

Adecco

Vietnam Salary Guide 2022



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Who are we?

Adecco is the leading Payroll, Recruitment & Outsourcing Agency in Vietnam. Moreover, we provide one-stop solutions for all your Human Resources needs.

More than **5,100** offices in **60** countries and territories

 Est. in 1996
Headquarter in Zurich, Switzerland

 Est. in 2011
Offices in HCMC and Hanoi

 **100,000** clients served globally everyday

550+ clients served in Vietnam

 **30,000+** employees globally
140+ employees in Vietnam

 **700,000+** associates placed globally with clients everyday
5,000+ associates placed in Vietnam

What we offer

With our breadth and depth of expertise gained on the global stage, we can deliver the fully integrated HR solutions that will support your organisation's development and growth strategy.



Recruitment Service

Deliver customized solutions to source your best talents.

- Executive Search / Headhunting Service
- Recruitment Process Outsourcing (RPO)
- Mass Recruitment



Payroll & HR Outsourcing

Guarantee all of your payroll transaction is comply with Labor Code of Vietnam.

- Payroll Service
- Payroll Admin Service
- Staffing / HR Outsourcing Service
- Maternity Leave Coverage Service



HR Solutions & Consulting

Provide everything you need for a stress-free workforce.

- Salary Benchmarking Service
- Expat Services / Work Permit Registration
- HR Consulting & Compliance Service
- Assessment Center
- Candidate Assessment Tools
- Professional Reference Check Service



Training Service

Accompany you on your career and business development journey.

- Leadership & Personal Development Training
- Digital Skills Training
- Career Preparation Workshop & Personal Coaching
- HR Compliance Training

Salary Benchmarking Service

Comprehensive insights on salary ranges and all types of employee benefits within your specific industry, peer groups and the marketplace.

What we offer

-  Extensive breakdown of the compensation package.
-  Comparison of your remuneration scheme to that of your peers.
-  Detailed benchmark organized by company size, scope or industry.



Why us?



We always stay compliant

Ensure transparency & internal justice in the entire data collection process.



We are a global expert in the HR industry

Ensure global stability and business continuity around the world.



We know the market

We have 10 years of experience in the Vietnam labor market.



We know the industries

Our specialized teams have vast knowledge of every industry segment.



We offer flexible solutions

Choose factors you want to benchmark, comparable companies & metrics in the report.

Contact us now!



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Message from General Director

The 4th wave of Covid-19 made 2021 a challenging year for many businesses while reshaping the future of work.

Though coping with the disruptions caused by COVID-19, businesses not only exerted themselves to sustain the operation but also put people as a top priority. Employees' safety needs, i.e. remote work, PPE, or on-site workforce reductions were quickly responded to. Also, as over 96% of employees were willing to be reskilled, businesses have wisely invested in online training and development activities.

Whether it's reskilling or wellbeing, employers' efforts will improve employee engagement and efficiency, as well as talent retention and employer-of-choice branding. All of these, ultimately, ensured long-term and stable business performance.



The experience of online recruitment amid the pandemic

The pandemic has also prompted the shift in recruitment practice. Candidates gradually get used to searching, applying, and interviewing online. Employers also widely implement this virtual method. Our survey “Graduate employment in COVID-19 pandemic” indicates that 62.5% of employers turn to the virtual hiring process amid the pandemic.



However, this reasonable alternative still has certain downsides. Candidates face difficulties evaluating work environment and future career path through a laptop screen. Employers too struggle to access candidates properly, e.g. observing body language and candidates' reactions to the working culture.

That's why more and more employers utilizing online skills assessments. Psychological assessments, besides the well-known reference check, are becoming more prominent to gauge candidates' qualifications and resilience. This market is even expected to grow at a high rate in the Asia-Pacific region by 2027.

A promising 2022 for many industries

Recently, with flexible strategies to adapt to the new normal, the economy is showing many optimistic signs, followed by the bustling activity of the recruitment market. Adecco Vietnam's "Compensation and Benefits in 2022" survey, which you can find on the following pages, reveals promising predictions about hiring needs and welfare policies this year.

Thanks to several reasons, various sectors will search for more talents in 2022, namely Technology and Media, Financial Services, Healthcare, Energy, E-commerce, Manufacturing & Engineering, etc.

Vietnam remains a potential destination for foreign investments thanks to its young, abundant, and adaptable personnel. Plus, several FTAs entering into force i.e. the recent RCEP will help the Vietnamese economy gain more prospects, leading to a surge in hiring requests. Then, the tidal wave of digital transformation in recent years, the rising demand for healthcare, and the regional supply chain movement altogether will open many employment opportunities for a high-quality workforce in the coming time.



More sought-after roles to drive business transformation

Employers are also hiring for new positions based on business transformation needs.

The digitalization and remote work trend will stimulate interest in Technology and Data positions. Also, as we are increasingly interacting online, creative positions associated with visualization and online experiences such as Graphic Designers, UI/UX Designer, or Digital Marketing roles are in-demand. Likewise, jobs related to business adaptation such as Strategy & Transformation, Value Creation, or Chief of Staff are also on the rise.

In today's ever-changing market, it's certainly not easy to focus on both running your business and navigating your workforce.



Yet as always, we've got your back!

With diverse experiences in the HR industry and more than 10 years in the Vietnam market, we can offer more than just Payroll and Recruitment services. Indeed, we provide one-stop solutions for all your HR needs, from Training, Candidate Assessment Tools to Salary Benchmarking, to ensure you both convenience and efficiency.

This 9th edition of Vietnam Salary Guide 2022 is another effort from Adecco Vietnam team to provide you with a broad overview of the current market offerings in 2 major cities: Hanoi and Ho Chi Minh City. We hope this release will be a handy tool for your strategic talent development and recruitment in 2022.

For comprehensive data on salary, compensation, and all types of employee benefits within your specific industry, peer groups, or the marketplace, please refer to our Salary Benchmarking Service.

