SINGAPORE

2017 SALAF GUIDE

KELLY Capita

Company Overview

ABOUT KELLY SERVICES

For more than 35 years, Kelly in Singapore has been partnering the finest local companies, key government agencies as well as some of the world's most respected multinational companies to deliver the best talent in the market. Kelly centralised recruitment hub makes nearly 8,000 placements in Singapore annually. Complementing our general staffing capability, Kelly also offers great expertise in the sourcing of specialised professionals across technical disciplines such as Engineering, Technology and Science, as well as functional specialities for Finance, HR, Sales & Marketing, Procurement and Banking.

ABOUT CAPITA

Founded in 2007, Capita is a premium recruitment expert and staffing provider for international companies in Singapore and across Asia. Encompassing permanent placements, contract and temporary staffing and payroll services across all industry sectors, Capita's highly personalised service ensures that clients find the right talent to meet their needs.

Kelly Services and Capita are now members of TS Kelly Asia Pacific, a joint venture between Temp Holdings Co., and Kelly Services formed in July 2016. It has nearly 1,800 employees in a total of 13 countries across Asia Pacific and seeks to provide end-to-end workforce recruitment services under-one-roof.

Combining the strengths of both Temp Holdings, one of Japan's largest recruitment firm, and Kelly Services, a global leader in workforce solutions with a strong track record in Asia-Pacific, we bring the best of both cultures and the full spectrum of talent recruitment services, providing clients with seamless, cross-border HR solutions.

Contents

4 Executive Overview

6 2017 Salary and Hiring Outlook

8
Building a Resilient
Workforce

SALARIES 10

Accounting

14 Banking and Finance

18 Customer Service

22 Engineering & Technical

26 Healthcare & Life Sciences

3U Human Resources 34 Information Technology

40 Legal

44 Office Support

Procurement, Supply Chain & Logistics

52 Retail

56 Sales, Marketing & Advertising

3

Methodology: Salary figures included in the 2017 Singapore Salary Guide are derived by combining the expert market knowledge of senior recruitment professionals within the Kelly and Capita network, as well as the latest job placement data recorded on the Kelly and Capita database.

2



Kelly Services and Capita are pleased to present the 2017 Singapore Salary Guide. The Guide is a comprehensive reference tool, which provides insights to the latest salary ranges for various positions across industries in Singapore. The information provided is a collation of salaries and job titles recorded on the database of Kelly Services and Capita Singapore.

Singapore's economy expanded 2 per cent last year on the back of a turnaround in manufacturing. Manufacturing grew 3.6 per cent driven by electronics and biomedical manufacturing, a vast improvement from the 5.1 per cent decline in 2015. Construction remained flat increasing just 0.2 per cent, while services expanded 1 per cent.

Growth is expected the same this year, with official estimates between 1 to 3 per cent. The Ministry of Trade and Industry expects the global economy to improve with the United States and ASEAN experiencing stronger growth even as China slows. However, political risks globally and economic uncertainties especially in trade can derail global growth.

Pick-up in the manufacturing industry is likely to continue, supported by global demand for semiconductors. Marine and offshore, retail and food services will continue to be challenged.

According to a recent report from the Committee on the Future Economy, Singapore remains in a position of strength through innovating, upgrading and remaining relevant.

Part of a fast growing and dynamic region, the country must deepen and diversify its international connections. It recommends infrastructure investment for a vibrant connected city, and the adoption of Industry Transformation Maps to tackle the pain-points of each sector.

Six of these maps have already been launched with the remaining 17 expected to roll out this fiscal year.

The disruption as economic activities shift online has touched all sectors, impacting both employers and employees. Workers need to continually build new skills as their jobs change; while companies need to innovate and adapt to remain competitive. Building digital capabilities will become a priority for enterprises which have yet to do so.

Amid the slow but steady growth, local employment grew modestly while foreign employment contracted in 2016. Overall, unemployment rose to 2.1 per cent last year from 1.9 per cent in 2015. Total employment increased by 16,400 or 0.4 per cent, the lowest growth since 2003 which saw a contraction. Redundancies rose to 19,000, a figure that has been rising steadily since 2010. The median full-time employed Singaporean saw income growth of 0.7 per cent to \$3.823 in 2016.

Vacancies remain, with PMET (Professionals, Managers, Executives, and Technicians) positions forming almost half of all openings last year. Teaching and training professionals, management executives, digital developers, and nurses are in demand. For non-PMET occupations, service and sales workers have the highest vacancies.

We trust you find the 2017 Singapore Salary Guide useful. We are on hand to provide you current data and insights to the various key industries as well as support you in developing recruiting strategies and programs to suit your talent solutions management needs.

- Ory of

Foo See Yang Managing Director and Country Head

4

2017 SALARY & HIRING OUTLOOK

INDUSTRIES EXPECTING STRONG GROWTH IN 2017

Tourism

Procurement,
Supply
Chain
& Logistics

Engineering

Information Technology

TOP 5 PAYING INDUSTRIES



Accounting



Banking & Finance



Healthcare & Life Sciences



Information Technology



Legal

0.5-1.5% Expected inflation in 2017 2.2% Expected unemployment rate in 2017 2.6%
increase in 2016,
monthly median
household income
rose to
\$8,846

1-3% Expected GDP Growth in 2017

HOT JOBS FOR 2017

Financial Analyst / Senior Financial Analyst

\$5,500 - \$8,000

Senior Manager / Manager, Risk

\$5,000 - \$10,000

Facilities Manager

\$5,000 - \$6,500

Safety Officer

\$3,200 - \$5,000

Senior Staff Nurse / Staff Nurse

\$2,500 - \$5,500

Legal Counsel

\$10,000 - \$16,000

Trainer

\$4,000 - \$6,000

FinTech Developer

\$7,500 - \$12,000

Digital Content Manager

\$5,000 - \$8,000

Head of Sales / Business Development

\$15,000 - \$20,000



BUILDING A RESILIENT WORKFORCE

In today's uncertain job environment, global workers are seeking ways to be as resilient as possible. They are becoming adept at developing skills that enable them to thrive in any company utilizing available employer training, or actively seeking ways to further their skill sets, perhaps as free agents or freelancers.

As an organization, it's important to understand the implications of this shift to do-it-yourself (DIY) career resilience. The very workers that you want to hire—valuable employees proven to have higher loyalty, show greater effort and added value—may be increasingly harder to engage and retain.

Professional/technical (PT) workers outscore the average on talent agility and confidence – making them highly resilient

They are well aware of their market power, so if they are dissatisfied with an organization, they know they can find something better.



51% agree they are in high demand (vs. 38% overall)



63% agree their employment experience to date has allowed them to develop skills that are in demand (vs. 70% overall)



64% agree that their skill set and experience puts them in a position to compete effectively with other job seekers (vs. 74% overall)



48% have sought career related coaching and feedback from mentors and/or close associates (vs. 53% overall)



58% agree that if they were to consider changing jobs, they are in a good position to secure a similar or better position (vs. 64% overall)

Employability versus employment

Overall, 72 percent of workers say they are more concerned about their knowledge/skills becoming obsolete or outdated than they are about a possible layoff – with concerns being greatest at opposite ends of the generational spectrum:

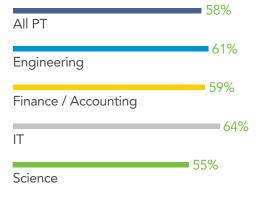
■ OBSOLETE SKILLS/ KNOWLEDGE TOP CONCERN

■ LAYOFFS TOP CONCERN





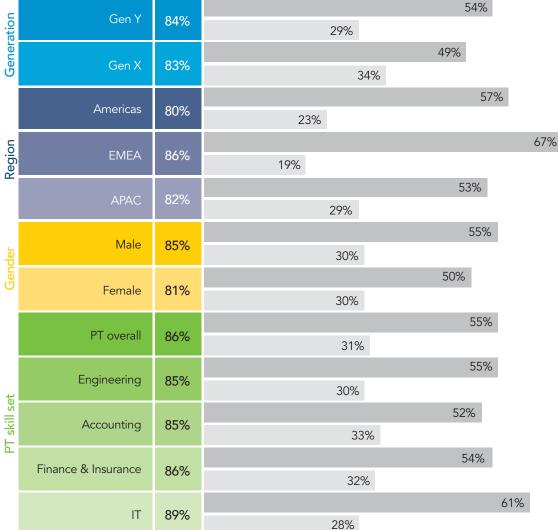
Professional/technical workers have meaningfully higher concerns regarding skills obsolescence, especially those in IT:



The majority of workers want to grow their skill sets

Learning opportunities make employers more attractive and are highly rated drivers for accepting one position over another. Overall, 83 percent of workers feel their skills/knowledge will need to evolve and grow. Here are the statistics for the subsets and outliers:

Need to evolve and grow skills ■ STRONGLY AGREE ■ AGREE



In addition to analyzing worker preferences and psychographic insights based on survey data from the Kelly Global Workforce Index $^{\text{TM}}$ (KGWI), this study pulls insights from Kelly $^{\text{B}}$ Free Agent Research survey data and other research sources.

