



HUDSON **SALARY GUIDES** 2015

Sales & Marketing

CHINASALES &
MARKETING

ABOUT THIS PUBLICATION

This Salary Guide is a compilation of salary and market information provided by Hudson consultants, clients, candidates and other sources across China. Information was gathered by drawing on the extensive knowledge of our recruitment consultants across Hudson's specialist practice groups.

Hudson is a global talent solutions company with expertise in leadership and specialized recruitment, recruitment process outsourcing and talent management across key industry sectors. Our specialist recruiters are industry professionals who understand their market and the roles they recruit for — and how much those roles are worth.

Salary ranges are approximate guides only. They relate to base salaries and exclude superannuation/bonuses/incentive schemes/stock options.

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| AGENCY | JOB TITLE | Years of Experience | ANNUAL RMB '000 | |
|--------------------|---|---------------------|-----------------|---------|
| | | | Minimum | Maximum |
| General | Associate Director of Insights & Strategy | 6+ | 400 | 800 |
| | CEO — Advertising Agencies | 20+ | 2,200 | 2,800 |
| | CEO — Media Agencies | 15+ | 2,400 | 2,800 |
| | Director of Client Services | 10+ | 1,000 | 1,300 |
| | Director of Insights & Strategy | 10+ | 900 | 1,300 |
| | General Manager — Advertising Agencies | 10+ | 1,100 | 1,600 |
| | General Manager — Key Accounts | 10+ | 1,000 | 1,200 |
| | General Manager — Media Agencies | 10+ | 1,200 | 1,600 |
| | Managing Partner — Management | 12+ | 1,200 | 1,800 |
| | Managing Director — Advertising Agencies | 15+ | 1,300 | 2,500 |
| | Managing Director — Media Agencies | 12+ | 1,600 | 2,500 |
| Account Management | Account Director — Advertising Agencies | 5+ | 240 | 660 |
| | Account Director — Out-Of-Home Agency | 10+ | 280 | 360 |
| | Account Executive — Advertising Agencies | 1+ | 50 | 120 |
| | Account Executive — Out-Of-Home Agency | 1+ | 45 | 60 |
| | Account Manager — Advertising Agencies | 3+ | 100 | 240 |
| | Account Manager — Out-Of-Home Agency | 5+ | 91 | 130 |
| | Associate Account Director — Advertising Agencies | 4+ | 200 | 350 |
| | Associate Account Director — Out-Of-Home Agency | 8+ | 195 | 260 |
| | Business Director — Advertising Agencies | 9+ | 840 | 1050 |
| | Business Director — Out-Of-Home Agency | 12+ | 520 | 750 |
| | Group Account Director | 8+ | 600 | 800 |
| | Regional Account Director | 10+ | 800 | 1,200 |
| | Regional Business Director | 12+ | 1,000 | 1,500 |
| | Senior Account Director — Advertising Agencies | 7+ | 420 | 700 |

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| AGENCY | JOB TITLE | Years of Experience | ANNUAL RMB '000 | |
|--|--|---------------------|-----------------|---------|
| | | | Minimum | Maximum |
| Account Management <i>(cont.)</i> | Senior Account Director — Out-Of-Home Agency | 12+ | 325 | 600 |
| | Senior Account Executive — Out-Of-Home Agency | 3+ | 60 | 90 |
| | Senior Account Manager — Advertising Agencies | 3+ | 100 | 240 |
| | Senior Account Manager — Out-Of-Home Agency | 7+ | 160 | 210 |
| Buying | Associate Media Buying Director | 6+ | 400 | 550 |
| | Media Buying Director | 8+ | 480 | 720 |
| | Media Buying Manager | 3+ | 150 | 240 |
| Creative | Art Director | 4+ | 180 | 660 |
| | Associate Creative Director | 7+ | 350 | 660 |
| | Chinese Copywriter | 2+ | 110 | 240 |
| | Creative Director | 8+ | 700 | 1,300 |
| | Creative Group Head | 7+ | 350 | 660 |
| | Creative Services Director | 10+ | 480 | 800 |
| | Executive Creative Director | 15+ | 1,600 | 2,500 |
| | Head of Copywriting | 6+ | 450 | 700 |
| | Project Manager — Creative | 5+ | 120 | 400 |
| | Senior Copywriter | 6+ | 450 | 700 |
| | Senior Creative Director | 10+ | 900 | 1,400 |
| Traffic Manager — Creative | 5+ | 120 | 400 | |
| Digital | Community Manager | 4+ | 200 | 250 |
| | Digital (Account) Director | 5+ | 450 | 800 |
| | Digital (Account) Manager | 3+ | 240 | 400 |
| | Digital Art Director | 2+ | 280 | 450 |
| | Digital Associate Creative Director | 4+ | 420 | 720 |
| | Digital Consultant | 10+ | 1,000 | 1,600 |

