



SALES & MARKETING

Sales and Marketing in 2011 remained an employers' market but certainly in the latter half of the year there was a notable shortage of skilled sales and marketing professionals on the move at most levels. Attrition levels continued to be very low in 2011 and this is predicted to continue into 2012.

Companies' selection processes were mainly focused on industry knowledge and experience, especially in the more technical sectors. This trend is likely to continue into 2012. Sectors with challenges in talent attraction are primarily ICT and FMCG. This is mainly due to the shortage of candidates who are willing to move.

Basic salaries have dropped in these sectors which is leaving it difficult to attract the level of experience required by employers. This should encourage salaries to increase relatively next year to compete with the employed market or it will mean that employers will need to reduce their essential selection criteria.

ICT Sales

Job Title	Dublin € Base	Dublin € OTE	Regional € Base	Regional € OTE
Country Manager	100,000 – 130,000	130,000 – 180,000	90,000 – 120,000	110,000 – 150,000
Sales Director (T/O >50m)	90,000 – 120,000	120,000 – 180,000	90,000 – 120,000	120,000 – 180,000
Sales Director (T/O <50m)	80,000 – 100,000	100,000 – 140,000	80,000 – 100,000	100,000 – 140,000
Sales Manager	60,000 – 80,000	80,000 – 120,000	60,000 – 80,000	80,000 – 120,000
Channel Manager	55,000 – 75,000	65,000 – 90,000	55,000 – 75,000	65,000 – 90,000
Business Development Manager (3+ years' exp.)	55,000 – 70,000	70,000 – 100,000	55,000 – 70,000	70,000 – 100,000
Key Account Manager (5-10 years' exp.)	50,000 – 70,000	60,000 – 85,000	50,000 – 70,000	60,000 – 85,000
Corporate Account Manager (3-5 years' exp.)	50,000 – 65,000	60,000 – 80,000	50,000 – 65,000	60,000 – 80,000
Commercial Account Manager (2+ years' exp.)	40,000 – 50,000	48,000 – 60,000	40,000 – 50,000	48,000 – 60,000

FMCG Sales

Job Title	Dublin € Base	Dublin € OTE	Regional € Base	Regional € OTE
Country Manager	90,000 – 130,000	110,000 – 155,000	90,000 – 120,000	110,000 – 150,000
Business Unit Manager	75,000 – 90,000	90,000 – 110,000	75,000 – 90,000	90,000 – 110,000
National Sales Manager	65,000 – 90,000	80,000 – 110,000	65,000 – 90,000	80,000 – 110,000
National Account Manager	60,000 – 80,000	72,000 – 96,000	60,000 – 80,000	72,000 – 96,000
Area Sales Manager	50,000 – 65,000	60,000 – 80,000	50,000 – 65,000	60,000 – 80,000
Key Account Manager	45,000 – 60,000	50,000 – 66,000	45,000 – 60,000	50,000 – 66,000
Territory Sales Rep / Account Manager (3-5 years' exp.)	30,000 – 40,000	36,000 – 48,000	30,000 – 40,000	36,000 – 48,000

In 2011, Internal Sales, National Account Managers, Key Business Developers and Digital/Online candidates were in demand and this is set to continue into 2012. Language skills are continuing to be in demand at all levels with the strong emergence from the domestic to international/export markets. Marketing roles have a huge emphasis on digital/online/social media experience.

Salaries will see stability with a stronger emphasis on bonus/commission structures. Companies offering benefits are still in the multinational space but as the indigenous market starts to grow, it will need to compete in this space in order to attract the right talent for their organisations.

All in all, sales and marketing candidates are moving for career

prospects and attractive compensatory commission structures and overall package, not only base salary.

