



SALES & MARKETING

Q1 2017 saw notable trends in the Sales & Marketing job market. The Retail and Luxury customer segments continued to face challenges, although these areas were slowly showing signs of recovery.

STEADY HIRING ACTIVITY IN Q1 2017 AS REPLACEMENT ROLES ARISE

In the world of FMCG, recruitment activity remained steady with a reasonable level of newly created positions in addition to replacement hires due to natural attrition. We saw an increasing demand for talent with strong experience in Key Account Management and Trade Marketing, particularly at the mid-management level. Job seekers with strong backgrounds in Digital, Social Marketing and e-Commerce continue to be in high demand. Retail Operations professionals, especially those at the store management level saw plenty of opportunities in the job market.

We also saw a similar, steady hiring trend across the Services industry in the first quarter of 2017. Many professionals began searching for new career opportunities after receiving annual bonuses, triggering a trend of replacement roles appearing in the market.

DISRUPTIVE BUSINESSES REMAINED ON THE HIGHWAY

With disruptive businesses continuing to flourish, especially in the e-Commerce space, Digital professionals across Marketing, CRM and Lead Generation have continued to be in high demand, with many receiving multiple job offers, adding upward pressure to employers in terms of salary levels offered to potential employees. We also observed an increasing trend where companies were hiring professionals with trilingual fluency and experience in managing multiple markets within Asia Pacific.

INDUSTRIAL AND MANUFACTURING SECTORS WERE LAGGARDS

Industrial and Manufacturing sectors were relatively quiet in Q1 2017, a reflection of an uncertain global economy where export of products and services from Asia continued to be slow. As customer demand from overseas dropped and revenues faced downward pressures, cost-cutting became a priority for most companies. We saw a number of companies relocating out of Hong Kong in search for places offering lower employment and overhead costs, which directly impacted the availability of related jobs in the market.

HIRING MANAGERS WILL BE BUSY BEES IN Q2 2017

In the quarter ahead, we expect to see a further increase in hiring activity as we enter the peak recruitment season. Companies will be finalising budgets and headcount approvals, leading to increased number of job opportunities available in the market. The overall market sentiment is positive and we expect the second quarter to be one of the busiest quarters of 2017 for hiring managers and job-seekers alike.

SALARY REPORT FOR Q2 2017*

Banking & Financial Services

Job Title	Years of Experience	Annual Salary Range (HKD\$)
Marketing		
Marketing Director	15+	1.4M–2M+
VP, Marketing	12+	780K–1.3M
AVP / Manager Marketing	6–10	540K–720K
Associate / Assistant Marketing Manager	3–5	240K–480K
Head of Corporate Communications / Affairs	15+	1.3M–1.8M+
VP, Corporate Communications / Affairs	12+	720K–1.2M
AVP / Manager Corporate Communications / Affairs	6–10	480K –720K
Associate / Assistant Corporate Communications Manager	3–5	240K–480K
Head of Events	15+	1.1M–1.5M+
VP Events	12+	660K–1M
AVP / Manager Events	6–10	480K–600K
Event Specialist	3–5	240K–420K
VP Media Relations	6–10	720K–1.3M
Head of Market Research / Business Intelligence	15+	1.2M–1.7M+
Market Research / Business Intelligence Manager	6–10	600K–900K

Commerce & Industry

Job Title	Years of Experience	Annual Salary Range (HKD\$)
Media / Entertainment		
Chief Editor	15+	900K–1.3M
Marketing Director	15+	1M–1.2M
Director, Sales	15+	1M–1.5M
Director, Distribution	12+	1M–1.2M
Associate, Media Sales	10+	720K–1M
Associate Director, Distribution	10+	720K–1M
Manager, Sales	8+	480K–720K
Marketing Manager	5–10	420K–720K
Distribution Manager	6–8	420K–650K
Programming Manager	5–8	300K–540K
Sales Executive	3–5	300K–480K
Marketing Executive	3–5	240K–360K
Professional Services		
Marketing Director	15+	1M–1.5M
Marketing Manager	6–8+	480K–780K
Corporate Communications Manager	5–8	480K–720K
Business Development Director	15+	1.2M–1.6M
Business Development Manager	6–8+	600K–960K
Business Development/Marketing Executive	3–5	300K–600K
PR Manager	6–8+	480K–720K