ACCOUNTING

Accountancy professionals form the backbone of corporate Singapore. Beyond traditional accounting roles, they contribute to the corporate agenda, with business leaders looking to them to understand their business and advise on strategy, finance, capital funding, risk management, performance improvement and governance.

Singapore's tertiary academic system produces about 1,000 accountancy graduates every year, 60 per cent of whom join a Big Four firm (PwC, KPMG, Deloitte and EY), while the rest join financial institutions and other corporations.

The country has over 630 public accounting entities; about 90 per cent of which have five or fewer partners. Public accountancy entities alone employ more than 11,000 workers, majority of whom are professionals. By 2020, over 21,000 accountancy professionals are expected to be working in professional accountancy services, 15 per cent more than now.

The establishment of the ASEAN Economic Community last year is expected to generate demand for thousands of skilled finance professionals and accountants who can work across borders. More work is expected involving regional cross-border debt restructuring, complex projects which will require support from accountancy services including financial analysis, business valuation and tax advisory.

Even as rapid advances in technology such as fintech, robotics, artificial intelligence, cybersecurity and data analytics are reshaping the business environment, accounting professionals need to acquire new skillsets and update their knowledge to be able to add value to the business community.









ACCOUNTING

SALARY RANGE (PER MONTH)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
ACCOUNTING					
Senior Accounts Manager / Accounts Manager		Degree	3-5	5,000	9,000
Senior Accounts Executive / Accounts Executive		Degree / Diploma	3-5	3,500	4,500
Senior Accounts Officer / Accounts Officer	0	Diploma / Degree	2-4	2,500	3,500
Senior Accountant	0	Degree	3-6	5,000	7,500
Accountant / Assistant Accountant	0	Degree / Diploma	3-6	3,800	5,500
Accounts Payable Executive		Degree / Diploma	3-5	2,800	3,800
Accounts Payable Officer / Assistant		'N'/ 'O' Levels / Diploma	1-3	2,000	2,800
Accounts Receivable Executive		Degree / Diploma	3-5	2,800	3,800
Accounts Receivable Officer / Assistant		'N'/ 'O' Levels / Diploma	1-3	2,000	2,800
Accounts Assistant		'N'/ 'O' Levels / Diploma	1-3	1,800	2,500
FINANCE					
Chief Financial Officer		Degree / Master	15-20	15,000	25,000
Finance Director		Degree	15-20	10,000	15,000
Finance Controller	0	Degree	10-15	8,000	16,000
Regional Finance Manager		Degree	5-8	7,000	10,000
Finance Manager / Assistant Finance Manager	0	Degree	5-8	5,500	9,000
Finance Executive / Senior Finance Executive		Degree	3-6	3,000	4,500
Finance Assistant		Diploma	1-3	2,200	2,800
Senior Manager / Manager, Financial Planning & Analysis		Degree	7-12	7,000	11,000
Financial Analyst / Senior Financial Analyst	0	Degree	4-8	5,500	8,000



	QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
INTERNAL AUDIT				
Audit Director	Degree	12-15	8,000	15,000
Audit Manager	Degree	5-8	5,500	8,500
Auditor	Degree	3-6	4,000	5,500
TAXATION				
Head of Tax	Degree	12-15	18,000	20,000
Tax Manager	Degree	5-8	8,000	10,000
Tax Associate	Degree	3-5	3,500	6,000
TREASURY				
Head of Treasury	Degree	12-15	15,000	18,000
Senior Manager / Manager, Treasury	Degree	5-8	8,000	14,000
Treasury Analyst / Senior Treasury Analyst	Degree	3-6	4,000	7,500
Treasury Executive / Assistant	Degree / Diploma	3-5	2,500	3,500

BANKING & FINANCE

Among the top three financial centres in the world, Singapore is the largest corporate banking centre in Asia with over 1,200 financial institutions providing a wide array of financial services, including banking, insurance, investment banking and treasury services.

Singapore's banks were negatively affected by their exposure to the troubled oil and gas sector, reporting lower profits for 2016. With the recovery of oil prices, the outlook has improved though it remains modest in the face of slow growth and economic uncertainty.

Some important regulatory changes for the sector include the relaxation of rules governing finance companies, which will in future be able to offer current account, cheque services and uncollateralised loans up to 25 per cent of their capital, thus creating new revenue streams.

To attract more venture capitalists (VC), the Monetary Authority of Singapore is relaxing regulations for VCs and simplifying the authorisation process. The changes include lower requirements for VC funding and faster approvals, thus promoting financing for enterprise development.

Fintech is a fast developing area. The government has introduced initiatives such as the development of a regulatory sandbox for fintech companies and a fund to support its growth. 210 fintech companies have started operating in Singapore just over the last two years and banks are getting involved with collaborations, technology adoptions and their own innovation laboratories.

INDUSTRY OUTLOOK: NEGATIVE



GROWTH
IN 2017:

GROWTH
IN 2017:
4%



BANKING & FINANCE

SALARY RANGE (PER MONTH)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
COMPLIANCE					
Head of Compliance		Degree / Master	8-10	10,000	18,000
Senior Officer / Officer, Compliance	0	Diploma / Degree	4-7	3,500	4,500
Senior Associate / Associate, Financial Controls	0	Degree	5-8	4,400	6,000
FINANCE					
Financial Analyst		Degree	5-8	5,500	8,000
Associate Financial Analyst		Degree	2-3	3,500	4,500
Business Analyst		Degree	5-8	6,000	9,000
INSURANCE					
Underwriter		Degree	4-7	5,000	7,500
OPERATIONS					
Manager / Assistant Manager		Degree	10-12	7,000	8,500
Banking Senior Officer / Officer		Diploma / Degree	5-10	4,000	6,500
Bank Teller / Service Executive		Diploma	2-4	2,300	3,200
Senior Officer / Officer, Loan Operations & Planning		Diploma / Degree	4-7	4,500	6,200
RISK					
Vice President	0	Degree / Master	8-10	10,000	17,000
Senior Manager / Manager	0	Degree / Master	4-7	5,000	10,000
Credit Analyst	0	Diploma / Degree	1-3	3,700	4,000
Credit Control Assistant / Officer	٥	Diploma / Degree	1-3	2,000	3,300
Risk Analyst	0	Diploma / Degree	1-3	3,000	5,000

BANKING & FINANCE

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
SALES					
Bancassurar	nce 🕻	Oiploma / Degree	1-5	2,800	5,000
Relationship Mana	ger	Degree	8-16	3,500	8,500
Client Relationship Offi	cer	Diploma / Degree	2-4	2,300	3,800
SETTLEMENTS					
Senior Manager / Manager	ger	Degree	5-8	6,500	8,000
Offi	cer	Degree / Diploma	2-4	2,800	3,000
TRADE FINANCE					
Vice President	ent	Degree / Master	8-10	12,000	15,000
Senior Manager / Manag	ger	Degree / Master	4-7	6,000	10,000
Execut	ive	Diploma / Degree	1-3	3,200	4,500
Senior Officer / Offi	cer	Diploma / Degree	1-3	3,500	4,000

CUSTOMER SERVICE

Customer service is critical to a broad span of industries. Frontline staff from the hospitality, retail, restaurant and tourism sectors are the face of the company, with high service standards required to meet high expectations from customers.

