

Privacy Jobs in Australia 2024

Privacy Job
Posts Trends
and Insights



Overall Summary

In 2024, the privacy job market in Australia experienced a slight overall decline in job postings, with the highest activity in Q3 and the lowest in Q4. Government & Utilities consistently led in job postings, peaking in July, while Corporate roles saw a drop in December, balanced by increases in other sectors. Job postings were concentrated in Eastern capital cities, with a significant portion offering flexible work arrangements. These trends suggest a growing emphasis on compliance and flexibility, driven by evolving regulatory requirements and the increasing demand for remote work options.

Compliance-focused roles increased, and the most common salary range was \$126,000 to \$175,000, with average salaries and daily rates trending upwards. Most roles required 3-8 years of experience, and nearly 60% did not specify qualifications. Privacy certifications were advantageous in 14% of roles, particularly in Corporate and Higher Education sectors.

The 2024 job landscape offers the following food for thought:

- The slight decline in privacy job postings in 2024 is consistent with international trends, where there has been a stabilisation of privacy teams and recruitment. From an Australian perspective, it is interesting that this pattern is occurring against the backdrop of significant developments in privacy over the course of 2024, as we've previously covered. This may be a symptom of an increasingly difficult economic climate, where organisations are waiting for the introduction of more complex reforms, such as the “fair and reasonable” test, before increasing resourcing for their Privacy teams. It is further also likely that—similar to organisations overseas—existing privacy teams are simply being asked to do more, and take on additional duties
- Consistently high privacy recruitment in Government and Utilities could be in preparation for major reforms to State based privacy legislation. In Queensland, significant changes to the Information Privacy Act 2009 (Qld) are anticipated to come into effect in July 2025, which may have contributed to job postings in Brisbane. Western Australia looks set to introduce new privacy laws for its public sector through the Privacy and Responsible Information Sharing Bill 2024 (WA), and it is possible that a similar increase in job postings will occur once the Bill passes parliament in early 2025.

Overall Summary

- Another driver for the high levels of recruitment in Government and Utilities may be the (relatively low) salaries offered. The average advertised salary for Government and Utilities roles was \$128,000 – nearly 20% lower than the overall average advertised salary for non public sectors of \$150,000. Over the year, there were few roles Government and Utilities roles offering salaries of more than \$175,000. As noted above, the most common salary range was \$126,000 to \$175,000 (over 50% of jobs). The next most common range was \$101,000 to \$125,000. However, average salaries and daily rates did trend upwards over the year. Only one position was advertised with a salary of more than \$250,000
- There has been little change in 2024 in terms of the location of privacy jobs. Sydney continues as the most popular location for privacy roles, followed by Melbourne and Brisbane. Many roles were offered across the three locations, with 75% of all roles offered in the East Coast. Only 4% of advertised roles were in regional Australia.
- The increase in privacy roles as a compliance function rather than a Legal function may suggest maturing privacy practices in Australian organisations. Companies may now expect their privacy teams to not only advise them of what the laws are, but to also assist them in carrying out risk assessments, maintain policies, and ensure the health of the organisation's privacy program. To be effective, knowledge of privacy obligations would need to be coupled with strong stakeholder management skills and ability to partner effectively with different functions in an organisation. This may explain the focus on experience, rather than any specific qualifications or certifications.
- Of the over 400 positions advertised this year, there were 300 different job titles. These included: Privacy Analyst, Privacy Officer, Complaints and Privacy Officer Privacy Adviser, Data Privacy Counsel, Data Governance Manager, Senior Director Privacy, Senior Manager Privacy and Data. Without recognised job titles with identified skill sets and capabilities it is often difficult for people who are trying to enter the profession to determine if they have the right background or what skills and capabilities should be developed.

