

SALES & MARKETING

BUILDING BETTER FUTURES

ambition

January to June has seen an extremely active market, which is unusual for Hong Kong given the multitude of holidays in the first couple of months of the year. However in 2018, we have seen a wide variety of new roles opening up in Sales & Marketing as well as replacement roles.

COMPANIES CONTINUE TO BUILD THEIR DIGITAL EXPERTISE

Skill sets in demand have been within digital marketing – in particular, content marketing and web or mobile app management skills. Another expertise that is sought after within this area is digital analytics as commercial brands are looking to build a stronger understanding of marketing effectiveness and their return on investment.

ADDING VALUE THROUGH CUSTOMER ENGAGEMENT

Additionally, partnership marketing roles are on the rise as consumer, lifestyle, travel and payment-related companies are seeking candidates with the ability to enhance their customer offerings and increase loyalty traction. Companies prefer candidates with not only a strong partnership network but the ability to develop international brand awareness as well.

VARIED NEEDS OF THE CANDIDATES

Candidates with strong industry experience who have reached the middle stage of their careers have expressed an increased interest in start-ups, new businesses, work-life balance, and flexible working arrangements.

DEMAND FOR SKILLED TALENT OUTSTRIPS SUPPLY

Companies looking to recruit should keep in mind that this is a highly candidate-driven hiring period, where in-demand individuals often have several offers on hand. Additionally, as organizations are striving to maintain existing talent with stronger career development opportunities, employee engagement and retention programs, the demand for hiring may exceed the existing market supply.

OPTIMISTIC HIRING OUTLOOK IN SECOND HALF OF 2018

Due to market expansion within Hong Kong's key industries we predict the hiring trajectory will continue into the second half of 2018. Within Sales & Marketing, we expect to see prolonged growth within consumer and retail, as well as financial technology.

Skill sets in demand will still often lie within e-commerce, business and data analytics, CRM and segmentation as companies will rely heavily on digital data to make business decisions.

Candidates with Greater China sales experience and multi-language skills will find themselves facing more opportunities with both multinationals and regional firms looking to expand their business into Northeast Asia.

As fierce competition for high-caliber candidates increase, companies should look to develop stronger employee engagement programs to reduce the risk of turnover.

SALARY REPORT FOR H2 2018*

Banking & Financial Services

Job Title	Years of Experience	Annual Salary Range (HK\$)
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 (HK\$)
Media / Entertainment		
Chief Editor	15+	900K–1.3M
Marketing Director	15+	1M–1.5M
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

Job Title	Years of Experience	Annual Salary Range (HK\$)
Media / Entertainment		
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

FMCG

Managing Director	20+	2.5M+
General Manager	15+	1.5M+
Sales Director	12+	900K–1.3M
Sales Manager	8+	600K–720K
Key Account Manager	6–8	420K–520K
Assistant Key Account Manager	3–5	300K–390K
Marketing Director	15+	840K–1.3M
Marketing Manager	10+	650K–910K
Assistant Marketing Manager	6–8	390K–520K
Senior Brand / Product Manager	7–10	540K–780K
Brand / Product Manager	5–8	420K–520K
Assistant Brand / Product Manager	3–5	325K–390K
Category Manager	5–8	360K–480K
Assistant Category Manager	3–5	300K–390K
Trade Marketing Manager	5–8	360K–520K
Assistant Trade Marketing Manager	3–5	300K–360K

IT / Telecommunications

Managing Director	15+	2M+
Sales/Business Development Director	10–15+	2M+
Sales Manager	6–8+	800K–1.2M
Account Manager	3–5	600–800K
Marketing & Communications Director	15+	1M+
Marketing & Communications Manager / Senior Manager	8+	600k–800k
Assistant Marketing Manager	6+	480K–600K
Channel Manager	8+	600K–800K
Product Manager	8+	600K–800K

Job Title	Years of Experience	Annual Salary Range (HK\$)
Professional Services		
Marketing Director	15+	1M–1.5M
Marketing Manager	6–8+	600K–850K
Corporate Communications Manager	5–8	500K–750K
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
Industrial & Manufacturing		
Managing Director	18+	1.8M+
General Manager	15+	1.2M–1.8M
Sales / Business Development Director	10+	1M–1.2M
Business Development Manager	8–10	500 K–800 K
Sales Manager	6–8	480K–600K
Sales Executive / Sales Engineer	3–5	240K–360K
Marketing / Communications Director	10–15	1M–1.2M
Product Marketing Manager	8–10	720K+
Product Marketing Executives	3–5	240K–360K
Marketing Manager	6–8	500K – 800K
Marketing Executive	3–5	240K–420K
Retail		
Managing Director	20+	2.6M+
General Manager	15+	1.5M+
Head of Marketing	15+	1M–1.5M
Marketing Manager	10+	650K–910K
Assistant Marketing Manager	5–8	400K–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

Job Title	Years of Experience	Annual Salary Range (HK\$)
Retail		
CRM Manager	8+	650K–910K
Retail Operations Manager	8+	650K–910K
Assistant Retail Operations Manager	6–8	480K–600K
Area Manager	5+	420K–600K
Store Manager	3+	300K–420K
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
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
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

Job Title	Years of Experience	Annual Salary Range (HK\$)
Consumer Brands		
Managing Director	18+	2M+
Head of BU / Department	15+	1.2M - 2M
Business Development Manager	8–10	480k - 800k
Sales Manager / Key Account Manager	8–10	400k - 600k
Sales Executive / Key Account Executive	3–8	300k - 420k
Product Manager	8–12	600k - 800k
Product Marketing Manager	8–12	600k - 800k
Product Executive	5–8	300k - 420k
Business Analytics / Business Intelligence Manager	8–12	600k - 800k
VP, Marketing	15+	1.2M–2M+
Marketing Director	12+	840K–1.2M
Marketing Manager	8–12	600K–800K
Assistant Marketing Manager	5–8	420K–540K
Digital Marketing Manager	8–12	600k-800k
Assistant Digital Marketing Manager	5–8	420K–540K
Digital Analytics Manager	8–12	600k-800k

*** 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.