Andree Mangels

Andree Mangels

General Director, Adecco Vietnam



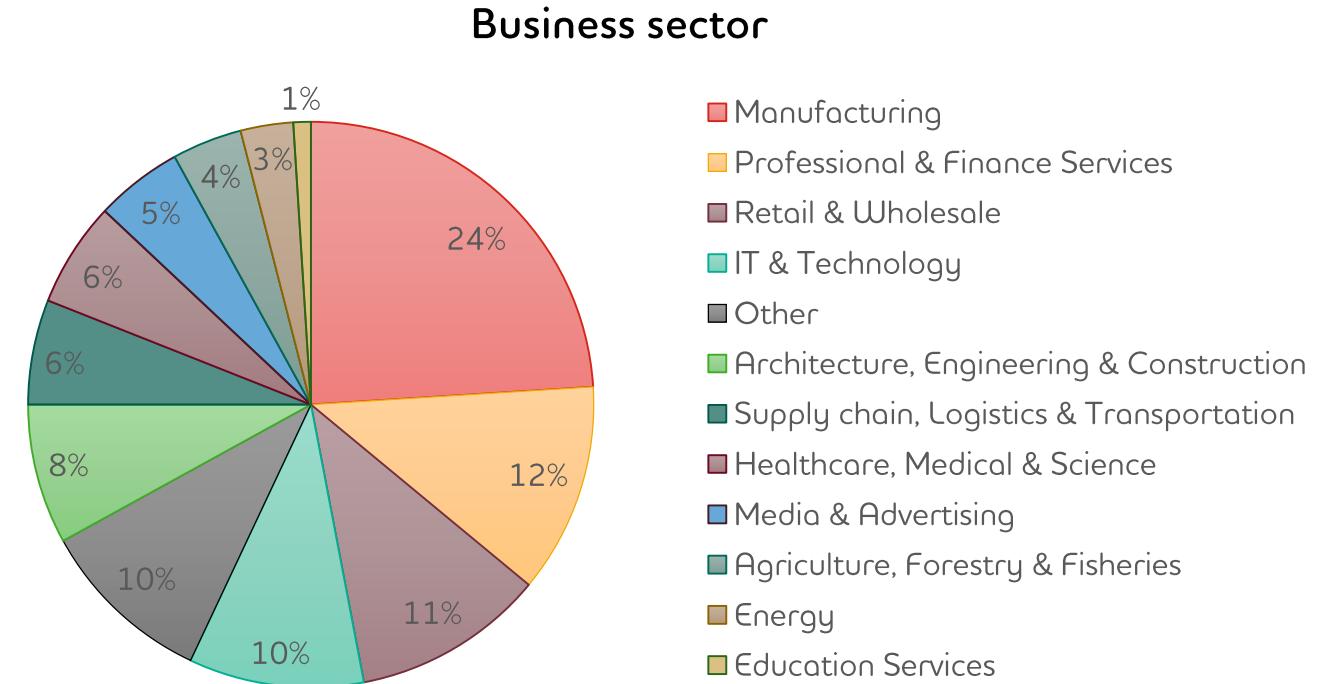
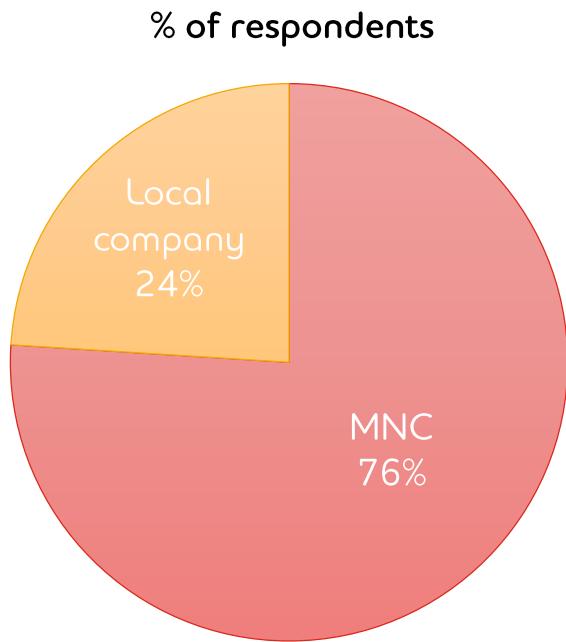
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Compensation & Benefits Trends in 2022

A bright outlook: More jobs, higher compensation budgets & more human-centered policies

About the survey

The “Compensation and Benefits in 2022” survey was conducted from November to December 2021 with 100 participating businesses in many industries.

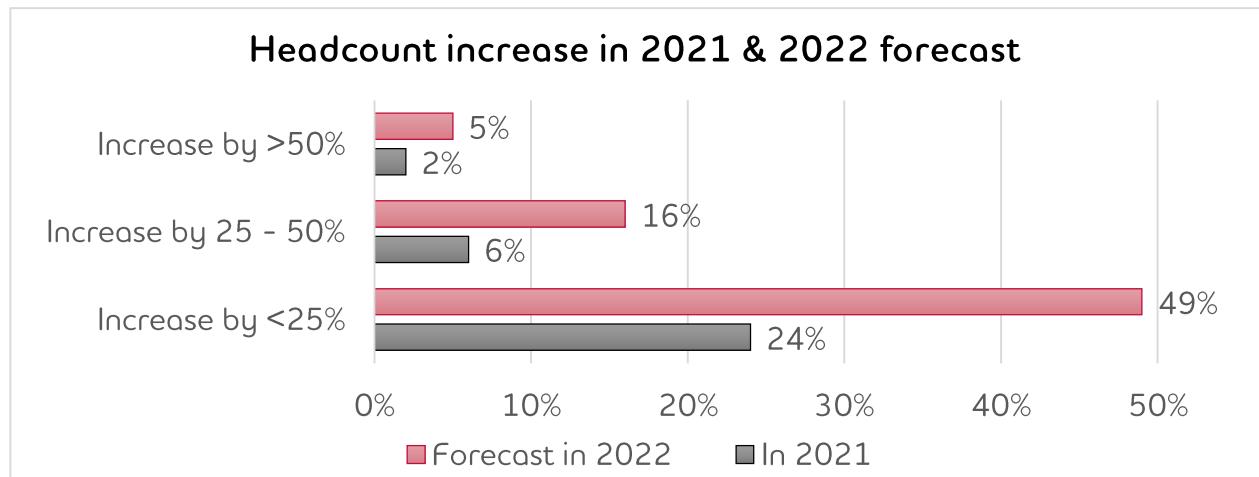


Demand for high-quality professionals soars as the economy reopens

Headcount change



70% of businesses will recruit new positions in 2022



20% remain the same no. of headcount



Only 10% plan to cut headcount

Top industries forecasted to have most recruitment needs in 2022 (% of businesses):

Retail & Wholesale (82%)

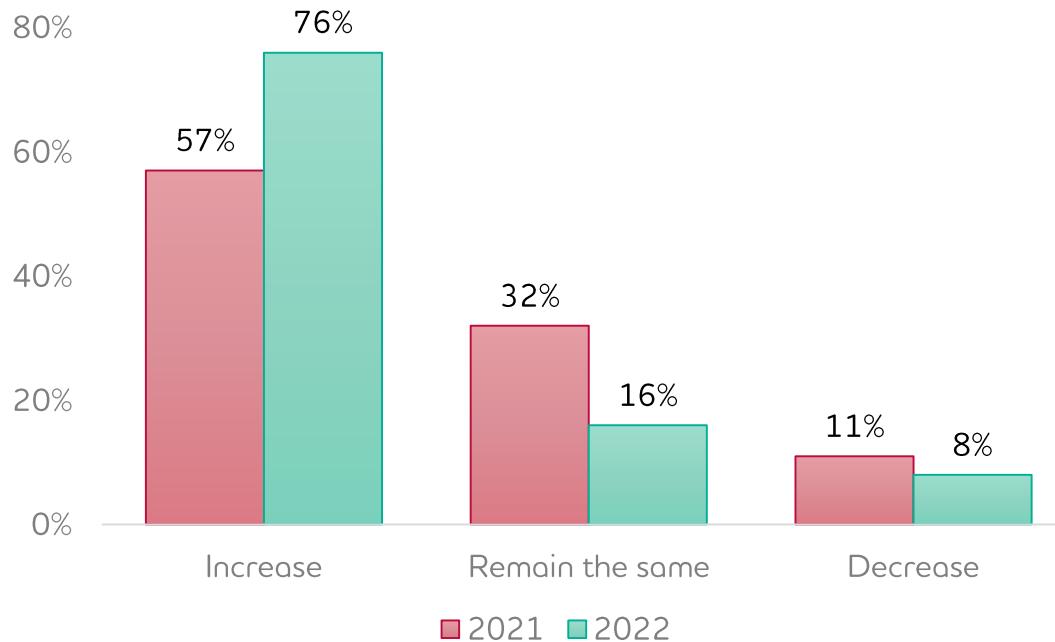
IT & Technology (80%)

Manufacturing (79%)

