



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

## MARKET UPDATE

For marketing candidates within the financial services sector, the first half of the year has proven to be challenging. Budgets have been cut and teams have shrunk in size with freezes on new headcount. With news of new mergers and acquisitions in the second quarter, the outlook has become slightly more positive. There is more confidence in the market place and key players are starting to resume business as usual. New players are also taking advantage of what is happening in the global economy and smaller businesses are starting to invest more resources into Asia. This has led to a number of senior appointments, especially in the Corporate Communications/PR/Media fields, as an initial step in demonstrating the company's commitment in Asia. Overall there has been more activity in the market, and it is anticipated this will increase throughout the remainder of the year.

Although opportunities within professional services for marketing communications and business development professionals have been flat over the last three months, market conditions are improving. The accounting, legal and other professional services sectors are reviewing teams which have contracted over the past year. To take advantage of upcoming opportunities, business development functions need to be fully resourced and this is creating a demand for contract talent, as headcount freezes are still in place. Other firms are re-visiting expansion plans that may have been put on hold and there is a renewed demand for experienced professionals in China. In summary, professional services companies must be prepared to respond as their clients' businesses improve in the second half of the year. Strategic firms are already meeting top talent with industry experience and language capabilities to ensure they are in the best position to hire as the market recovers.

### RETAIN TOP PERFORMERS – HIRE A CONTRACTOR

Despite the many redundancies that have affected most organisations across Hong Kong, people who have remained employed are typically staff worth retaining. However, the detrimental impact of downsizing on these employees include a significant increase in workload; feelings of disenchantment with employers; loss of motivation due to uncertainty over the future of their role in the organisation; and a weakening of company culture.

How do contractors help? There are a number of benefits offered by contract resources. Firstly, after the initial ramp-up period contractors can significantly reduce the volume of work being managed by individuals. Secondly, contractors free up high performers to spend more time on strategic initiatives rather than routine tasks. Thirdly, the fact that senior management has invested in additional help sends a clear message to staff that their struggle has been noticed. Last but not least, contractors can provide a much needed lift to morale by bringing fresh ideas into the team.

Hence by utilising contract staff, firms can emerge from the current resource dilemma with a stronger company culture and ideally retain their top performers.

## 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** 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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## 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

#### MARKETING COMMUNICATIONS MANAGER

**\$1,500,000**

This overseas educated professional with over 10 years' experience in Asia is looking to explore opportunities within the region. With over 15 years' integrated marketing communications experience in financial services, commercial, retail and investment banking sectors, this candidate has both outstanding leadership and interpersonal skills. His ideal role would be to join a growing bank in a leadership capacity to head up and run the marketing division for the region.

#### REGIONAL PR/ COMMUNICATIONS MANAGER

**\$850,000**

Currently based in the US, this overseas educated PR/Communications manager has a proven track record and experience in the investment management arena and is currently looking to explore opportunities in Asia. An trilingual professional who is fluent in English, Cantonese and Mandarin and possesses extensive investment management experience, this impressive candidate will be a valuable asset to your organisation.

### PROFESSIONAL SERVICES

#### BUSINESS DEVELOPMENT MANAGER

**\$720,000**

Having worked in both financial and professional services in a business development capacity, this candidate has an in-depth knowledge of client relationship management strategy and programmes and is highly skilled in business planning and research. She has experience from Hong Kong and the UK where she has produced several winning bids and managed a variety of successful events and seminars. She is available for contract or permanent opportunities.

#### BUSINESS DEVELOPMENT EXECUTIVE

**\$360,000**

This experienced executive from the legal sector has experience in coordinating and maintaining web contact management systems, updating publications, pitching, CRM, research and producing directory entries. She is an excellent all-rounder with strong communication and language skills and overseas experience. She will be in Hong Kong from mid-July and is seeking a challenging opportunity within a leading professional services organisation.

## 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 is becoming 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 the Contract Division Manager **Sommer Owens** on **+852 2103 5343** or **sommer.owens@robertwalters.com.hk**

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