

HAYS

Human Resources

Market changes

Overall, the last 12 months have been a buoyant time for recruitment with an increased number of permanent and temporary vacancies across the board compared to the previous year. Within larger organisations, this vacancy increase has dictated the need for the creation or expansion of their own in-house recruitment functions to handle the volume of vacancy activity across the business. In the process, this produced an exciting time for HR professionals in terms of job opportunities available.

Positions in demand

Strong OH&S candidates continue to be in high demand, although qualified HR Generalists and L&D professionals at the \$70,000 - \$120,000 level are also sought after. Remuneration and Benefits candidates are also in demand and we expect the impact of superannuation choice to further fuel this. Recruitment specialists, particularly those returning from working overseas, are securing positions quickly as companies are under pressure to attract the best employees in a competitive market. While the senior level (\$100,000+) is still at a relatively low level in terms of recruitment activity, the market

has continued to expand over the last year and we expect the steady increase in recruitment activity to continue.

Geographically, a strong demand over the last year emerged in Adelaide and Perth and this is reflected in the salary increases that emerged in these locations. Over the range of Human Resources roles surveyed, Adelaide experienced a six per cent average increase while Perth experienced a nine per cent average increase compared to last year's salary survey.

Changes to employer recruitment practices

A low investment in HR and L&D programs over the last three to five years saw fewer companies develop their entry-level L&D roles and consequently there is a limited number of candidates progressing their career in this area today. This skill shortage is reaching a critical level, with some employers planning overseas recruitment campaigns, particularly for senior roles, in order to fill current personnel needs.

The requirement for candidates with relevant industry experience continues, particularly in professional services firms.

The temporary-to-permanent recruitment option has become attractive to many HR departments as it provides an honest insight into the role and the organisation before a permanent commitment is made by both candidate and company. More so than ever, as skills shortages intensify employers want to be confident that candidates employed will be content with all aspects of their new role, and will not seek a change shortly after starting.

Advice for candidates

For junior candidates, tertiary qualifications are increasingly important in light of the high number of candidates seeking entry-level HR roles.

The buoyant market is providing strong and experienced candidates with a number of career options and job offers. For those candidates with four to eight years experience in either generalist or specialist positions, it is more important than ever to be clear in terms of defining career direction before entering the job market.

At the senior level, industry sector experience is still crucial to most appointments.

HAYS

Sales & Marketing

Market changes

In the last 12 months companies have become more creative in the way they operate as they continue to seek the competitive edge. As a result, organisations have become more fluid in their staffing structure in order to meet the changing requirements of their clients. In some industries we have seen an emerging market for 'boutique' products and service offerings to clients.

This boutique specialisation has resulted in the creation of new positions that focus on areas of expertise for candidates with specific skill sets.

Of course there was, and always will be, a need from organisations for generalist sales and marketing skills.

Positions in demand

Market specialisation has created skills shortages in certain sales and marketing disciplines within specific industries, such as for Creative Directors in advertising. Within Financial Services, IT&T, Professional Services and Government sectors a shortage of marketing professionals (with a high demand for communications professionals) is apparent. Market segment specific Brand Managers, Analysts and National Account Managers in FMCG are also in demand. Within the Industrial sector, primarily experienced business development professionals with specific industry exposure are constantly sought after.

A general shortage of local creative candidates combined with a sense of united global communications has further increased the scope for agencies to employ overseas talent. While overseas

candidates can fill local shortfalls, this trend is a two-way street with local candidates also looking to overseas destinations for a new challenge, in particular Asia where there is a growing and increasingly recognised economy.

Advice to candidates

Each industry segment has its own unique requirements with respect to sales and marketing professionals. Whilst those possessing generalist skills are always in demand, there is a growing trend for specialists within specific market segments, as noted. So candidates are advised to be clear about their industry and areas of specialisation sought and ensure skills are transferable to the same or aligned industries. Additionally, candidates should be aware that there is a growing trend for further education with tertiary qualifications becoming the industry standard.