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|--|---|-----------------------------|-----------------|---------|
| | | | Minimum | Maximum |
| Digital (cont.) | Digital Copy Director | 2+ | 280 | 450 |
| | Digital Creative Director | 7+ | 600 | 1,200 |
| | Digital Director | 6+ | 500 | 800 |
| | Digital Manager | 4+ | 300 | 650 |
| | Digital Strategist | 3+ | 230 | 280 |
| | General Manager - Digital | 8+ | 900 | 1,400 |
| | Head of Digital | 10+ | 1,000 | 1,600 |
| | Interactive Production Project Director | 8+ | 360 | 500 |
| | Interactive Production Project Manager | 5+ | 200 | 360 |
| | Senior Digital Planner | 7+ | 600 | 1,000 |
| | Senior Digital Strategist | 7+ | 600 | 1,000 |
| | Social Media Director | 4+ | 360 | 600 |
| | Social Media Manager | 2+ | 160 | 200 |
| | Planning | Associate Planning Director | 4+ | 200 |
| Business Director | | 10+ | 800 | 1,000 |
| Group Planning Director | | 8+ | 650 | 800 |
| Head of Planning | | 12+ | 1,000 | 1,800 |
| Partner Strategic Planning | | 10+ | 800 | 1,000 |
| Planner | | 2+ | 140 | 280 |
| Planning Director — Advertising Agencies | | 8+ | 600 | 1,200 |
| Planning Director — Media Agencies | | 6+ | 360 | 660 |
| Planning Executive — Media Agencies | | 2+ | 70 | 100 |
| Planning Manager — Advertising Agencies | | 6+ | 300 | 600 |
| Planning Manager — Media Agencies | | 3+ | 180 | 280 |
| Planning Supervisor | | 3+ | 140 | 220 |
| Regional Planning Director | | 12+ | 800 | 1,800 |

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|------------------|-------------------------------|---------------------|-----------------|---------|
| | | | Minimum | Maximum |
| Planning (cont.) | Senior Planner | 4+ | 260 | 800 |
| | Social Media Planner | 2+ | 100 | 300 |
| | Social Media Planning Manager | 5+ | 300 | 600 |
| Search | Associate Search Director | 6+ | 300 | 550 |
| | Head of Search | 10+ | 700 | 1,100 |
| | Search Director | 8+ | 550 | 900 |
| Trading | Associate Trading Director | 8+ | 195 | 260 |
| | Senior Trading Director | 12+ | 325 | 520 |
| | Senior Trading Executive | 3+ | 60 | 85 |
| | Senior Trading Manager | 7+ | 130 | 195 |
| | Trading Director | 10+ | 234 | 325 |
| | Trading Executive | 1+ | 45 | 65 |
| | Trading Manager | 5+ | 91 | 130 |
| AUTOMOTIVE | General Manager | 15+ | 1,500 | 2,000 |
| | Business Development Manager | 8-15 | 300 | 500 |
| | General Manager (Sales) | 15+ | 800 | 1,500 |
| | Marketing Director | 10-15+ | 600 | 1,200 |
| | Marketing Manager | 8-15 | 400 | 650 |
| | Product Manager | 5-10 | 250 | 500 |
| Sales | Area Sales Manager | 5-10 | 250 | 400 |
| | Key Account Manager | 5-10 | 250 | 400 |
| | National Sales Director | 15+ | 800 | 1,200 |
| | Regional Sales Director | 8-12 | 400 | 800 |
| | Regional Sales Manager | 8-15 | 250 | 500 |

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|-----------------|-------------------------------|---------------------|-----------------|---------|
| | | | Minimum | Maximum |
| CONSUMER | | | | |
| General | Area Sales Manager | 7+ | 220 | 560 |
| | Assistant Marketing Director | 10+ | 600 | 1,000 |
| | Brand Director | 10+ | 1,100 | 1,800 |
| | Brand Manager | 3+ | 220 | 450 |
| | Business Development Director | 10+ | 900 | 1,300 |
| | Business Unit Head Director | 15+ | 1,600 | 2,100 |
| | Category Manager | 7+ | 400 | 670 |
| | Chief Make Up Artist | 10+ | 200 | 1,000 |
| | City Manager | 5+ | 200 | 400 |
| | CRM Manager | 7+ | 350 | 800 |
| | District Sales Manager | 7+ | 220 | 560 |
| | Emerging Channel Manager | 8+ | 500 | 900 |
| | General Manager | 15+ | 1,800 | 2,300 |
| | Group Key Account Manager | 8+ | 620 | 950 |
| | Key Account Manager | 5+ | 280 | 560 |
| | Managing Director | 20+ | 1,800 | 2,900 |
| | Marketing Director | 10+ | 1,100 | 1,800 |
| | Marketing Manager | 8+ | 500 | 900 |
| | National Key Account Director | 10+ | 780 | 1,300 |
| | National Sales Manager (NSM) | 12-15+ | 780 | 1,500 |
| | Province Manager | 5+ | 200 | 400 |
| | Senior Brand Manager | 5+ | 350 | 600 |
| | Senior Marketing Manager | 10+ | 600 | 1,000 |
| | Strategy Director | 10+ | 900 | 1,300 |
| | Trade Marketing Director | 10+ | 780 | 1,200 |
| | Trade Marketing Manager | 7+ | 400 | 670 |

