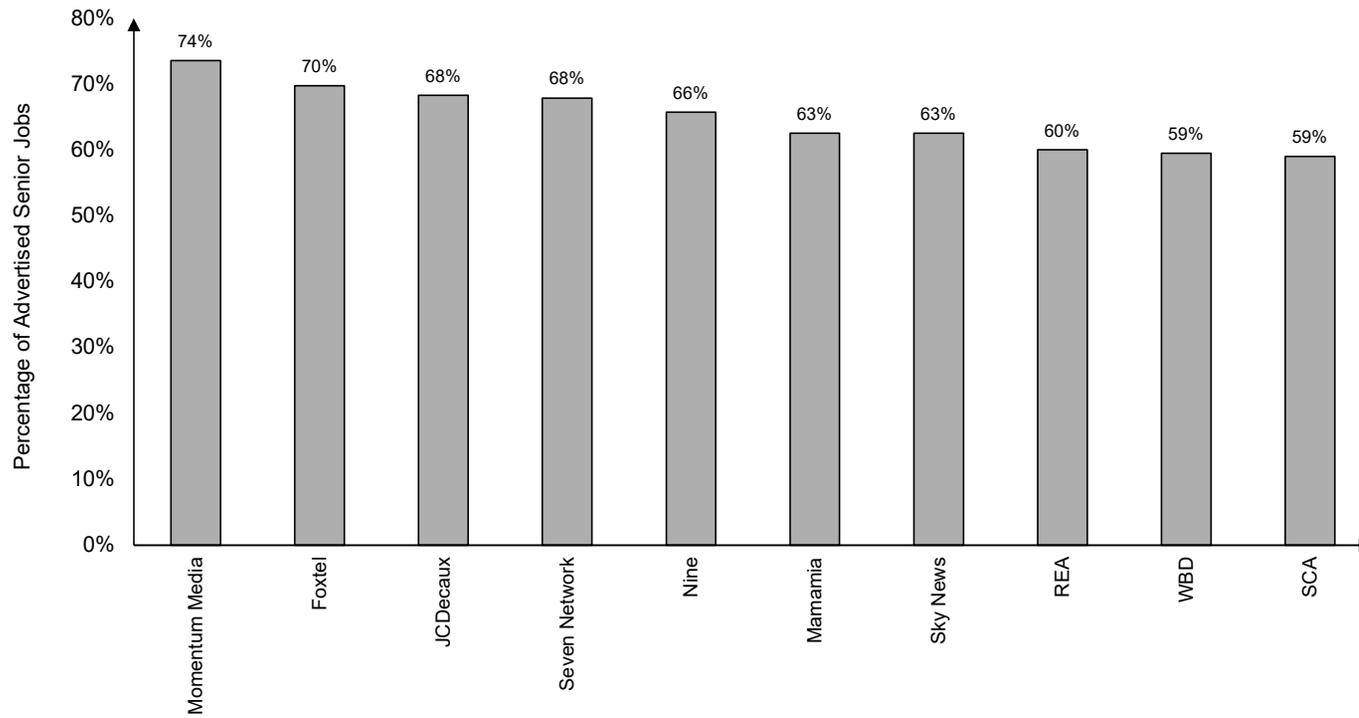


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Top 10 Employers – Highest % of junior roles 2024, 20+ advertised jobs



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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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- 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:

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.

Mercury Talent Pty Ltd
Level 23
520 Oxford St
Bondi Junction NSW 2022
Australia
Tel: +61 403 755 153
Email: mt@mercury-talent.com

www.mercury-talent.com