

# ROBERT WALTERS SALES & MARKETING (SERVICES) MARKET UPDATE QUARTER ONE 2009

## MARKET UPDATE

Whilst many marketing positions are being shed across the financial services sector, there are some opportunities for project-based contracts and many immediately available candidates are open to such prospects. Due to the recent redundancies in many major international banks, local Chinese banks are currently well placed to take advantage of newly available top tier talent. However, candidates who accept these roles could be facing a reduction in salary and may not adapt easily to the changed cultural environment. Further, when a candidate takes a lower salary due to lack of options, they will usually leave as soon as there is a better opportunity. Some younger international banks are also taking advantage of the talent surplus to grow their businesses and take market share.

Within professional services, job opportunities for marketing communications candidates remain flat. Accounting and legal firms are turning to their business development professionals for much needed support in their client development and new business programmes. Firms are likely to replace business development staff if there is turn over and they may also look to replace non-performing staff with newly available talent. However, existing teams are predominantly stable because of significant turn over in the industry over 2007 and 2008. Few firms have short term expansion plans.

## SALARY SURVEY SALES & MARKETING – SERVICES

Role	2009 Permanent Salary Per Annum \$HK
<b>Financial Services</b>	
Head of Events	\$1.1m+
Media Relations Director	\$1.1m+
PR / Corporate Communications Director	\$920k – 1.4m
International Communications Director	\$980k+
Market Research Director	\$820k+
<b>Professional Services</b>	
Marketing Director	\$1.2m+
Business Development Director	\$930k – 1.45m
Research Director	\$930k – 1.25m
Knowledge Management Director	\$820k – 1.3m
PR / Media / Communications Director	\$820k – 1.25m

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

## CONTACT US

To discuss the sales & marketing function in the services sector or your general recruitment needs, please contact:

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### 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. To reserve a copy call **Eliza Kennedy** at **+852 2103 5362** or **eliza.kennedy@robertwalters.com.hk**

# ROBERT WALTERS BANKING FINANCE MARKET UPDATE QUARTER ONE 2009

## HOT SALES & MARKETING CANDIDATES

A selection of our currently available sales & marketing professionals in the financial and professional services sectors is included below. If you would like to discuss these candidates further, please contact **Eliza Kennedy** on **+852 2103 5362** or **Thavy Chea** on **+852 2103 5323**.

### FINANCIAL SERVICES

#### SENIOR CORPORATE COMMUNICATIONS MANAGER **\$1,200,000**

Internationally educated, this senior corporate communications manager with proven performance and experience in investment banking is looking for a new challenge. If you demand a seasoned corporate communications professional who possesses great leadership skills, is well presented and holds strong interpersonal and communication skills, then this candidate could be a valuable asset to your team.

#### MARKETING COMMUNICATIONS MANAGER **\$1,000,000**

An overseas educated professional, with experience in Asia, is looking to relocate to Hong Kong from the US. With over 10 years' work history in financial services brand communications, this candidate has exceptional communication skills, and can influence and engage with all levels of management. Fluent in English, Cantonese and Mandarin, he is looking for a senior marketing communications role in Asia.

### PROFESSIONAL SERVICES

#### MARKETING DIRECTOR **\$1,200,000**

With over 20 years' proven business development and marketing experience in accounting and legal firms, this candidate has a strong track record at a senior level. She has demonstrated accomplishments in winning new business, managing complex long-term sales and developing marketing programmes that leverage relationships with clients and prospects. She is now seeking a new challenge within the industry in Asia.

#### BUSINESS DEVELOPMENT DIRECTOR **\$1,000,000**

With a pedigree background in legal services business development, this candidate has experience across Europe and Asia. She has set and implemented business development strategies in both regions, including driving inbound and outbound cross selling, client reviews, key account management, research and analysis; managing the pitch process, as well as delivering training and assessment of strategic tie-ups. She is looking for new opportunities in Asia.

## 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** on **+852 2103 5362** or **Thavy Chea** on **+852 2103 5323**

**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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