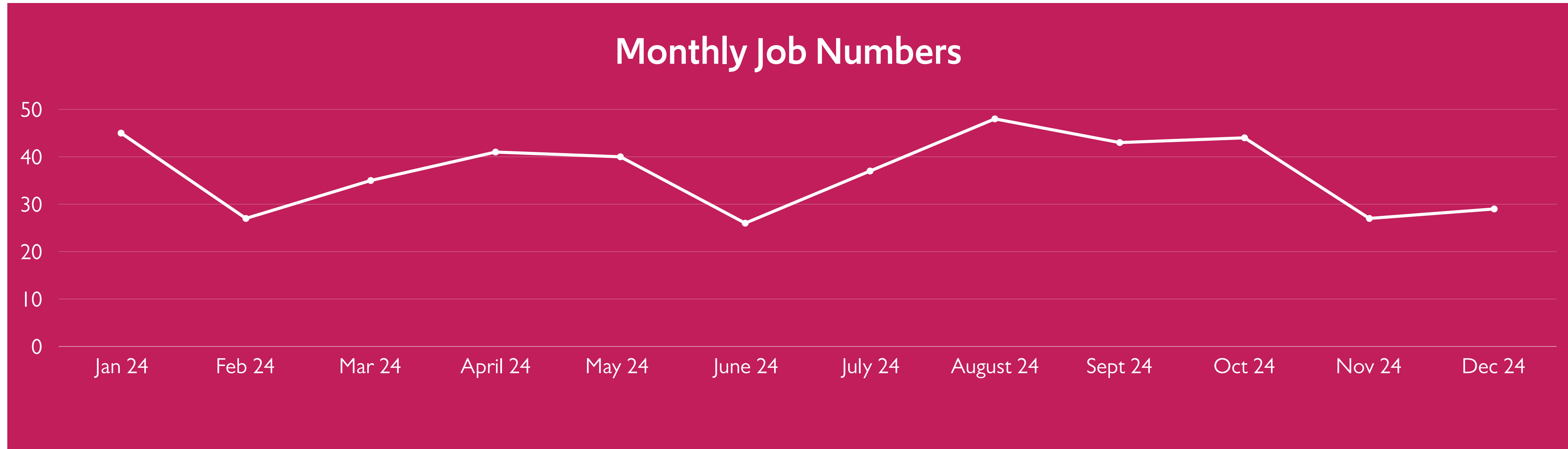
Overall Summary

- Grouping the different jobs titles into roles based on seniority (from analyst to Manager/Leader/Director) – the most common positions were for mid ranking positions (grouped together as Privacy Officers). There were 161 Privacy Officer roles, 118 Manager/Leader/Director roles (the next level up) and 32 Analyst roles (a level down from Privacy Officer). 86 roles were for legal counsel indicating the continued reliance on lawyers and legal counsel to provide privacy skills.

Other points of interest to note this year:

- Positions for new Privacy Commissioners in NSW and Qld were advertised. Also advertised were expressions of interest for appointment to the NSW Information and Privacy Advisory Committee (which provides advice on matters to the NSW Information Commissioner and the Privacy Commissioner, and facilitates knowledge sharing between government, industry and academia)
- Only one position specifically referred to “Ethics” in the job title
- AI was included in 1 position title - Risk Manager (AI, Data Protection and Governance) advertised by Deloitte. Artificial intelligence was referred to in 11 different job roles – including those for the NSW Information and Privacy Advisory Committee and an RMIT researcher position.
- RSM was one of the few organisations to offer graduate programs or entry level positions

