

Sales & Marketing

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Michael Page International

Salary & Employment Forecast

Sales & Marketing

Over the last 12 months, the employment market for sales and marketing professionals strengthened in New Zealand as more companies looked to take advantage of improving economic conditions. Heightened consumer confidence is leading to an increase in business activity levels and consequent demand for sales and marketing professionals across the country.

The demand for Trade and Category Managers is increasing as more suppliers in the FMCG sector look to implement cost efficiency strategies and maximise profits within the business. These companies are also placing more products on the market to boost

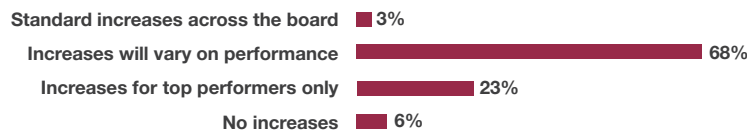
revenue and expand their client base, which is increasing the requirement for Category Analysts, Business Development Managers and Key Account Managers with relationship management and negotiation experience. Skills in trade marketing analysis, brand management and digital marketing are also highly sought after at the senior level, as more financial services and telecommunications businesses focus on online marketing.

Most employers are awarding salary increases to retain the sales and marketing staff within their business. Average salary increases of 3-5% can be expected for top performing professionals. For skills in highest demand

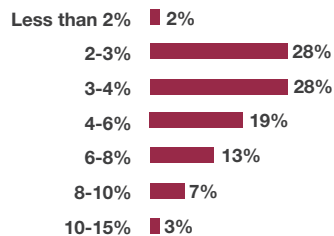
such as business development and brand marketing, higher increases are likely to be awarded.

Over the next 12 months, recruitment activity in the sales and marketing sectors is expected to continue to increase in line with strengthening market conditions. There will be continued demand for junior to mid-level professionals with skills in category management, business development and digital marketing.

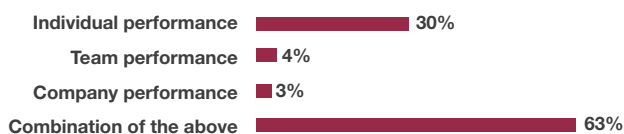
Salary increases over the next 12 months



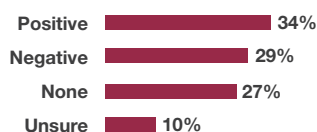
Average percentage salary increases



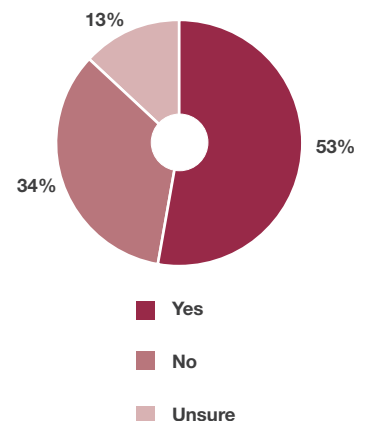
Basis for bonuses over the next 12 months



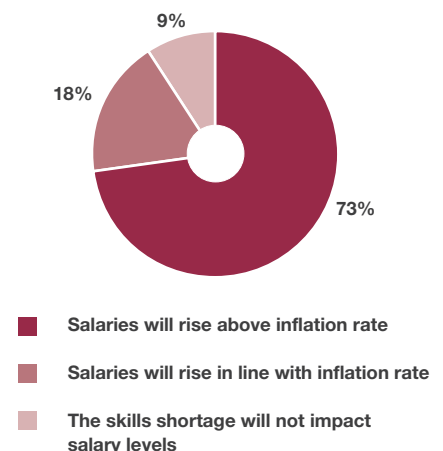
Impact of strong New Zealand dollar on business activity