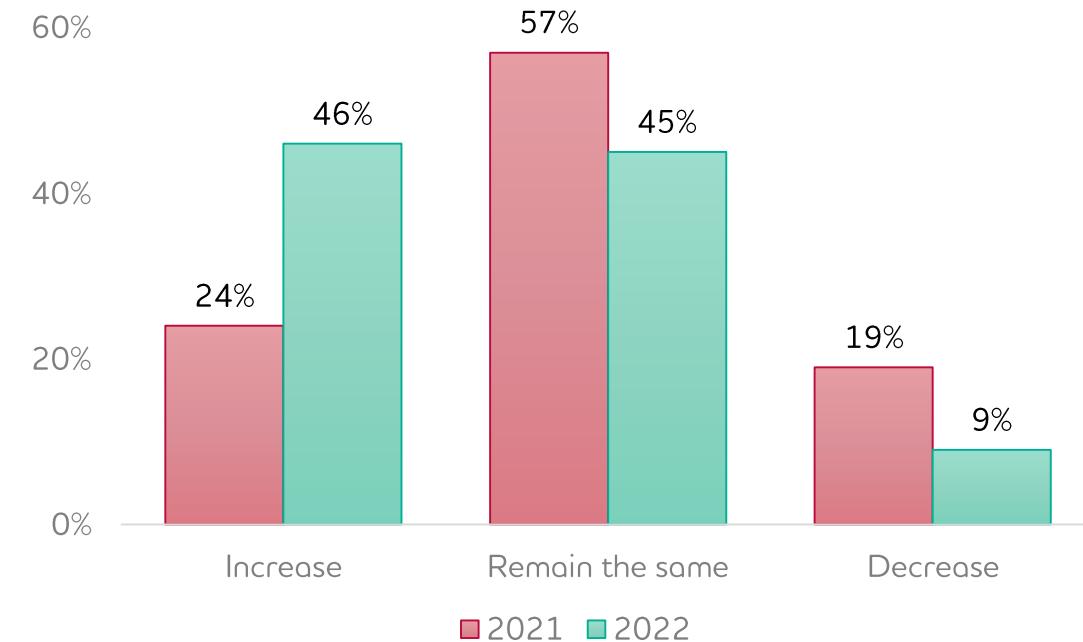
Professional & Finance Services (75%)

A prosperous outlook on financial welfare policy

■ Salary budget change



■ Bonus budget change



Nearly 92% of Professional & Finance Services, 90% of IT & Technology, and 75% of Manufacturing enterprises expect to increase their salary budget in 2022.

70% of IT & Technology, 50% of Professional & Finance Services, and around 46% of Manufacturing enterprises expect to increase their bonus budget in 2022.

Career development and flexibility policies are in the spotlight

The most prioritized welfare aspects

The most focused aspects (weighted score)

Professional development benefits



Flexible working arrangement



Physical health support



Financial welfare is the least prioritized one.



Weighted score

39%
of employers won't have
any related policy in 2022.

Policies related to **career development** and **flexible working** receive the most attention and adjustment in 2022.

Flexible working model

22% create new terms



25% edit previous terms

Career development benefits

23% create new terms



43% edit previous terms

Most employers expect better performance through their competition policies

Employers' expectation and perception on their policy

Key objectives for the benefits policies in 2022:

Improve productivity and performance



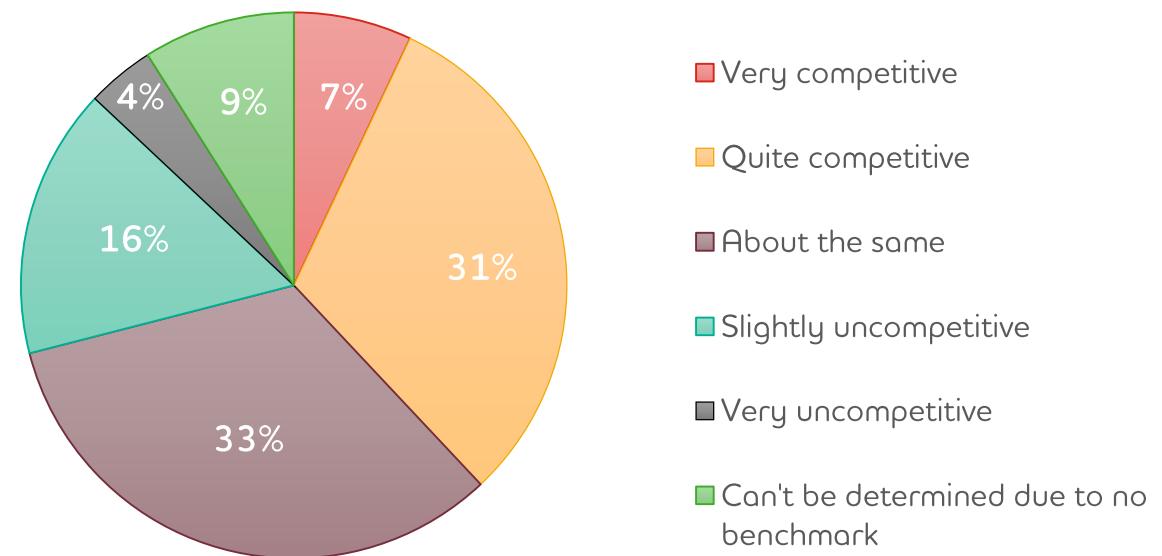
Improve employee engagement



Improve employee retention



38% of employers say that they have competitive salary and benefits policies compared to their peers.



Disclaimer

The Adecco Vietnam Salary Guide 2021 is a value-added service to our clients and candidates.

Whilst every care is taken in the collection and compilation of data, the guide is interpretive and indicative, not conclusive.

Therefore, information should be used **as a guideline only** and **should not be reproduced** in total or by section without written permission from Adecco Vietnam. The figures in this salary guide are **based on the data from Adecco Vietnam's clients and candidates**. They reflect the typical salary for an individual's job based on location, experience, education, certifications and other considerations.

Salaries for your position may be further influenced by company size, benefits offered, local supply and demand trends. **The data in our guide represents base salary only.**

All salaries mentioned in this Salary Guide are gross monthly wages (VND million).

A photograph of two women in an office environment. One woman, wearing a grey blazer over a white top, is smiling and looking towards the camera. The other woman, seen from behind, has her hair in a bun and is looking out of a window. The background shows a bright, modern office space.

Human Resources

Market overview

2021 has been an exciting time for HR leaders with challenges abound.

Never before has HR played a such critical role in helping organizations remain competitive while navigating COVID-19 lockdown and on-site work model. Recruitment demands for HR professionals in the Industrial, Technology, Energy, and Financial Services sectors increased significantly.

In 2022, it is upon HR to drive better collaboration in the new era of work and facilitate hybrid and remote workplaces. And by leading this transformation, HR professionals with a data-driven mindset, work design agility, and mental health knowledge, would be in high demand.

Ms. Van Nguyen, Team Leader

Advice for employers

1. Build a strong talent pipeline and quantify personnel needs across the business, then create a tailored talent development program to close the skill gaps and to future-proof your workforce.
2. A healthy culture where people feel belonging, valued, and acknowledged can be a competitive advantage since business models can be easily replicated.
3. Plan an employee experience program to explore and respond to employees' expectations, which will eventually improve satisfaction, performance, and productivity.



Advice for candidates

1. Become a business partner of the organization to make rapid changes to adapt to new challenges and achieve the goal of building a sustainable and healthy corporate culture.
2. Develop expertise in building a lean organizational structure and creating a healthy working culture, along with offering retention activities via talent development and total reward strategies.
3. Learn and familiarize with upcoming trends such as HR digital transformation to gain an advantage edge.

Ms. Phuong Nguyen, Senior Manager

Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp

Board of Management

Chief HR Officer	120 - 180	180 - 350	100 - 150	120 - 270
HR Director	120 - 180	180 - 350	85 - 130	110 - 200

General HR

HRBP Manager	55 - 75	70 - 100	40 - 60	50 - 90
HR Manager	40 - 55	50 - 80	40-60	60 – 100
HRBP	30 - 45		25 - 40	
Assistant HRM	NA	NA	25 - 40	40 - 50

Talent Acquisition

TA Manager	50 - 70	70 - 100	35 - 55	45 - 75
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Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp

Learning & Development

L&D Manager	50 - 80	80 - 120	40 - 60	60 - 75
Training Manger	NA	NA	30 - 40	40 - 65

Compensation & Benefits

C&B Manager	50 - 70	70 - 100	25 - 35	35 - 55
Office Manager	30 - 45		25 - 40	40 - 50
HR Executive	NA	NA	10 - 20	20 - 30



Legal

Market overview

2021 has seen a downturn in legal recruitment with a considerably lower need for lawyers. The lack of businesses had led a few firms to liquidate or reduce their scope of services.