Human resources

	Sydney	Melbourne	Brisbane	Adelaide	Perth	Auckland
	Typical Salary	Typical Salary	Typical Salary	Typical Salary	Typical Salary	Typical Salary
HR Director (Salary Range)	200,000 150,000 - 400,000+	180,000 150,000 - 350,000	150,000 110,000 - 180,000	110,000 90,000 - 130,000	120,000 90,000 - 140,000	140,000 120,000 - 160,000
HR Manager (Salary Range)	100,000 80,000 - 140,000	95,000 80,000 - 130,000	80,000 60,000 - 100,000	65,000 55,000 - 75,000	70,000 40,000 - 80,000	80,000 65,000 - 110,000
HR Consultant / Adviser (Salary Range)	80,000 60,000 - 100,000	70,000 60,000 - 80,000	60,000 40,000 - 80,000	55,000 40,000 - 60,000	65,000 60,000 - 75,000	60,000 50,000 - 70,000
HR Officer (Salary Range)	55,000 45,000 - 60,000	50,000 45,000 - 55,000	45,000 40,000 - 50,000	38,000 35,000 - 42,000	48,000 40,000 - 50,000	45,000 40,000 - 55,000
HR Co-ordinator / Administrator (Salary Range)	45,000 40,000 - 55,000	45,000 40,000 - 55,000	38,000 35,000 - 40,000	35,000 32,000 - 38,000	40,000 35,000 - 42,000	40,000 38,000 - 45,000
Learning & Development Manager (Salary Range)	110,000 90,000 - 140,000	100,000 80,000 - 120,000	75,000 70,000 - 90,000	70,000 60,000 - 80,000	80,000 60,000 - 90,000	75,000 50,000 - 85,000
Learning & Development Consultant / Officer (Salary Range)	65,000 50,000 - 80,000	60,000 50,000 - 80,000	50,000 40,000 - 70,000	45,000 38,000 - 50,000	52,000 40,000 - 55,000	55,000 50,000 - 70,000
Training Manager / Officer (Salary Range)	60,000 45,000 - 80,000	60,000 45,000 - 80,000	55,000 45,000 - 60,000	50,000 40,000 - 55,000	58,000 40,000 - 70,000	60,000 50,000 - 70,000
Training Co-ordinator (Salary Range)	45,000 40,000 - 55,000	43,000 35,000 - 50,000	40,000 30,000 - 45,000	38,000 30,000 - 45,000	42,000 35,000 - 50,000	45,000 40,000 - 55,000
Remuneration & Benefits Manager (Salary Range)	120,000 90,000 - 150,000	110,000 80,000 - 120,000	80,000 70,000 - 90,000	72,000 70,000 - 76,000	70,000 60,000 - 80,000	85,000 70,000 - 95,000
Remuneration & Benefits Consultant / Officer (Salary Range)	75,000 60,000 - 90,000	75,000 60,000 - 90,000	50,000 40,000 - 60,000	45,000 38,000 - 50,000	52,000 45,000 - 60,000	55,000 45,000 - 65,000
Employee & Industrial Relations Consultant / Manager (Salary Range)	105,000 80,000 - 150,000	90,000 80,000 - 100,000	75,000 70,000 - 90,000	72,000 70,000 - 80,000	80,000 60,000 - 85,000	80,000 70,000 - 90,000
Recruitment Manager (In-house) (Salary Range)	80,000 75,000 - 90,000	75,000 60,000 - 80,000	65,000 60,000 - 70,000	60,000 55,000 - 65,000	65,000 50,000 - 70,000	75,000 70,000 - 90,000
Recruitment Consultant (In-house) (Salary Range)	65,000 45,000 - 80,000	60,000 50,000 - 75,000	45,000 40,000 - 55,000	50,000 45,000 - 55,000	45,000 40,000 - 50,000	50,000 40,000 - 60,000
OH&S Manager (Salary Range)	95,000 70,000 - 120,000	80,000 70,000 - 100,000	75,000 65,000 - 80,000	72,000 60,000 - 80,000	75,000 55,000 - 80,000	65,000 50,000 - 70,000
OH&S Consultant (Salary Range)	60,000 45,000 - 80,000	60,000 45,000 - 80,000	45,000 40,000 - 55,000	40,000 38,000 - 50,000	45,000 35,000 - 50,000	45,000 40,000 - 55,000

