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WELCOME



Welcome to the 2012/2013 Michael Page International Salary & Employment Forecast for New Zealand.

Michael Page International is a worldwide leader in specialist recruitment. Through our belief in organic growth, rather than by

mergers or acquisitions, we have built a truly global business with over 5,300 people in 164 offices across 34 countries worldwide. We have evolved to become one of the best known and most respected recruitment consultancies in the world and are proud to set the standard within our profession for specialist service with a personal touch.

Coming from a number of major industry sectors, our clients range from market leading multinationals to small and medium sized enterprises.

There are a number of current industry surveys that provide qualitative insight on hiring intentions and salary levels, however the Michael Page International Salary & Employment Forecast combines both quantitative research derived from our national survey of employers and qualitative commentary from our extensive involvement in the professional labour market.

Our national annual survey, distributed to more than 2,500 senior hiring managers this year, covers a range of issues and trends relevant to today's corporate sector and establishes the Salary & Employment Forecast as a highly reputable report, based on in-depth national research.

This year's interactive report also features an expanded range of employer insights on everything from workplace benefits and working hours to attraction and retention strategies. It forms part of an enhanced suite of salary tools, advice and information now available to the market from Michael Page International. Some of the key features on offer include:

- A new online Salary Centre to help you stay up to date with the latest salary rates, job market trends and expert salary advice
- New Salary Calculators to help you calculate your salary after tax, or find out the difference a pay rise would make, and
- A new Salary Appraisal Service; providing a personalised, one-on-one assessment of your current market value.

All these new and improved features can be found at the Michael Page International Salary Centre www.michaelpage.co.nz/salary-centre

I wish to thank everyone who contributed to this year's Salary & Employment Forecast and trust you will find the new report helpful and informative. We welcome your feedback and encourage you to contact us for further information or market specific advice.

Kind regards,

A handwritten signature in blue ink, appearing to read 'Pete Macauley', written over a light blue horizontal line.

Pete Macauley
Regional Director

NEW ZEALAND

Market overview

The New Zealand employment market has experienced some changing dynamics over the past year, as external factors in both the domestic and global economies directly impacted business conditions. With a rebound in confidence among local businesses some 12 months ago resulting in an intention to invest in products, channels and revenue streams, demand for talent increased. However as the affect of the European debt crisis flowed through to the local economy, growth in business confidence began to flatten, followed by a gradual drop in hiring activity towards the end of 2011 and the first quarter of 2012. The impact was felt across all industries with the manufacturing export sector suffering the greatest degree of lost confidence.

While the first quarter of 2012 was quieter for recruitment activity than expected, due in part to the after effects of the election and Rugby World Cup in late 2011, there was significant pickup in hiring activity towards the middle of 2012. This is expected to continue as companies that have operated with lean structures since the global financial crisis have secured budgets for additional headcount and investment. This commitment to invest in business critical roles is translating into a current demand for talented professionals across all sectors as companies look for opportunities to grow their revenue. Areas in demand include front line revenue-generating roles across most industry verticals, as well as product management and development skills within the technology sector, marketing expertise at the executive level and business development and client relationship management positions within sales. Demand has also been strong for skilled professionals in the areas of business advisory and tax.

Looking ahead, the next 12 months for the New Zealand recruitment market is anticipated to strengthen. Employer confidence and the focus

on return on investment is fuelling a continued requirement for sales professionals, both in business to business, and business to consumer oriented companies. Within marketing, demand is expected for senior and mid level roles in local and multinational organisations across FMCG, consumer durables, commercial services and telecommunications. Increasing demand for procurement and supply chain professionals is also anticipated as companies focus on minimising costs through introducing process optimisation and efficiency projects. In the finance sector a steady increase in demand for mid management level skills is expected to continue, particularly within the financial and management accounting areas. In addition, hiring activity in the property and construction sector is expected to gain pace as the rebuilding of Christchurch's central business district begins following the release of the New Zealand Government's redevelopment blueprint. Increasing demand for Estimators, Quantity Surveyors and Civil and Structural Engineering Consultants is anticipated.

With a healthy recruitment market forecast for the coming year providing solid opportunities for job seekers, staff turnover is anticipated by 50% of the hiring managers responding to the annual Michael Page International salary and employment survey. To attract and retain talented staff, employers will need to offer competitive salaries. More than half of the survey respondents (53%) expect to award average salary increases of 2-3% and 60% of respondents will award increases based on performance. Employers also recognise the importance of fostering a strong company culture (41%) and offering career progression opportunities (18%) to attract and retain quality candidates.

NEW ZEALAND

Market analysis

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click on each statistic to see the corresponding graph

Please note:

Market analysis is based on the results of the 2012/13 Michael Page International annual survey, completed by over 400 employers.

