

ROBERT WALTERS NEW ZEALAND SALES & MARKETING

AUCKLAND MARKET UPDATE

QUARTER TWO 2010



Welcome to Robert Walters' specialist market update, designed to provide you with an insight into the very latest recruitment market and salary trends across the sales and marketing sector.

We provide a truly consultative service and offer professional advice, insight and market information whether you are recruiting or not. Our consultants have in-depth expertise and knowledge of the sales and marketing marketplace and possess a high level of specialist sector based experience. We offer a fully integrated service, through experienced team members who possess a wide range of recruitment skills and specialist knowledge, combined with hands-on experience from within the sales and marketing sector.

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OVERVIEW PERMANENT

We witnessed a significant increase in permanent recruitment activity in the first half of 2010. Our clients became more focused on bringing in revenue rather than cutting costs and no longer held off recruiting vacancies.

A marked trend in the wake of the recession was a change in candidates' priorities as they became more focused on long-term career progression, job security and company culture rather than significant salary increases.

The FMCG industry held strong as consumers remained cautious about spending, electing to make purchases at the supermarket rather than dining out.

We saw a significant upturn in the financial services industry in the first half of this year with the commencement of key internal and external marketing communications projects.

This was driven by a reassessment of traditional approaches to the market and a reinvigoration of existing offerings.

Many employers proactively looked to improve their training and development programs in order to retain staff. As a large number of organisations imposed pay freezes last year, employers had to be cautious when reviewing salaries this year or run the risk of losing key staff.



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(PERMANENT CONT.)

ROLES IN DEMAND

FMCG account managers and brand managers were highly sought-after, as were highly skilled candidates returning from the UK. As companies looked to optimise their online channels there were more newly-created roles in this area and hence an increase in demand for candidates with specialist experience in the areas of e-marketing, social and online marketing.

We also saw a greater need for product managers with financial services experience.

There was also a demand for exceptional sales candidates with the ability to deliver a complex solution to clients that could add value and improve return on investment.

OUTLOOK

Market information we are receiving from our clients indicates that we will see a continued increase in permanent recruitment activity throughout quarter three.

OVERVIEW CONTRACT

Contract hiring activity increased in quarter two and we noticed a significant decline in the number of immediately available candidates as they slowly started to gain employment. Competition for roles remained high and candidates were still prepared to be much more flexible on job specifications, salaries and their preferred industry sector. Some candidates elected to take roles that did not meet all their desired criteria while they waited for preferred roles to become available.

RATES

We witnessed a decrease in contractor rates as candidates became more flexible regarding the level of roles they would consider and their desired income. As a result, employers could expect to hire a sales or marketing candidate who met all the specified job criteria at a more competitive rate.

ROLES IN DEMAND

There was greater demand for communications roles in quarter two as employers increased their annual marketing budgets in this area. A key component of many internal communications roles was a focus on redesigning company culture and values. Other contract roles in demand had a remit to help implement change and improve current systems and processes.

OUTLOOK

We anticipate that hiring activity will increase over quarter three as organisations continue to recruit for business critical projects.

With a strong pool of contract talent currently available, we predict that clients will continue to engage experienced contract candidates to deliver complex marketing campaigns. However, as the market continues to strengthen, candidates' expectations will increase and we anticipate a return to increased market rates.



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SALARY SURVEY SALES & MARKETING

ROLE	PERMANENT SALARY PER ANNUM \$NZ	CONTRACT RATE PER HOUR (PAYE)
SALES		
SALES DIRECTOR	\$180 – 220k	\$100 – 125
NATIONAL SALES MANAGER	\$110 – 150k	\$80 – 90
BUSINESS DEVELOPMENT MANAGER	\$75 – 110k	\$45 – 55
NATIONAL ACCOUNT MANAGER	\$85 – 110k	\$50 – 55
NATIONAL ACCOUNT MANAGER	\$90 – 115k	\$50 – 60
TERRITORY MANAGER	\$50 – 65k	\$30 – 40
SALES REPRESENTATIVE	\$45 – 65k	\$30 – 35
MARKETING		
MARKETING DIRECTOR	\$180 – 200k	\$100 – 120
MARKETING MANAGER	\$80 – 120k	\$50 – 65
CHANNEL MANAGER	\$90 – 110k	\$45 – 55
BRAND MANAGER	\$75 – 110k	\$45 – 55
COMMUNICATIONS MANAGER	\$90 – 110k	\$45 – 60
SPONSORSHIP & EVENTS MANAGER	\$85 – 100k	\$45 – 55
PRODUCT SPECIALIST	\$75 – 85k	\$40 – 50
CATEGORY MANAGER	\$80 – 100k	\$40 – 50
MARKETING COORDINATOR	\$50 – 65k	\$25 – 30

REQUEST YOUR COPY: 2010 SALARY SURVEY

Our 2010 survey, now in its eleventh year, covers salaries and market trends across the globe.

To request a copy call one of the team or alternatively, download the survey online at:

www.robertwalters.co.nz/salariesurveyrequest



ABOUT ROBERT WALTERS

Robert Walters is a leading global recruitment consultancy, specialising in placing high calibre professionals into permanent, contract and temporary positions at all levels. We have an established network of 38 offices across five continents. In New Zealand, the Group specialises in the following fields:

- Accounting & Finance
- Banking & Financial Services
- Human Resources
- Information Technology
- Legal
- Procurement & Supply Chain
- Sales & Marketing
- Secretarial & Business Support

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