□ All salaries are representative of the cash component only

□ Auckland Salaries are represented in Auckland Dollars

Sales & marketing	Sydney	Melbourne	Brisbane	Adelaide	Perth	Auckland
	Typical Salary	Typical Salary	Typical Salary	Typical Salary	Typical Salary	Typical Salary
Sales Rep. (Salary Range)	60,000 45,000 - 70,000	60,000 40,000 - 75,000	50,000 40,000 - 60,000	45,000 40,000 - 60,000	50,000 45,000 - 70,000	60,000 45,000 - 80,000
Business Development Executive (Salary Range)	75,000 65,000 - 85,000	70,000 60,000 - 80,000	60,000 50,000 - 75,000	60,000 50,000 - 75,000	60,000 50,000 - 75,000	65,000 55,000 - 75,000
Sales Manager (Salary Range)	120,000 80,000 - 140,000	100,000 80,000 - 130,000	95,000 80,000 - 120,000	85,000 60,000 - 90,000	95,000 80,000 - 120,000	100,000 80,000 - 120,000
Account Manager (Salary Range)	100,000 90,000 - 120,000	70,000 60,000 - 100,000	65,000 60,000 - 80,000	60,000 50,000 - 75,000	65,000 55,000 - 80,000	80,000 60,000 - 100,000
Marketing Graduate (Salary Range)	38,000 35,000 - 40,000	40,000 32,000 - 45,000	32,000 30,000 - 35,000	32,000 28,000 - 35,000	35,000 30,000 - 38,000	35,000 30,000 - 40,000
Marketing Assistant (Salary Range)	45,000 40,000 - 50,000	48,000 45,000 - 50,000	35,000 32,000 - 37,000	35,000 33,000 - 40,000	40,000 32,000 - 45,000	40,000 35,000 - 45,000
Marketing Coordinator (Salary Range)	48,000 45,000 - 50,000	46,000 43,000 - 50,000	37,000 35,000 - 45,000	34,000 28,000 - 40,000	38,000 35,000 - 42,000	45,000 40,000 - 50,000
Marketing Professional (Salary Range)	55,000 50,000 - 60,000	55,000 50,000 - 60,000	52,000 45,000 - 60,000	50,000 45,000 - 60,000	52,000 45,000 - 60,000	55,000 50,000 - 60,000
Marketing Analyst (Salary Range)	65,000 60,000 - 80,000	60,000 50,000 - 75,000	55,000 50,000 - 65,000	50,000 45,000 - 65,000	55,000 50,000 - 65,000	60,000 50,000 - 70,000
Marketing Manager (Salary Range)	100,000 90,000 - 120,000	90,000 80,000 - 110,000	85,000 80,000 - 110,000	70,000 65,000 - 85,000	80,000 70,000 - 90,000	95,000 80,000 - 120,000
Brand Manager (Salary Range)	80,000 70,000 - 110,000	75,000 70,000 - 100,000	70,000 60,000 - 80,000	65,000 60,000 - 80,000	68,000 65,000 - 90,000	80,000 70,000 - 90,000
Communications Manager (Salary Range)	90,000 80,000 - 110,000	85,000 80,000 - 110,000	85,000 80,000 - 100,000	75,000 65,000 - 85,000	70,000 65,000 - 90,000	85,000 75,000 - 110,000
Direct Marketing Manager (Salary Range)	75,000 65,000 - 80,000	75,000 65,000 - 80,000	65,000 60,000 - 75,000	60,000 55,000 - 75,000	70,000 65,000 - 90,000	70,000 65,000 - 80,000
Events Coordinator (Salary Range)	50,000 45,000 - 55,000	50,000 42,000 - 55,000	42,000 35,000 - 50,000	38,000 33,000 - 45,000	40,000 35,000 - 42,000	45,000 40,000 - 50,000
Public Relations Manager (Salary Range)	65,000 60,000 - 70,000	65,000 60,000 - 70,000	55,000 50,000 - 80,000	50,000 45,000 - 65,000	55,000 45,000 - 65,000	60,000 55,000 - 70,000
Director of Marketing (Salary Range)	180,000 160,000 - 200,000	160,000 150,000 - 190,000	135,000 120,000 - 150,000	100,000 80,000 - 130,000	120,000 100,000 - 130,000	140,000 120,000 - 180,000
Director of Sales (Salary Range)	180,000 150,000 - 250,000	150,000 130,000 - 200,000	140,000 120,000 - 180,000	110,000 80,000 - 140,000	140,000 90,000 - 150,000	160,000 130,000 - 200,000
GM Sales & Marketing (Salary Range)	170,000 150,000 - 220,000	130,000 100,000 - 200,000	110,000 100,000 - 180,000	90,000 80,000 - 140,000	120,000 100,000 - 150,000	140,000 120,000 - 180,000
Category Manager (Salary Range)	80,000 70,000 - 100,000	80,000 65,000 - 95,000	70,000 60,000 - 80,000	65,000 55,000 - 75,000	70,000 60,000 - 80,000	75,000 65,000 - 85,000