



HONG KONG

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SALES & MARKETING COMMERCE & INDUSTRY

Commerce & Industry

Our sales & 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

The demand for top tier sales and marketing talent in the retail, consumer and FMCG industries remained high within both the Hong Kong and Chinese markets. There was increased job flow as the luxury branded retailers, with the Olympics on the horizon, raced to set up operations in Beijing.

Retailers continued to experience healthy and stable growth through a focus on emerging markets and new market development across Asia. We also saw a reduction in regional roles and in turn investment being moved into distribution and supply chain to meet the demand of consumers.

The trend for principal brands to take back distribution rights, and equally for new brands looking for market entry through experienced distributors, continued to soar across the Asia Pacific region and related emerging markets.

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SALES & MARKETING COMMERCE & INDUSTRY

ROLE	PERMANENT SALARY PER ANNUM \$HK	
	2007	2008
Assistant Buyer/Buyer	\$390 - 650k	\$325 - 455k
Assistant PR Manager/PR Manager (4 - 7 yrs' exp)	\$330 - 520k	\$420 - 715k
Brand Manager (5 - 8 yrs' exp)	\$520 - 780k	\$455 - 780k
Brand Director (10+ yrs' exp)	\$1.2 - 1.4m	\$1.1 - 1.4m
Category Manager (4 - 7 yrs' exp)	\$450 - 700k	\$520 - 650k
Corporate Communications Manager (5 - 8 yrs' exp)	\$650 - 800k	\$650 - 780k
General Manager (10+ yrs' exp)	\$1.4 - 1.8m	\$1.4 - 1.8m
General Sales Manager/Director (10 yrs' + exp)	\$1.0 - 1.4m*	\$900 - 1.2m
Key Account Manager (3 - 6 yrs' exp)	\$500 - 650k	\$520 - 650k
Marketing Director (8 - 12 yrs' exp)	\$1.0 - 1.4m	\$1.0 - 1.4m
Marketing Manager (6 - 8 yrs' exp)	\$650 - 850k	\$585 - 780k
Marketing Executive (3 yrs' exp)	\$325 - 390k	\$325 - 420k
Merchandising Manager/Director (5 - 10 yrs' exp)	\$650 - 780k	\$650 - 780k
Product Manager (4 - 6 yrs' exp)	\$520 - 700k	\$520 - 780k
Regional Head of Retail Operations	\$900 - 1.4m	\$1.0 - 1.4m
Retail Operations Manager	\$455 - 585k	\$455 - 650k
Trade Marketing Manager (4 - 6 yrs' exp)	\$460 - 650k	\$580 - 750k
Visual Merchandising Manager	\$650 - 780k	\$650 - 780k
Wholesale Manager	\$455 - 585k	\$520 - 780k

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

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SALES & MARKETING FINANCIAL SERVICES

Market Overview

2007 was an extremely strong year for marketing professionals with financial services experience. Hiring activity was strong across all disciplines including events, corporate communications, public relations, philanthropy and marketing communications with competition extremely high for the most talented professionals.

With talent in relatively short supply, financial services organisations have increased base salaries for key staff to ward off potential suitors and have also shown a willingness to look beyond their traditional financial services hunting ground to meet resourcing needs.

We anticipate that hiring activity at the beginning of 2008 will be somewhat more cautious than we saw in the same period in 2007, as organisations assess the impact of the sub-prime crisis. However, we are confident that the market for marketing professionals in 2008 will remain generally buoyant.