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|---------------------------------------|--|---------------------|-----------------|---------|
| | | | Minimum | Maximum |
| CONSUMER | | | | |
| Sales | Regional Sales Director | 10–15+ | 800 | 1,300 |
| | Regional Sales Manager | 8–12+ | 500 | 900 |
| | Sales Director | 12–15+ | 780 | 1,500 |
| | Sales Operation Director | 10+ | 700 | 1,200 |
| | Sales Operation Manager | 6+ | 300 | 600 |
| | Sales Training Director | 10+ | 700 | 1,200 |
| | Sales Training Manager | 6+ | 350 | 700 |
| HOSPITALITY | | | | |
| General | Director of Food & Beverage | 8+ | 300 | 400 |
| | Director of Sales | 8+ | 230 | 300 |
| | Director of Sales & Marketing | 10+ | 230 | 600 |
| | Executive Chef | 8+ | 300 | 700 |
| | Front Office Manager | 5+ | 180 | 300 |
| | General Manager | 12+ | 700 | 1,350 |
| | Marketing Manager | 3–5 | 230 | 300 |
| | Senior Sales Manager | 5+ | 180 | 230 |
| MANUFACTURING & INDUSTRIAL | | | | |
| General | Business Development Director | 15+ | 800 | 1,500 |
| | Business Development Manager | 10–15 | 500 | 800 |
| | Channel Development Manager | 5–10 | 250 | 500 |
| | Commercial Director | 15+ | 800 | 1,500 |
| | Distribution Manager | 10–15 | 400 | 800 |
| | General Manager (Sales) | 15+ | 1,000 | 1,500 |
| | Industry Sales Manager | 8–10 | 300 | 500 |
| | Key Account Manager | 5–8 | 300 | 600 |
| | Marketing Communication (Services) Manager | 8–15 | 300 | 600 |

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|---------------------------------------|--|---------------------|-----------------|---------|
| | | | Minimum | Maximum |
| MANUFACTURING & INDUSTRIAL | | | | |
| General (cont.) | Marketing Director | 15+ | 800 | 1,500 |
| | Marketing Manager | 8–10 | 500 | 1,000 |
| | Product Manager | 3–10 | 300 | 600 |
| | Product Marketing Director | 15+ | 800 | 1,500 |
| | Product Marketing Manager | 8–15 | 400 | 800 |
| | Strategic Marketing Manager | 10–15+ | 500 | 1,000 |
| | Territory Sales Manager | 5–8 | 300 | 500 |
| Sales | National Sales Director | 15+ | 800 | 1,200 |
| | National Sales Manager | 12+ | 500 | 1,000 |
| | Regional Sales Manager | 8–10 | 400 | 800 |
| RETAIL | | | | |
| General | General Manager — Medium/Large Firm | 15+ | 800 | 2,000 |
| | General Manager — Small/Medium Firm | 15+ | 600 | 1,500 |
| | Managing Director — Retail | 16+ | 1,800 | 3,200 |
| | Marketing Director — Medium/Large Firm | 10+ | 780 | 1,000 |
| | Marketing Director — Small/Medium Firm | 10+ | 450 | 900 |
| | Marketing Manager — Medium/Large Firm | 7+ | 600 | 800 |
| | Marketing Manager — Small/Medium Firm | 7+ | 300 | 600 |
| | Merchandising Director — Medium/Large Firm | 10+ | 600 | 1,100 |
| | Merchandising Director — Small/Medium Firm | 8+ | 650 | 780 |
| | Merchandising Manager — Medium/Large Firm | 7+ | 450 | 600 |
| | Merchandising Manager — Small/Medium Firm | 5+ | 300 | 450 |
| | Retail Area Manager — Medium/Large Firm | 5+ | 350 | 800 |
| | Retail Area Manager — Small/Medium Firm | 5+ | 250 | 550 |
| | Retail Operations Director — Medium/Large Firm | 10+ | 950 | 1,500 |

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|------------------------|--|---------------------|-----------------|---------|
| | | | Minimum | Maximum |
| RETAIL | | | | |
| General (cont.) | Retail Operations Director — Small/Medium Firm | 7+ | 450 | 780 |
| | Retail Operations Manager — Medium/Large Firm | 5+ | 350 | 800 |
| | Retail Operations Manager — Small/Medium Firm | 5+ | 250 | 550 |
| | Store Manager | 5+ | 300 | 500 |
| | Training Director — Medium/Large Firm | 12+ | 780 | 1,500 |
| | Training Director — Small/Medium Firm | 12+ | 670 | 1,100 |
| | Training Manager — Medium/Large Firm | 5+ | 340 | 560 |
| | Training Manager — Small/Medium Firm | 5+ | 220 | 450 |



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