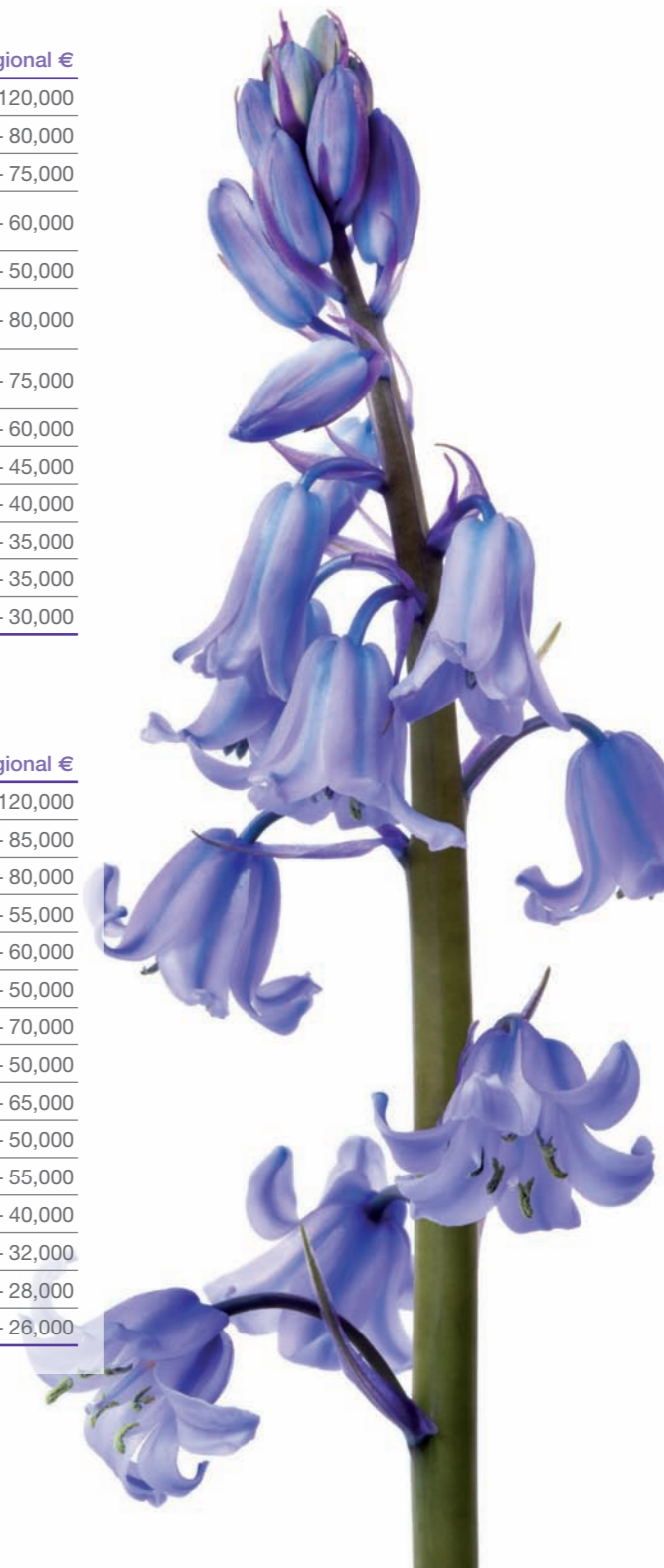
Candidates on the move will continue to look for stable, secure and growing companies and are less likely to make risky career moves.

ICT Marketing

Job Title	Dublin €	Regional €
Marketing Director	85,000 – 120,000	85,000 – 120,000
Marketing Manager	60,000 – 85,000	55,000 – 80,000
Product Manager	60,000 – 75,000	60,000 – 75,000
Senior Marketing Executive (5+ years' exp.)	50,000 – 65,000	45,000 – 60,000
Marketing Executive (2-5 years' exp.)	35,000 – 50,000	35,000 – 50,000
PR / Communications Manager (5+ years' exp.)	70,000 – 90,000	65,000 – 80,000
PR / Communications Manager (3-5 years' exp.)	50,000 – 75,000	50,000 – 75,000
Marketing Analyst	45,000 – 60,000	45,000 – 60,000
Account Manager	40,000 – 50,000	35,000 – 45,000
Business Development Executive	30,000 – 40,000	30,000 – 40,000
Account Executive	28,000 – 35,000	28,000 – 35,000
Field Sales Executive	28,000 – 35,000	28,000 – 35,000
Inside Sales Executive	24,000 – 30,000	22,000 – 30,000

