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2012 HAYS SALARY GUIDE SHARING OUR EXPERTISE

Salary and recruiting trends across Asia

SALES & MARKETING SECTOR OVERVIEW

CHINA

Demand for talent in China has shifted from office-based professionals to store-based employees in retail operations. With a large base of product hungry consumers, retailers no longer need to simply complete the transaction. They now need staff that can focus on customer service since consumers look at their customer experience as a reason to return to one store or go to another.

Candidates with overseas retail experience and Chinese language skills will have many opportunities open to them, but their employer will also hold high expectations in terms of performance targets and they will be required to teach local employees the importance of customer service.

Traditionally retail operating roles offered low salaries, but we expect this to change as competition for the top talent intensifies. Companies need to be aware of this and we advise them to design a retention plan for strong sales performers because they will be targeted by competitors.

In addition to retail demand, many roles are still available in sales, marketing and in new functions such as digital marketing or digital media. The talent available for digital roles is low in China and thus companies should be prepared to pay a premium for talent and expect them to have overseas backgrounds.

HONG KONG

Recruitment activity in sales and marketing remained high during most of the year. In the financial sector, high levels of hiring occurred in the first half of the year with a number of dominating players expanding their teams and adding new senior level headcounts. However, the second half of the year brought with it market challenges that saw hiring activity slow down in banking, yet insurance and accounting firms have proven to be resilient in times of financial crisis and recruitment activity in these areas remains steady.

On the commercial side, hiring has remained at a good level, with peaks in luxury retail and FMCG food and beverage.

We are optimistic about the market in 2012 as the Asian economies will continue to outperform their western counterparts. Demand for quality employees will remain high in this candidate short market. Average salaries have increased 10 to 15 per cent year-on-year and this trend is expected to be similar this year. Not only are employers willing to pay a premium to attract talent, they are proactively retaining their staff by offering better compensation.

As companies expand locally and regionally, we will see a rise in demand for a new type of communications professional who can serve functions such as internal communications, corporate social responsibility and employee engagement. Employers have come to realise the importance of internal branding to build morale, inspire camaraderie and instil loyalty among staff members.

For candidates who are keen to move to a new role, we advise them to update their resume and start contacting recruitment consultants.

JAPAN

While the economy has been quite flat with very slight growth, employers have continued to aggressively hire good salespeople for their organisations. We have also seen a gradual increase in marketing roles. However the hiring process in most organisations remains slower compared to before the global financial crisis.

We saw little movement in salaries over the year; some areas increased by five to ten per cent while others fell by a similar level. It will be a similar situation in 2012 as costs continue to be carefully managed. That said, the best candidates are starting to receive multiple offers again and consequently employers will need to become more competitive if they are to secure the top talent. They will also need to look at speeding the process up in order to avoid missing out on good candidates.

Employers are putting extra resources into attracting and retaining candidates and this trend will remain strong in 2012.

There is more demand for senior, experienced Japanese salespeople who have 15 to 20 plus years of experience. The preference is for professionals with minimal job changes and bilingual communication skills.

A limited number of marketing roles are becoming available after two years or more of near zero hiring in this area. However, the requirements are very high with a strong preference for bilingual communication skills and lead/revenue generation.

The greatest demand is for individuals who can make an impact in sales, or in revenue or marketing focused positions. In general though, there has been little movement to salaries. However in key areas of their respective business, some companies are starting to make better offers.

SINGAPORE

Sales and marketing recruitment activity in 2011 was hugely influenced by market sentiment in a year peppered with major global events. The year started positively, with headcount expansions and strong salary uplifts. This trend was reflected across both the private and public sectors, with a considerable interest in communications and new media. There was a good flow of candidates in the market and employers were open to sponsoring mid to senior foreign hires.

But as global uncertainty grew, employers chose to adopt more conservative recruitment patterns, with only modest salary adjustments offered to candidates. We also saw more regional teams relocated to Greater China, in line with growing market demand, particularly in the consumer electronics industry.

We expect tightened budgets and headcount constraints to continue through the early part of 2012.

