

ROBERT WALTERS SALES & MARKETING MARKET UPDATE QUARTER ONE 2009

MARKET UPDATE

The retail sector in Asia has been relatively stable in quarter one, despite the fact that the US and EU markets were seriously affected. The luxury sector, however, has been harder hit than the mass market and sportswear product categories. Many brands are still investing in merchandising professionals, particularly those who are focusing on the China market.

Some companies with regional headquarters in Hong Kong are also looking at newly created headcounts to support regional teams. Candidates with CRM and online experience are in demand, as marketing divisions become increasingly focused on returns on investment (ROI). The growing importance and emphasis on returns also mean that companies will be increasingly looking to replace under-performing senior executives.

Recruitment activity within the FMCG sector has also been stable. Companies that have invested in emerging countries such as China and India in the last couple of years are now reaping good returns. We notice that many brands are still hiring for sales and marketing functions, with a demand for candidates who focus on the China market. Although most functions have been relocated to China, we have seen a slight increase in the hiring of key functions in Hong Kong. The FMCG sector has become increasingly competitive with local candidates having the advantage.

Whilst there have been lay-offs across the three sectors, the reality is that it is still difficult to source top-tier talent. Candidates who are currently working are cautious and reluctant to move.

SALARY SURVEY

ROLE	2009 PERMANENT SALARY PER ANNUM \$HK
Regional Head of Retail Operations	\$1.0 – 1.4m
Marketing Director (8 – 12 yrs' exp)	\$1.0 – 1.4m
Marketing Manager (6 – 8 yrs' exp)	\$585 – 780k
Merchandising Director (10+ yrs' exp)	\$780 – 1.2m
Merchandising Manager (5 – 10 yrs' exp)	\$650 – 800k
Business Development Director (12+ yrs' exp)	\$900 – 1.2m
Business Unit Manager (10 yrs' exp)	\$850 – 1.05m
Group Key Account Manager (8+ yrs' exp)	\$780 – 1.2m
Brand Manager (5 – 8 yrs' exp)	\$520 – 780k
Market Research & Analysis Manager	\$390 – 650k

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

CONTACT US

To discuss the sales & marketing function in the luxury, retail and FMCG sectors or your general recruitment needs, please contact:

**Eliza Kennedy
Manager**

+852 2103 5362
eliza.kennedy@robertwalters.com.hk

**Luxury and retail
Christy Wong
Senior Consultant**

+852 2103 5359
christy.wong@robertwalters.com.hk

**FMCG
Thavy Chea
Senior Consultant**

+852 2103 5323
thavy.chea@robertwalters.com.hk

Robert Walters Salary Survey 2009

Celebrating its tenth year in 2009, the Robert Walters Global Salary Survey provides insight into salary packages and the latest market trends across the sales & marketing sector. The latest edition was released in March 2009. To reserve a copy call **Eliza Kennedy** at **+852 2103 5362** or **eliza.kennedy@robertwalters.com.hk**

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HOT SALES & MARKETING CANDIDATES

A selection of our currently available sales & marketing professionals in the retail and FMCG sectors is included below. If you would like to discuss these candidates further, please contact **Christy Wong** on **+852 2103 5359** or **Thavy Chea** on **+852 2103 5323**.

MARKETING DIRECTOR

\$1,200,000

With over 15 years' experience in the healthcare sector, this Marketing Director is strong in all aspects of the marketing mix (strategy, implementation, analysis and communications), supported by a very broad commercial background including sales, customer marketing and retail buying. Working in Japan and South East Asia, he has successfully managed many UK and European multi-market projects and has significant experience in working with US based management.

REGIONAL MERCHANDISING MANAGER

\$800,000

This overseas educated candidate has worked with many of the prestigious luxury fashion brands for leading retail stores in Hong Kong. Covering ready-to-wear, leather goods and accessories, this candidate has an impressive track record in introducing and acquiring new labels for the Hong Kong market. He has exceptional communication and interpersonal skills and is fluent in Cantonese, Mandarin and English.

GENERAL SALES MANAGER

\$750,000

With eight years in key account development and management, this tertiary educated candidate is currently working for one of the world's leading FMCG companies. She is responsible for key account, sales management, business development, team leadership and client relationship management. Fluent in English, Cantonese and Mandarin, she also has a proven ability to increase sales and revenue, and recommend successful business development strategies.

MARKETING COMMUNICATIONS MANAGER

\$500,000

This degree holder has over six years' exposure to marketing and communications within FMCG, agency and in-house brands. She demonstrates the ability to thrive in a challenging and high-pressure environment. Strong in brand building, advertising, strategic marketing and public relations, this candidate has proven successful in improving sales performance and brand awareness.

FINDING IT HARD TO SOURCE CONTRACT PROFESSIONALS FOR YOUR BUSINESS REQUIREMENTS?

WE HAVE THE ANSWERS FOR YOU.

In response to volatile market conditions and stringent cost control initiatives, contracting has become a popular staffing solution in Hong Kong. This is part of an overall resourcing strategy by multinationals to employ a flexible talent workforce. At Robert Walters, we have a large selection of high calibre candidates who are immediately available for sales & marketing contract assignments.

For more information or to discuss your temporary recruitment challenges, please contact **Eliza Kennedy** at **+852 2103 5362** or **eliza.kennedy@robertwalters.com.hk**

Robert Walters is a leading, international recruitment consultancy placing high calibre professionals into permanent, contract and temporary positions at all levels of seniority. In Hong Kong we specialise in the accounting, banking & finance, business support, human resources, information technology, sales & marketing, supply chain, logistics & procurement sectors. With a developed network of offices spanning five continents, we work with leading financial institutions, multinational corporations, smaller enterprises, business start ups and the public sector.

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