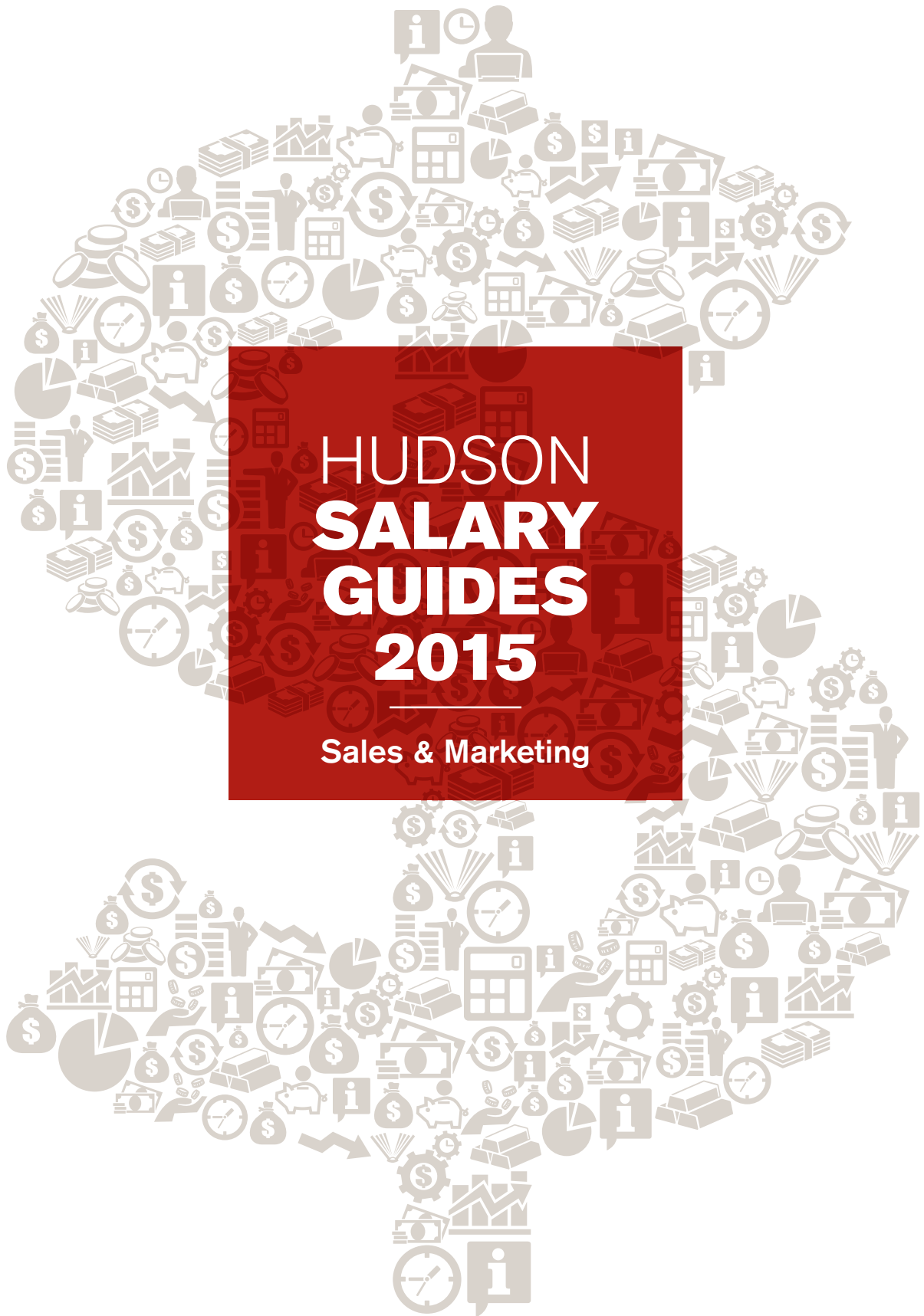


Hong Kong



# HUDSON SALARY GUIDES 2015

Sales & 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 Hong Kong. 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 specialised 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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## HONG KONG