Customer service makes a difference, with research from Accenture showing that over two-thirds of Singapore consumers have switched service providers due to poor customer service. Affected industries include retailers, banks and internet service providers.

Service also includes back-office jobs like call centres and digital support services such as email or online chat. Automation in the form of bots and automated replies has complemented manual handling of emails and calls, while a bid to keep manpower costs low has driven the business offshore to low-cost centres.

While the call centre sector in Singapore is on the mature end of the growth curve, demand for customer service personnel in other sectors is high, with the hotel, food and beverage, and retail industry facing a manpower crunch. FORECASTED NET WEIGHTED BALANCE FROM JAN TO JUNE

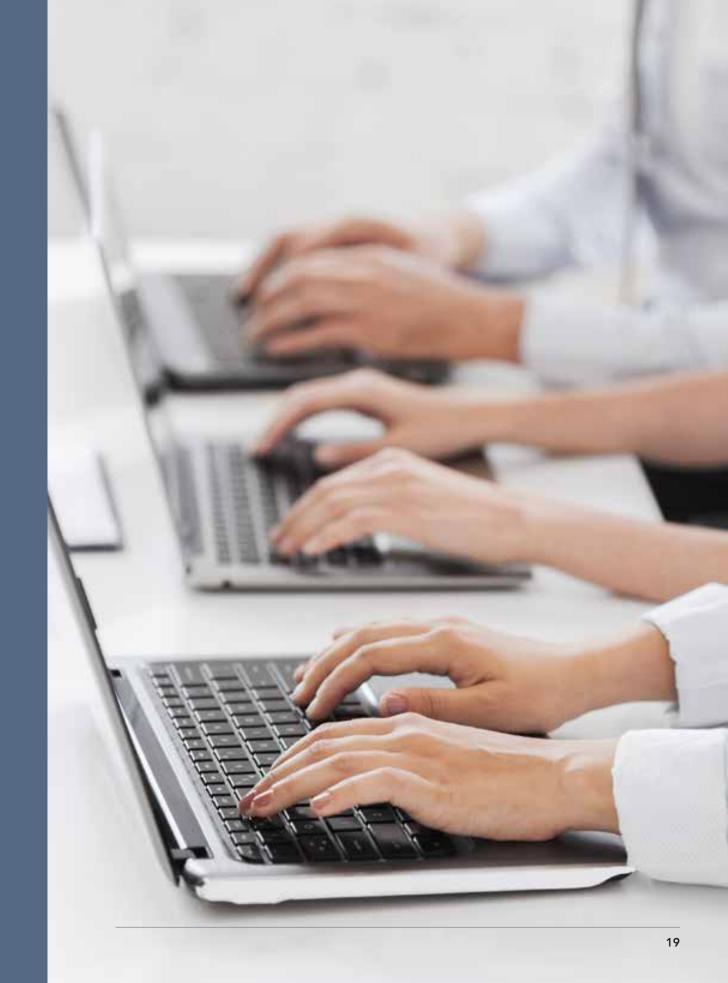


-14%



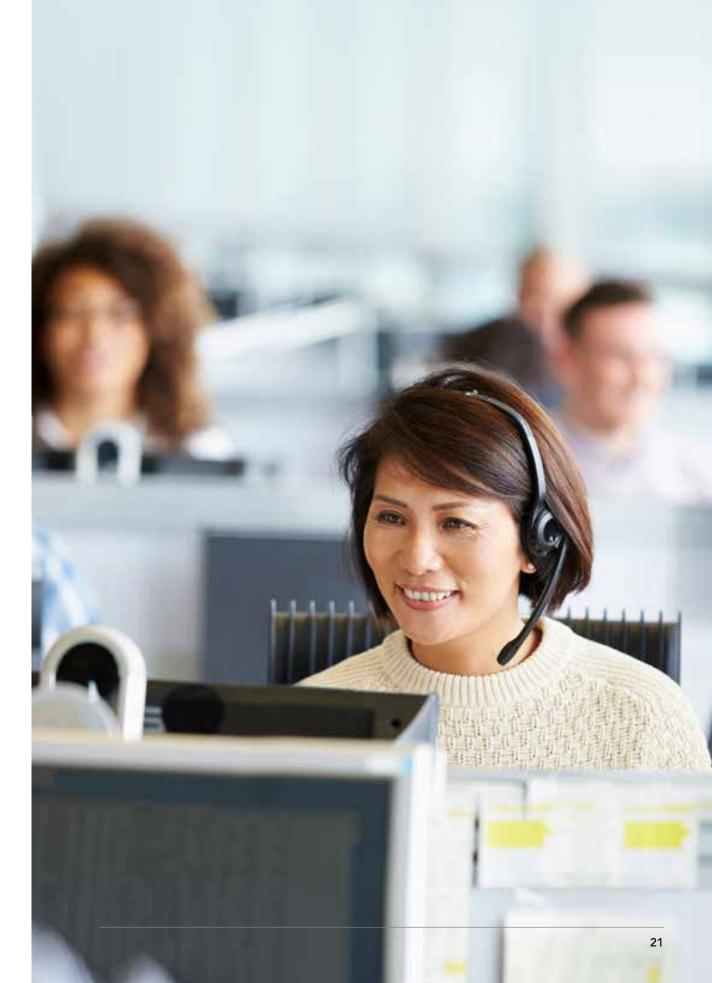
2% YOY INCREASE IN RETAIL SALES





CUSTOMER SERVICE

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Head of Contact Centre		Degree	>5	5,000	7,000
Call Centre Team Manager		Degree	3-5	4,500	5,500
Customer Service Manager		Degree	3-5	4,600	5,500
Customer Service Executive	٥	'N' / 'O' Levels / Diploma	3-8	3,000	4,500
Customer Service Assistant / Officer		'N' / 'O' Levels / Diploma	1-5	2,000	2,500
Customer Service Officer (Foreign Speaking)		Degree	3-5	3,800	5,500
Frontline Officer		Diploma	1-2	2,200	3,000
Guest Relation Officer		Diploma	1-2	1,900	3,000
Reservations Sales Executive		Diploma / Degree	1-5	2,200	3,300
Telesales Executive		'N' / 'O' Levels / Diploma	1-5	2,000	3,500
Customer Care Consultant		Diploma	1-5	2,200	3,500
Cable Car Crew		'N' / 'O' Levels	1-2	1,800	2,500



ENGINEERING & TECHNICAL

Manufacturing grew 3.6 per cent in 2016, improving from a 5.1 per cent decline in the preceding year. The performance was brought up by an 11.5 per cent increase in the fourth quarter, driven by robust growth in electronics and biomedical manufacturing.

Electronics manufacturing was supported by a recovery in global semiconductor demand, while biomedical manufacturing saw growth in pharmaceuticals and medical technology. However, transport engineering and general manufacturing continue to contract.

Construction was flat, expanding 0.2 per cent, down from the 3.9 per cent growth in 2015, weighed down by sluggish private sector construction activities.

The Ministry of Trade and Industry expects momentum in manufacturing to be sustained in 2017, supported by global demand for semiconductors and its related equipment. For construction, the outlook is weak as there had been a drop in contracts awarded in the last two years reflecting poorer private sector demand.

Workplace safety and health (WSH) continues to be a priority for companies especially in construction. The Ministry of Manpower has introduced tougher penalties for companies that flout WSH rules, raising the minimum length of stop-work orders from two to three weeks. Companies may also be barred from hiring new foreign workers until safety issues are resolved.

Singapore has over 4,000 registered WSH officers, with an expectation that more qualified and responsible safety officers will be required, though a slowdown in construction may be a headwind.