FMCG Marketing

Job Title	Dublin €	Regional €
Marketing Director	85,000 – 120,000	80,000 – 120,000
Marketing Manager	60,000 – 90,000	55,000 – 85,000
Account Director	65,000 – 80,000	65,000 – 80,000
Account Manager	40,000 – 65,000	35,000 – 55,000
Marketing Executive (5-10 years' exp.)	50,000 – 65,000	45,000 – 60,000
Marketing Executive (3-5 years' exp.)	30,000 – 50,000	30,000 – 50,000
Brand Manager (5+ years' exp.)	55,000 – 75,000	50,000 – 70,000
Brand Manager (1-5 years' exp.)	40,000 – 55,000	40,000 – 50,000
Category Manager (5+ years' exp.)	50,000 – 65,000	50,000 – 65,000
Category Manager (1-5 years' exp.)	35,000 – 50,000	35,000 – 50,000
Marketing Analyst	40,000 – 55,000	40,000 – 55,000
Assistant Category Manager	30,000 – 40,000	30,000 – 40,000
Field Sales Rep	25,000 – 33,000	24,000 – 32,000
Van Sales Rep	22,000 – 28,000	22,000 – 28,000
Merchandiser	20,000 – 26,000	20,000 – 26,000





Commercial / B2B / Services Marketing

Job Title	Dublin €	Regional €
Marketing Director	80,000 – 100,000	75,000 – 100,000
Marketing Manager	55,000 – 80,000	50,000 – 75,000
Senior Marketing Executive (5-10 years' exp.)	45,000 – 60,000	40,000 – 55,000
Marketing Executive (3-5 years' exp.)	35,000 – 45,000	32,000 – 40,000
Senior Product / Brand Manager (5-10 years' exp.)	55,000 – 75,000	55,000 – 70,000
Product / Brand Manager (3-5 years' exp.)	42,000 – 55,000	40,000 – 55,000
PR Communications Manager	45,000 – 60,000	40,000 – 55,000
Marketing Analyst	35,000 – 45,000	35,000 – 45,000

Marketing

Job Title	Dublin €	Regional €
Marketing Executive	32,000 – 40,000	30,000 – 38,000
Marketing Assistant	22,000 – 30,000	22,000 – 25,000
Assistant Brand Manager	30,000 – 40,000	30,000 – 35,000
PR / Communications Executive	25,000 – 35,000	25,000 – 30,000
Category Executive / Analyst	28,000 – 35,000	25,000 – 30,000

Commercial / B2B / Services Sales

Job Title	Dublin € Base	Dublin € OTE	Regional € Base	Regional € OTE
Sales Director	80,000 – 120,000	95,000 – 150,000	70,000 – 120,000	80,000 – 140,000
National Sales Manager	80,000 – 100,000	90,000 – 120,000	70,000 – 90,000	80,000 – 100,000
Regional Sales Manager	65,000 – 80,000	85,000 – 110,000	60,000 – 80,000	75,000 – 100,000
Sales Manager	45,000 – 70,000	55,000 – 90,000	45,000 – 60,000	60,000 – 80,000
Business Development Manager	45,000 – 65,000	55,000 – 90,000	40,000 – 60,000	50,000 – 85,000
Key Account Manager	45,000 – 60,000	50,000 – 66,000	40,000 – 55,000	45,000 – 62,000
Senior Sales (5-10 years' exp.)	40,000 – 50,000	60,000 – 80,000	40,000 – 50,000	60,000 – 75,000
Mid – Senior level Sales (3-5 years' exp.)	28,000 – 40,000	38,000 – 60,000	26,000 – 40,000	36,000 – 55,000
Account Manager	30,000 – 40,000	36,000 – 50,000	30,000 – 40,000	36,000 – 50,000
Business Development Executive	30,000 – 35,000	45,000 – 55,000	28,000 – 35,000	40,000 – 55,000
Field Sales Executive	25,000 – 30,000	35,000 – 45,000	25,000 – 30,000	35,000 – 45,000
Inside Sales / Telesales Executive	22,000 – 28,000	25,000 – 45,000	20,000 – 26,000	24,000 – 40,000

Sales Support

Job Title	Dublin € Base	Dublin € OTE	Regional € Base	Regional € OTE
Account Coordinator	25,000 – 32,000	27,000 – 34,000	25,000 – 30,000	25,000 – 32,000
Sales Administrator (>3 years' exp.)	25,000 – 30,000	N/A	22,000 – 30,000	N/A
Sales Administrator (<3 years' exp.)	20,000 – 25,000	N/A	20,000 – 22,000	N/A

“ All in all, Sales & Marketing candidates are moving not only for salary but for career prospects, attractive compensatory commission structures and overall package. ”

