

SALES &
MARKETING
SALARY GUIDE
2011
SHANGHAI



SALARY INFORMATION

SALES & MARKETING

		SHANGHAI	
		YEARS OF EXPERIENCE	RMB ANNUAL BASE SALARY
CONSUMER			
Managing Director	20+	1.5M – 2.5M	
General Manager	15+	1.5M – 2M	
Sales & Marketing Director	10+	1.3M – 1.8M	
Sales & Marketing Manager	8+	550,000 – 800,000	
Sales Director	10+	700,000 – 1.2M	
Sales Manager	7+	200,000 – 600,000	
Marketing Director / Brand Director	10+	1M – 1.5M	
Marketing Manager	8+	550,000 – 800,000	
Brand Manager	7+	350,000 – 500,000	
Trade Marketing Director	10+	700,000 – 1.1M	
Trade Marketing Manager	7+	400,000 – 600,000	
Channel Manager	7+	300,000 – 500,000	
National Key Account Director	10+	700,000 – 1.2M	
Key Account Manager	5+	300,000 – 500,000	
RETAIL			
Managing Director	20+	2M – 3M	
GENERAL MANAGER			
Medium / Large Firm	15+	1.5M – 2M	
Small / Medium Firm	10+	1M – 1.5M	
MARKETING DIRECTOR			
Medium / Large Chain	10+	700,000 – 900,000	
Small / Medium Chain	8+	400,000 – 800,000	
MARKETING MANAGER			
Medium / Large Chain	7+	450,000 – 550,000	
Small / Medium Chain	5+	350,000 – 500,000	
RETAIL OPERATIONS DIRECTOR			
Medium / Large Chain	8+	850,000 – 1.2M	
Small / Medium Chain	7+	400,000 – 700,000	

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		SHANGHAI
	YEARS OF EXPERIENCE	RMB ANNUAL BASE SALARY
RETAIL OPERATIONS MANAGER / AREA MANAGER		
Medium / Large Chain	5+	300,000 – 550,000
Small / Medium Chain	5+	300,000 – 450,000
MERCHANDISING DIRECTOR		
Medium / Large Chain	10+	700,000 – 900,000
Small / Medium Chain	8+	550,000 – 700,000
MERCHANDISING MANAGER		
Medium / Large Chain	7+	300,000 – 500,000
Small / Medium Chain	5+	200,000 – 300,000
HOSPITALITY		
General Manager	12+	600,000 – 1.2M
Director of Sales & Marketing	10+	200,000 – 500,000
Director of Sales	8+	200,000 – 250,000
Director of F&B	8+	250,000 – 350,000
Front Office Manager	5+	150,000 – 250,000
Senior Sales Manager	5+	150,000 – 200,000
Marketing Manager	3 – 5	200,000 – 250,000
Executive Chef	8+	250,000 – 600,000

Methodology: This salary information was compiled using the market knowledge of our experienced practice leaders in each industry sector.

All salary ranges are represented in terms of total annual base salary, excluding discretionary bonuses, stock options, shares or other variable incentives as of January 2011. These are indicative market ranges and are dependent on variable factors, including but not limited to experience level, market conditions, company size, industry sector and job scope.

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