MANUFACTURING:

3.6% GROWTH



CONSTRUCTION:

0.2%

\$30 MILLION IN CREDIT FACILITIES TO SUPPORT OVERSEAS EXPANSION



ENGINEERING & TECHNICAL

SALARY RANGE (PER MONTH)

	QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
ADMINISTRATION & SUPPORT				
Technical Services Manager	Diploma	4-5	7,000	9,500
Technical Specialist	Diploma / Degree	4-6	4,200	5,000
Technical Officer	Diploma	1-2	2,400	2,700
Technical Sales Engineer	Diploma / Degree	4-5	4,000	6,900
Technical Support Engineer	Diploma	1-2	1,600	2,500
Executive, Customer Relations	Diploma	2-3	3,000	3,800
HEALTHCARE & MEDICAL				
Biomedical Engineer	Diploma / Degree	4-5	3,500	5,000
Field Service Engineer	Diploma / Degree	5-8	4,000	6,500
MAINTENANCE				
Maintenance Electrician	'N' / 'O' Levels / Diploma	2-3	1,800	2,500
Maintenance Technician	'N' / 'O' Levels / Diploma	2-3	1,700	2,200
Plumber	'N' / 'O' Levels / Diploma	2-5	2,800	5,000
MECHANICAL & ELECTRICAL				
Drafter	Diploma / Degree	2-5	4,000	5,000
Mechanical Design Engineer	Diploma / Degree	2-5	2,800	4,000
Mechanical Technician	Diploma	1-2	2,100	2,400
Electrical Engineer	Diploma / Degree	2-5	2,300	4,300
Electrical Technician	Diploma	1-2	3,000	5,000
Senior Mechanical & Electrical Engineer / Engineer	Diploma / Degree	2-5	6,000	7,100
Mechanical & Electrical Operator / Coordinator	Diploma	2-5	3,000	4,000
PROCESS				
Process Engineering Manager	Diploma / Degree		6,000	9,000
Senior Process Engineer / Engineer	Diploma / Degree	5-8	4,500	6,500
Chemical Process Technician	○ Diploma	2-3	1,800	3,000
PRODUCTION				
Production Administrator	Diploma	2-3	2,700	3,500
Production Operator	'N' / 'O' Levels	1-2	1,800	2,100

ENGINEERING & TECHNICAL

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
PROJECT MANAGEMENT					
Project Manager		Diploma / Degree	>5	7,000	10,000
Senior Project Engineer / Engineer		Diploma / Degree	4-6	3,800	5,600
Facilities Manager	0	Diploma / Degree	4-6	5,000	6,500
Facilities Engineer		Diploma / Degree	3-5	3,800	5,000
Executive, Facilities		Diploma / Degree	2-4	3,200	4,000
QUALITY ASSURANCE / CONTROL					
Senior QA Engineer / Engineer		Diploma / Degree	3-5	3,100	5,500
Senior Supplier Quality Engineer / Engineer		Diploma / Degree	2-4	2,500	3,800
Quality Control Technician		Diploma	2-3	3,500	4,500
Senior Product Quality Engineer / Engineer		Diploma / Degree	3-5	4,000	6,300
Supplier Quality Engineer		Diploma	3-5	3,500	3,800
REAL ESTATE / PROPERTY DEVELOPMENT					
Architect		Degree	>5	6,000	8,500
Estate / Condominium Manager		Diploma	3-5	3,000	4,500
Building Manager, Commercial Property		Diploma	3-5	5,000	6,500
Property Manager		Diploma / Degree	5-8	5,000	8,500
Property / Mall Executive		Diploma	1-2	1,600	2,800
WORKPLACE / ENVIRONMENT SAFETY & HEALT	Н				
Senior Fire Safety Manager / Manager		Diploma / Degree	5-8	3,300	5,200
Safety Officer	0	Diploma	3-5	3,200	5,000
Workplace Safety & Health Coordinator		'N' / 'O' Levels / Diploma	1-2	1,800	2,500
Environment Safety & Health Engineer		Diploma	3-5	2,600	3,600

HEALTHCARE & LIFE SCIENCES

The Healthcare Manpower Plan 2020 sees the Ministry of Health expanding and improving existing polyclinics and family medicine clinics. They will build more community hospitals, nursing homes and senior care centres, and make home care more accessible and affordable. By 2020, 30,000 healthcare workers will be needed. 10,000 will be required for the eldercare sector alone, with more than one-third administrative staff.

Big Pharma has been restructuring their research worldwide in the face of declining R&D productivity. Singapore has felt the impact with a spate of research facility closures in recent years, even as other major firms have expanded or opened new centres here.

However, the plan to continually strengthen Singapore's integrated life sciences ecosystem remains unabated. Last year, the government unveiled a \$19 billion Research Innovation Enterprise 2020 plan, of which the health and biomedical sciences sector will get the largest share of 21 per cent or \$4 billion.

The country serves as a key home base to over 30 of the world's leading biomedical sciences companies. More than 50 companies are carrying out biomedical R&D including drug discovery, translational and clinical research.

As a leading location for medical technology, all top 10 medical technology companies have regional headquarters here to drive business expansion in Asia. In 2015, Singapore's medical technology sector contributed about \$10 billion in output and 16,000 jobs across manufacturing, R&D and HQ functions.









26

HEALTHCARE & LIFE SCIENCES

SALARY RANGE (PER MONTH)

				OALAIII IIAIIGE	(I LII MONTH)
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Senior Chemist / Chemist		Diploma / Degree	3-5	4,200	6,500
Laboratory Manager		Degree / Master	5-6	6,000	8,500
Laboratory Analyst / Technician		Diploma	1-2	2,000	3,000
Laboratory Technologist		Diploma / Advanced Diploma / Degree	3-5	3,000	4,500
Medical Technologist	0	Diploma / Advanced Diploma / Degree	3-5	3,000	4,500
Chiropractic Assistant		Diploma / Advanced Diploma	1-2	1,800	2,000
Clinic Assistant		'N' / 'O' levels	1-2	1,600	3,000
Dental Assistant		'N' / 'O' levels	1-2	1,600	2,500
Therapy Assistant		Diploma / Advanced Diploma	1-2	1,500	2,000
Customer Care Officer		'N' / 'O' levels	1-2	2,000	2,500
Food Hygiene Manager		Diploma / Degree	3-5	4,500	6,500
Head Chef, Healthcare Services		Diploma / Degree	3-5	4,600	5,000
Manager, Service Caregiver Delivery		Diploma / Degree	3-5	5,000	7,000
Director, Nursing		Diploma / Degree	8-10	8,000	11,000
Nurse Clinician / Manager		Diploma / Degree	3-5	5,000	8,000
Nurse Executive		Diploma / Degree	2-3	2,800	4,000
Senior Staff Nurse / Staff Nurse	٥	Diploma / Degree	2-3	2,500	5,500
Social Worker	0	Diploma / Degree	2-3	3,300	4,600
Operations Assistant		'N' / 'O' levels	1-2	2,200	2,400
Paramedic		'N' / 'O' levels	2-3	1,700	2,500
Driver, Ambulance		'N' / 'O' levels	2-3	1,600	1,800
Care Facilitator		Diploma / Advanced Diploma	1-2	2,500	2,800

HEALTHCARE & LIFE SCIENCES

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Patient Care Associate	0	Diploma / Advanced Diploma	1-2	1,600	2,000
Pharmacy Manager		Diploma / Degree	5-6	5,000	5,500
Senior Pharmacist / Pharmacist	0	Diploma / Degree	3-5	4,500	6,500
Pharmacy Assistant		Diploma	1-2	2,100	2,800
Pharmacy Technician		Diploma	2-3	2,400	3,300
Phlebotomist	٥	Diploma / Degree	2-3	2,000	3,000
Physiotherapist	٥	Diploma / Degree	2-3	3,000	4,000
Product Manager		Degree	4-8	5,000	7,000
Product Specialist		Degree	3-5	3,500	4,500
Senior Sales Manager / Sales Manager		Degree	5-12	7,500	15,000
Sales Executive / Specialist		Degree	2-3	4.000	6.000

HUMAN RESOURCES

With the economy expected to grow between 1 to 3 per cent in 2017, experienced HR professionals can expect to remain in demand as the labour market remains stable. The drive for productivity and digital disruption across industries will require HR to step up its game to find the right personnel to help companies grow.

HR professionals should continue to equip themselves with skills such as strategic workforce planning and data analytics to better support their clients' strategic business imperatives. As outsourcing, contract and freelance professionals become a norm, HR professionals must also adapt to handle the administrative and search requirements of matching such workers with the competencies needed by the line divisions.