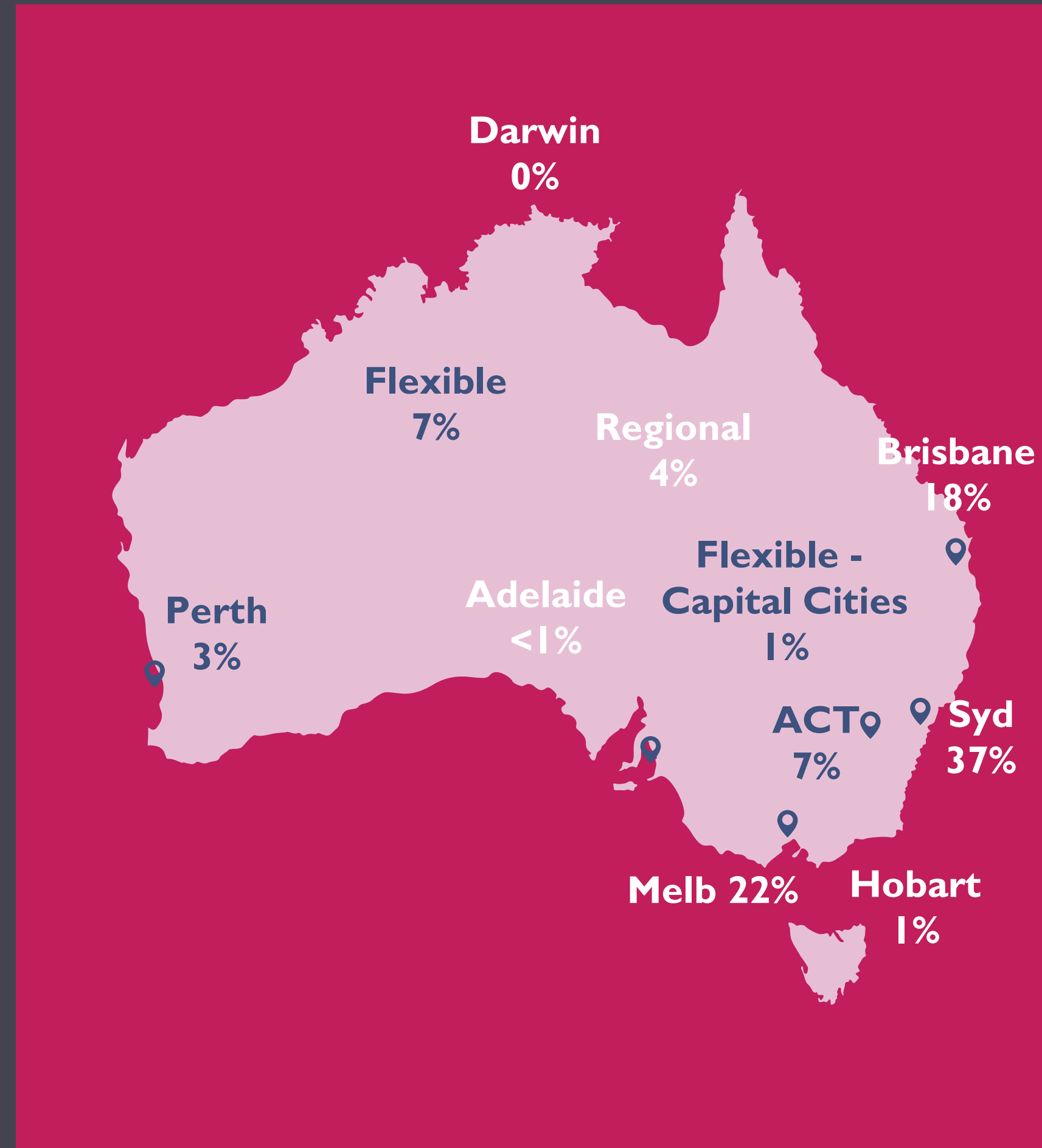
Total Jobs - Monthly Trend 2024



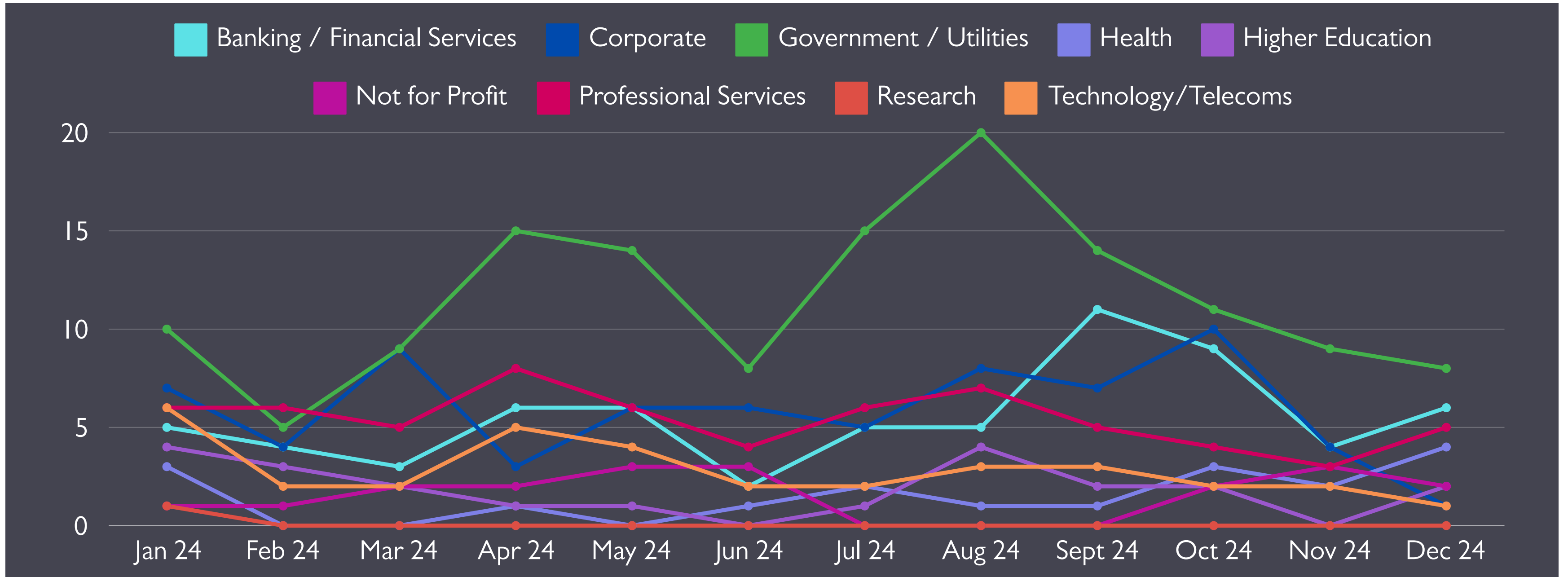
The overall trend for job postings in 2024 shows a slight decline, with the highest number of postings occurring in the third quarter and the lowest in the fourth quarter. This cyclical pattern indicates a seasonal fluctuation in job availability, which we have noticed before in previous years.

Location of Jobs

- Job postings were highly concentrated in Eastern capital cities, with Sydney, Melbourne, and Brisbane accounting for 77% of the total.
- Flexible roles made up almost 7% of postings, with an additional 1.38% advertised across multiple cities.
- Regional areas in Victoria, NSW, and Queensland accounted for 4% of the roles, while Canberra, Hobart, and Perth collectively held 11%.

