



SALES & MARKETING

MARKET INSIGHTS Q2 2017

ambition

In Q1 2017, we continued seeing growth from emerging, smaller markets in the Retail sector. Demand existed for Sales & Marketing professionals in the Retail space, particularly for junior to mid-management level roles across Key Accounts, Commercial and Retail Operations.

EMERGING MARKETS PAVED A WAY IN RETAIL

In the first few months of 2017, we continued seeing the trend of Retail companies taking steps to break into emerging markets such as Vietnam, Thailand and Indonesia. The phenomenon of offices and stores sprouting in these locations is not a new one, and we have observed this happening for awhile now in the market.

As a result of business expansion and brand consolidation activities in these markets, pockets of talent have emerged to support these business needs. Companies continued seeking experienced Sales & Marketing professionals from senior to general management levels.

FINTECH CUTS THROUGH MANY FIELDS

Throughout the past few months on the Services industry side, we have observed robust hiring activities for Sales & Marketing expertise for many financial information services and fintech organisations.

International legal firms have been setting sights in establishing a footprint here, and along with this, we continued to see an accompanying demand for Legal Business Development executives.

In Q1 2017, we have also seen logistics, technology, telecommunications and other B2B companies continue to seek for Sales & Marketing talent. In-demand professionals were largely at the mid-management level, and these roles largely cater for Sales rather than Marketing expertise.

DIGITAL TALENT WILL CONTINUE TO SIZZLE IN Q2 2017

Demand for Digital Sales & Marketing talent looks set to break grounds in the months ahead as Singapore continues to be 'The Hub' of an emerging and ever-changing Southeast Asia digital ecosystem.

For the first quarter of 2017, we continued seeing an ongoing demand for Digital talent across agency and corporate settings. These professionals are skilled in areas that revolve around content marketing, performance marketing, video marketing, and e-Commerce transformation.

We expect to see a growing demand for specialist professionals who are experienced in content marketing strategy and execution, especially in areas of social and mobile. We also expect to see performance marketing needs taking a zoomed-in approach with a growing demand for SEO, which ties in well with content marketing.

VISUAL REELS ACTIVATE

Video marketing has become an area of innovation, where speed, quality, and price have become important differentiators between service providers. In meeting this growing area, we also expect to see the demand for video professionals to increase.

There will be a continuing demand for e-Commerce talent with transformation skills across technical implementation, brand management, and operational excellence.

As we move into Q2 2017, proven Sales performers who can introduce overarching strategies for an aggressive, albeit fragmented regional growth, will be a huge draw for start-up businesses.

We also foresee a demand for technical marketers who can help digest typically raw and massive data to produce sensible observations. These are 'data storytellers' who can bring meaningful business insights out of data for investors and internal stakeholders.

SALARY REPORT FOR Q2 2017*

Banking & Financial Services

Job Title	Years of Experience	Annual Salary Range (SGD\$)
Marketing		
Marketing Director	15+	250K–350K
Vice President	10+	150K–220K
Marketing Manager	6+	80K–130K
Corporate Communications / Affairs		
Executive Director	20+	350K+
Director	15+	175K–275K
Vice President	10+	150K–200K
Assistant Vice President	6–8	100K–150K
Internal Communications Manager	6–8	100K–125K
Events		
Executive Director	20+	200K–300K
Director	15+	175K–225K
Conference / Event Manager	6–10	80K–120K
Events Specialist	3–5	60K–80K
Media Relations Manager	6–8	70K–100K

Job Title	Years of Experience	Annual Salary Range (SGD\$)
Market Research / Business Intelligence		
Head of Market Research / Business Intelligence	15+	175K–250K
Market Research / Business Intelligence Manager	8–10	100K–150K

Commerce & Industry

Job Title	Years of Experience	Annual Salary Range (SGD\$)
Broadcasting / Entertainment		
Vice President / Marketing Director	15+	200K–300K
Associate Director	10+	150K–200K
Marketing Manager	5–8	60K–150K
Vice President / Director, Distribution	12+	200K–300K
Associate Director, Distribution	10+	125K–175K
Distribution Manager	6–8	80K–120K
Vice President / Director, Advertising Sales	12+	200K–300K
Associate Director, Sales	10+	125K–175K
Sales Manager	8+	80K–130K

IT / Telecommunications

Sales / Business Development Director	10–15+	200K–300K
Account Director	10–15+	200K–250K
Marketing Director	15+	200K–250K
Marketing Manager	8+	100K–175K
Assistant Marketing Manager	6+	50K–80K
Product Manager	3–5	60K–90K

Job Title	Years of Experience	Annual Salary Range (SGD\$)
FMCG		
General Manager	15+	250K–300K
Sales Director	12+	150K–225K
Sales Manager	8+	60K–120K
Key Account Manager	5–8	50K–100K
Assistant Key Account Manager	2–4	40K–55K
Marketing Director	15+	125K–220K
Marketing Manager	10+	75K–125K
Assistant Marketing Manager	6–8	60K–90K
Senior Brand Manager	8–10	90K–120K
Brand Manager	6–10	70K–110K
Assistant Brand Manager	5–8	50K–70K
Category Manager	5–8	90K–130K
Assistant Category Manager	3–5	50K–70K
Product Manager	5–8	50K–80K
Assistant Product Manager	3–5	40K–60K
Trade Marketing Manager	5–8	50K–90K
Assistant Trade Marketing Manager	3–5	40K–60K
Publishing		
Publisher	20+	275K+
Circulation Director	15+	150K–225K
Circulation Marketing Manager	6–8+	60K–90K
Circulation Sales Manager	6–8+	60K–90K
Advertising Sales Director	15+	150K–200K
Advertising Sales Manager	6–8	60K–90K

Job Title	Years of Experience	Annual Salary Range (SGD\$)
Retail		
Head of Marketing	15+	130K–160K
Marketing Manager	10+	70K–120K
Assistant Marketing Manager	5–8	40K–70K
Marketing Executive	1–3	30K–45K
Brand Manager	5–8	70K–100K
Assistant Brand Manager	3–5	50K–80K
PR Manager	5–8	60K–80K
Assistant PR Manager	3–5	40K–60K
Merchandising / Buyer Manager	8+	70K–100K
CRM Director	15+	200K–250K
CRM Manager	8+	80K–130K
Advertising Agency		
Group Managing Director	20+	500K+
Managing Director	15+	250K–400K
Business Director / Management Supervisor	12+	175K–250K
Client Services Director	12+	150K–300K
Strategic Planning Director	12+	200K–275K
Group Account Director	10+	150K–200K
Account Director	6–8	75K–125K
Account Manager	5+	50K–70K
PR Agency		
Managing Director	20+	250K–350K
Director / Practice Leader	15+	175K+
Account Director	6–8	90K–130K
Account Manager	5+	50K–80K

Job Title	Years of Experience	Annual Salary Range (SGD\$)
Online		
Sales Director	15+	200K–250K
Sales Manager	8+	100K–150K
Digital / e-Commerce		
Managing Director	12+	250K–350K
Marketing Director	10+	150K–300K
Sales Director	10+	150K–200K
Marketing Manager	5+	75K–125K
Sales Manager	5+	75K–100K
Travel & Hospitality		
Marketing Director	10+	200K+
Sales Director	10+	150K–200K
Marketing Manager	6–8	70K–120K
Account Manager	5+	50K–90K
Sales Manager	5+	60K–100K
Professional Services		
Marketing Director	15+	150K–250K
Marketing Manager	6–8+	80K–120K
Business Development Director	15+	150K–200K
Business Development Manager	6–8+	90K–130K
PR Manager	6–8+	70K–110K

*** 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.