SECTOR WITH STRONGEST



FINANCE, INSURANCE & REAL ESTATE





IN TALENT MANAGEMENT AND DEVELOPMENT



HUMAN RESOURCES

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
			-		
Head of Compensation & Benefits		Degree / Master	8-12	7,000	10,000
Manager, Compensation & Benefits		Degree	5-8	6,500	8,500
Compensation & Benefits Specialist / Analyst		Diploma / Degree	3-5	4,000	6,000
Regional HR Director		Degree / Master	>10	10,000	18,000
Regional HR Manager		Degree	5-10	6,500	10,000
HR Director		Degree / Master	>10	10,000	15,000
HR Business Partner	0	Degree	3-6	7,000	10,000
HR Manager / Assistant Manager	0	Degree / Diploma	5-8	4,700	9,000
HR Generalist / Specialist		Degree / Diploma	3-5	3,000	4,500
HR Associate		Degree / Diploma	3-5	3,200	5,000
HR Senior Executive / Executive	0	Degree / Diploma	3-5	3,300	4,500
HR Assistant / Officer		Degree / Diploma	1-2	2,000	3,000
Manager / Assistant Manager, Learning & Development		Degree	5-8	5,000	8,000
Learning & Development Senior Executive / Executive		Degree / Diploma	3-5	3,500	5,000
Learning & Development Administrator		Degree / Diploma	1-2	2,200	2,500
Payroll Manager		Degree	5-8	5,800	7,000
Senior Payroll Executive / Payroll Executive		Degree / Diploma	3-5	3,500	5,000
Payroll Officer / Assistant		Diploma	1-2	1,800	2,200
Manager, Talent Acquisition		Degree	3-5	5,000	8,500
Recruiter		Degree / Diploma	2-6	2,800	5,000
Training Manager / Assistant Manager		Degree	3-5	4,500	6,000
Trainer	0	Degree	4-5	4,000	6,000
Training Coordinator		Degree / Diploma	1-2	2,500	3,500
Mobility Manager		Degree	5-8	6,500	10,000
Mobility Specialist		Degree / Diploma	3-5	4,000	7,000
Corporate Social Responsibility Manager		Degree	4-6	4,500	7,000



INFORMATION TECHNOLOGY

Singapore is home to a wide array of IT companies - from product developers and network equipment providers to telcos, data centres and application developers.

These companies are engaged in a full suite of activities ranging from headquarters operations, research and development, industrial design, supply chain management, manufacturing, to test-bedding and application development. The world's top 15 software companies have their regional headquarters here.

Revenue growth for the infocomm industry continues to be rapid, more than doubling from \$82.8 billion in 2010 to \$189.6 billion in 2015. Hardware constitutes 73 per cent of this revenue, while software and IT services contributes 10 per cent and 8 per cent respectively. Telecommunications and content services forms the remaining 9 per cent. In 2015, 172,800 people worked in the sector, with 13 per cent holding a diploma and 74 per cent having at least a bachelor's degree.

Official projections forecast that by 2017, the infocomm technology industry will require 15,000 more workers, particularly in the areas of cyber security, data analytics and development and network infrastructure. This number could rise to 30,000 by 2020.



IN DEMAND:

E-COMMERCE, UX/UI DESIGNERS & CYBER SECURITY, DATA ANALYTICS





FOR THE INDUSTRY



INFORMATION TECHNOLOGY

SALARY RANGE (PER MONTH)

MAX

MIN

EXPERIENCE

(YEARS)

2-3

5-8

2-3

3-5

3-5

4-6

4-6

4-6

3-5

3-6

3-5

1-2

Degree

3,500

5,500

2,200

3,800

5,500

3,000

3,800

4,200

2,800

4,500

4,500

2,200

5,000

6,500

3,500

6,100

6,500

5,800

6,500

6,000

4,700

6,500

5,500

2,600

QUALIFICATION

ANALYSIS & PROJECT					
Senior Analyst Programmer / Analyst Programmer		Degree	2-4	3,000	4,800
Senior Analyst / Analyst, IT Security		Degree	2-4	3,900	4,800
Business & Technology Delivery Analyst		Degree	2-4	3,800	4,500
Senior Business System Analyst / Analyst	٥	Degree	3-6	3,800	7,700
Data Analyst	0	Degree	3-6	5,000	6,000
Technology Architecture Analyst	0	Degree	2-4	3,800	4,500
Project Manager / Assistant Project Manager		Degree	3-5	5,000	6,500
Senior Project Executive / Project Executive		Diploma / Degree	2-4	3,000	4,500
Project Administrator		Diploma / Degree	1-2	2,500	3,000
APPLICATION DEVELOPMENT					
Senior Application Development Consultant / Consultant		Degree	2-6	4,700	5,700
Application Development Manager		Degree	5-7	6,000	7,000
Application Developer		Degree	3-6	4,000	4,500
Application Engineer		Degree	2-4	4,500	5,000
Application Support Analyst / Executive		Degree	2-3	3,100	3,800
Application Support Programmer		Degree	2-3	2,000	3,000
Web Application Support Engineer		Degree	4-6	5,000	6,000

BI/Big Data

Java Developer

Java Programmer

Software Architect

Mobile Developer 🗯

Game Producer

Java/J2EE Software Engineer 💠

C++11 Embedded Engineer ♥

Interactive / Web Developer 🗯

SAP Basis Administrator

Senior Software Engineer / Engineer

Software Quality Assurance Engineer

INFORMATION TECHNOLOGY

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
			_		
BUSINESS DEVELOPMENT					
IT Account Manager		Diploma / Degree	5-10	4,000	6,000
IT Pre-sales / Sales Manager		Diploma / Degree	5-10	6,000	12,000
Product Manager		Diploma / Degree	5-8	4,500	6,000
Senior Product Marketing Executive / Executive		Diploma / Degree	2-3	3,000	4,500
Sales Engineer		Diploma / Degree	3-5	4,500	5,500
Lead Consultant / Consultant, Project IT Risk		Degree	3-5	5,000	7,800
Lead Consultant / Consultant, Software Testing		Degree	3-5	5,000	5,600
Senior Consultant / Consultant, Network		Degree	5-8	5,000	6,400
Digital Marketing Consultant	0	Degree	3-6	4,500	8,000
Online Community Manager	0	Diploma / Degree	2-5	3,000	6,000
FINANCE IT					
Banking Business Analyst	0	Degree	4-8	5,000	7,800
Application Developer		Degree	5-10	5,500	8,500
RAD Developer		Degree	5-12	7,300	11,000
Project Manager		Degree	10-15	8,000	12,000
Murex / Sophis / Calypso Developer	0	Degree	2-7	7,000	12,000
Senior Business Analyst / Analyst	0	Degree	5-10	8,000	12,000
Front Office IT Support		Degree	6-10	9,800	14,400
Program Manager		Degree	12-15	11,000	15,000
Director, Technology		Degree	15-20	13,000	20,000
FinTech Developer	0	Degree	5-10	7,500	12,000

INFORMATION TECHNOLOGY

SALARY RANGE (PER MONTH)

	EXPERIENCE		
QUALIFICATION	(YEARS)	MIN	MAX

INFRASTRUCTURE					
Technical Service Engineer		Degree	3-5	4,000	5,000
Senior Network Engineer / Engineer		Degree	3-5	4,500	5,200
Consultant, Network		Degree	5-10	3,400	8,800
Senior System Analyst / Analyst		Degree	5-8	3,400	6,500
Linux System Administrator		Degree	4-6	5,300	6,000
MIS Engineer		Degree	3-5	3,500	5,000
System Engineer		Degree	3-5	3,000	5,300
Network Engineer / Specialist		Degree	3-5	3,600	5,000
Network Security Consultant	0	Degree	3-5	4,600	5,500
Presales Engineer, Network Infrastructure		Degree	3-5	3,600	5,500
Senior Security Engineer / Engineer		Degree	4-6	5,000	6,000
Infrastructure Manager		Degree	6-8	6,000	7,500
Infrastructure Consultant / Executive		Degree	5-10	4,600	7,000
IT Support Analyst / Executive		Diploma / Degree	2-3	3,000	4,100
IT Support Engineer		Degree	1-2	2,200	2,800
Senior Specialist / Specialist, IT Security Services		Degree	3-5	5,000	6,500
Senior / Lead Consultant, IT Security		Degree	5-10	5,000	8,000
Head, Cyber Security		Degree	8-10	10,000	12,000
Solution Architect	0	Degree	3-6	3,700	6,000
Database Management Executive		Diploma / Degree	2-3	3,000	4,000