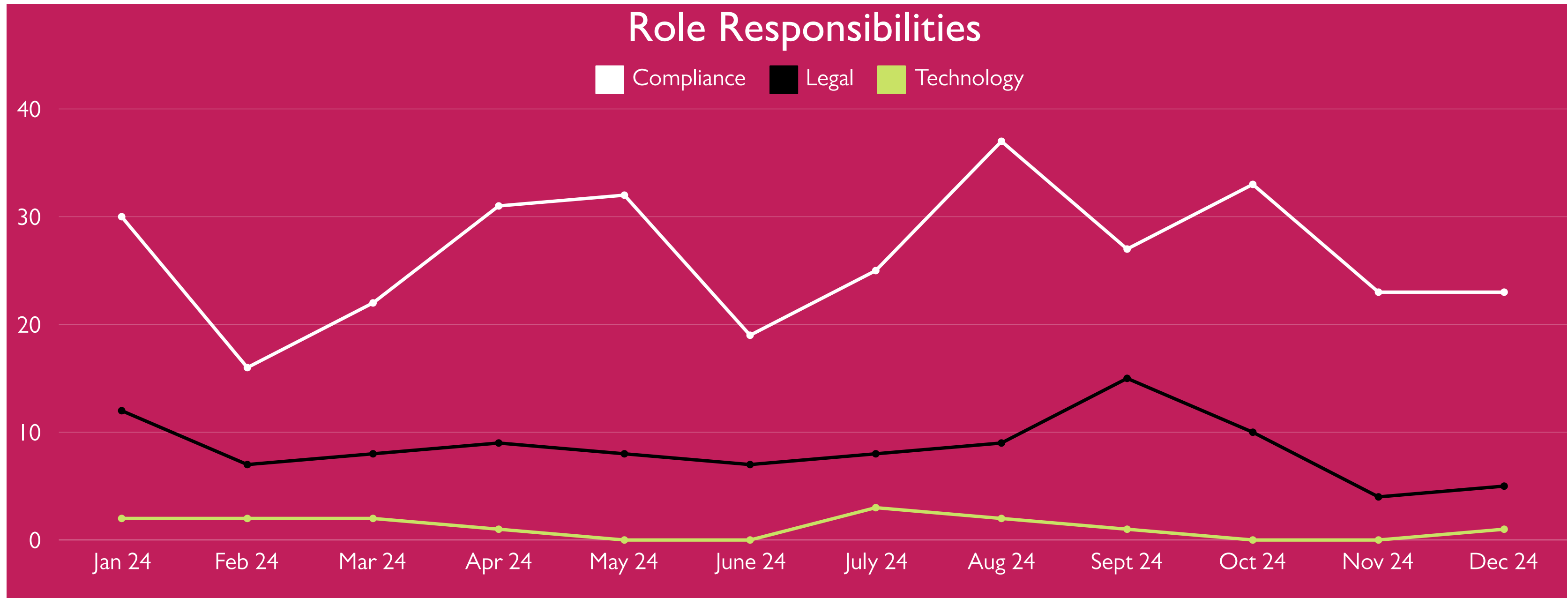


Job Sector



In 2024, the Government & Utilities sector consistently led in job postings, peaking in July. The Corporate sector saw a noticeable drop in December, which was balanced by increases in Professional Services, Higher Education, Health, and Professional Services. Most other industries remained stable throughout the year, with specific peaks in Banking/Financial Services in May and October, and Technology/Telecom in February and April.

