



## MARKET OVERVIEW

### Employment Conditions

The sales, marketing and retail sectors were heavily impacted by the global financial crisis, however improving business conditions and increased trading volumes over the last 12 months have driven a solid recovery in the market. We have seen a significant increase in hiring activity across these industries, with over 60% of companies surveyed for this report indicating that employee numbers have increased over the last six months.

Local and regional hiring decisions are being made much faster due to the improvement in economic conditions. Companies are looking to secure people for roles that have a direct revenue generating responsibility, such as Sales Managers/Directors and Business Development Managers/Directors, as well as Account and Key Account Managers.

Uncertain economic conditions in the US and Europe continue to have an impact on the hiring decisions of multinationals in Hong Kong. In most cases this means the requirement to present a very strong business case for new hires and an extended recruitment process.

### Skills In Demand

Over the last 12 months the market has shown strong recovery, with both newly created roles and replacement hires occurring across the sales, marketing and retail industries.

There continues to be a high level of hiring activity for roles that generate revenue, in areas such as sales and business development. Marketing Managers and Directors with experience in public affairs, media relations and corporate communications are also in particularly high demand.

The retail sector is also showing a strong requirement for professionals at all levels from floor staff to Supervisors and General Managers.

### Salary Expectations

Most employers are reviewing the salaries of their sales and marketing professionals. Of the companies surveyed for this report, 59% expect to see increased employee salaries in the next six months. The average percentage salary increase is most likely to be in the 3-4% range, with further increases reserved for individuals targeted as high performers.

### Employment Outlook

Business and consumer confidence is gradually improving in Hong Kong, so a steady increase in hiring activity across sales, marketing and retail is expected over the next six months. Of the companies surveyed for this report, 68% expect employee numbers to increase over this period.

If economic conditions continue to improve over the next six to 12 months, companies will require additional headcount to support new product innovations and further penetrate existing markets. Roles in demand will include Product Managers, Brand Managers and marketing specialists at all levels in areas such as events management, communications, public relations and digital and online media. Buying roles for retail companies are likely to increase, as will the requirement for agency support in the areas of advertising, public relations, brand positioning and media engagement.

An increasing number of professionals are starting to consider their next career move in response to improved market conditions. Top level candidates will require high quality offers and excellent conditions in order to consider moving to a new company.

## ADVICE FOR EMPLOYERS

To attract and retain top performers, employers should:

- Provide confidence in the stability of the company
- Ensure that the salary on offer is in line with market rates
- Clearly articulate career progression opportunities
- Provide opportunities for personal and professional development

## ADVICE FOR JOB SEEKERS

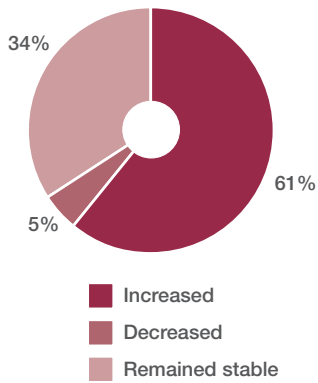
Job seekers planning to change roles in the next six months should:

- Understand the current skills in demand and salaries on offer
- Be clear about their motivation to move roles
- Assess the medium to long term benefits of joining a company
- Investigate the career development opportunities on offer

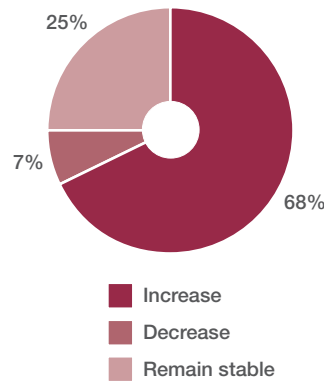


**MARKET RESEARCH RESULTS**

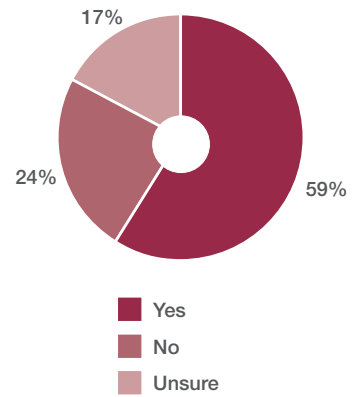
How have your employee numbers changed over the last six months?