INFORMATION TECHNOLOGY

1	EXPERIENCE		
QUALIFICATION	(YEARS)	MIN	MAX

M	IANAGEMENT				
	IT Director	Degree	15-20	15,000	18,000
	Regional IT Manager	Degree / Master	10-15	10,000	12,000
	IT Manager / Assistant Manager	Degree	3-6	7,000	9,000
	IT Specialist / Executive	Diploma / Degree	2-4	3,000	4,700
SI	UPPORT				
	Customer Service Executive / Officer	Diploma	1-4	2,000	3,500
	IT Helpdesk Agent & Analyst	Diploma / Degree	1-4	2,600	4,500
	Helpdesk Technician	Diploma	1-2	2,200	2,500
	Desksite Support Engineer	Diploma / Degree	2-3	2,500	3,500
	Engineer, Local Roaming Support	Diploma / Degree	2-4	3,800	4,200
	Dot Net Production Support / Maintenance	Degree	2-4	3,500	4,500
	IT Onsite Engineer	Degree	2-4	4,000	4,500
	Service and Support Administrator	Diploma / Degree	2-3	2,800	4,500

LEGAL

Singapore's role as an important regional commercial and financial centre nourishes Singapore's strong legal system. 40 of the top 100 law firms globally by revenue are in Singapore.

The country is fast becoming a global arbitration centre with 271 filings in 2015, a 22 per cent increase from the previous year. More than 40 per cent of these cases have no connection with Singapore.

The number of lawyers has grown 12.7 per cent in the past five years, from 4,334 in 2012 to 4,885 in 2016. Over half of them have experience exceeding 12 years. Most firms are small, with 75 per cent of Singapore law firms having one to five lawyers, while only 2.4 per cent or 21 firms have over 31 lawyers.

An oversupply of fresh law graduates meant around 100 out of 650 did not receive training contracts in 2015, with some firms retaining only a third or half of their intake of trainees.





POOL OF LAWYERS GREW 12.7% OVER THE LAST 5 YEARS





		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
General Counsel	٥	Degree	10-15	15,000	20,000
Legal Counsel	٥	Degree	5-8	10,000	16,000
Senior Legal Officer / Officer		Degree	3-6	5,000	7,000
Legal Executive		Diploma / Degree	3-5	3,000	5,000
Legal Secretary	0	Diploma / Degree	3-8	3,800	6,000
Paralegal		Diploma / Degree	3-5	4,000	5,000
Corporate Secretarial Manager / Assistant Manager	٥	Degree	3-5	5,000	8,000
Corporate Secretarial Executive		Diploma / Degree	1-3	3,500	5,000
Corporate Secretarial Assistant		Diploma	1-2	2,100	3,000



OFFICE SUPPORT

Office automation has long posed a challenge to the roles of administrators and support staff. However, capable office support staff are invaluable to any organisation.

While the numbers of such personnel are proportionately lesser compared to the past, managers and company leadership still rely on them to organise their schedules, coordinate events, handle department welfare matters and facilitate meetings, in addition to administrative tasks.

For most administrative positions, jobseekers will need to be conversant with utilizing Microsoft Office tools such as Word and Excel, as well as Outlook.





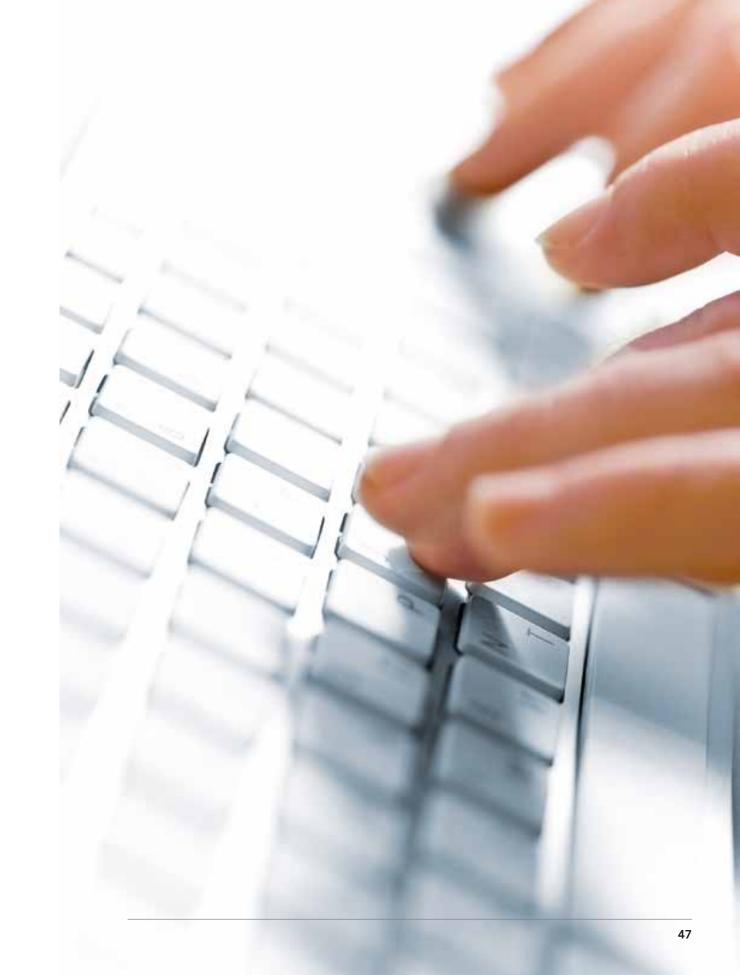




44

OFFICE SUPPORT

	QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
r	Diploma / Degree	3-5	4,500	7,000
)	Diploma	1-3	2,300	3,500
r	'N' / 'O' levels	1-5	1,500	3,500
9	Diploma / Degree	1-8	2,500	4,500
9	Diploma / Degree	1-5	2,500	4,500
4 0	PSC / Diploma	3-7	4,000	7,000
r	Diploma / Degree	3-8	5,000	8,000
t	PSC / Diploma	1-5	2,400	4,500
r	Diploma / Degree	1-5	2,400	3,500
t	'N' / 'O' levels	1-5	1,800	3,500
/ O	PSC / Diploma	1-5	2,500	5,000
r	Degree	2-5	4,500	6,000
r	'N' / 'O' levels	1-5	2,500	3,600
r	'N' / 'O' levels	1-5	1,200	1,600
	rree e e e e e e e e e e e e e e e e e	Diploma / Degree Diploma 'N' / 'O' levels Diploma / Degree The properties of the proper	QUALIFICATION (YEARS) Or Diploma Degree 3-5 Diploma 1-3 Or N' / 'O' levels 1-5 Diploma / Degree 1-8 Diploma / Degree 1-5 Or PSC / Diploma 3-7 Or Diploma / Degree 3-8 Or PSC / Diploma 1-5 Or Diploma / Degree 1-5 Or Diploma / Degree 1-5 Or Diploma / Degree 1-5 Or PSC / Diploma 1-5 Or PSC / Diploma 1-5 Or PSC / Diploma 1-5 Or Degree 2-5 Or Or Degree 2-5 Or Or Degree 2-5 Or Or Degree 1-5 Or Degree 2-5 Or Or Degree 1-5 Or De	Transport Diploma / Degree 3-5 4,500 PSC / Diploma 1-5 2,400 PSC / Diploma 1-5 2,400 PSC / Diploma 1-5 2,500 PSC / Diploma 1-5 2,400 PSC / Diploma 1-5 2,500 PSC / Diploma 1-



PROCUREMENT, SUPPLY CHAIN & LOGISTICS

Singapore's strategic location at the nexus of major shipping lanes has made the country an important logistics hub for the region and the world. A critical link in global supply chains, the country's air and sea port are world-class and continue to be upgraded and expanded.