However, on the brighter side, several new international law firms have been set up, leading to a slight increase in the need for partners.

In 2022, the hiring demand is forecasted to rise for in-house legal experts as companies are gradually shifting from using external legal services to more efficient use of internal legal advisory. Industries to watch out for include Energy, Technology, Financial Services, and Pharmaceuticals.

Ms. Van Nguyen, Team Leader

Advice for employers

1. Employers should open career tracks for those who want to grow beyond Legal, especially for repetitive jobs such as Compliance, Audit, and Risk Management. Organizations should proactively generate more opportunities for the Legal department across Finance, M&A, Procurement, and Investor Relations. Such efforts are crucial to building a strong and adaptable Legal team.
2. Build a next-generation Legal team by offering training in areas such as Investment, Project Management, M&A, Analytical Skills.



Advice for candidates

1. Embrace the evolution of legal technology to save time, cut operation costs while enhancing the work quality.
2. The legal challenges are expanding. Legal employees should offer more than on-demand concierge services and should have a voice in numerous strategic and tactical decisions, rather than being brought in only after the fact.

Ms. Phuong Nguyen, Senior Manager

Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp
Law Firm				
Associate (Unqualified / Qualified Lawyer)	20 - 40	40 – 70	20 - 40	40 - 70
Senior Associate (Qualified Lawyer)	50 - 80	80 - 150	50 - 80	80 - 120
Paralegal	10 - 20	NA	15 - 25	NA
In-house Legal				
Head of Legal / General Counsel / Legal Director	150 - 250	250 – 350	120 - 160	150 – 250
Legal Manager	50 - 80	80 – 150	60 - 90	80 – 150
Legal Counsel	50 - 80	80 - 150	60 - 80	70 – 120
Legal Specialist	25 - 40		15 - 35	30 - 40

Unit: monthly gross salary (VND million)



Technology & Media

Market overview

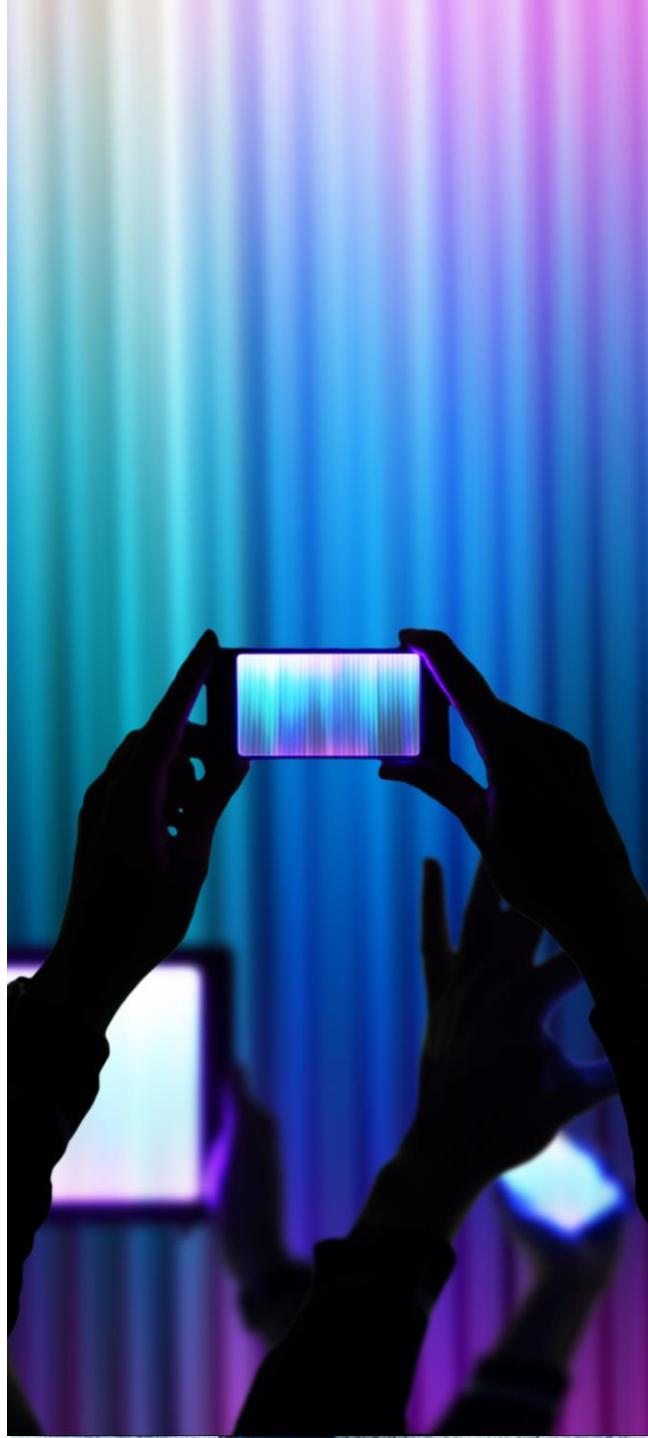
Another year of the pandemic has proven technology can sustain us through the tough time and continue to redefine how we work, live, and interact. Business leaders in Vietnam have been quick to embrace tech trends throughout digital boost, resulting in the high demand for top-tier talents in CIO, Solution Architect, DevOps, and other Engineer roles.

In 2022, with economic recovery accelerated by digital transformation and product innovation, skilled tech talents in E-commerce, Fintech, and Blockchain technologies will be highly sought-after.

Mr. Chuong Nguyen, Associate Director, Recruitment Business

Advice for employers

1. The IT recruitment market is considered a red ocean with countless attractive opportunities available. Besides a compelling compensation scheme, non-cash incentives, a clear career path, and company culture should be taken into consideration.
2. To increase competitiveness and ensure alignment, companies should invest in employer branding, prepare a detailed job description, build a well-structured interview process, and have proper salary benchmarking tools.
3. Hybrid and remote work is the new norm. Companies should have policies in place to build an effective working environment.



Advice for candidates

1. With the increase in opportunities in the IT industry, candidates should prepare adequate English skills, improve teamwork in a multi-cultural environment, also other crucial skills such as critical thinking, self-learning, and problem analysis.
2. Continuously learn and keep updating the new technologies for the future such as Cloud or AWS, towards cross-platform understanding but still ensure the depth of field to have an overview of the product development process.
3. Ready for a full-time remote/hybrid working model soon with strong self-management ability.

IT Recruitment Team, Hanoi Office

Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp
Software				
CIO - CTO	180 - 250	250 – 400	90 - 165	130 - 275
Software / Solution Architect	80 - 120	120 - 160	70 - 110	100 - 160
Senior Business Analyst	30 - 40	40 - 70	25 - 35	35 - 60
Software Engineer	40 - 60	60 - 100	35 - 50	50 - 80
QA/QC Manager	50 - 60	60 - 80	40 - 60	60 - 90
QA/QC Engineer	30 - 40	40 - 60	15 - 40	30 - 50
System Engineer	25 - 50	45 - 80	15 - 40	35 - 70
DevOps	30 - 65	60 – 100	20 - 55	50 - 90
Data Engineer	30 - 60	55 – 100	20 - 50	45 - 90
Data Scientist	30 - 60	55 - 100	20 - 50	45 - 90
UI/UX Designer	25 - 50	50 - 80	15 - 40	40 - 70

Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp
E-commerce				
Head of E-commerce	80 - 120	120 - 180	60 - 90	90 - 150
Head of Sales	80 - 100	100 - 140	65 - 80	80 - 120
Customer Success Manager	40 - 60	60 - 80	35 - 50	60 - 80
IT In-house				
IT Director	100 - 140	140 - 240	80 - 115	100 - 160
IT Manager	60 - 80	80 - 110	60 - 80	80 - 160
Infrastructure Manager	60 - 80	80 - 100	60 - 80	80 - 160
IT support/Helpdesk	25 - 35	35 - 45	15 - 30	30 - 50

Unit: monthly gross salary (VND million)

Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp

Media

Head of Digital	110 - 130	130 - 160	50 - 80	80 - 160
Account Director	100 - 120	120 - 140	40 - 70	60 - 90
Art Director	60 - 80	80 - 100	50 - 80	70 - 100
Creative Director	70 - 100	100 - 130	70 - 90	80 - 110

Unit: monthly gross salary (VND million)



Sales & Marketing: FMCG

Market overview

Although on average household incomes have fallen 12% (Cimigo Vietnam Consumer Trends 2021) making the hard-hit to consumer purchasing power, the COVID-19 outbreaks have accelerated the focus on a healthier lifestyle, food, and beverage propositions during the past year. Recruitment activity has risen over the Retail and Premium Food sectors with more demand for E-commerce Head, new Business Development Director, and Sales & Marketing manager.

