

**hong kong**

Our sales and marketing division recruits for permanent positions across all major industry sectors including banking/finance, consumer electronics, FMCG, industrial, pharmaceuticals, professional services, retail, telecommunications and IT.

We specialise in placing candidates with a minimum of three years' experience in middle management through to director level positions. Specific disciplines we recruit for within sales and marketing include marketing, marketing communications, product management, market research, brand management, public relations, sales management, key account and trade marketing, as well as business development.

## market overview

### banking & financial services

With no signs of slowing down, the financial services market is set to move full steam ahead in 2007. Budgets have increased due to more intensive competition and a relatively underdeveloped region, and as a result, banks have increased headcount in their marketing functions to both retain existing and target new customers.

This hiring trend covers all areas of marketing including events, corporate communications, public relations, philanthropy and marketing communications. The increased demand unfortunately outstrips the local supply of experienced and qualified candidates, but creates opportunities for off-shore candidates with regional exposure and experience. Salaries will continue to rise with demand in 2007 and banks may have to start looking at candidates outside the financial services industry.

### commerce & industry

The demand for top tier sales and marketing professionals has persisted in 2006 as organisations continue to expand and compete for market share in the region.

The FMCG, consumer and retail sectors have seen strong growth, particularly within retail operations. Consumer retail brands have taken an aggressive approach in hiring new talent to assist in the management of ambitious growth plans across the Greater China region.

Staff retention continues to be an issue and organisations have been actively stepping up on their efforts to retain staff. Companies are placing more importance on the value of human capital in the workplace to ensure sustainable success of growth targets.

China is still the sourcing capital of the world, due to its relatively low cost of manufacturing and recent improvements in quality control. We are seeing a continued slow migration of job opportunities to the mainland, partly due to cost cutting initiatives. Candidates who are truly trilingual and willing to relocate will have a distinct advantage in terms of career opportunities.

Overall, the job market remains buoyant, reinforcing consumer confidence in employment opportunities and personal finance. The outlook for 2007 is positive with organisations continuing the implementation of ambitious growth plans. Competition for seasoned sales and marketing professionals will intensify, with regional sales heads and general managers being the hardest to attract and retain. We are expecting salaries to increase by 5%-10% across most functions, with rates trending higher for candidates with specialist knowledge or skills.

## **IT & telecommunications**

2006 was a strong year in Hong Kong, boosted mainly by the robust economic growth and continued foreign investment. North Asia, and in particular China will continue to be a focus for most companies as they begin to roll out their Asia strategy and invest significantly to attract new clients.

The Greater China region has been a focus for investment as organisations aggressively seek to penetrate new markets and tap into new revenue streams.

Telecommunications across Asia have benefited from an increase in business activity resulting in broader communications requirements. This is particularly noticeable with cross border trading within Asia and emerging markets like Korea, Taiwan, Thailand and China. In addition, some large network operators are moving into new product offerings like managed services, security, professional service and outsourcing.

Within the software sector, the demand for high value software solutions has also been on the rise this year. Solutions have ranged from complementary tools to full ERP, CRM, and

business intelligent tools. The financial services sector has invested heavily over 2006 in expanding existing systems to cater for new headcount and purchasing new software.

Salaries are on the rise across both IT and telecommunications, with a constant high demand for high level sales candidates. To attract top performers, clients have been willing to pay premium salaries, provided that candidates can demonstrate their ability in matching the clients' requirements. We have seen a moderate increase in guaranteed earnings but a substantial increase in bonuses and variable earnings. A consistent number of candidates have been surpassing their on-target-earnings due to excellent performance, which we anticipate will continue into 2007.

Throughout 2007, we expect continued and steady investment in sales and marketing recruitment in Hong Kong. We estimate that the talent war for seasoned professionals will continue to force employers to both review their resourcing strategies and refocus on staff retention and employee satisfaction to ensure attrition is minimised.