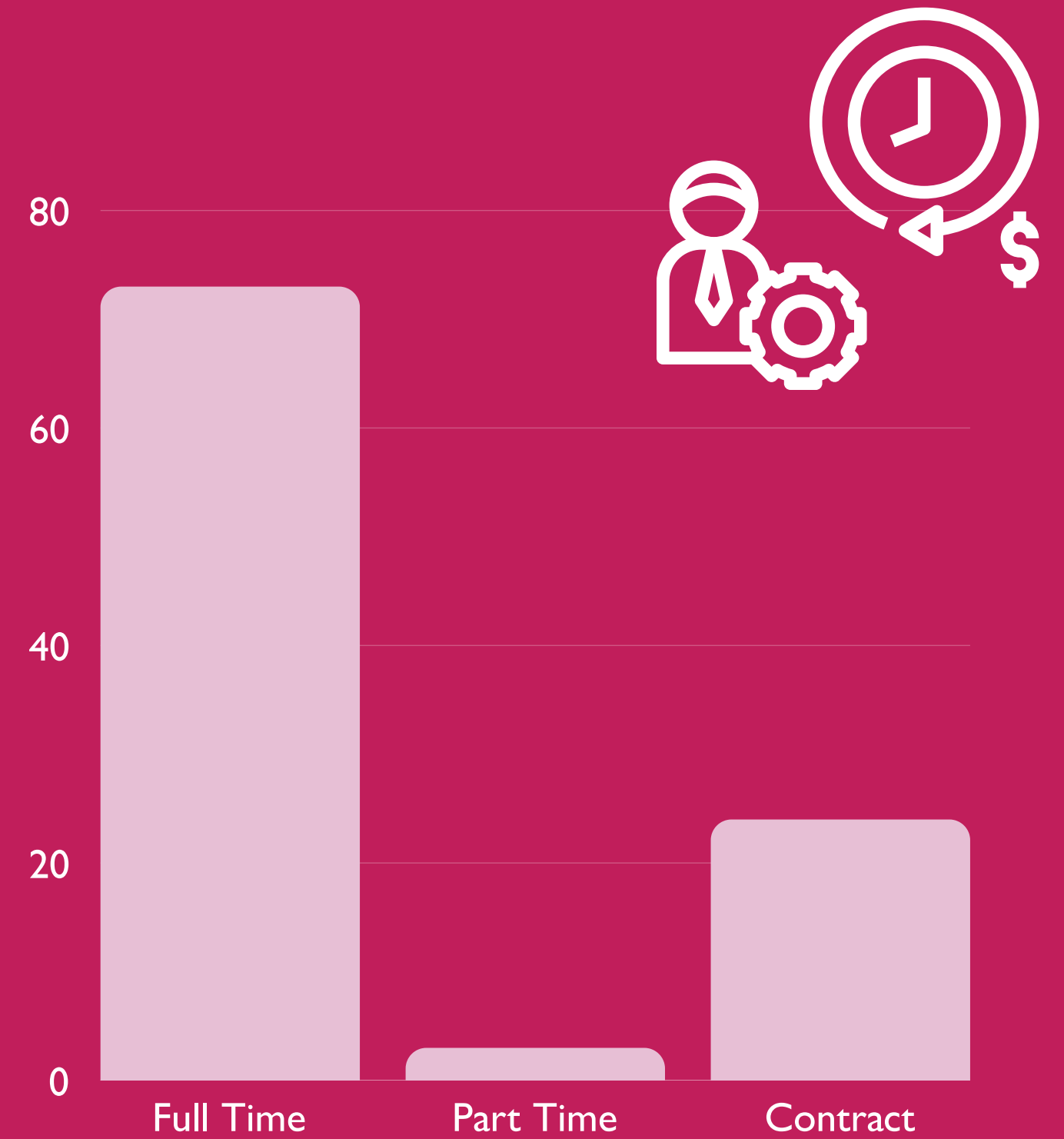
Role Responsibilities



There was a noticeable shift towards compliance-focused roles in 2024, with these positions increasing in prevalence compared to legal or technology roles.

Type of Role

- Full-time roles were predominant, comprising 73.9% of job postings, while contract roles made up 23.2% and part-time roles 2.9%.
- A significant portion of roles (54%) were advertised as hybrid, work-from-home, or flexible, reflecting a growing trend towards flexible work arrangements.

