

SALES

Since the financial crisis, we have noticed a more localized approach being adopted by our clients: candidates must have local experience and are often required to speak German, French and English. Candidates who meet these criteria typically enjoy a salary premium, sometimes up to 20% more than candidates lacking these competencies.

The process of specialization continues and we strongly recommend candidates speaking only one of the three languages to specialize in a sector. If not, they will have to demonstrate flexibility in their choice of location or salary expectations.

Sales candidates are not just interested in the short term and the quick win. They seek an employer who is in it for the long term, in terms of the business and also their people. Training, coaching, clear and realistic targets, re-training in the case of underperformance... these are important items on their wish list.

Candidates want job security and career development. As a consequence, they will give priority to positions where the salary has a higher fixed component. This represents greater security for them and is preferable to a potentially uncapped bonus. As ever, the benefit of a company car remains a hot topic with sales candidates.



MARKETING COMMUNICATIONS

Over time, the marketing function has evolved from being a 'nice to have', promoting the company's image, to playing a strategic role that is core to the business. Companies are looking to recruit 'business partners' who represent the interests and goals of the business to the greater marketing team. These roles are clearly driven with more business targets and return on investment goals, and support the strategic forecast and decisions made by the business.

More broadly, we have seen a decline in the traditional marketing roles available and candidates face more competition for jobs. Job specifications and profiles have become more demanding and there is less scope for candidates to negotiate on their terms of employment.

Marketing candidates are always attracted by the international side of any project, while feeling a close connection with the company's brand and product set will exert a strong pull.



DIGITAL MARKETING

Other marketing roles are moving towards specialization, such as in digital marketing, where candidates are increasingly expected to have domain knowledge and technical expertise. The digitalization of the market continues apace and we have more clients looking to develop their own digital expertise.

Digital candidates have the advantage of being in an immature market. Skills are hard to find, education programmes do still not align with market demand, which has increased as large companies, including the big banks, enter the digital era. This creates a shortage of good candidates and very different offers on the market: salaries, packages and benefits all vary greatly.



ABOUT US

Michael Page and Page Personnel are part of PageGroup, a leading recruitment firm specialized in permanent and temporary recruitment. We help professionals who are eager to progress in their careers with our unique consultative approach. Our global network, combined with our unrivalled local industry knowledge, give us access to the best opportunities in the market and to the best skilled candidates available.



METHODOLOGY

Our Salary Factsheet benchmarks profiles across Switzerland. The information provided in this survey comes from three different sources: our database with more than 450'000 candidate profiles, various recruitment assignments managed by our consultants who conduct over 30'000 interviews a year, and years of experience within the Swiss market.



Average annual salary in kCHF	IT/ Telco	Manufacturing	Luxury	Consumer Goods	Business Services	Pharma / MedTech	Bonus/variable % of fixed salary
Sales							
Sales Representative	65-90	70-100	70-90	80-100	75-110	80-110	0-40%
Sales Manager/Business Development Manager	80-120	100-130	100-130	110-140	90-120	110-160	0-30%
Key Account Manager	100-130	100-130	110-120	110-140	90-130	130-150	0-30%
Sales Director	140-180	140-170	130-170	130-180	140-180	160-200	0-30%
International Sales Director	170-200	170-200	160-190	180-210	170-200	200-250	0-30%
Export Manager	100-150	100-140	100-140	100-150	100-150	110-170	15-20%
Inside Sales Manager	80-110	80-110	75-100	85-110	80-110	90-120	10%
Sales Effectiveness Manager	100-130	90-130	100-120	110-140	100-140	120-140	0-15%
Marketing Communications							
Marketing Assistant	65-80	65-80	65-85	65-85	60-80	70-100	0-10%
Junior Product/Brand Manager	70-90	70-90	75-95	75-95	70-90	100-120	0-10%
Senior Product/Brand Manager	95-130	95-140	95-130	95-150	95-130	120-150	0-20%
Market Researcher/ Consumer Insights Manager	100-130	100-130	90-120	100-150	90-130	120-160	0-15%
Trade Marketing Manager	70-100	70-100	75-105	75-105	70-100	NA	0-10%
Marketing Manager	110-130	110-130	100-140	100-140	100-130	140-180	0-25%
Marketing Director	130-170	120-150	120-160	120-180	120-150	160-240	0-25%
Internal or External Communications Manager	60-90	60-90	60-90	60-90	60-90	80-110	0-10%
Communications Manager	80-120	95-120	95-120	90-140	90-130	130-180	0-10%
PR/ Event Coordinator	60-90	60-90	60-100	60-100	60-90	80-110	0-5%
Digital Marketing							
Social Media Manager/ Community Manager/ Digital Marketing Coordinator	60-90	60-100	65-110	65-110	65-100	90-120	0-10%
CRM Specialist/Manager	60-100	70-100	70-120	80-120	70-100	90-150	0-10%
Media Planner/Buyer	75-110	75-110	75-120	75-120	75-110	90-120	0-15%
E-Commerce Manager	80-120	80-110	80-110	90-140	90-120	110-150	0-20%
Head of Digital Marketing	120-160	120-130	120-160	110-160	120-150	150-220	0-15%

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