In 2022, digital transformation will continue to spur demand for online shopping. Consequently, hiring needs will continue to grow within the Food & Beverage sector via Retail and E-commerce platforms.

Ms. Mai Tran, Principal Consultant

Advice for employers

1. Run an Agile Team or Crisis-management Center to define appropriate actions for different scenarios and establish trigger points that determine when to begin detailed planning and execute those actions.
2. Identify changes in consumer behaviors and improve awareness of user experience (UX) for better service offerings.
3. Actively change leadership styles - focusing less on controls and more on culture and connections.



Advice for candidates

1. Successful sales forces would be the ones who have a data-driven mindset to understand the changing customer behaviors and pain points, then engage with them.
2. Business acumen is another bonus point. With deep business knowledge, you can utilize your insights to undertake more value-added activities.
3. Make yourself ready for every reskilling and upskilling opportunity. Also, follow all safe systems of work for your well-being and productivity.

Ms. Phuong Nguyen, Senior Manager

Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp

Board of Management

General Manager/ Managing Director	300 - 350	350 - 450	240 - 280	280 - 360
Commercial Director	250 - 280	280 - 350	160 - 200	200 - 250

Sales

Sales Director	150 - 200	250 - 300	130 - 150	150 - 200
Head of Trade	100 - 150	150 - 170	100 - 130	130 - 160
Head of Modern Trade	80 - 120	120 - 150	80 - 120	120 - 150
National Sales Manager	80 - 120	120 - 150	140 - 180	180 - 200
Regional Sales Manager	50 - 70	70 - 90	55 - 70	70 - 110
E-commerce Manager	50 - 80	80 - 100	40 - 65	65 - 80
Area Sales Manager	25 - 30	30 - 45	30 - 45	45 - 55
Key Account Manager	30 - 50	50 - 70	30 - 50	50 - 70

Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp

Trade Marketing Manager 30 - 55 55 - 85 45 - 55 55 - 70

Route To Market Manager 35 - 50 50 - 60 40 - 50 50 - 70

Sales Capability Manager 40 - 60 60 - 80 40 - 55 55 - 65

Sales Operations Manager 25 - 40 40 - 70 40 - 55 55 - 70

Marketing

Marketing Director 120 - 180 180 - 350 90 - 145 145 - 280

Marketing Manager 80 - 100 100 - 140 45 - 70 65 - 90

Senior Brand Manager 60 - 80 80 - 100 70 - 90 90 - 110

Brand / Product Manager 30 - 50 50 - 80 30 - 50 30 - 50

PR & Communications Manager 30 - 50 50 - 90 40 - 60 60 - 80

Digital Marketing Manager 30 - 50 50 - 80 40 - 60 55 - 70

Assistant Brand / Product Manager 20 - 30 30 - 35 25 - 35 35 - 45

Unit: monthly gross salary (VND million)

Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp
Customer Insight Manager	40 - 50	50 - 80	35 - 40	40 - 65
Retail				
Retail Director	70 - 90	90 - 130	90 - 110	100 - 150
Head of Operations	80 - 90	90 - 130	80 - 100	90 - 130
Store Manager	35 - 45	45 - 80	45 - 60	60 - 80
Purchasing Director	NA	NA	40 - 50	50 - 70
Category / Merchandise Manager	45 - 60	60 - 80	40 - 55	55 - 70
Head of Online / E-commerce	70 - 90	90 - 130	60 - 75	75 - 105
Marketing Manager	80 - 100	100 - 150	65 - 80	80 - 120

Unit: monthly gross salary (VND million)



Sales & Marketing: Healthcare

Market overview

Telehealth and telemedicine are the biggest healthcare transformations in 2021 with millions of users under social distancing and lockdown. The Covid-19 outbreaks may have delayed the establishment and expansion of new businesses entering Vietnam, but it could not stop companies from hiring key personnel for Sales, Marketing, and Medical Affairs positions during the year.

In 2022, Pharmaceuticals and Healthcare companies will continue to recruit more field people for Sales and Marketing roles as well as Market Access professionals to bounce back after a year of COVID-19.

Ms. Mai Tran, Principal Consultant

Advice for employers

1. Patient behavior is shifting into convenience as well as wanting more guidance from a trusted pharmacist. Consider changing from traditional models to tech-enabled models for higher-quality, more flexibility, better experience, lower-cost, and more accessible care.
2. Digital health will play an increasingly critical role in improving the healthcare system. Companies should set up a virtual health support team and an integrated healthcare ecosystem to develop a range of services across the continuum of care for sustainable growth opportunities.
3. Besides redeploying talent for new business operations, employers should focus on resilience and promoting mental wellness with the goal of prevention for all employees.

Advice for candidates

1. Acquiring a new skillset, especially a digital skill, will help you utilize all advantages to quickly catch up with the digital transformation in your workplace.
2. Be ready and take more responsibilities into the digital transformation of the company, pro-actively create new value for the organization, and shows resilience in an unknown situation.
3. To maintain your productivity level and working spirits, take care of your mental well-being by healthily embracing challenges or sharing your problems with co-workers, counselors, or trusted friends.

Ms. Phuong Nguyen, Senior Manager

Ms. Hoa Pham, Senior Consultant

Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp
General Management				
General Manager / Managing Director	300 - 400	400 - 600	240 - 320	320 - 480
Head of Business Unit	150 - 230	230 - 350	150 - 200	200 - 250
Sales				
Head of Sales	100 - 150	150 - 220	100 - 150	150 - 250
Regional Sales Manager	70 - 110	100 - 140	80 - 100	100 - 150
District Sales Manager	35 - 55	55 - 75	30 - 40	40 - 65
Business Development Manager	NA	NA	40 - 80	60 - 100
Head of Market Access	NA	NA	90 - 120	120 - 150
Market Access Manager	45 - 60	60 - 80	35 - 50	50 - 65
Key Account Manager	35 - 50	45 - 60	35 - 50	50 - 70
Head of Commercial Excellence	80 - 120	120 - 150	65 - 95	95 - 120

Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp
Sales Force Effectiveness Manager				
Sales Force Effectiveness Manager	45 - 65	60 - 80	35 - 55	50 - 65
Sales Force Training Manager	40 - 60	60 - 75	30 - 50	50 - 60
Marketing				
Marketing Manager	100 - 120	120 - 180	80 - 95	95 - 145
Group Product Manager	NA	NA	100 - 120	120 - 140
Product Manager	40 - 65	60 - 80	45 - 65	60 - 80
Medical Affairs & Regulatory Affairs				
Head of Medical Affairs	120 - 160	150 - 200	140-170	170-200
Medical Affairs Manager	50 - 80	70 - 110	40 - 60	50 - 90
Medical Science Liaison	35 - 60	55 - 70	35 - 50	50 - 65
Head of Regulatory Affairs	100 - 150	150 - 190	90 - 120	120 - 150
Regulatory Affairs Manager	35 - 60	60 - 80	40 - 50	50 - 70

Unit: monthly gross salary (VND million)

Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp

Technical

Service Manager (Medical Device)	NA	NA	45 - 55	55 - 75
Service Engineer (Medical Device)	NA	NA	15 - 30	30 - 40
Application Specialist (Medical Device)	NA	NA	15 – 20	20 – 40

Unit: monthly gross salary (VND million)



Sales & Marketing: Industrials

Market overview

The pandemic breakout in late Q2 caused 2021 to be one of the most difficult years for both businesses and employees. Unlike 2020, companies are better prepared with policies to support employees financially and mentally. Also, employees are more familiar with the working-from-home model. Due to the fear of infection, some still expect this flexibility even after a social distancing period.