With risk appetites reducing, employers look for candidates who match an increasingly inflexible list of technical skills and industry experience. Candidates are advised to ensure they can demonstrate staying power in their employment history with strong references as employers are conducting informal market checks before commencing the interview process.

We are still seeing a shortage of strong talent, so high-performing candidates will remain in demand. In particular, employers value and put emphasis on regional experience and a strong network across Asia Pacific.

While many global multinationals have established their regional bases in Singapore, they generally migrate employees on local packages, and candidates are required to travel for business across the region. Thus expatriate candidates should expect to be placed on localised terms, in line with local market rates and expectations.

Sales and marketing remains a key priority for organisations and we expect to see continual hiring across industries.

‘As the Asian economies will continue to outperform their western counterparts, demand for quality employees will remain high in this candidate short market.’

SALES & MARKETING

MARKETING	Marketing Director	Marketing Manager	Marketing Executive
China	600 - 800	500 - 600	120 - 200
Hong Kong	1,000 - 1,500	400 - 600	240 - 360
Japan	10 - 15	9 - 12	7 - 8
Singapore	160 - 300	90 - 220	35 - 60

	Direct Marketing Manager	Channel Manager	Global Brand Manager	Product/Brand Manager
China	250 - 350	220 - 350	N/A	220 - 330
Hong Kong	450 - 650	550 - 700	900 - 1,200	480 - 720
Japan	6 - 9	6 - 8	N/A	6 - 8
Singapore	80 - 150	70 - 140	120 - 200	80 - 160

ADVERTISING	Group Account Director	Account Director	Account Manager	Advertising Account Manager
China	650 - 750	350 - 500	200 - 300	250 - 350
Hong Kong	550 - 850	400 - 650	280 - 420	300 - 550
Japan	11 - 17	10 - 15	6 - 9	5 - 14
Singapore	150 - 250	100 - 150	60 - 100	60 - 100

COMMUNICATIONS	Marketing Communications Manager	Public Relations/ Communications Manager	Internal Communications	Corporate Communications
China	220 - 420	200 - 400	N/A	300 - 350
Hong Kong	400 - 850	300 - 1,000	350 - 700	300 - 1,200
Japan	7 - 10	7 - 10	6 - 8	7 - 10
Singapore	70 - 150	70 - 150	80 - 160	80 - 160

RETAIL	Merchandising Manager	Visual Merchandising Manager	Service Delivery Manager	Category Manager	Customer Service Manager
China	350 - 600	350 - 450	N/A	600 - 700	250 - 350
Hong Kong	480 - 750	380 - 480	380 - 540	360 - 550	360 - 480
Japan	5 - 7	5 - 8	6 - 9	8 - 10	6 - 9
Singapore	70 - 150	70 - 130	N/A	100 - 200	60 - 100

NOTES ON SALARIES

- Salaries are represented in local currencies
- Typical salary range in '000, excluding Japan which is stated in millions.

SALES	National Sales Director	Sales Operations Manager	Sales Manager	Business Development Manager	Country Manager
China	1,000 - 2,500	350 - 450	100 - 200	200 - 500	1,000 - 1,500
Hong Kong	960 - 1,200	480 - 720	360 - 600	360 - 600	1,050 - 1,500
Japan	14 - 20	6 - 9	8 - 9	6 - 14	15 - 40
Singapore	200 - 350*	90 - 150	60 - 180*	80 - 200*	250 - 500

	Regional Sales Director	Regional Sales Manager	Regional Sales Executive	Global Sales Executive	Sales Executive
China	700 - 900	400 - 600	200 - 220	N/A	N/A
Hong Kong	1,000 - 2,500	600 - 800	400 - 600	400 - 600	300 - 500
Japan	15 - 20	12 - 17	10 - 12	8 - 12	4 - 8
Singapore	180 - 350*	100 - 280*	80 - 180*	100 - 240*	40 - 100*

NOTES ON SALARIES

- Salaries are represented in local currencies
- Typical salary range in '000, excluding Japan which is stated in millions.

* With bonus

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