SALES &  
MARKETING

	JOB TITLE	Years of Experience	ANNUAL HKD '000	
			Minimum	Maximum
<b>AGENCY</b>				
<b>Sales</b>	Account Director	10+	800	1,200
	APAC Regional Sales Director	12+	1,000	1,200
	Business Development Director	10+	800	1,000
	Business Development Manager	5+	500	800
	Head of Key Accounts	10+	800	1,000
	Key Account Manager	5+	400	700
<b>FINANCIAL SERVICES</b>				
<b>Communications</b>	APAC PR & Communications Regional Director	12+	1,200	1,800
	APAC Regional Director — Internal Communications	12+	1,200	1,800
	Director — Corporate Communications	10+	850	1,200
	Director — Internal Communications	10+	850	1,200
	Public Relations Manager	7+	550	800
<b>Marketing</b>	APAC Regional Director — Events Management	12+	1,200	1,800
	Brand Manager	8+	660	880
	Director — Events Management	10+	850	1,200
	Events Manager	7+	550	800
	Head of Digital Marketing	12+	1,000	1,500
	Head of Online Marketing	12+	1,000	1,500
	Marketing Director	12+	1,200	2,000
	Marketing Manager	7+	600	800
	Regional Marketing Director	12+	1,500	2,500
	Senior Brand Manager	10+	770	935
<b>FMCG</b>				
<b>General</b>	Managing Director	20+	1,200	2,000
<b>Marketing</b>	Brand Director	10+	900	1,300
	Brand Manager	4+	450	600

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SALES &  
MARKETING

	JOB TITLE	Years of Experience	ANNUAL HKD '000	
			Minimum	Maximum
<b>FMCG (cont.)</b>				
<b>Marketing (cont.)</b>	Digital Marketing Manager	5+	450	650
	Head of Trade Marketing	10+	650	900
	Marketing Director	10+	900	1,300
	Marketing Manager	8+	720	1,000
	Senior Brand Manager	8+	550	700
	Trade Marketing Manager	4+	450	600
<b>Sales</b>	Head of Key Accounts	10+	650	1,000
	Head of Sales	12+	900	1,300
	Key Account Manager	4+	450	700
	National Key Account Director	10+	800	1,000
	Sales & Marketing Manager	12+	900	1,300
	Sales Director	12+	900	1,300
	Sales Manager	10+	650	900
<b>PROFESSIONAL SERVICES</b>				
<b>Communications</b>	APAC PR & Communications Regional Director	12+	960	1,440
	APAC Regional Director — Internal Communications	12+	960	1,440
	Director — Corporate Communications	10+	680	960
	Director — Internal Communications	10+	680	960
	Public Relations Manager	7+	440	640
<b>Marketing</b>	APAC Regional Director — Events Management	12+	960	1,440
	Brand Manager	8+	600	800
	Director — Events Management	10+	680	960
	Events Manager	7+	440	640
	Head of Digital Marketing	12+	800	1,200
	Head of Online Marketing	12+	800	1,200
	Marketing Director	12+	960	1,600

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SALES &  
MARKETING

	JOB TITLE	Years of Experience	ANNUAL HKD '000	
			Minimum	Maximum
<b>PROFESSIONAL SERVICES (cont.)</b>				
<b>Marketing (cont.)</b>	Marketing Manager	7+	480	640
	Regional Marketing Director	12+	1,200	2,000
	Senior Brand Manager	10+	700	850
<b>Sales</b>	Account Director — Sales	10+	800	1,000
	APAC Regional Sales Director	12+	1,500	2,200
	Business Development Director	10+	1,000	1,200
	Business Development Manager	5+	480	720
	Head of Key Accounts	10+	1,000	1,200
	Key Account Manager	5+	480	720
	Sales Director	10+	1,200	1,500
	Sales Manager	5+	480	720
	Senior Sales Manager	7+	700	900