2021 ushers a new regular working style and environment: digital transformation, flexibility, and digital marketing operations. As a result of limited international flights, more top management positions are open for local Vietnamese or expatriates who currently living in Vietnam only.

In preparation for growth after COVID-19, Sales and Business Development roles are still in-demand in certain industries such as E-commerce, IT, Agriculture, Logistics. Meanwhile, Construction and Renewable Energy confront significant changes in regulatory and demand.

Ms. Trang Dao, Senior Consultant

Mr. Tin Nguyen, Consultant

Advice for employers

1. The reduction of negative impacts of the pandemic, along with the government's commitment to economic recovery and easing travel restrictions has brought a better industry outlook. Companies could consider setting more ambitious sales goals or implementing growth decisions such as market entry or business line expansion.
2. To deliver new goals and business plans, companies should ensure a strong talent pipeline by increasing hiring activities, especially for Business Development, Technical Sales or Technical Support roles. Training would also be important to win the competition and capture growth opportunities in this phase.
3. The switch to virtual meetings could impact the sales team morale and their ability to meet their KPIs. Thus, employers should promote mental well-being, recognition, and motivation initiatives to enhance resilience, working spirits, and retention.

Advice for candidates

1. Improve technical awareness and digital skills, also leverage data to capture market opportunities, stay productive, and ensure continual delivery to clients, partners, and other stakeholders.
2. Adaptability, problem-solving skills, emotional intelligence, and resilience are desirable qualities that you need to acquire to thrive when facing unforeseen challenges.
3. If your company implements a new business strategy post-pandemic, discuss openly with your line manager to ensure you clearly understand it and can deliver consistent performance.

Ms. Phuong Nguyen, Senior Manager

Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp
Board of Management				
General Manager / Managing Director	230 - 280	280 - 460	120 - 150	150 - 380
Chief Representative	90 - 120	120 - 230	100 - 120	120 - 250
Commercial Head	90 - 120	120 - 150	70 - 95	95 - 120
Sales				
Sales Director	90 - 120	120 - 230	110 - 130	120 - 210
Business Excellence Manager	90 - 120	100 - 130	70 - 95	80 - 105
Key Account Manager	46 - 70	70 - 80	30 - 50	40 - 80
Business Development Manager	45 - 70	70 - 80	40 - 60	50 - 80
Area Sales Manager	40 - 60	60 - 80	35 - 45	40 - 50
Key Account Executive	20 - 30	30 - 35	15 - 25	25 - 30
Technical Sales Representative	25 - 35	35 - 45	20 - 30	30 - 35

Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp
Marketing				
Marketing Director	115 - 185	185 - 230	70 - 140	100 - 170
Marketing Manager	60 - 80	80 - 90	50 - 80	70 - 140
Product Manager	45 - 60	60 - 70	45 - 60	60 - 70
Marketing Specialist	25 - 35	35 - 45	20 - 30	30 - 40
Technical Service				
Technical Service Manager	45 - 60	60 - 120	35 - 50	50 - 95
Senior Technical Service / Senior Service Engineer	30 - 45	45 - 60	25 - 35	35 - 50
Service Engineer	15 - 25	25 - 40	15 - 20	20 - 35

Unit: monthly gross salary (VND million)

Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp
Customer Service				
Customer Service Director	80 - 120	120 - 150	65 - 95	95 - 120
Customer Service Manager / After Sales Manager / Customer Care Manager	45 - 60	60 - 90	35 - 50	50 - 75
Customer Success / Customer Experience Manager	50 - 60	60 - 90	40 - 50	50 - 75
Authorize Service Center Manager	40 - 60	60 - 80	35 - 50	50 - 65
Customer Service Executive / After Sales Executive	15 - 25	25 - 35	15 - 20	20 - 30

Unit: monthly gross salary (VND million)



Engineering & Manufacturing

Market overview

2021 witnessed strong demand from US and European manufacturing enterprises. Resulting from the regional supply chain movement, Sourcing Offices and Energy sectors have the highest placement volume with 50% of the whole industrial and manufacturing total volume. In terms of functions, the pipe would split respectively with 30% for Quality Management, 25% for Supply Chain Management, and 10% for Project Management.

As smart manufacturing has evolved, complex problem-solving, negotiation & leadership skills are massively required recently. The market also seeks top talents with supplier management ability, strong technical background, and comprehensive engineering knowledge.

In 2022, manufacturers with digital technology adoption could enhance operational efficiencies as their competitive edge. Thus, the Hi-tech and Automation domains would outrace menial manufacturing settings. Besides the supply chain growth, outsourcing centers in furniture, household appliances, apparel, and parts would also bring more hiring volume. Alongside infrastructure development, professionals within the Construction and Engineering sector will be sought-after as their industry continues to perform at the highest level soon.

Ms. Ngoc Ngo, Manager

Advice for employers

1. Design resilient, risk-tolerant supply-chain structures and lean production systems to achieve real agility and systematic response to new challenges.
2. Promote operations digital transformation and build a skill set that will help key departments respond well to the changes.
3. Commit and ensure employee-training budgets for launching tailored learning courses to close critical skill gaps.



Advice for candidates

1. Comply with all COVID-19 guidance and capture new technology skills needed.
2. Sharpen your problem-solving skills and build up a flexible, disciplined, and independent working style to adapt to the new working models.
3. A combination of stressful events, such as compliance pressures, interpersonal conflicts, and lack of interaction, may affect your performance. So, finding an appropriate way to communicate with colleagues and keep updated with any unforeseen scenarios while working remotely.

Ms. Phuong Nguyen, Senior Manager

Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp
Engineering				
Chief Engineer	50 - 60	60 - 80	25 - 40	40 - 60
Engineering Manager	60 - 90	90 - 140	40 - 60	60 - 80
Technical Manager	60 - 90	90 - 140	50 - 75	75 - 115
Application Engineer	NA	NA	15 - 25	25 - 30
Electrical / Mechanical / Chemical Engineer	15 - 30	30 - 40	10 - 25	25 - 30
Project Manager / NPI Manager	50 - 60	60 - 120	40 - 50	50 - 95
NPI Engineer	20 - 35	35 - 50	15 - 30	30 - 40
Lean Manager	65 - 80	80 - 150	55 - 65	65 - 120
Lean Engineer	30 - 40	40 - 60	25 - 35	35 - 50
IE / Process Improvement Engineer	15 - 30	30 - 40	10 - 25	25 - 30

Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp
Manufacturing				
Operation Director / Factory Manager	80 - 120	120 - 300	120 - 150	150 - 250
Head of Production	50 - 80	80 - 120	50 - 70	70 - 90
Production Supervisor	25 - 35	30 - 50	20 - 30	30 - 40
Production Planning Manager	40 - 80	70 - 100	40 - 60	60 - 100
Planning Supervisor	20 - 30	30 - 40	15 - 25	25 - 35
EHSS Manager	50 - 80	80 - 150	50 - 60	60 - 90
Quality Manager	50 - 80	80 - 150	40 - 60	60 - 100
Quality Supervisor / Lead	25 - 35	35 - 50	20 - 30	30 - 40
Maintenance / Facility Manager	50 - 60	60 - 90	40 - 50	50 - 75
Maintenance / Facility Supervisor	25 - 35	35 - 50	20 - 30	30 - 40
Supply Chain Manager	60 - 90	80 - 120	50 - 70	70 - 120

Unit: monthly gross salary (VND million)

Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp
Procurement Manager	40 - 60	60 - 90	50 - 70	70 - 120
Project Manager	NA	NA	40 - 60	60 - 80
Logistic Manager	50 - 60	60 - 90	40 - 50	50 - 75
Warehouse Manager	30 - 60	60 - 80	40 - 45	45 - 55
IM-EX / Transportation Manager	30 - 60	60 - 80	25 - 50	50 - 65
R&D Manager	30 - 45	45 - 100	25 - 35	35 - 80
Lab Manager	35 - 50	50 - 115	30 - 40	40 - 95
Pattern Maker	15 - 30	30 - 45	15 - 25	25 - 35
Technical Designer	15 - 30	30 - 45	15 - 25	25 - 35
Product Digital Creation Manager	60 - 80	80 - 120	50 - 65	65 - 95
Product Digital Creation Engineer	20 - 35	35 - 50	15-30	30 - 40
Tooling Manager	45 - 60	60 - 80	35 - 50	50 - 65

Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp
Tooling Engineer	15 - 30	30 - 45	15 - 25	25 - 35
Commercialization & Development Manager	50 - 70	70 - 100	40 - 55	55 - 80
Commercialization & Development Engineer	20 - 35	35 - 50	15 - 30	30 - 40
Compliance Manager	45 - 60	60 - 80	35 - 50	50 - 65
Compliance Specialist	20 - 35	35 - 45	15 - 30	30 - 35
Sourcing				
Sourcing / Merchandise Director (General Manager)	110 - 130	130 - 230	90 - 105	120 - 180
Sourcing / Merchandise Manager	70 - 90	90 - 110	55 - 70	70 - 110
Sourcing / Merchandise Specialist	30 - 45	45 - 60	10 - 25	25 - 35
Quality Manager	60 - 80	80 - 120	45 - 60	60 - 80
Quality Engineer	30 - 45	45 - 60	15 - 25	25 - 45

Unit: monthly gross salary (VND million)

Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp
Technical Manager / Product Development Manager / Product Engineering Manager	NA	NA	55 - 70	70 - 100
Product Development Manager / Product Engineering Manager	60 - 80	80 - 120	50 - 65	65 - 95
Product Development Engineer	30 - 45	45 - 50	25 - 35	35 - 40
Supply Chain Operations Manager / Supply Production Planner / Merchandiser	60 - 80	80 - 120	40-60	60-100
Supply Chain Operations Specialist / Supply Production Planner / Merchandiser	30 - 45	45 - 60	25 - 35	35 - 50
Responsible Sourcing Manager / Social Compliance Manager	60 - 80	80 - 120	50 - 65	65 - 95

Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp
Responsible Sourcing Specialist / Compliance Specialist	30 - 45	45 - 60	25 - 35	35 - 50
Packaging Manager	60 - 80	80 - 120	50 - 65	65 - 95
Packaging Engineer	30 - 45	45 - 60	25 - 35	35 - 50
Trade Compliance Specialist	35 - 50	50 - 70	30 - 40	40 - 55
Construction				
Deputy General Director	80 – 100	100 – 130	65 - 80	80 - 105
Project Director	70 – 90	90 – 115	55 - 75	75 - 95
Director of Planning & Landscape	80 – 100	100 – 120	65 - 80	80 - 95
MEP Project Manager	60 – 70	70 – 80	50 - 55	55 - 65
Director, Construction Project Management	90 – 110	110 – 140	75 - 90	90 - 115
Project Cost Control Manager	35 - 40	40 - 50	30 - 35	35 - 40

Unit: monthly gross salary (VND million)

Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp
Firefighting Project Manager	35 - 40	40 – 50	30 - 35	35 - 40
HSE Manager	35 - 40	40 - 50	30 - 35	35 - 40
Head of Structural Department	70 - 85	85 - 110	55 - 70	70 - 90
Procurement Manager	35 - 40	40 - 50	30 - 35	35 - 40

Renewable Energy

Head of Project Development	200 - 250	250 - 300	160 - 200	200 - 240
Supply Chain Development Manager	80 - 90	90 - 115	65 - 75	75 - 95
Land Acquisition Manager	70 - 90	90 - 100	55 - 75	75 - 80
Project Manager	80 - 90	90 - 115	65 - 75	75 - 95
Lead Market Development Manager	80 - 90	90 - 120	65 - 75	75 - 95
Plant Manager	70 - 90	90 - 100	55 - 75	75 - 80
Senior Project Engineer (BD Phase)	70 - 90	90 - 115	55 - 75	75 - 95

Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp
Operations Manager	70 - 90	90 - 100	55 - 75	75 - 80
Maintenance Manager	70 - 90	115	55 - 75	95

Unit: monthly gross salary (VND million)

A close-up photograph showing a person's hands interacting with a handheld electronic device, likely a calculator or a small financial terminal. The device has a small screen and a numeric keypad with additional function keys. In the background, several sheets of paper with horizontal stripes of color (blue, yellow, green) are visible, suggesting financial reports or spreadsheets. The overall composition is professional and focused on finance.

Financial Services

Market overview

Due to numerous restrictions in place, investing in the Vietnam market is fraught with difficulties. The hiring need for such positions, i.e. Investment Director for Private Equity, has seen a slight decrease throughout the past year. On the contrary, securities and asset management firms are expanding rapidly, and the demand for roles such as Head of Bonds, Brokerage Manager, Investment Associate, Portfolio Manager, etc., is rising in tandem to meet the growth objectives.

Under the COVID-19 situation, individuals tend to be more mindful of their well-being. Hence, healthcare and life insurance firms continue growing and hiring more senior executives such as Heads of Business Transformation, Chiefs of Innovation, Head of Health and Wellbeing, Client Services roles, etc.

Following the rapid development of user growth channels during months of social distancing, the demand for Online Partnership Managers, Heads of User Growth, Business Development Managers, and other related positions has also expanded in the Online Commerce and Fintech industries.

Mr. Vinh Phan, Principal Consultant

Advice for employers

1. Along with the development of technology in the financial sector in recent years, many recruitment trends are emerging such as the adaptation of new tech e.g. blockchain, and automation in the accounting process.
2. There's a rising need to hire accounting professionals capable of high-value tasks who are also skilled at working within environments that include automation tools.
3. Big data or IT resources are also in great demand in the Financial Service recruitment market.



Advice for candidates

1. Keep up with the latest IT skills to meet employers' needs.
2. Acquire an adequate understanding of advisory and legal.
3. Be ready for remote/ hybrid work environments.

Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp
Fund Management				
Group Chief Executive Officer – Private Equity Investee	NA	NA	150 - 250	200 - 500
Investment Director, Private Equities	100 - 125	250 - 285	120 - 200	150 - 300
Head of Equity Research	100 - 115	185 - 225	100 - 180	120 - 250
Head of Investment Banking	NA	NA	100 - 180	120 - 250
Head of Bonds / Fixed Income Portfolio Management	80 - 85	100 - 125	65 - 70	80 - 100
Head of Equities	85 - 95	125 - 145	70 - 75	100 - 115
Brokerage Manager	40 - 45	80 - 95	35 - 40	65 - 80
Investment Analyst	30 - 35	45 - 55	20 - 50	40 - 80
Risk Management & Collection				
Chief Risk Officer	155 - 165	225 - 255	125 - 135	180 - 205

Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp
Head of Audit and Risk Management				
Senior Manager, Distribution Quality Assurance	85 - 95	125 - 150	70 - 75	100 - 120
Manager, Compliance Monitoring and Testing	50 - 55	65 - 85	40 - 45	55 - 70
Head of Credit Risks	40 - 45	55 - 60	35 - 40	45 - 50
APAC Regional Underwriter	NA	NA	100 - 200	120 - 250
Payment Regulatory Lead	NA	NA	45 - 55	55 - 70
Underwriting Manager	35 - 40	45 - 55	30 - 35	35 - 45
Underwriting Manager	NA	NA	50 - 100	80 - 150
Fintech & Personal Financial Services				
Chief Commercial Officer	145 - 165	185 - 225	115 - 135	150 - 180
Head of Partnerships/ Bancassurance	75 - 85	100 - 115	60 - 70	80 - 95

