

MARKET UPDATE

OUTLOOK

RECRUITMENT OUTLOOK

Sales and marketing recruitment has been conservative throughout the first half of the year, with many companies reluctant to invest in extra headcounts due to economic uncertainty. As a result, hiring managers have become extremely particular with the criteria for any new hires which has proven challenging in a talent short market.

The healthcare and pharmaceutical industry has seen organisations adapt to differing business changes with companies undergoing mergers and acquisitions, changes in product portfolios and shifts in focus towards blockbuster and speciality care products.

Elsewhere, the financial services sector has seen minimal investment in hiring and some employers have paused all recruitment activity, while others have looked to short term staffing solutions such as restructuring existing teams. A similar approach has been seen within many FMCG organisations with companies largely focusing on restructuring their sales and marketing functions as opposed to increasing headcount.

Due to low oil prices, the majority of industrial companies have restricted their sales and marketing hires and businesses are focusing on streamlining their headcount for the remainder of the year. In contrast, the retail sector has seen an increase in the hiring of sales and marketing professionals as companies continue to establish themselves. This is largely due to many parent companies of smaller retail organisations globalising their regional hubs in Singapore. Another developing area is the e-commerce sector, with many businesses growing their offices in Singapore and predominantly focusing on hiring mid-level sales professionals.



"COUNTER-OFFERS AND BUY-BACKS FROM EXISTING EMPLOYERS REMAIN COMMON, WITH INCREASED COMPENSATION BEING UTILISED AS A KEY RETENTION STRATEGY BY EMPLOYERS NOT WANTING TO LOSE TOP TALENT. OVERALL, WE ANTICIPATE RECRUITMENT WITHIN THE SALES AND MARKETING SECTOR TO INCREASE GRADUALLY."

Wendy Heng
Associate Director, Sales and Marketing

SKILLS IN DEMAND

Across the board we are noticing roles that were traditionally outsourced are being brought in-house leading to an increase in demand for specialists. This is particularly the case for sales and marketing professionals with proven experience in e-commerce and digital engagement.

Elsewhere in the healthcare sector, companies are largely focusing in growth across Southeast Asia so are seeking local sales professionals to drive expansion and marketers with multi-channel and cross-product portfolio experience.

In the industrial sector candidates with aerospace and niche chemical sales experience continue to be in demand and new hires are typically being seen in the areas of product marketing and pricing, which is expected to continue throughout the remainder of the year.

CANDIDATE MARKET

There has been a shortage of specialist sales and marketing professionals over the past 12 months which has been exacerbated with clients submitting very specific requests for candidates with niche experience. We advise clients to broaden their hiring requirements so as not to miss out on top talent with slightly different experience than originally sought. The best sales and marketing professionals can often learn new skills and their experience is transferrable.

The first half of 2016 has seen an increase in senior level professionals returning to the job market but less roles available at the senior level. Elsewhere, companies are less focused on replacing senior level professionals and are instead concentrating on hiring at the mid level and upskilling once candidates are in the role.

SALARY TRENDS

Salaries for sales and marketing professionals throughout Singapore have remained relatively flat in the first half of the year, with standard annual increases of 1-3% being offered, which is predicted to continue as companies remain conservative in their economic outlook.

Professionals moving jobs have generally expected to gain between 15-20% increases in salary whilst companies have generally been offering between 10-12%. It is important that candidates' expectations are managed, particularly at the mid-senior level where there are more jobseekers than there are roles available.

AT A GLANCE

RECRUITMENT TRENDS

ASIA JOB INDEX

+19%

The latest Robert Walters Asia Job Index results show a 19% year-on-year increase in advertised marketing vacancies and a 13% increase in advertised sales vacancies.



Steady overall annual increase in jobs in Singapore at 11%.

ROBERT WALTERS BALIK KAMPUNG – BRINGING OVERSEAS SINGAPOREANS HOME

Established in 2014, the Robert Walters Balik Kampung initiative is focused on attracting Singaporeans currently living and working abroad to come home.

Our international database of over 2,600 overseas Singaporeans enables us to reach out to candidates with sought-after international experience and exposure.

Contact **Ivy Low** for more information at ivy.low@robertwalters.com.sg



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Follow us today and be the first to receive industry leading recruitment insight, and find out the latest salary trends and market information.



EMPLOYERS' HIRING INTENTIONS

We surveyed over 3,000 hiring managers about their recruitment plans for the remainder of 2016.



HIRING METHODS

70+%

plan to use recruitment consultancies



IMPACTS ON HIRING

82%

say restrictions on headcount will impact their recruitment strategies in the second half of 2016



SKILLS SHORTAGES

60%

of hiring managers expect to be affected by skills shortages

MARKET LEADING INTELLIGENCE

The Robert Walters Salary Survey is the most comprehensive review of global recruitment trends and salary levels available. It's ideal for benchmarking your team's salaries, your organisation's salaries and your own making determining pay and bonus reviews significantly easier.



To find out more about the current sales and marketing recruitment market, or to discuss your recruitment needs, please contact:



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