Professional skills shortage over the next 12 months



Skills shortage placing upwards pressure on salaries



Sales & Marketing

Sales

Size of Company	Sml/Med	Sml/Med	Large	Large
Salary	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE
B2B				
Internal Sales Representative	47-53	63-68	53-58	68-79
Account Manager	74-84	84-105	84-95	95-126
Business Development Manager	84-100	105-121	95-125	126-158
Channel Manager	79-84	95-116	84-95	126-158
Regional Sales Manager	84-105	116-137	116-126	147-168
National Sales Manager	105-126	137-158	137-165	168-210
IT&T				
Sales Executive/Account Manager	47-53	74-95	55-70	89-100
Pre Sales	68-95	105-126	95-116	137-179
Senior Account Manager	74-95	126-158	74-105	137-168
Channel Manager	68-89	105-126	74-95	126-158
Technical Sales Manager	79-89	110-131	89-110	131-143
Business Development Manager	74-105	137-158	84-126	158-210
National Sales Manager	105-137	158+	126-168	189+
Sales Director	126-168	210+	168-220	263+
MEDIA				
Sales Coordinator	38-44	N/A	55-47	N/A
Sales Analyst	47-58	N/A	53-63	N/A
Distribution/Circulation Analyst	44-58	N/A	47-63	N/A
Sales Executive	44-47	79-84	53-58	84-100
Account Manager	47-58	63-105	53-100	68-116
Business Development Executive	53-63	79-89	63-74	84-100
Business Development Manager	63-68	95-126	74-84	105-137
National Key Account Manager	79-89	105-116	84-95	105-137
Regional Sales Manager	84-95	105-126	89-105	126-149
National Sales Manager	95-120	126-160	105-160	158+
Sales Director	126-149	168+	137-165	189+
FINANCIAL SERVICES				
Financial Planner	47-58	126-158+	58-79	137-210+
Mortgage Lender	53-63	105-158+	58-79	126-168+
Business Development Manager	84-105	126-158+	89-115	149-210+
National Sales Manager	116-158	168-189	152-184	210-263+
Head of Distribution	116-158	158-194	149-189	210-242+
CONSUMER GOODS				
Category Executive/Analyst	47-58	58-74	53-63	63-74
Category Manager	84-116	100-137	95-126	116-149
Territory Manager/Sales Representative	44-58	74-89	47-63	74-95
Key Account Manager	63-74	84-105	63-85	95-116
National Account Manager	74-89	95-126	89-126	126-149+
Regional Sales Manager	74-100	105-126	84-125	126-149
National Sales Manager	116-137	158+	116-170+	168+
Sales Director	137+	158+	168-230+	210+

Please note:

1. Salaries indicated are based on annual basic salary, excluding bonus/incentive schemes. 2. Small to medium companies are defined as having a turnover of less than \$100 million. Large companies are defined as having a turnover of more than \$100 million. 3. Market rates are becoming much less uniform. While we have taken great care, these salary ranges can only be approximate guides, as there are often specific circumstances relating to individual companies. Please call us for additional information. 4. Roles marked N/A in this report are not commonly found in the area specified.

Sales & Marketing

Marketing

Size of Company	Sml/Med	Large
Salary	\$'000	\$'000
PROFESSIONAL SERVICES		
Marketing Assistant	47–58	53–63
Marketing Executive	58–74	63–85
Bids & Tenders Executive	68–89	74–95
Bids & Tenders Manager	84–116	100–131
Web/Internet Manager	63–85	85–105
Events Coordinator	53–68	63–79
Public Relations/Media Manager	95–125	105–140
Marketing Communications Manager	84–120	116–150
Marketing Director	168+	200+
Business Development Coordinator	58–79	63–84
Business Development Manager	95–120	125–160
Business Development Director	158+	220+
MEDIA & ENTERTAINMENT		
Marketing Assistant	42–47	47–53
Marketing Executive	47–58	58–68
Assistant Product Manager	58–74	58–79
Product Manager	74–89	79–95
Web/Internet Manager	63–84	74–105
PR Manager	63–95	95–115
Sponsorship Manager	63–85	80–110
Marketing Communications Manager	74–95	105–140
Marketing Director	105–147	126–168
PUBLIC SECTOR & NOT FOR PROFIT		
Marketing Assistant	37–47	47–58
Marketing Coordinator	47–58	58–74
Events Manager	53–68	63–84
Copywriter	58–68	63–79
Database Manager	58–68	63–79
Sponsorship/Fundraising Manager	53–68	68–84
Public/Corporate Affairs Manager	63–84	84–116
Marketing Communications Manager	68–89	79–116
Senior Marketing Manager	84–121	95–126
Marketing Director	95–121	105–147+
B2B		
Marketing Assistant	42–53	47–58
Marketing Coordinator	58–63	58–68
Marketing Communications Manager	84–105	126–158
Marketing Manager	105–137	126–158
Marketing Director	126–168	158–210

Please note:

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Marketing (cont)

Size of Company	Sml/Med	Large
Salary	\$'000	\$'000
IT&T		
Marketing Assistant	47–58	47–58
Marketing Executive	58–68	58–68
Marketing Communications Specialist	63–74	68–79
Assistant Product Manager	58–68	63–85
Product Manager	79–89	89–125
Senior Product Manager	89–110	105–150
Marketing Analyst	58–74	68–89
Research Manager	79–89	84–100
CRM Analyst	74–95	79–100
Channel Marketing Manager	79–100	95–120
Direct Marketing Manager	74–100	100–140
Marketing Communications Manager	89–110	110–140
Senior Marketing Manager	95–121	125–160
Marketing Director	137–163	158+
CONSUMER GOODS		
Loyalty Manager	63–84	74–100
Online Manager	63–84	95–115
Marketing Communications Manager	74–95	84–126
Brand Manager	63–84	74–95
Senior Brand Manager	84–105	105–145
Marketing Manager	84–116	135–175
Marketing Director	95–137	175–250

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