Unit: monthly gross salary (VND million)

Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp
Head of User Growth	115 - 125	225 - 255	95 - 100	180 - 205
Country Business Development Manager	40 - 50	75 - 95	35 - 40	60 - 75
Head of Personal Financial Services - Retail Banking / Mortgage / Consumer Lending	NA	NA	70 - 120	100 - 150
Strategy				
Director of Corporate Strategy	115 - 125	150 - 200	95 - 100	120 - 160
Director of Customer Experience	100 - 125	150 - 180	80 - 100	120 - 145
Director of Research & Development	145 - 155	165 - 180	115 - 125	135 - 145
Manager, Product Strategy	65 - 75	80 - 90	55 - 60	65 - 75
Chief Innovation Officer	NA	NA	120 - 200	150 - 300
Head of Strategy and Operations Management	NA	NA	100 - 160	120 - 250
Senior Director, Actuarial Pricing and Strategies	NA	NA	100 - 160	120 - 250

Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp
Banking & Insurance				
Head of Banking Transformation	150 - 175	185 - 225	120 - 140	150 - 180
Director of Channel Marketing	85 - 95	100 - 125	70 - 75	80 - 100
Head of Health and Wellbeing	100 - 115	125 - 145	80 - 95	100 - 115
Associate Director, Client Services	65 - 85	85 - 115	55 - 70	70 - 95
Senior Manager, Client Digital Platform	55 - 65	70 - 85	45 - 55	60 - 70
Wealth Services Manager	45 - 55	60 - 70	35 - 45	50 - 55
Internal audit				
Internal Audit Director	NA	NA	70 - 120	100 - 200
Internal Audit Manager	NA	NA	50 - 80	80 - 150
Internal Audit Specialist	NA	NA	30 - 60	50 - 100

Unit: monthly gross salary (VND million)

A close-up photograph of a person's hands interacting with a digital tablet. The screen displays various financial data, including line graphs, bar charts, and a world map. The hands are gesturing over the screen, suggesting analysis or navigation through the data. The background is blurred, emphasizing the tablet and its content.

Finance & Accounting

Market overview

Compared to the previous year, the market did not fluctuate much. Throughout the challenging pandemic period, companies are progressively acclimating to the situation, and recruitment is also becoming more active accordingly. Employers, however, are less likely to boost salary budgets because of COVID-19's influence.

The past year has witnessed an upwards trend of hiring Strategy-related positions from Manager to Director level, namely Strategy, Business Transformation, Value Creation, etc. These professionals are responsible for developing feasible and profitable long-term goals, also identifying the organization's overall purpose, all of which help businesses to be on the right growth track.

These roles were commonly seen in either technology, data-driven businesses, or B2C enterprises. However, for now, the expansion of businesses plus more challenges to deal with leads to the high demand for these positions in B2B corporations also.

Ms. Ngan Bui, Consultant

Advice for employers

1. Prepare for the digital transformation by equipping themselves with the knowledge of fintech, and also a comprehensive understanding of technological tools now being applied in the field.
2. Keep themselves updated on the social transformation trend likely to affect the F&A sector, such as digitalization to enhance their company productivity and save time/cost in the long run,
3. Consider changing their mindset about the needed skills and qualifications for employees. To diversify their client profiles and scope of services, they should recruit employees with knowledge of multi-services.

Advice for candidates

1. Professional designations i.e. Chartered Accountant (CA), Certified Management Accountant (CMA), and Chartered Financial Analyst (CFA) are absolute musts for junior to senior roles. Fresh graduates or employees with 1-3 years experience should be having a CFA level 1 or 2, whereas Manager or other C-level personnel should be equipped with a CFA level 3.
2. Regardless of their seniority, it's essential to learn new IT-related skills to keep up with the fast-growing pace of the F&A industry. English is another important skill that many C-level candidates are still lacking, thus creating a drawback when pursuing opportunities with foreign companies.
3. Polish soft skills such as planning and organizing, multi-tasking, analytical and problem-solving, communication, teamwork, also the capacity to work without supervision and under pressure.

Ms. Linh Tran, Consultant

Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp
Finance				
CFO	200 - 280	260+	50 - 100	100 - 250
Finance Director	150 - 180	180 - 250	50 - 100	80 - 200
Finance Manager	40 - 80	70 - 110	30 - 70	50 - 100
Finance Controller	60 - 85	80 - 160	20 - 50	30 - 70
Finance Business Analyst	20 - 40	30 - 55	20 - 50	30 - 70
Financial Planning Manager	40 - 70	70 - 100	40 - 80	50 - 120
Tax Manager	40 - 50	50 - 100	40 - 80	50 - 120
Cost Controller / Manager	30 - 40	40 - 70	40 - 80	50 - 120
Strategy Director	90 - 135	140 - 180	75 - 110	115 - 145
Strategy Manager	45 - 65	50 - 80	35 - 55	40 - 65

Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp
Accounting				
Management Accountant	10 - 30	35 - 55	50 - 100	80 - 200
Chief Accountant	20 - 40	40 - 70	50 - 100	80 - 200
Financial Accountant	10 - 35	35 - 55	30 - 70	50 - 100
Business Controller	30 - 50	50 - 90	30 - 60	40 - 80
Treasury Manager	40 - 55	60 - 100	30 - 70	50 - 100

Unit: monthly gross salary (VND million)



Professional Services

Market overview

Generally, the COVID-19 pandemic has resulted in a drop in hiring demand in a variety of industries, including Real Estate, Hospitality, Education, and Business Consultancy. However, new and transformative technologies have been rapidly entering the workplace even during the pandemic, allowing businesses to innovate and thrive in an increasingly digital world.

The rising trend of digitalization has had a significant impact on recruitment strategies, in which a strong grasp of digital and business transformation offers a notable competitive advantage in the hiring selection criteria. Besides, as the number of technology-based enterprises investing in Vietnam increases throughout the past year, the hiring demand in the sectors of Edutech, Proptech, and the online platform for B2B services, as a result, has also risen accordingly.

Ms. Chau Hoang, Principal Consultant

Advice for employers

1. In response to the technical influence and challenges brought on by the pandemic, the leadership team should be willing to rethink traditional ways of doing business and apply new methods.
2. Keeping the teams engaged and productivity high should be among the top priorities for companies, especially now that the hybrid working model is becoming more popular.
3. Explore new benefits schemes and perks, particularly those related to employees' wellbeing and mental health support, will be key to keeping the team motivated.



Advice for candidates

1. Strong business acumen and operational excellence are among the top requirements from companies. Candidates need to excel at managing senior stakeholders, budgeting, planning, and analyzing.
2. Since digital transformation is an important part of business, employees who have a good command of digital transition and business transformation can gain a huge advantage. In the time of hybrid work, employees should be ready for the new way of working by enhancing several skills, e.g. communication, virtual teamwork, and time management.

Ms. Linh Tran, Consultant

Position	HCMC		Hanoi	
	1 – 5 Yrs of Exp	5+ Yrs of Exp	1 – 5 Yrs of Exp	5+ Yrs of Exp

Board of Management

General Manager / Managing Director	125 - 175	230 - 345	120 - 200	170 - 300
Country Manager / Chief Representative Office	100 - 125	120 - 155	150 - 250	200 - 400

Sales

Area Director	85 - 115	110 - 140	150 - 250	200 - 400
Sales Director	80 - 105	100 - 180	120 - 200	150 - 300
Business Development Manager	35 - 55	50 - 70	70 - 150	100 - 200
Area Sales Manager	40 - 55	60 - 70	50 - 100	70 - 150

Marketing

Marketing Director	85 - 125	110 - 140	50 - 150	100 - 200
Marketing Manager	45 - 65	70 - 90	30 - 100	70 - 150

Unit: monthly gross salary (VND million)

Thank you for your interest in our content!

See our Salary Benchmarking Service for a detailed analysis of employee benefits within your specific market.

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