



SALARY INFORMATION – ASIA

Sales & Marketing - 2010

SALARY INFORMATION

Sales & Marketing



Sales & Marketing				
		HONG KONG	SINGAPORE	SHANGHAI
	Years of experience	HK\$ Annual package	S\$ Annual package	RMB Annual package
Public Relations				
In House				
Regional Director, Corporate Communications	15+	1M – 1.5M+	240K – 300K	800K – 1M
Director, Corporate Communications	12	850K – 1.2M+	150K – 180K	600K – 800K
Public Relations Manager	7+	500K – 750K+	84K – 110K	300K – 450K
Marketing Communications Director	10+	750K – 1M+	120K – 150K	420K
Marketing Communications Manager	7+	500K – 750K+	70K – 110K	240K
Events Manager	5+	300K – 450K+	45K – 70K	200K
Consumer				
Managing Director	20+	2M+	350K+	1.5M – 2.5M
General Manager	15+	1.8M+	250K+	1.5M – 2M
Sales & Marketing Director	10+	1.2M – 2M	130K – 220K	1M – 1.8M
Sales & Marketing Manager	8+	800K – 1.2M	80K – 130K	550K – 800K
Sales Director	10+	1.2M – 2M	150K – 250K	700K – 1.2M
Sales Manager	7+	600K – 1M	70K – 120K	200K – 600K
Marketing Director / Brand Director	10+	1.2M – 2M	180K – 300K	1M – 1.5M
Marketing Manager	8+	700K – 1.2M	90K – 150K	550K – 800K
Brand Manager	7+	600K – 1M	NA	350K – 500K
Trade Marketing Manager	7+	500K – 900K	60K – 100K	400K – 600K
Channel Manager	7+	650K+	65K – 100K	300K – 500K
National Key Account Director	10+	NA	NA	700K – 1.2M
Key Account Manager	5+	500K – 900K	65K – 95K	300K – 500K
Retail				
Managing Director	20+	2M+	250K – 400K	3M
General Manager				
Medium to large chain	15+	1.5M+	240K – 300K	1.5M – 2M
Small to medium chain	10+	1M+	150K – 220K	1M – 1.5M
Marketing Director				
Medium to large chain	10+	1.2M+	160K – 200K	700K – 900K
Small to medium chain	8+	800K+	140K – 180K	400K – 800K
Marketing Manager				
Medium to large chain	7+	800K+	90K – 150K	450K – 550K
Small to medium chain	5+	500K+	60K – 80K	350K

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Retail Operation Director				
Medium to large chain	8+	1M+	180K – 200K	850K – 1.2M
Small to medium chain	7+	800K+	140K – 160K	400K – 700K
Retail Operations Manager / Area Manager				
Medium to large chain	5+	600K	120K – 140K	300K – 550K
Small to medium chain	5+	450K+	80K – 110K	200K – 400K
Merchandising Director				
Medium to large chain	10+	1.2M+	180K – 200K	700K – 900K
Small to medium chain	8+	700K+	140K – 180K	550K
Merchandising Manager				
Medium to large chain	7+	700K+	80K – 130K	300K – 500K
Small to medium chain	5+	500K+	60K – 70K	200K – 300K
Hospitality				
General Manager	12+	1.2M – 1.5M+	NA	400K – 1M
Director of Sales & Marketing	10+	600K – 940K	120K – 180K	200K – 500K
Director of Sales	8+	500K – 750K	100K – 150K	200K – 250K
Director of F&B	8+	600K – 940K	NA	250K – 350K
Front Office Manager	5+	450K – 600K	NA	150K – 250K
Senior Sales Manager	5+	420K – 660K	60K – 95K	150K – 200K
Marketing Manager	3 – 5	420K – 600K	65K – 110K	200K – 250K
Executive Chef	8+	420K – 700K	NA	250K – 600K

Methodology: This salary information was compiled using the market knowledge of our experienced practice leaders in each industry sector.

Disclaimer: All salary ranges are represented in terms of total annual guaranteed package including guaranteed bonuses and exclude discretionary bonuses, stock options, shares or other variable incentives as of January 2010. These are indicative market ranges and are dependent on variable factors including but not limited to experience level, market conditions, company size, industry sector, job scope, etc.

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