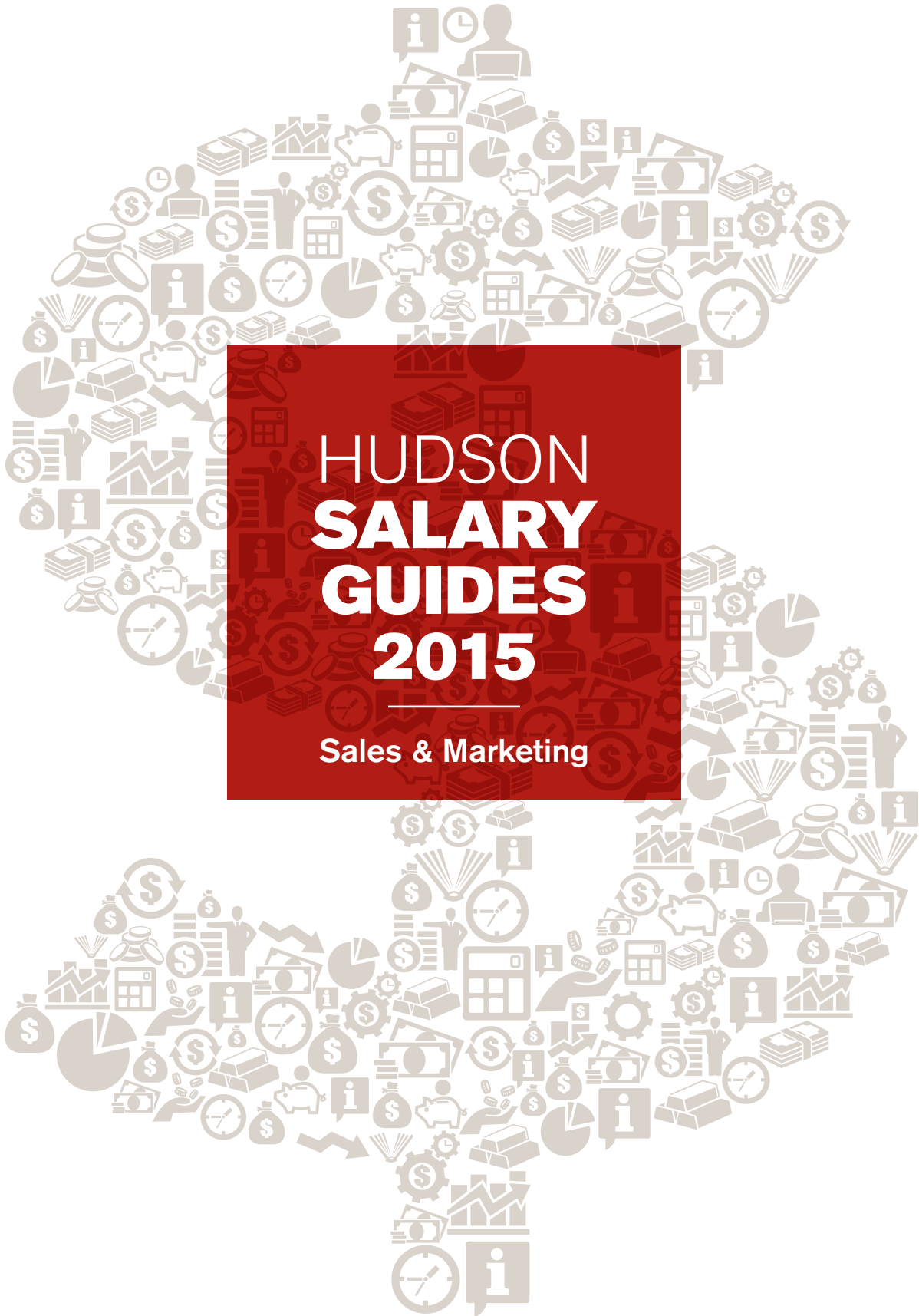


Singapore



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 Singapore. 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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SINGAPORE