Job Title	Years of Experience	Annual Salary Range (HKD\$)
FMCG		
General Manager	15+	1.5M+
Sales Director	12+	840K–1.3M
Sales Manager	8+	540K–720K
Key Account Manager	6–8	390K–520K
Assistant Key Account Manager	3–5	260K–360K
Marketing Director	15+	840K–1.3M
Marketing Manager	10+	650K–910K
Assistant Marketing Manager	6–8	390K–520K
Senior Brand Manager	7–10	520K–780K
Brand Manager	5–8	360K–520K
Assistant Brand Manager	3–5	300K–360K
Category Manager	5–8	360K–480K
Assistant Category Manager	3–5	240K–360K
Product Manager	5–8	360K–480K
Assistant Product Manager	3–5	300K–360K
Trade Marketing Manager	5–8	360K–520K
Assistant Trade Marketing Manager	3–5	300K–360K
IT / Telecommunications		
Managing Director	15+	2.5M+
Head of Sales	15+	1.8M–2.2M
Sales/Business Development Director	10–15+	1.3M–1.6M
Sales Manager	6–8+	540K–800K+
Account Manager	3–5	400K–600K
Head of Marketing	15+	1.2M–1.6M
Marketing Director	10–15	800K–1.2M

Job Title	Years of Experience	Annual Salary Range (HKD\$)
IT / Telecommunications		
Marketing Manager	8+	500K–720K
Assistant Marketing Manager	6+	350K–500K
Channel Manager	4–6	500K–800K
Product Manager	3–5	400K–600K
Social Media Manager	5–8	520K–650K
Sales Operations Manager	8–10	325K–400K
Industrial & Manufacturing		
General Manager	15+	1.3M–1.8M
Sales/Business Development Director	10–15	800K–1.3M
Business Development Manager	8–10	650K–800K
Sales Manager	6–8	480K–660K
Sales Executive/Sales Engineer	3–5	240K–360K
Marketing/Communications Director	10–15	800K–1.3M
Product Marketing Manager	8–10	650K–800K
Product Marketing Engineer	3–5	240K–360K
Marketing Manager	6–8	500K–800K
Marketing Executive	3–5	250K–420K
PR Agency		
Managing Director	20	1.5M+
Director / Group Account Director	15+	1M–1.5M
Account Director	8–10	550K–780K
Account Manager	5+	360K–480K

Job Title	Years of Experience	Annual Salary Range (HKD\$)
Retail		
Head of Marketing	15+	1M–1.5M
Marketing Manager	10+	650K–910K
Assistant Marketing Manager	5–8	360K–480K
Marketing Executive	1–3	144K–240K
Senior Brand Manager	6–10+	650K–910K
Brand Manager	4–6	420K–540K
PR Manager	5–8	360K–650K
Assistant PR Manager	3–5	300K–364K
Merchandising / Buyer Manager	8+	585K–910K
Digital Marketing Director	10–15	1M–1.5M
Digital Marketing Manager	6+	480K–720K
CRM Director	10–15	910K–1.5M
CRM Manager	8+	650K–910K
Retail Operations Manager	8+	650K–910K
Assistant Retail Operations Manager	6–8	480K–600K
Area Manager	5+	420K–520K
Store Manager	3+	240K–360K

Job Title	Years of Experience	Annual Salary Range (HKD\$)
Advertising Agency		
Group Managing Director	20+	1.5M–2M+
Managing Director	15+	1.2M–1.5M
Business Director	12+	960K–1.2M
Client Services Director	12+	960K–1.2M
Strategic Planning Director	12+	850K–1.2M
Group Account Director	10+	720K–850K
Account Director	8–10	480K–720K
Account Manager	5+	300K–420K
Property & Real Estate		
Head of Leasing	15+	1.2M+
Senior Leasing Manager	12–15	800K–1.2M
Leasing Manager	8–10	600K–800K
Assistant Leasing Manager	6–8	420K–600K
Senior Leasing Officer	3–5	300K–420K
Head of Marketing/Communications	15+	1.2M+
Marketing/Communications Director	12–15	900K–1.1M
Senior Marketing/Communications Manager	10–12	720K–900K
Marketing/Communications Manager	8–10	480K–720K
Assistant Marketing/Communications Manager	6–8	360K–420K
Senior Marketing/Communications Officer	3–5	300K–360K

*** Notes about salary table:**

1. Titles and levels vary from organisation to organisation.
2. The salary ranges given are only approximate guides. For tailored salary advice, please contact us directly.
3. 12-month base salaries are assumed.
4. All other benefits and bonuses are in addition to these figures.
5. Bonus ranges can vary significantly from company to company and will be influenced by market conditions, business and individual performances. Bonus ranges from 1 month at the low end to 100%+ at the upper.
6. Holiday entitlements range from 12–25 days with senior executives not usually receiving less than 18 days. Less than 15 is very rare and 20 days is becoming the norm.
7. Healthcare policies are standard.
8. Pension plans vary with some companies offering greater than the standard contribution. Top up schemes can increase employer contribution levels as much as 15–20% of the base salary for senior executives.