Market overview

Over the last 12 months, hiring activity steadily increased across the finance recruitment market in New Zealand as domestic economic conditions continued to improve. Whilst many companies traditionally promote their internal finance talent and replace at lower level positions, more employers began to benchmark internal candidates against external talent, which resulted in increased recruitment for mid-level management roles.

Demand increased for newly qualified finance professionals and those with two to five years of post graduate experience, in line with the growing requirement for strong technical skills across the professional services industry. Demand was also strong for skilled professionals in the areas of business advisory and tax. The financial services sector showed some signs of recovery from the global financial crisis period, with an increased requirement for back office, accounting-related roles. Demand in this area eased slightly over the first half of 2012, due to ongoing concerns around the impact of the European debt crisis.

Although there has been little movement at the senior end of the market, hiring demand in finance is improving month on month, with the transactional accounting area driving most recruitment activity. There is a shortage of professionals with skills in the technical accounting, tax, management reporting

and business analytics areas, who are required to create revenue opportunities and reduce business costs. Roles in highest demand include Management Accountants, Finance Managers and Financial Controllers with good influencing skills, strong business acumen, and the ability to boost profit margins. High quality Financial Accountants and BAS Accountants also remain in high demand. These positions are required across all industry sectors, with particularly strong demand within FMCG and Manufacturing.

Most employers will be awarding salary increases to retain their finance talent over the coming year, with average pay rises of 2% to 5% expected. Bonuses will also be awarded on the basis of individual, team and company performance.

Over the next 12 months, the steady increase in hiring activity at the mid management level is expected to continue, particularly within the financial and management accounting areas. To attract and retain the best junior talent, employers will be offering opportunities for learning and development, as well as above average salary rates. Professionals at the mid management level will be given opportunities for career development and progression, while top senior level talent will be offered more opportunities to drive the strategic direction of their company.

FINANCE

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click on each statistic to see the corresponding graph

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FINANCE

Salary tables

COMMERCE & INDUSTRY

Size of Company	Sml/Med	Large
Salary	\$'000	\$'000
Accounts Clerk		
0-1 year	35-45	35-45
1-2 years	40-45	40-50
2-5 years	42-55	45-55
Accounts Payable & Accounts Receivable		
0-1 year	35-45	35-45
1-2 years	40-45	40-50
2-5 years	40-50	45-55
Supervisor	45-55	50-60
Manager	60-70	65-75
Credit Control		
0-2 years	40-45	40-45
2+ years	45-55	50-60
Supervisor	55-65	55-65
Manager	65-75	65-85
Assistant Accountant		
0-2 years	40-50	40-50
2+ years	50-60	55-65
Company Accountant (non-qualified)/Bookkeeper		
2-5 years	45-55	60-70
5+ years	55-70	70-80
Payroll		
Payroll Officer	45-60	55-65
Payroll Supervisor	60-70	65-80
Payroll Manager	70-80	80-95
National Payroll Manager	85-100	95-110

Size of Company	Sml/Med	Large
Salary	\$'000	\$'000
Internal Auditor		
1-3 years	50-65	55-75
3-5 years	65-80	75-95
5-7 years	90-105	95-110
Manager	100-120	100-130
Qualified Financial & Corporate Accountant		
3-5 years	65-85	75-95
5-7 years	85-100	95-120
7+ years	95-115	100-125
Qualified Management/Cost Accountant & Business Analyst		
3-5 years	70-85	75-95
5-7 years	85-100	95-120
7+ years	90-110	115-135
Manager	105+	130+
Qualified Systems Accountant		
3-5 years	70-85	75-95
5-7 years	75-95	90-115
7+ years	100-120	115-130
Manager	105+	120+
Senior Management		
Group Accountant	80-110	90-115
Finance Manager	90-115	100-125
Financial Controller	110-150	110-165
Company Secretary	150+	160+
Finance Director/CFO	120-180	150-300

Please note:

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Salary tables

PROFESSIONAL SERVICES

Role	\$'000
Financial/Management Accounting	
Graduate – Single Degree	35–45
Assistant Accountant (Graduate with 1–2 years)	45–55
Part Qualified CA/CPA	55–75
Newly Qualified CA/CPA	75–90
CA/CPA (3–5 years)	85–100
CA/CPA (5–9 years)	100–120
Financial Controller	
Small Company/Niche Financial Institution	120–160
Large Company/Financial Institution	150–200+
CFO/Head of Finance/Director	
Small Company/Niche Financial Institution	160–230+
Large Company/Financial Institution	220–300+
Fund Accounting	
Graduate Fund Accountant	35–50
Fund Accountant (1–2 years)	50–65
Fund Accountant (2–4 years)	65–90
Manager (4–8 years)	90–110
Senior Manager	110–160
Product Accounting/Product Controller	
Product Accountant (1–3 years)	60–85
Product Accountant (4–6 years)	85–100
Senior Product Accountant	95–130
Product Controller (Small team)	120–170
Product Controller (Large team)	160+
Internal Audit	
Auditor (1–3 years)	60–85
Senior Auditor (4–5 years)	85–100
Manager	110–130
Senior Manager	130–180
Head of Audit	200+

