

2015 MARKET UPDATE

+20%

Average salary increment for sales and marketing professionals switching jobs



Digital marketing and e-commerce specialists in high demand as companies sought to grow their online business



Organisations in the industrial sector actively hired sales professionals with solid product understanding

AT A GLANCE

SALES & MARKETING

“THE DEMAND FOR SALES AND MARKETING PROFESSIONALS WILL REMAIN STRONG, PARTICULARLY FROM FAST-GROWING INDUSTRIES SUCH AS IT AND INTERNET. DUE TO THE LIMITED TALENT POOL, HIRING MANAGERS ARE WILLING TO CONSIDER CANDIDATES FROM DIFFERENT BACKGROUNDS WHO ARE FLEXIBLE AND HAVE THE POTENTIAL TO DEVELOP INTO THE POSITION.”

Recruitment activity remained healthy for sales and marketing professionals in the first half of 2015. In the consumer space, more niche retail and luxury brands as well as food and beverage companies entered the China market in response to the growing demand for bespoke and high-quality products from Chinese consumers. These companies hired digital marketers to help raise their brand profile, and channel marketing professionals to better reach consumers. With China being one of the world's largest online marketplaces, there was also a strong demand for e-commerce specialists to target this growing segment of customers.

Apart from hiring more professionals for their in-house teams, these fast-growing organisations also engaged specialists to help them navigate the increasingly sophisticated market. Hence we saw more professional services providers enter the market, which further enhanced the competition for digital and e-commerce experts. Professional services firms and IT solutions companies also actively sought sales and key account managers to help grow revenue.

Within the industrial sales and marketing space, pharmaceutical, medical devices and automotive companies were the most active in hiring due to the continued growth in these sectors. As companies increasingly focused on solution selling which required the salesperson to tailor products and services according to clients' needs, hiring managers looked for sales professionals with solid product understanding and technical knowledge. Marketing professionals with strong competitor analysis skills were also being sought-after to assist the product teams to develop new products.

Looking ahead, we expect to see similar hiring trends throughout the rest of the year, with more new headcount in rapidly-growing industries such as IT and Internet. As these sectors are relatively new, there is a limited supply of talent with a similar background. Companies are often willing to consider professionals from other industries if they are flexible and can demonstrate the potential to develop into the position. Due to the high competition for talent, professional will expect a 15-25% increase when switching jobs.

ABOUT ROBERT WALTERS

Robert Walters is one of the world's leading specialist professional recruitment consultancies with offices spanning 24 countries and regions.

In China, we specialise in placing high-calibre professionals on a permanent basis in:

- Accounting & Finance
- Banking & Financial Services
- Human Resources
- Information Technology
- Operations & Manufacturing
- Sales & Marketing
- Supply Chain & Quality Management

CONTACT US

Please get in touch to discuss your recruitment needs.



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BEIJING SALARY TABLE

ROLE	PERMANENT SALARY PER ANNUM CNY (¥)
Marketing	
Head of Marketing	1.0 - 1.5m
Marketing VP	800k - 1.2m
Marketing Director	700k - 1m
Sales - IT	
National Sales Director	800k - 1.2m
Sales - Industrial	
Sales General Manager	800k - 1.5m
Head of Sales	800k - 1.5m
National Sales Director	800k - 1.5m
Head of Retail	800k - 1.5m

NB: Figures are basic salaries exclusive of benefits/bonuses unless otherwise specified.

SHANGHAI SALARY TABLE

ROLE	PERMANENT SALARY PER ANNUM CNY (¥)
Cosmetics	
Brand General Manager	1.2 - 1.8m
National Sales Director	800k - 1.2m
Marketing Director	800k - 1.5m
FMCG	
National Sales Director	1.2 - 1.8m
National Key Account Director	800k - 1.5m
National Marketing Director	850k - 1.5m
Regional Sales Manager	300 - 600k
Regional Marketing Manager	300 - 450k
Regional Trade Marketing Manager	300 - 450k
Product/Brand Manager	300 - 450k
Professional Services	
Executive Director	1.5 - 2.0m
Research Director - Agency	800k - 1.0m
HR Consultancy - Director	1.0 - 1.2m
Management Consulting - Director	1.2 - 1.5m
Business Development Director	850k - 1.2m
Marketing Director	1.0 - 1.2m
Account Director	600 - 800k
Sales Director	800k - 1.2m
Retail & Luxury	
Country Manager	1.6 - 3.5m
Head of Sales	1.0 - 1.8m
Brand GM	800k - 1.4m
Head of Marketing	800k - 1.8m
Head of Retail	800k - 1.2m
Digital Marketing Manager	300 - 600k
Visual Merchandising Manager	200 - 450k
PR Manager	250 - 500k
Store Manager	200 - 400k

NB: Figures are basic salaries exclusive of benefits/bonuses unless otherwise specified.

SUZHOU SALARY TABLE

ROLE	PERMANENT SALARY PER ANNUM CNY (¥)
Industrial Sales & Marketing	
Sales General Manager	1.0 - 1.8m
Sales Director	700k - 1.2m
Marketing Director	700k - 1.2m
Product Manager	400 - 600k
Marketing Manager	400 - 600k
Business Development Manager	300 - 450k
Regional Sales Manager	400 - 500k
Key Account Manager	300 - 400k

NB: Figures are basic salaries exclusive of benefits/bonuses unless otherwise specified.