Pasir Panjang Terminal Phases 3 and 4 will be fully operational by end 2017, enabling Singapore to handle 50 million twenty-foot equivalent units (TEU) of cargo annually. The future Tuas mega port will be developed in four phases over 30 years with its first phase completed by the early 2020s. The completed terminal will be able to handle 65 million TEUs of cargo annually.

Twenty of the top 25 global logistics players operate in Singapore, giving industries access to the best logistics and supply chain solutions. DHL opened a \$140 million round-the-clock automated facility spanning 23,600 square meters at the Changi Airfreight Centre in October 2016.

The Industry Transformation Programme for logistics was unveiled in November 2016, and aims for Singapore to be operationally excellent, to be a leader in innovation, and to build a strong core of local talent and firms. The transformation is expected to add \$8.3 billion to the sector and create 2,000 PMET jobs by 2020.

A place-and-train programme is also in place to help PMETs from other industries join the logistics industry. 150 positions are available through the Logistics Professional Conversion Programme over the next two years in areas such as freight forwarding, fleet operations management, supply chain operations, warehousing and storage.



20 OF TOP 25

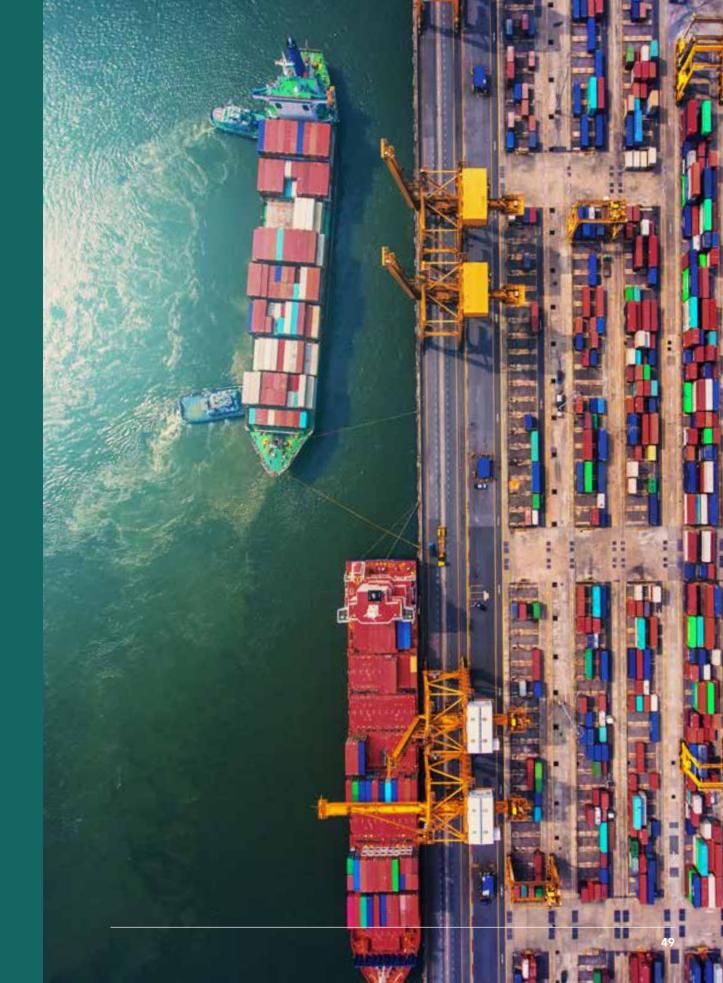
GLOBAL LOGISTICS PLAYERS

IN SINGAPORE



\$8.3 BILLION ADDED TO THE SECTOR





PROCUREMENT, SUPPLY CHAIN & LOGISTICS

SALARY RANGE (PER MONTH)

	QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
OGISTICS / WAREHOUSE				

		QUALITICATION	(TEARIS)	IVIIIV	MAA
LOGISTICS / WAREHOUSE					
Logistics Manager	0	Degree	6-8	5,000	10,000
Senior Logistic Executive / Executive		'A' Levels / Diploma / Degree	3-5	2,600	4,500
Logistics Assistant / Coordinator		Diploma	1-2	2,000	2,500
Warehouse Supervisor	0	Diploma / Degree	3-5	2,500	3,700
Warehouse Officer		Diploma	1-2	1,800	2,200
Warehouse Assistant		'N' / 'O' Levels	1-2	1,200	1,900
Store Manager		Diploma	3-5	3,000	4,000
Store Specialist / Associate		'N' / 'O' Levels	1-2	1,800	2,000
Storekeeper		'N' / 'O' Levels	1-2	1,500	2,500
Senior Inventory Executive / Executive		Diploma	2-4	2,500	3,600
Inventory Control Anaylst / Specialist		Diploma	2-4	2,500	4,200
Driver		'N' / 'O' Levels	2-5	1,600	2,800
OPERATIONS / SHIPPING					
Head of Operations		Degree	6-8	8,500	12,000
Operations Manager		Degree	3-6	7,000	10,000
Senior Operations Executive / Executive		Diploma	3-5	2,300	3,000
Operations Assistant / Officer		'N' / 'O' Levels / Diploma	1-2	2,200	2,500
Shipping Administrator / Coordinator	0	'N' / 'O' Levels / Diploma	1-2	3,000	3,500
Vessel Reporting Executive		'N' / 'O' Levels / Diploma	2-4	3,500	3,800
Documentation Coordinator	0	'N' / 'O' Levels	2-5	2,000	3,500
PROCUREMENT / PURCHASING					
Senior Buyer / Buyer		Diploma / Degree	3-5	3,700	5,500
Regional Procurement Director	0	Degree	10	10,000	13,000
Global Procurement Manager	0	Degree	8-10	8,000	10,000
Procurement Executive		Diploma / Degree	2-5	3,600	4,200
Procurement Officer		Diploma / Degree	1-2	4,200	5,500
Senior Purchasing Executive / Executive	0	Diploma / Degree	3-5	2,500	4,000
Export Manager / Assistant Manager		Diploma / Degree	3-5	3,500	4,500
Export Executive		Diploma	2-4	2,500	3,300

PROCUREMENT, SUPPLY CHAIN & LOGISTICS

	EXPERIENCE		
QUALIFICATION	(YEARS)	MIN	MAX

1	SUPPLY CHAIN					
	Supply Chain Director		Degree	8-10	10,000	13,000
	Supply Chain Manager		Diploma / Degree	5-10	6,000	10,000
	Supply Chain Coordinator		Diploma	1-3	2,200	2,800
	Planner		Diploma / Degree	3-5	4,200	5,000
	Customer Service Officer / Representative		Diploma / Degree	1-2	1,800	2,600
	Senior Supply Chain Executive / Executive	0	Diploma / Degree	2-5	3,000	5,000
	Senior Order Management Executive / Executive	0	'N' / 'O' Levels / Diploma	2-5	2,800	3,600
	Order Entry Support / Analyst		'N' / 'O' Levels / Diploma	1-3	2,200	3,400

RETAIL

The retail sector is an important component of Singapore's economy, accounting for 1.4 per cent of the GDP and employing about 3 per cent of the workforce. Made up of 21,000 establishments, it includes supermarkets, convenience stores, fashion, sporting goods, consumer electronics, department stores, jewellery, timepieces, furniture and household products.

However, the shift away from brick-and-mortar to online channels has posed a challenge to traditional retailers, with some choosing to adopt an omni-channel strategy. This will lead to an increased demand for specialists in digital marketing, e-commerce and data analytics.

Malls are also transforming to meet the changing demands of consumers. The proportion of food and beverage (F&B) businesses has grown, and the tenant mix includes more services that cannot be obtained online, such as fitness centres, beauty parlours, childcare and education services.