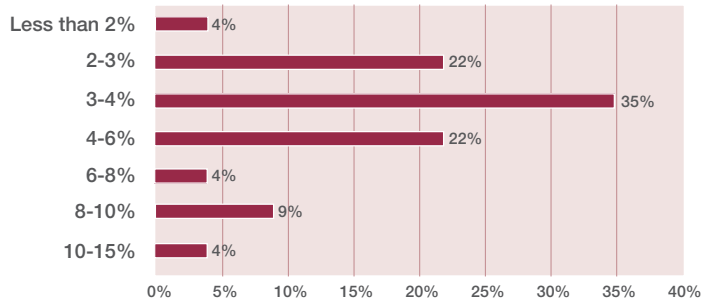
How will your employee numbers change over the next six months?



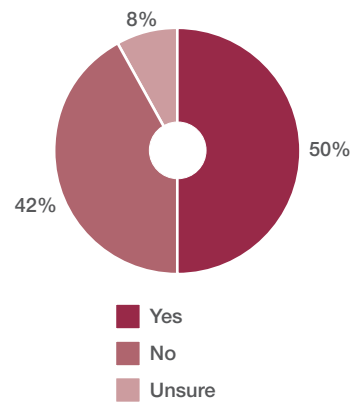
Do you expect to see an increase in employee salaries in the next six months?



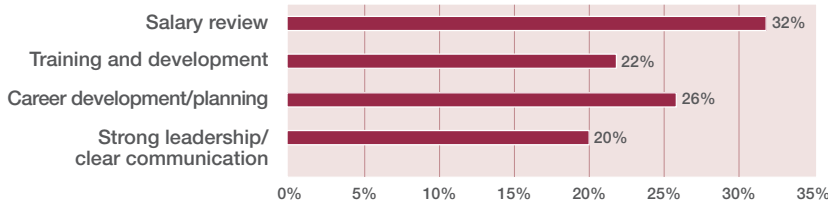
What will the average percentage salary increase be?



Do you think a professional skills shortage will become an issue for your company in the next 12 months?



Which retention strategies will your company be focusing on over the next six months?





# SALES, MARKETING & RETAIL SALARY & EMPLOYMENT FORECAST

Michael Page  
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## SALARY TABLES

ROLE	EXPERIENCE	HK\$' 000
<b>CONSUMER PRODUCTS</b>		
Assistant Brand Manager/Assistant Product Manager	2-3 years	310-420
Brand Manager/Product Manager	3-4 years	360-620
Senior Brand Manager/Senior Product Manager	4-6 years	520-730
Assistant Key Account Manager	1-3 years	410-570
Key Account Manager	3-6 years	520-730
Public Relations Manager	6-8 years	520-830
Trade Marketing Manager	4-6 years	570-800
Marketing Manager	6-8 years	620-830
Manager-Research, Product Development and Planning	6-10 years	720-930
Business Manager	7-10 years	820-1 million
General Sales Manager	7-10 years	820-1 million
Public Relations Director	8 -12 years	820-1 million
Marketing Director	8-12 years	930-1.4 million
Sales Director	10 years+	1.0-1.4 million+
General Manager	12 years+	1.4-1.9 million+
<b>MEDIA/ENTERTAINMENT</b>		
Assistant Sales Manager	2-4 years	620-630
Assistant Marketing Manager	2-4 years	420-830
Circulation/Direct Marketing Manager	4-6 years	520-730
Online Marketing Manager	4-8 years	520-750
Event Manager	4-8 years	520-750
Marketing Manager	4-6 years	520-930
Sales/Business Development Manager	4-6 years	620-930
Advertising/Media Sales Manager	4-8 years	620-930
Circulation/Marketing Director	7-11 years	670-1.3 million
Sales/Business Development Director	8 years+	830-1.4 million
Advertising/Media Sales Director	8-12 years	830-1.4 million
Marketing Director	6-10 years	930-1.4 million
General Manager	10 years+	1.5 million+
<b>ADVERTISING AGENCIES</b>		
Account Manager	5-8 years	370-520
Account Director	8-10 years	470-780
Group Account Director	10-12 years	670-930
Business Director	10-15 years	930-1.4 million
Managing Director/General Manager	15 years+	1.8 million+
<b>PR AGENCIES</b>		
Account Manager	5-8 years	360-520
Account Director	8-10 years	470-780
Director	10 years+	830-1 million
Executive Director	10-15 years	1-1.5 million
Managing Director/General Manager	15 years+	1.5 million+
<b>IT &amp; TELECOMMUNICATIONS</b>		
Assistant Marketing Communications Manager	3-5 years	370-570
Channel Account Manager/Account Manager	3-5 years	420-680
Senior Product Manager	5-8 years	520-730
Communications Manager/Regional Communications Manager/Public Relations Manager	5-8 years	570-880
Marketing Manager	6-8 years	670-830
Sales Manager/Global Account Director	6-12 years	720-1.2 million
Division Manager/Sales & Marketing Manager/General Sales Manager	8-11 years	880-1.4 million
Public Relations Director/Marketing Communications Director	9 years+	1-1.4 million
VP, Sales & Marketing/Sales & Marketing Director/Marketing Director	10 years+	1.2-1.6 million
Managing Director/General Manager	12 years+	1.5 million+
Sales Director/Business Development Director	12 years+	1.2-1.8 million