ROLE	PERMANENT SALARY PER ANNUM \$HK	
	2007	2008
Event Planner (3 - 5 yrs' exp)	\$300 - 450k	\$300 - 450k
Event Manager (6 - 9 yrs' exp)	\$500 - 850k	\$500 - 850k
Head of Events (10+ yrs' exp)	\$950k+	\$1.0m+
PR/Corporate Communications Manager (4 - 7 yrs' exp)	\$450 - 800k	\$450 - 800k
PR/Corporate Communications Director (8 - 12 yrs' exp)	\$900 - 1.4m	\$900 - 1.4m
Marketing Communications Manager (4 - 8 yrs' exp)	\$400 - 800k	\$400 - 800k
Marketing Communications Director (9 - 12 yrs' exp)	\$850 - 1.3m	\$900 - 1.4m
Philanthropy/Community Affairs Manager (4 - 7 yrs' exp)	\$450 - 750k	\$500 - 800k
Media Relations Executive (3 - 5 yrs' exp)	\$280 - 380k	\$300 - 400k
Media Relations Manager (6 - 9 yrs' exp)	\$475 - 800k	\$500 - 850k
Media Relations Director (10+ yrs' exp)	\$1.0m	\$1.0m
Internal Communications Executive (3 - 5 yrs' exp)	\$280 - 380k	\$300 - 400k
Internal Communications Manager (6 - 8 yrs' exp)	\$475 - 800k	\$500 - 850k
Internal Communications Director (10+ yrs' exp)	\$950k+	\$950k+
Product Development Executive (3 - 5 yrs' exp)	\$280 - 475k	\$300 - 500k
Product Development Manager (6 - 8 yrs' exp)	\$550 - 850k	\$600 - 900k
Product Development Director (10+ yrs' exp)	\$1.2m+	\$1.2m+
Market Research Executive (3 - 5 yrs' exp)	\$220 - 330k	\$250 - 350k
Market Research Manager (6 - 8 yrs' exp)	\$380 - 570k	\$400 - 600k
Market Research Director (10+ yrs' exp)	\$800k+	\$800k+

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SALES & MARKETING INFORMATION TECHNOLOGY

Market Overview

The IT&T sector in Hong Kong showed signs of growth as many multinationals were willing to invest in streamlining and improving business processes. The Greater China region was a focus for investment as organisations aggressively sought to penetrate new markets and tap into new revenue streams.

Within the software sector, the demand for high value software solutions also rose during 2007. Solutions ranged from complementary tools to full ERP, CRM, and business intelligence tools. The financial services sector invested heavily through 2007 and expanded existing systems in order to cater for new headcount.

Salaries rose across both IT and telecommunications, as a result of the consistently strong demand for high level sales candidates. To attract top performers, organisations were willing to pay premium salaries. A consistent number of candidates surpassed their on-target-earnings due to excellent performance, which we anticipate will continue into 2008.

Throughout 2008, we expect continued and steady investment in Hong Kong. We estimate that the talent war for seasoned professionals will continue to force employers to review their resourcing strategy, refocusing on staff retention and employee satisfaction to minimise attrition.

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SALES & MARKETING INFORMATION TECHNOLOGY

ROLE	PERMANENT SALARY PER ANNUM \$HK	
	2007	2008
Account Director (3 - 5 yrs' exp)	\$600 - 700k	\$600 - 700k
Account Director (6+ yrs' exp)	\$800 - 900k	\$800 - 900k
Account Manager (2 - 3 yrs' exp)	\$400 - 500k	\$400 - 500k
Account Manager (4 - 5 yrs' exp)	\$500 - 600k	\$500 - 600k
Alliances Manager, Channel Manager (3 - 5 yrs' exp)	\$450 - 600k	\$450 - 600k
Alliances Manager, Channel Manager (6+ yrs' exp)	\$700k+	\$700 - 900k
Business Development Manager (2 - 3 yrs' exp)	\$350 - 500k	\$350 - 500k
Business Development Manager (4 - 5 yrs' exp)	\$500 - 800k	\$500 - 800k
Marketing Assistant, Marketing Coordinator (2 - 3 yrs' exp)	\$400k	\$400k
Marketing Communications Manager (2 - 3 yrs' exp)	\$400 - 500k	\$400 - 500k
Marketing Communications Manager (4 - 5 yrs' exp)	\$500 - 600k	\$500 - 700k
Marketing Director (3 - 5 yrs' exp)	\$600 - 800k	\$600 - 800k
Marketing Director (6+ yrs' exp)	\$800k+	\$800k+
Marketing Manager (2 - 3 yrs' exp)	\$400 - 500k	\$400 - 500k
Marketing Manager (4 - 5 yrs' exp)	\$500 - 600k	\$500 - 600k
General Manager/Managing Director (12+ yrs' exp)	\$1.5m+	\$1.5m+
VP Sales	\$1.2m+	\$1.2m+
Sales and Marketing Director (3 - 5 yrs' exp)	\$600 - 900k	\$700k - 1.0m
Sales and Marketing Director (6+ yrs' exp)	\$900k+	\$900k+
Sales and Marketing Manager (2 - 3 yrs' exp)	\$500 - 600k	\$500 - 600k
Sales and Marketing Manager (4 - 5 yrs' exp)	\$600 - 700k	\$600 - 700k
Sales Director	\$800k+	\$900k+
Sales Executive (2 - 3 yrs' exp)	\$400 - 500k	\$400 - 500k
Sales Executive (4 - 5 yrs' exp)	\$500 - 600k	\$500 - 600k
Sales Manager (2 - 3 yrs' exp)	\$600 - 800k	\$600 - 800k
Sales Manager (4 - 5 yrs' exp)	\$800k+	\$800k+
Sales/Graduate Coordinator	\$300k	\$300k
Sales/Market Analyst	\$350 - 450k	\$350 - 450k

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

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SALES & MARKETING MEDIA & AGENCY

Market Overview

Competition remained fierce for talented sales, marketing and account servicing professionals across the media and agency sectors.