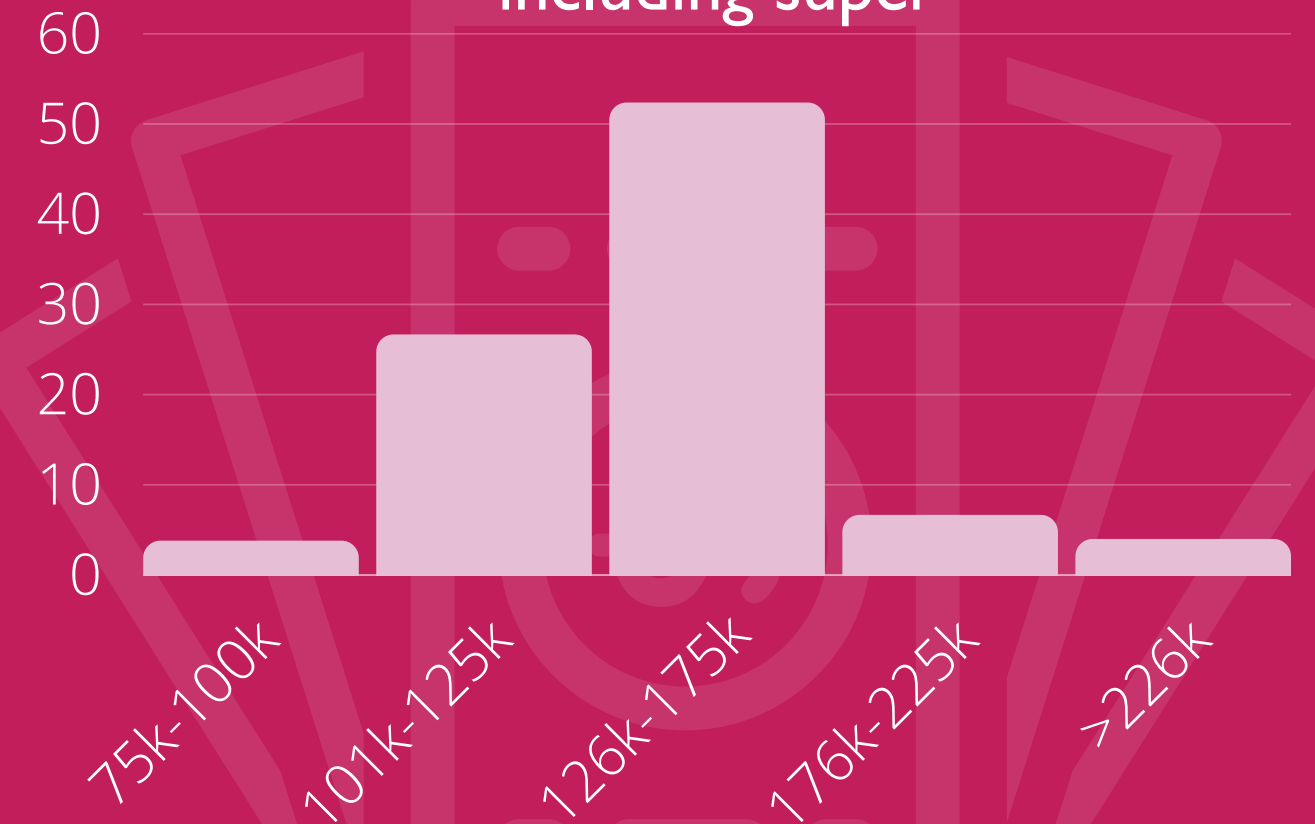


Salaries overall

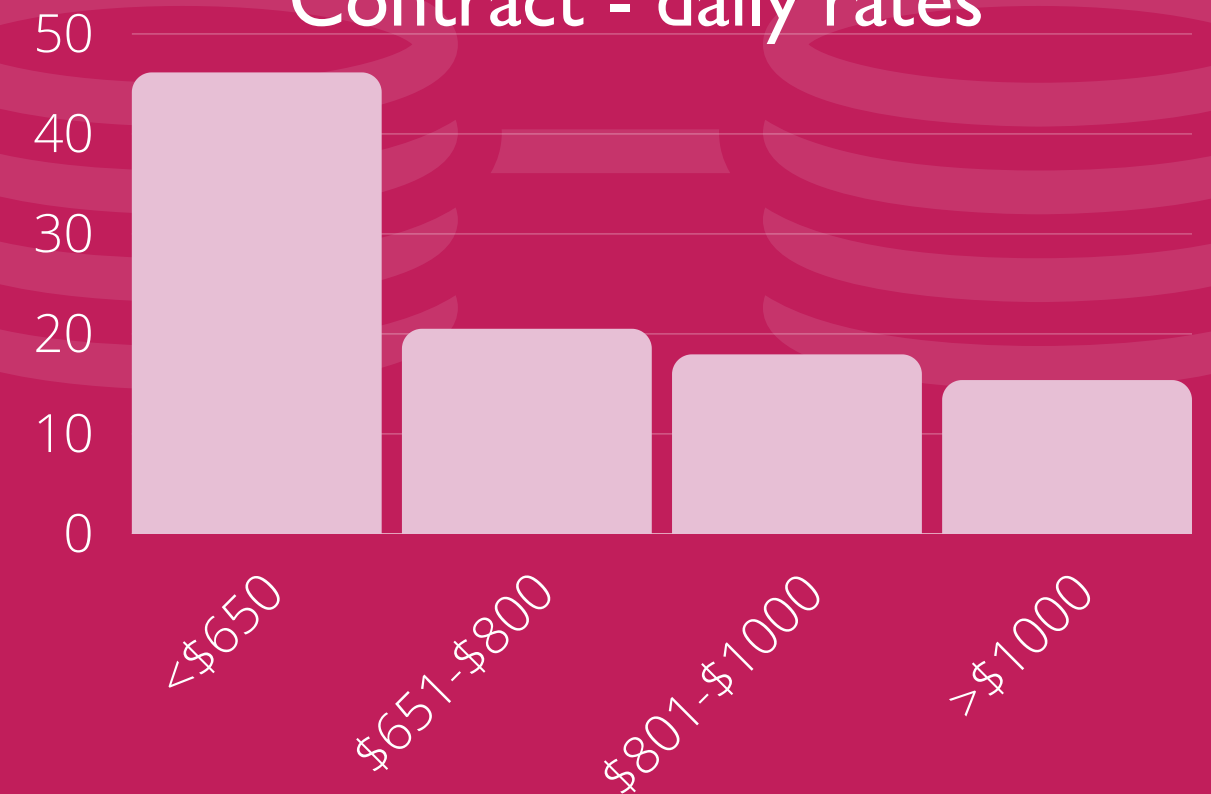
- The most common salary range for job postings in 2024 was between \$126,000 and \$175,000, with the average advertised salary trending upwards to \$139,773.
- The average daily rate also increased, reaching \$781.
- Notably, only 33% of roles specified a salary, indicating a trend towards non-disclosure of compensation details.

Permanent Salary Ranges

*including super



Contract - daily rates



Experience, Qualifications and Certifications

- A majority of job postings required 3-8 years of experience, with 33% of roles specifying experience requirements. However, 64% of roles did not specify any experience requirements, indicating a potential openness to a broader range of candidates.
- In 2024, 14% of job postings indicated that privacy certification was an advantage or requirement. Corporate and Higher Education sectors were more likely to seek certifications, with 24% and 23% of roles respectively mentioning them. Conversely, Government and Professional Services sectors were less likely to require certifications, with only 6% and 11% of roles respectively mentioning them.
- Just over one in four roles required a law degree, while slightly more than 10% required other types of tertiary qualifications. Nearly 60% of job postings did not specify any qualification requirements, suggesting a trend towards flexibility in educational prerequisites.



Privacy certification
an advantage

14%



Most common experience

required:

5+ years



Our Methodology:

As part of our ongoing research into the state of the Australian privacy profession, Privacy 108 analyses the privacy job market, comparing on-line job adverts monthly. Job listings provide a useful snapshot into how both private and public sector organisations value privacy, the resources they are willing to commit to developing and managing privacy programs, and to building their privacy maturity.

A list of all positions with 'privacy' and/or 'data protection' in the title is compiled from jobs advertised on www.seek.com.au, www.indeed.com.au and Linked In on a selected date each month. These lists are then analysed.

From December 2018 to July 2021 the job surveys were conducted on a quarterly basis only. Commencing in August 2021 we began taking monthly (rather than quarterly) snapshots. This will help us identify, for instance, jobs that are advertised for more than 30 days. Linked In job ads were also only added to the analysis from August 2021.

Data from every month and from all three job advertising platforms we now survey (Linked In, Seek and Indeed) are included in our charts and analysis in this report, with the exception of the quarterly trend charts. In order to continue comparing trends from when we commenced surveying the job market in Dec 2018, these quarterly trend charts are based only on the snapshot numbers for the quarterly months of March, June, September and December.



Privacy108

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