SALES &
MARKETING

	JOB TITLE	Years of Experience	ANNUAL SGD '000	
			Minimum	Maximum
Public Relations	Director, Corporate Communications	12+	150	180
	Events Manager	5+	50	80
	Marketing Communications Director	10+	120	180
	Marketing Communications Manager	7+	70	120
	Public Relations Manager	7+	84	110
	Regional Director, Corporate Communications	15+	240	300
AGENCY				
General	Account Director	10+	90	160
	Account Manager	5+	66	90
	CEO	16+	300	600
	Country Head Planning Director	15+	200	350
	Director of Client Services	12+	190	290
	General Manager	20+	250	300
	General Manager of Client Services	12+	190	290
	Managing Director	15+	200	300
	Managing Director	20+	250	300
	Practice Head	15+	145	220
	Regional Director	16+	300	600
	Regional Head Planning Director	15+	200	350
	Senior Planner	5+	100	150
	Account Management	Account Director — Account Management	7+	72
Account Manager — Account Management		5+	48	60
Associate Account Director		6+	60	72
Group Account Director		9+	120	200
Regional Account Director		10+	144	240
Senior Account Director		8+	100	120

SINGAPORE

SALES &
MARKETING

	JOB TITLE	Years of Experience	ANNUAL SGD '000	
			Minimum	Maximum
AGENCY (cont.)				
Creative	Art Director	5+	48	108
	Creative Group Head	7+	120	180
	Associate Creative Director	7+	120	180
	Creative Director	9+	140	260
	English Copywriter	4+	108+	130
	Executive Creative Director	12+	250+	350
	Head of Copywriting	7+	102	144
	Regional Executive Creative Director	15+	200	500
Media	Associate Director	8+	70	100
	Executive Director	12+	150+	250
	Group Head	5+	72	105
	Director	10+	90	140
	Manager	5+	72	105
	Regional Director	10+	170+	300
CONSUMER				
General	Brand Director	10+	180	300
	Channel Manager	7+	60	100
	General Manager	15+	200+	500
	Key Account Manager	5+	65	95
	Managing Director	20+	350+	600
	Marketing Director	10+	180	300
	Marketing Manager	8+	60	130
	Sales & Marketing Director	10+	130	220
	Sales & Marketing Manager	8+	80	130
	Trade Marketing Manager	7+	60	100

SINGAPORE

SALES &
MARKETING

	JOB TITLE	Years of Experience	ANNUAL SGD '000	
			Minimum	Maximum
CONSUMER (cont.)				
Sales	Director	10+	150	250
	Manager	7+	60	120
HOSPITALITY				
General	Director of Sales	8+	100	150
	Director of Sales & Marketing	10+	120	180
	Marketing Manager	3-5	65	110
	Senior Sales Manager	5+	60	95
MANUFACTURING & INDUSTRIAL				
General	Business Development Manager	10-15	100	150
	General Manager — Country (Sales Focus)	15+	200	300
	Key Account Manager	5-8	70	100
	Managing Director — Asia Pacific	15+	300+	600
	Market Analyst	5-8	70	85
	Marketing Manager	8-10	100	150
	Product Marketing Manager	8-15	80	120
	Regional Business Development Director	15+	180	250
	Regional Marketing Director	15+	180	250
	Regional Product Marketing Director	15+	150	200
	Regional Sales Director	15+	180	250
	Regional Sales Manager	8-10	100	150
Sales	Sales Engineer	3-5	48	70
RETAIL				
General	General Manager — Medium/Large Firm	15+	240	300
	General Manager — Small Firm	10+	120	200
	Managing Director — Retail	20+	250	400
	Marketing Director — Medium/Large Firm	10+	160	200
	Marketing Director — Medium/Large Firm	7+	80	130
	Marketing Director — Small Firm	8+	140	180

SINGAPORE

SALES &
MARKETING

	JOB TITLE	Years of Experience	ANNUAL SGD '000	
			Minimum	Maximum
RETAIL (cont.)				
General (cont.)	Marketing Manager — Medium/Large Firm	7+	90	150
	Marketing Manager — Small Firm	5+	60	80
	Merchandising Director — Medium/Large Firm	10+	180	200
	Merchandising Director — Small Firm	8+	140	180
	Retail Operations Director — Medium/Large Firm	8+	180	200
	Retail Operations Director — Small Firm	7+	140	160
	Retail Operations Manager — Medium/Large Firm	5+	120	140
	Retail Operations Manager — Small Firm	5+	70	100
	Small Firm	5+	60	70