# salaries | hong kong | sales & marketing – financial services

Role	Permanent salary per annum \$HK
Event Planner (3 – 5 yrs' exp)	\$300 – 450k
Event Manager (6 – 9 yrs' exp)	\$500 – 850k
Head of Events (10+ yrs' exp)	\$950k+
PR/Corporate Communications Manager (4 – 7 yrs' exp)	\$450 – 800k
PR/Corporate Communications Director (8 – 12 yrs' exp)	\$900 – 1.4m
Marketing Communications Manager (4 – 8 yrs' exp)	\$400 – 800k
Marketing Communications Director (9 – 12 yrs' exp)	\$850 – 1.3m
Philanthropy/Community Affairs Manager (4 – 7 yrs' exp)	\$450 – 750k
<p>NB: Figures are basic salaries exclusive of benefits/bonuses unless otherwise specified.</p>	

# salaries | hong kong | sales & marketing – commerce & industry

Role	Permanent salary per annum \$HK
Assistant Key Account Manager (1 – 3 yrs' exp)	\$350 – 500k
Brand Manager (3 – 4 yrs' exp)	\$520 – 780k
Product Manager (3 – 4 yrs' exp)	\$455 – 520k
Brand Director (10+ yrs' exp)	\$1.2 – 1.4m
Category Manager (3 – 6 yrs' exp)	\$450 – 700k
Corporate Communications Manager (5 – 8 yrs' exp)	\$650 – 800k
General Manager (5 – 8 yrs' exp)	\$1.4 – 1.8m
General Sales Manager/Director (10 yrs' + exp)	\$1.0 – 1.4m OTE
Key Account Manager (3 – 6 yrs' exp)	\$500 – 650k
Marketing Director (8 – 12 yrs' exp)	\$1.0 – 1.4m
Marketing Manager (6 – 8 yrs' exp)	\$650 – 850k
Marketing Executive (3 yrs' exp)	\$325 – 390k
Merchandising Manager (4 – 6 yrs' exp)	\$650 – 780k
Product Manager (4 – 6 yrs' exp)	\$520 – 700k
Trade Marketing Manager (4 – 6 yrs' exp)	\$460 – 650k
PR Manager	\$420 – 520k
Assistant PR Manager	\$330 – 420k
Retail Operations Manager	\$455 – 585k
Visual Merchandising Manager	\$650 – 780k
Retail General Manager	\$715 – 900k
Wholesale Manager	\$455 – 585k
Assistant Buyer/Buyer	\$390 – 650k
Regional Head of Retail Operations	\$900 – 1.4m

NB: Figures are basic salaries exclusive of benefits/bonuses unless otherwise specified.

# salaries | hong kong | sales & marketing – information technology

Role	Permanent salary per annum \$HK
Account Director (3 – 5 yrs' exp)	\$600 – 700k
Account Director (6+ yrs' exp)	\$800 – 900k
Account Manager (2 – 3 yrs' exp)	\$400 – 500k
Account Manager (4 – 5 yrs' exp)	\$500 – 600k
Alliances Manager, Channel Manager (3 – 5 yrs' exp)	\$450 – 600k
Alliances Manager, Channel Manager (6+ yrs' exp)	\$700k+
Business Development Manager (2 – 3 yrs' exp)	\$350 – 500k
Business Development Manager (4 – 5 yrs' exp)	\$500 – 800k
Marketing Assistant, Marketing Coordinator (2 – 3 yrs' exp)	\$400k
Marketing Communications Manager (2 – 3 yrs' exp)	\$400 – 500k
Marketing Communications Manager (4 – 5 yrs' exp)	\$500 – 600k
Marketing Director (3 – 5 yrs' exp)	\$600 – 800k
Marketing Director (6+ yrs' exp)	\$800k+
Marketing Manager (2 – 3 yrs' exp)	\$400 – 500k
Marketing Manager (4 – 5 yrs' exp)	\$500 – 600k
General Manager/Managing Director (12+ yrs' exp)	\$1.5m+
VP Sales	\$1.2m+
Sales and Marketing Director (3 – 5 yrs' exp)	\$600 – 900k
Sales and Marketing Director (6+ yrs' exp)	\$900k+
Sales and Marketing Manager (2 – 3 yrs' exp)	\$500 – 600k
Sales and Marketing Manager (4 – 5 yrs' exp)	\$600 – 700k
Sales Director	\$800k+
Sales Executive (2 – 3 yrs' exp)	\$400 – 500k
Sales Executive (4 – 5 yrs' exp)	\$500 – 600k
Sales Manager (2 – 3 yrs' exp)	\$600 – 800k
Sales Manager (4 – 5 yrs' exp)	\$800k+
Sales/Graduate Coordinator	\$300k
Sales/Market Analyst	\$350 – 450k

NB: Figures are basic salaries exclusive of benefits/bonuses unless otherwise specified.