CONTRIBUTES TO

1.4% of GDP



EMPLOYS 3%

OF THE ENTIRE WORKFORCE



ADDED BY 2020





SALARY RANGE (PER MONTH)

	EXPERIENCE		
QUALIFICATION	(YEARS)	MIN	MAX

FOOD & BEVERAGE							
General Manager		Degree	10	10,000	13,000		
Outlet Manager		Diploma	2-3	2,600	3,000		
Restaurant Cashier		'N' / 'O' levels	1-2	1,500	2,000		
Restaurant Manager / Assistant Manager		'N' / 'O' levels	2-3	3,000	5,000		
Cook / Chef		'N' / 'O' levels	2-3	1,800	2,800		
Service Ambassador / Crew		'N' / 'O' levels	2-3	1,400	2,000		
Service Supervisor		'N' / 'O' levels	1-2	2,000	2,500		
Kitchen Assistant / Coordinator		'N' / 'O' levels	1-2	1,500	2,000		
Senior Trade Marketing Executive / Executive		Diploma / Degree	2-4	3,400	4,000		
Senior Key Account Executive / Executive	0	Diploma / Degree	2-4	4,000	5,000		
LIFESTYLE							
Swim Coach		Diploma / Degree	2-3	2,500	3,000		
Dating Consultant		Diploma / Degree	2-3	2,800	3,300		
Dating Coordinator		Diploma	1-2	2,000	2,500		
General Manager, Club		Diploma / Degree	2-3	4,000	5,000		
Dealer		Diploma	1-2	1,800	2,600		



SALARY RANGE (PER MONTH)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
		' '			
SPECIALTY RETAILING					
Field Force Operations		Diploma / Degree	8	5,000	6,000
Key Account Manager	0	Degree	6-10	5,000	9,000
Merchandising Manager	٥	Diploma / Degree	>5	4,500	6,300
Merchandising Executive / Assistant		Diploma	1-2	2,000	2,800
Department Sales Manager / Assistant Manager		'N' / 'O' levels / Diploma	2-3	3,300	3,500
Senior Sales Advisor / Advisor		'N' / 'O' levels / Diploma	2-3	2,800	3,100
Retail Manager / Assistant Manager		Diploma	2-3	2,200	3,200
Retail Associate / Assistant	0	'N' / 'O' levels	1-2	1,700	2,500
Retail Cashier		'N' / 'O' levels	1-2	1,300	1,500
Retail Support Executive, Operations		'N' / 'O' levels / Diploma	2-3	2,400	2,700
Stockroom Associate		'N' / 'O' levels	1-2	1,300	1,700
Branch Manager		Diploma	3-5	2,500	3,000
Boutique Manager		Diploma	3-5	5,000	8,500
Beautician		'N' / 'O' levels / Diploma	2-3	1,600	2,000
Beauty Advisor / Sales Consultant		'N' / 'O' levels / Diploma	1-2	1,400	2,000

'N' / 'O' levels

'N' / 'O' levels

3-5

1-2

1,800

1,100

4,000

1,400

Senior Stylist / Stylist

Packer

SALES & MARKETING

A slow economy may exert pressure on marketing budgets, even as the number of channels continues to increase, splitting the advertising dollar. Digital channels such as social media, search, web and mobile have grown in importance, while traditional channels such as print media, TV and radio remain effective to reach audiences.

To optimise their marketing dollar, marketers need to be conversant with where various target groups are and direct their budgets accordingly, delivering compelling messages to capture mindshare and sales. They will need to leverage on data to make these decisions, and hence require proficiency with data analysis tools.

With the retail landscape evolving to become more omnichannel, consumers now leverage a variety of digital platforms for product and price comparisons before stepping into shops. As a result, sales specialists need step up their game – they must not only have deep knowledge about their products, they also need to know the competitors' offerings, have the ability to extend their reach through marketing messages, and leverage on digital platforms to facilitate sales and provide customer service.





SKILLS REQUIRED:

CRM, APPLIED ANALYTICS, CUSTOMER JOURNEY MAPPING



TREND SHIFT

TO DIGITAL CHANNELS



SALES & MARKETING

SALARY RANGE (PER MONTH)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
CREATIVE					
Creative Director		Degree	5-8	10,000	12,000
Creative Manager		Degree	4-6	6,000	8,500
Graphics Designer		Diploma / Degree	2-5	3,500	6,500
3D Animator		Diploma / Degree	2-5	3,500	5,000
EVENTS					
Director of Events		Degree	5-8	10,000	13,000
Conference Manager		Degree	3-6	6,500	8,500
Events Specialist		Degree	2-3	3,500	6,500
MARKETING					
Regional Marketing Director		Degree / Masters	>10	13,000	19,000
Regional Marketing Manager		Degree	6-10	8,000	12,000
Regional Marketing Executive		Degree	3-5	3,200	5,000
Marketing Manager / Assistant Manager		Diploma / Degree	5-7	4,000	8,000
Senior Marketing Executive / Executive		Diploma / Degree	3-5	3,300	5,000
Marketing Assistant		Diploma	1-2	2,500	2,800
Digital Marketing Manager	•	Degree	3-5	6,000	10,000
Digital Marketing Specialist		Degree	2-3	4,500	6,500
Digital Marketing Executive		Degree	2-3	3,000	4,200
Digital Content Manager	•	Degree	3-5	5,000	8,000
Campaign Manager		Degree	3-5	4,500	6,500
Brand Manager / Assistant Manager		Degree	3-5	4,500	6,500
Brand Executive		Diploma / Degree	2-3	2,600	3,900
Head of Market Research		Degree	>10	10,000	15,000
Market Research Manager		Degree	6-10	6,000	8,500
Marketing Planning Manager		Degree	6-10	5,000	8,000
Market Data Analyst		Diploma / Degree	3-5	3,700	4,500

SALES & MARKETING

SALARY RANGE (PER MONTH)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
PUBLIC RELATIONS & COMMUNICATIONS					
Director of Corporate Communications		Degree / Masters	>10	11,000	15,000
Corporate Communications Manager / Assistant Manager		Degree	3-5	4,500	4,500
Corporate Communications Executive		Diploma / Degree	2-3	3,000	4,000
Public Relations Manager		Degree	3-5	6,000	9,000
Public Relations Executive		Diploma / Degree	1-2	3,000	3,500
Public Relations and Social Media Lead		Degree	3-5	5,000	8,500
Manager / Assistant Manager, Communication & Engagement		Degree	3-5	4,500	8,000
Senior Executive / Executive, Communication & Engagement		Diploma / Degree	2-3	3,200	5,300
Communication Specialist		Degree	3-5	3,300	4,500
PROJECT MANAGEMENT					
Project Manager / Assistant Manager		Degree	3-5	4,000	6,500
Project Specialist		Diploma / Degree	2-3	3,300	4,500
Project Administrator		Diploma / Degree	1-2	1,800	2,500
SALES & BUSINESS DEVELOPMENT					
General Manager / Head of Sales / Business Development		Degree	12-15	15,000	20,000
Regional Sales / Business Development Director		Degree	6-10	12,000	20,000
Sales / Business Development Director		Degree	6-10	10,000	18,000
Sales / Business Development Manager		Degree	4-6	6,000	12,000
Sales / Business Development Manager (Foreign Speaking)		Degree	4-6	6,500	12,000
Account Manager		Diploma / Degree	3-5	5,500	8,500
Manager, Media Sales		Diploma / Degree	3-5	4,500	8,000
Corporate Sales Manager / Assistant Manager	0	Diploma / Degree	3-5	4,000	6,000
Senior Sales Executive / Executive		Diploma / Degree	2-3	2,800	4,500
Senior Sales Coordinator / Coordinator		Diploma / Degree	2-3	1,500	4,000
Sales Coordinator		'N' / 'O' levels / Diploma	1-2	1,500	3,000
Fund Raising Manager		Degree	3-5	5,000	6,500
Membership Services Executive		Diploma	1-2	3,000	3,600

O Hot Job | Figures are base salary not including superannuation.



Kelly Services (S) Pte Ltd 8 Marina View, #11-01 Asia Square Tower 1 Singapore 018960 Tel: (65) 6709 3388 kellyservices.com.sg

EA License No. 01C4394 | RCB No. 200007268E

Capita

Capita Pte Ltd 8 Marina View,

#11-01 Asia Square Tower 1 Singapore 018960 Tel: (65) 63189600 capitagrp.com

EA License No. 08C2893 | RCB No. 200701282M