Increased growth in the fast-developing countries of the region - particularly China and India - attracted candidates away from Hong Kong, depleting the local candidate pool.

Across publishing and television, advertising sales teams continued to expand at a local and regional level. Traditional media companies invested significantly in digital and new media with a high volume of vacancies called to market. However experienced candidates were in particularly short supply. Similarly interactive agencies took a dominant position in the agency landscape and staff retention became a real issue.

Agencies continued to see a high turnover in account servicing teams and were forced to look at more creative ways to retain their key personnel from the lure of competitors and client-side opportunities.

ROLE

PERMANENT SALARY PER ANNUM \$HK

2008

Media & Entertainment

Marketing Director (8 - 15 yrs' exp)	\$780 - 1.5m
Marketing Manager (4 - 8 yrs' exp)	\$480 - 780k
Business Development Director (10+ yrs' exp)	\$1.0 - 1.8m
Business Development Manager (4 - 8 yrs' exp)	\$600 - 780k
Advertising Director (8 - 15 yrs' exp)	\$900 - 1.5m
Advertising Manager (4 - 8 yrs' exp)	\$420 - 780k
Event Manager (4 - 8 yrs' exp)	\$360 - 600k
Public Relations Manager (4 - 8 yrs' exp)	\$360 - 600k

Agencies

Business Director (10 - 15 yrs' exp)	\$840 - 1.2m
Group Account Director (8 - 12 yrs' exp)	\$660 - 840k
Account Director (6 - 10 yrs' exp)	\$420 - 720k
Senior Account Manager (4 - 8 yrs' exp)	\$300 - 480k
Event Producer (4 - 8 yrs' exp)	\$300 - 540k

NB: Figures are basic salaries exclusive of benefits/bonuses unless otherwise specified. Sales & marketing, media & agency is a recently created division - 2007 salary data is therefore unavailable.

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SALES & MARKETING PROFESSIONAL SERVICES

Market Overview

During 2007, we witnessed a significant increase in sales and marketing recruitment activity within the professional services sector. The demand for business development and marketing professionals was extremely high, with organisations favouring candidates drawn from specific industry sectors such as IT & telecommunications, equity capital markets, insurance and investment banking.

Competition for these candidates proved fierce and resulted in inflationary pressure on salaries during the course of the year. In response, professional services organisations have demonstrated a willingness to source qualified candidates from overseas to fill skills gaps.

The market outlook for 2008 looks positive and we anticipate hiring activity to remain strong.

ROLE	PERMANENT SALARY PER ANNUM \$HK
	2008
Marketing Executive (3 - 5 yrs' exp)	\$330 - 450k
Marketing Manager (6 - 8 yrs' exp)	\$500 - 850k
Marketing Director (10+ yrs' exp)	\$1.2m+
Knowledge Management Executive (3 - 5 yrs' exp)	\$330 - 500k
Knowledge Manager (6 - 8 yrs' exp)	\$600 - 750k
Knowledge Management Director (10+ yrs' exp)	\$800 - 1.3m
PR/Media/Communications Executive (3 - 5 yrs' exp)	\$300 - 450k
PR/Media/Communications Manager (6 - 8 yrs' exp)	\$500 - 750k
PR/Media/Communications Director (10+ yrs' exp)	\$800 - 1.2m
Business Development/Client Services Executive (3 - 5 yrs' exp)	\$330 - 500k
Business Development/Client Services Manager (6 - 8 yrs' exp)	\$600 - 800k
Business Development/Client Services Director (10+ yrs' exp)	\$900 - 1.4m
Research Analyst (3 - 5 yrs' exp)	\$300 - 500k
Research Manager (6 - 8 yrs' exp)	\$600 - 800k
Research Director (10+ yrs' exp)	\$900 - 1.2m

NB: Figures are basic salaries exclusive of benefits/bonuses unless otherwise specified. Sales & marketing, professional services is a recently created division - 2007 salary data is therefore unavailable.