



SALES & MARKETING

MARKET INSIGHTS H1 2018

ambition

Over the last six months of 2017, we have seen a steady increase in recruitment activity for sales and marketing roles across most commercial sectors when compared to 2016 and early 2017.

RETAIL BRANDS REGAINED CONFIDENCE

In H2 2017, the retail sector, in particular, has seen a strong recovery due to better-than-expected sales results.

This has given many retail brands the confidence to further invest in human capital, driving an increase in the appetite to hire, both at the front-line as well as back-office roles.

When we look specifically at the consumer industries, in addition to digital marketing talent, companies have been hiring those with partnership experience to develop merchants from both a branding and sales perspective, for a sustainable relationship with end consumers.

GROWTH OF START-UPS

We have also seen tremendous growth within the start-up ecosystem, especially throughout 2017. As the Hong Kong start-up community continues to mature, it has captured much attention from around the world, especially international VCs, private investors as well as incubator and accelerator programs.

While many of the start-ups have been within the areas of fintech and payment technologies, we have seen an increase in the areas of artificial intelligence (AI) and machine learning-based solutions that hope to disrupt traditional ways of conducting business across retail, automotive, property, hospitality and many more industries.

From a talent-sourcing perspective, start-ups usually hire technical roles such as developers and programmers during the initial phase, and commercial roles such as sales, marketing and finance at a later stage.

OPTIMISTIC TIMES AHEAD IN 2018 FOR SALES AND MARKETING TALENT

2018 is expected to be a bullish year, especially for the retail sector, as many retail businesses expect healthy year-on-year growth compared to 2017.

While tourists from mainland China may not necessarily return to levels from a few years ago, many retailers have re-positioned their strategies to focus on domestic consumptions through the strengthening of customer experience and customer loyalty programs.

Due to recent infrastructure developments including the Hong Kong-Zhuhai-Macau bridge and newly expanded MTR routes, the building and construction industries will continue to boom and will be competing fiercely for talent. We expect to see, in the very near future, hiring of business project developers for the third runway project at the Hong Kong International Airport. Additionally, with the future development of the Greater Bay Area, we are starting to see some firms plan new positions for this economic zone.

SALARY REPORT FOR H1 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

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 Manager	7–10	540K–780K
Brand Manager	5–8	420K–520K
Assistant Brand Manager	3–5	300K–360K
Category Manager	5–8	360K–480K
Assistant Category Manager	3–5	300K–390K
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

Job Title	Years of Experience	Annual Salary Range (HK\$)
IT / Telecommunications		
Managing Director	15+	2M+
Sales / Business Development Director	10–15+	1M–1.8M
Sales Manager	6–8+	540K–800K+
Account Manager	3–5	400K–600K
Marketing Director	10–15	800K–1.2M
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

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

Marketing Director	15+	1.2M–1.5M
Marketing Manager	10–15	800K–1.2M
Corporate Communications Manager	8–10	650K–800K
Business Development Director	6–8	480K–660K
Business Development Manager	3–5	240K–360K
Business Development / Marketing Executive	10–15	800K–1.3M

Job Title	Years of Experience	Annual Salary Range (HK\$)
Industrial & Manufacturing		
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
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
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

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

*** 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.