



**MARKET TRENDS &  
SALARIES REPORT  
1H 2012**

**HONG KONG**

**ambition**

## Sales & Marketing Professionals

### Banking & Financial Services

	Years of experience	Annual salary range (HK\$)
Head of Marketing	15+	1.2m - 1.8m+
VP Marketing	12+	720K - 1.1m
AVP / Manager Marketing	6 to 10	480K - 660K
Associate / Assistant Marketing Manager	3 to 5	240K - 420K
Head of Corporate Communications / Affairs	15+	1.2m - 1.8m+
VP Corporate Communications / Affairs	12+	720K - 1.1m
AVP / Manager Corporate Communications / Affairs	6 to 10	480K - 660K
Associate / Assistant Corporate Communications Manager	3 to 5	240K - 420K
Head of Events	15+	1m - 1.5m+
VP Events	12+	660K - 900K
AVP / Manager Events	6 to 10	480K - 600K
Events Specialist	3 to 5	240K - 420K
Media Relations Manager	6 to 10	420K - 720K
Head of Market Research / Business Intelligence	15+	1.2m - 1.5m+
Market Research / Business Intelligence Manager	6 to 10	540K - 780K

### Commerce & Industry

<b>Broadcasting / Entertainment</b>		
Vice President / Marketing Director	12+	1M - 1.5M
Associate Director	10+	720K - 1M
Marketing Manager	5 - 10	420K - 720K
Vice President / Director, Distribution	12+	1M - 1.5M
Associate Director, Distribution	10+	720K - 1M
Distribution Manager	6 - 8	420K - 650K
Vice President / Director, Advertising Sales	12+	1M - 1.5M
Associate Director, Sales	10+	720K - 1M
Sales Manager	8+	480K - 720K
<b>FMCG</b>		
General Manager	15+	1.2M+
Sales Director	12+	600K - 1M
Sales Manager	8+	480K - 600K
Key Account Manager	5 - 8	390K - 520K
Assistant Key Account Manager	2 - 4	260K - 350K
Marketing Director	15+	960K - 1.5M
Marketing Manager	10+	480K - 600K
Assistant Marketing Manager	6 - 8	455K - 520K
Senior Brand Manager	8 - 10	480K - 550K
Brand Manager	5 - 8	360K - 480K
Assistant Brand Manager	3 - 5	260K - 350K
Category Manager	5 - 8	300K - 420K
Assistant Category Manager	3 - 5	240K - 300K
Product Manager	5 - 8	340K - 450K
Assistant Product Manager	3 - 5	260K - 350K
Trade Marketing Manager	5 - 8	350K - 520K
Assistant Trade Marketing Manager	3 - 5	300K - 340K

## Commerce & Industry

IT / Telecommunications	Years of experience	Annual salary range (HK\$)
Marketing Director	15+	1M - 1.5M
Marketing Manager	8+	480K - 720K
Assistant Marketing Manager	6+	350K - 420K
Product Manager	3 - 5	240K - 360K
<b>Professional Services</b>		
Marketing Director	15+	1M - 1.5M
Marketing Manager	6 - 8+	420K - 720K
Business Development Director	15+	1.2M - 2M
Business Development Manager	6 - 8+	420K - 720K
PR Manager	6 - 8+	420K - 720K
<b>Publishing</b>		
Publisher	20+	1.2M - 1.5M
Circulation Director	15+	1.2M - 1.5M+
Circulation Marketing Manager	6 - 8	420K - 600K
Circulation Sales Manager	6 - 8	420K - 600K
Advertising Sales Director	15+	1M - 1.2M
Advertising Sales Manager	6 - 8	360K - 420K
<b>Retail</b>		
Head of Marketing	15+	1M - 1.5M
Marketing Manager	10+	480K - 720K
Assistant Marketing Manager	5 - 8	325K - 455K
Marketing Executive	1 - 3	130K - 240K
Brand Manager	5 - 8	325K - 455K
Assistant Brand Manager	3 - 5	240K - 325K
PR Manager	5 - 8	390K - 520K
Assistant PR Manager	3 - 5	300K - 390K
Merchandising / Buyer Manager	8+	420K - 600K
CRM Director	10 - 15	900K - 1.5M
CRM Manager	8+	480K - 720K
<b>Advertising Agency</b>		
Group Managing Director	20+	2M+
Managing Director	15+	1.2M - 1.5M
Business Director / Management Supervisor	12+	960K - 1.2M
Client Services Director	12+	960K - 1.2M
Strategic Planning Director	12+	1M - 1.2M
Group Account Director	10+	650K - 720K
Account Director	6 - 8	480K - 600K
Account Manager	5+	300K - 480K
<b>PR Agency</b>		
Managing Director	20	1.8M+
Director / Practice Leader	15+	1M - 1.5M
Account Director	6 - 8	480K - 600K
Account Manager	5+	300K - 480K
<b>Online</b>		
Sales Director	15+	1M - 1.2M
Sales Manager	8+	420K - 540K

# ambition

3911 - 3917, Jardine House 1 Connaught Place, Central, Hong Kong

T: +85 2 3101 3066 F: +85 2 3101 3068

info@ambition.com.hk resume@ambition.com.hk

[www.ambition.com.hk](http://www.ambition.com.hk)

HONG KONG · SINGAPORE · LONDON · SYDNEY · MELBOURNE · BRISBANE