

# Salary Benchmarks BD, Marketing & Communications APAC & ME – 2024



These salary benchmarks, published in March 2024 are provided as guidance to the professional services industry for business cases and recruitment decisions. They represent the bandings you will need in place to acquire talent in today's market.

It is worth noting that as a boutique recruitment firm placing roles across the Asia Pacific and Middle East regions in professional services firms, our knowledge and data is highly nuanced to this industry.

The information used to compile these bands is based on budget information provided by clients as well as data gained through candidate registrations, interviews, placements and knowledge of movement in the market.

Given job titles continue to vary, we have referred to the most commonly understood titles in these tables. The median salaries within these ranges vary with the very top and bottom of ranges provided sometimes being rare.

Please get in touch if you would like advice about specific roles and the budget parameters we would recommend to be competitive and in-line with candidate expectations.

## AUSTRALIA (AUD)

JOB CLASSIFICATION	LOW (ANNUAL)	HIGH (ANNUAL)
BD Manager (inc sector, clients)	130,000	210,000
Senior BD Manager (inc sector, clients)	190,000	260,000
Head of BD (inc sector, clients)	250,000	320,000
Director of BD (&M)	280,000	450,000
Communications (& Marketing) Manager/ Snr Manager	130,000	205,000
Head of Communications (internal/external)	200,000	280,000
Marketing Manager/Snr Marketing Manager	130,000	190,000
Marketing Head of / Director	200,000	380,000

**NOTE:** Salary bands are inclusive of superannuation, pre-bonus. The vast majority of firms offer bonuses, which are largely discretionary and based on a mix of individual and firm performance. Candidates will want an indication of bonus potential during the offer process or prior to application.

## NEW ZEALAND (NZD)

JOB CLASSIFICATION	LOW (ANNUAL)	HIGH (ANNUAL)
BD Manager (inc sector, clients)	120,000	180,000
Senior BD Manager (inc sector, clients)	160,000	200,000
Director/Head of BD (inc sector, clients)	220,000	340,000
Communications Manager/Snr Manager	130,000	190,000
Marketing Manager/Snr Marketing Manager	140,000	190,000
Marketing Director / Head of	180,000	240,000

**NOTE:** It is usual for firms to pay a discretionary bonus on top of salary and these ranges are quoted before Kiwi Saver.

## MIDDLE EAST (AED)

JOB CLASSIFICATION	LOW (MONTHLY)	HIGH (MONTHLY)
BD Manager (inc sector, clients)	28,000	40,000
Senior BD Manager (inc sector, clients)	32,000	50,000
Director/Head of BD (inc sector, clients)	50,000	80,000
Marketing & Communications Manager/ Snr Manager	25,000	45,000
Director/Head of Marketing & Communications	40,000	60,000

**NOTE:** It is market standard to provide bonuses as discretionary on top of this monthly salary, which are typically 1-3 months.

## HONG KONG (HKD)

JOB CLASSIFICATION	LOW (PER MONTH)	HIGH (PER MONTH)
BD Manager (inc sector, clients)	55,000	100,000
Senior BD Manager (inc sector, clients)	85,000	160,000
Director/Head of (inc sector, clients)	135,000	280,000
Communications Manager/Snr Manager	55,000	125,000

**NOTE:** These bandings are based on 12 months. A 13th month and/or bonus would need to be paid on top of these salaries to be in line with market. Where bonuses are discretionary, 1-3 months is most common, though we have seen up to 5 months.

## SINGAPORE (SGD)

JOB CLASSIFICATION	LOW (PER MONTH)	HIGH (PER MONTH)
BD Manager (inc sector, clients)	9,000	15,000
Senior BD Manager (inc sector, clients)	16,000	22,000
Director/Head of (inc sector, clients)	20,000	42,000
Communications Manager/Snr Manager	10,000	16,000

**NOTE:** These bandings are based on 12 months. A 13th month and/or bonus would need to be paid on top of these salaries to be in line with market. Where bonuses are discretionary, 1-3 months is most common, though we have seen up to 5 months.