1. Salaries indicated are based on basic salary, excluding bonus/incentive schemes.
2. Market rates are becoming much less uniform. While we have taken great care, these salary ranges can only be approximate guides. Since there are often specific circumstances relating to individual companies, please call us for additional information.



# SALES, MARKETING & RETAIL SALARY & EMPLOYMENT FORECAST

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SALES & MARKETING

## SALARY TABLES

ROLE	EXPERIENCE	HK\$' 000
<b>FINANCIAL SERVICES</b>		
Event Planner	2-5 years	310-520
Philanthropy/Corporate Social Responsibility	4-8 years	520-830
Internal Communications Manager	6-8 years	520-880
Event Manager	6-8 years	520-930
Media Relations Manager	6-8 years	520-880
Product Development Manager	3-6 years	520-730
Marketing Communications Manager	4-9 years	520-930
Market Research Manager	4-8 years	570-930
Internal Communications Director	10+ years	930+
Market Research Director	10+ years	930+
PR/Corporate Communications Manager	4-8 years	620-1 million
Corporate Sales Manager	5-8 years	830-1.4 million
Marketing Communications Director	10+ years	930-1.5 million
Head of Events	10+ years	1.1 million+
Media Relations Director	10+ years	1.1 million+
Product Development Director	10+ years	1.2 million+
PR/Corporate Communications Director	8-12 years	1-1.6 million
<b>PROFESSIONAL SERVICES</b>		
Marketing Executive	3-5 years	310-520
Business Development Executive	3-5 years	310-520
Marketing Manager	6-8 years	520-880
Public Relations/Media Communications Manager	6-8 years	520-880
Research Manager	6-8 years	620-830
Business Development Manager	6-8 years	620-880
Marketing Director	10+ years	1.2 million+
Business Development Director	10+ years	1.2 million+
<b>MANUFACTURING/INDUSTRIAL</b>		
Sales Engineer/Senior Sales Engineer	3-5 years	260-370
Marketing Specialist	3-5 years	210-360
Product Marketing Manager	4-8 years	300-650
Marketing Manager	5-8 years	420-670
Sales Manager/Business Development Manager	6-8 years	470-730
General Manager/Director	12+ years	1-1.6 million
<b>RETAIL OPERATIONS &amp; STORE MANAGEMENT</b>		
Visual Merchandiser/Senior Merchandiser	3-5 years	150-260
Visual Merchandising Manager	5-7 years	280-600
Sales Supervisor/Assistant Manager	3-5 years	150-300
Store Manager	3+ years	350-600
Retail Operations Manager	7+ years	900-1.2 million
Country General Manager	8+ years	1.1-1.6 million
Regional Retail Operations Manager	8+ years	1.6-2 million
Regional General Manager	10+ years	2 million+
<b>BUYING &amp; MERCHANDISING</b>		
Merchandiser/Buyer	2-5 years	150-300
Senior Buyer/Assistant Manager	3-6 years	320-380
Manager	6-8 years	380-600
General/Divisional Manager	8-10 years	600-1.1 million
Director/Vice President	10+ years	1-1.6 million

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