

BRINGING YOU THE LATEST MARKET NEWS AND SALARIES IN MELBOURNE

SALES, MARKETING & COMMUNICATIONS

Q1 2010



Welcome to the Robert Walters Q1 2010 market update. We hope you find this update both useful and informative. Should you wish to discuss any market or recruitment issues, please do not hesitate to contact your Robert Walters Consultant.

MARKET UPDATE

The start of 2010 saw the return of confidence in many industry sectors and as a result, businesses began to actively hire across their various sales, marketing and communications teams. The banking and financial services industry was the first to be impacted by the Global Financial Crisis and similarly, the industry experienced the most activity in Q1 as we emerged from the downturn.

With the increased confidence in the marketplace, candidates that have been passive over the past two years have started to actively seek out new opportunities and challenges which has contributed to increased market activity. These candidates are savvy, experienced professionals and are choosing to pursue only the most attractive opportunities. As the market shifts back to a skills short environment, it is becoming increasingly important to attract the right candidates so we continue to use our three-prong approach to recruiting high calibre candidates: searching our extensive database, print advertising in selected press and using our referral network to ensure we cover the market.

The most notable difference in Q1 when compared with 2009 has been the resurgence in the number of marketing vacancies – an area in which we saw limited activity for the majority of last year. With many of these teams bearing the brunt of downsizing in the last 18 months, companies have realised that their marketing leaders and their respective teams are crucial to regaining market share and remaining competitive in a market that is quickly gaining momentum. Across several industries, we have noted the demand for experienced marketing professionals specialising in acquisition and retention strategies as companies shift their focus to retaining and growing their customer bases.

Communications was the area least affected by the events over the past two years and we continued to recruit a steady flow of communications roles across a variety of industries well into Q1. On the sales front, an increased number of senior opportunities were called to market, as companies re-focus on revenue growth and place emphasis on highly motivated sales teams in order to catch the impending upswing.

ABOUT THE SALES, MARKETING & COMMUNICATIONS TEAM

Our sales, marketing & communications team specialises in recruiting temporary, contract and permanent roles across a variety of industries such as banking and financial services, utilities, FMCG and telecommunications. We recruit skilled professionals from sales, marketing and communications executives through to senior managers across all disciplines.

For further information on the best method of sourcing sales, marketing and communications professionals for your organisation, please contact your Robert Walters Consultant:

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SALARY SNAPSHOT

Position	Package (p.a.)
Sales	
Area Sales Representative	\$60,000 - \$70,000
National Sales Manager	\$135,000 - \$150,000
Relationship/Business Development Manager	\$65,000 - \$75,000
State Sales Manager	\$120,000 - \$140,000
Marketing	
Acquisition and Retention Manager	\$120,000 - \$140,000
Category Manager	\$80,000 - \$90,000
Direct Marketing Consultant	\$70,000 - \$80,000
Event Manager	\$120,000 - \$130,000
Online Channel Manager	\$110,000 - \$130,000
Communications	
Communications Advisor	\$80,000 - \$90,000
Communications Co-ordinator	\$65,000 - \$75,000
Marketing Communications Consultant	\$75,000 - \$85,000

NB: Figures are basic salaries inclusive of superannuation but exclusive of benefits/bonuses.