# Frequently asked questions

## **What has changed from last year?**

For the first time in a couple of years, we have seen very little change to the bandings we have published and there has been a stabilising of the larger step-change growth we saw post Covid. The main exception we have seen is a shift upwards in Australia of the top end of the BD Manager and Senior BD Manager bandings. We believe this reflects the number of firms and BDMC teams going through change and transformation in this market, newer roles being created and the competitive landscape for the best talent. A more slight increase to the BD Manager banding can be seen in Asia also. It's worth noting that when we see bandings move up, it is usually a reflection of a small number of examples in the market at the top end, the median tends to shift up later.

This year, we also include salary bands from the Middle East which is a first for the professional services sector.

## **What's the best way to use these ranges when looking at a recruitment business case?**

We would always recommend connecting with us about the specifics of your business case so that we can give bespoke advice about the profile of the individual you are likely to attract and acquire for a certain role at different points in these bands. As a general rule, a budget in the lower quartile of a band would attract someone from a smaller, domestic firm and/or someone stepping up into this role type/level for the first time and would not be realistic for many firms going to market.

## **The bandings are so large, how do I know where a particular role, or my own salary should sit?**

Many different factors go into where a role sits in these bands. Over the years it has become much less about a firm size or which city it's based in and more about the specialist nature of the activity required, the level of leadership and change management desired, and, the impact needed from the role. For example, taking the Senior BD Manager band, a firm will need to pay higher up the band if seeking specialist experience in a particular sector, or someone with extensive and impactful client-facing experience, or experience impacting change in a transformation environment. Roles will often be successfully hired lower down the banding if the role is more generalist, the firm is open to hiring someone stepping into that practice/sector/client focus for the first time, those stepping up to Senior Manager are considered, and/or, it is a BAU environment.

## **Why are these ranges sometimes higher than other large-scale industry salary data reports we may see?**

As a specialist agency, we define professional services in a very focused way and this is the data covering law, accounting, engineering & design, large-scale consulting. Our data is a reflection of the market when people move jobs and is designed to give you a realistic figure for your business case to acquire talent for your team. As one Director said to us recently "the market salary is what the last person who exited my team got in their new role".

## **What are the trends on sign-on and completion bonuses at the start of 2024?**

We reported a notable increase in sign-on bonuses in our last report, this has now eased off and we are seeing this much less often again. We are still seeing completion bonuses for parental leave contracts which we would continue to advise.

## **How do I interpret these figures if my job title doesn't neatly fit into one of your published ranges?**

Job title disparity in the profession continues to be a factor and we do not predict any industry wide standardisation in the foreseeable future. If your job title or that of a role you're hiring doesn't seem to fit into our ranges, contact us and we will help you with this. The most notable two we see are "Lead" and "Associate Director". Firms use these differently though most of the time they will span the top end of the quoted Senior Manager band as well as the "Head of" band. We also acknowledge that there is more opportunity for the "Director" title in Big4 accounting firms and these roles do vary quite widely with many spanning the top of the Senior Manager through the 'Head of' band as well.

## **How important is salary when candidates are considering a career move?**

Our recent paper 'Future careers – the mindset of talent today' shares that salary, closely followed by culture, then flexible working are by far the 3 most important factors for professionals when looking at a new role. When it comes to salary 60% of the market believe their salary is market rate, with 25% perceiving they are below and 15% above market rate. Whilst we don't see many people moving for salary alone, our research and our experience of the market shows us that without an attractive salary increase available, many candidates will not listen to further details about the role.

For more information on salaries and the market generally, please get in touch.



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## About Seldon Rosser

Seldon Rosser specialises in finding Senior BD & Marketing Communications leaders for professional service firms across the APAC & ME regions. With a proven robust and rigorous search campaign process and an unrivalled network of candidates, we are perfectly positioned to present clients with shortlists of the best talent available in their chosen markets.

### Campaigns include:



**Ashurst**  
Global Divisional Lead -  
Strategic Advisory



**Cooley**  
Director of Marketing  
& BD, Asia



**Urbis**  
Group Director  
Markets & Strategy



**Taylor Fry**  
Head of BD &  
Marketing



**KPMG**  
BD Directors /  
Senior Managers



**FPA Patent Attorneys**  
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