Role	\$'000
Tax	
Tax Accountant (1–3 years)	60–80
Senior Tax Accountant (4–5 years)	80–100
Tax Manager (5+ years)	100–150
Head of Tax	150+
Funds Administration	
Fund Administrator (0–2 years)	45–55
Unit Pricing/Analyst	55–75
Account Manager/Team Leader	60–75
Senior Account Manager/Manager	70–100
Client Service Manager	80–130
Corporate Actions	
Junior (1–2 years)	35–55
Senior	55–70
Supervisor	70–90
Manager	80–120
Operations	
Entry Level (0–1 year)	35–45
Junior (1–2 years)	45–55
Senior (2–3 years)	55–65
Supervisor	65–80
Manager	80–120
Senior Manager/Head of Operations	120–180+
ISDA Confirmations	45–65
Trade Support	55–75
Operational Risk	85–150+

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FINANCE

Salary tables

CORPORATE FINANCE/ADVISORY

Role	
Salary	\$'000
Project Finance/Advisory	
Analyst/Executive	85–115
Manager	115–170
Associate Director	170–220
Director	230+
Investment Banking	
Analyst/Executive	80–125
Associate/Manager	125–155
Associate Director	155–220
Director	250+

EQUITY RESEARCH/CAPITAL MARKETS

Role	
Salary	\$'000
Equities Research	
Assistant Analyst	85–145
Analyst	145–200
Senior Analyst/Lead Analyst	200+
Equity Capital Markets	
Analyst	80–110
Manager	110–140
Associate Director	140–170
Director	200+

CREDIT RISK

Role	
Salary	\$'000
Corporate/Institutional Banking	
Credit Analyst	70–90
Senior Credit Analyst	90–135
Associate Director	145+
Director	220+
Investment Banking	
Credit Analyst	60–85
Credit Manager	85+
Associate Director	155–220
Director	250+

RELATIONSHIP MANAGEMENT/ BUSINESS MANAGEMENT

Role	
Salary	\$'000
Corporate/Institutional Banking	
Manager/Associate Director	85–145
Director	145–200
Business Banking	
Relationship Manager	85–135
Senior Relationship Manager	135+

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MARKETING

Market overview

Over the last 12 months, hiring activity continued to steadily increase across the marketing sector. A shortage of mid level brand and product marketers across the FMCG and consumer industries occurred, as many professionals relocated overseas to help execute the global strategies of international companies. Professional and financial services companies continued to invest in quality marketing talent with strong commercial experience to help add value to their business development strategies. The demand for digital marketing talent also outweighed supply across all industries, as companies put more of an emphasis on digital as a communication and sales channel.

In the current market, strong opportunities exist for talented Brand Managers, New Product Development Managers, Trade Marketing Managers, Insights Managers and Digital Marketing Managers with 3-10 years of experience. The rebuilding of Christchurch city following the Earthquake in February 2011 is also having a positive impact on marketing recruitment as companies look to boost business critical skills.

Most employers will be awarding salary increases to retain their top marketing talent over the next

12 months. Average salary increases of up to 5% are expected, with higher pay rises reserved for professionals with in-demand skill sets, particularly across the candidate short areas of FMCG, telecommunications, consumer electronics, financial services and professional services. To help attract and retain talented mid level professionals, bonuses and car allowances are also becoming more commonly offered by employers.

Over the next 12 months, recruitment activity is expected to steadily increase across all marketing areas. Roles in highest demand will include junior to mid level Brand and Trade Marketing professionals across the consumer and FMCG industries, as well as mid level Digital Marketers across all industries. Opportunities in Christchurch will also rise as the recovery continues and companies search for talented marketers to drive their business forward. Employers plan to offer incentives such as higher salary packages, learning and development opportunities and promotions to help secure and retain the best talent.

MARKETING

Market analysis

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click on each statistic to see the corresponding graph

TALENT MANAGEMENT

SKILLS SHORTAGES

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MARKETING

Salary tables

PROFESSIONAL SERVICES

Size of Company	Sml/Med	Large
Salary	\$'000	\$'000
Marketing Assistant	50–60	55–65
Marketing Executive	60–75	65–85
Bids & Tenders Executive	70–90	75–95
Bids & Tenders Manager	85–115	100–135
Web/Internet Manager	65–85	85–105
Events Coordinator	55–70	65–80
Public Relations/Media Manager	95–125	105–140
Marketing Communications Manager	90–130	115–160
Marketing Director	170+	200+
Business Development Coordinator	60–80	65–85
Business Development Manager	95–120	125–160
Business Development Director	160+	220+

IT&T

Size of Company	Sml/Med	Large
Salary	\$'000	\$'000
Marketing Assistant	45–55	50–60
Marketing Executive	60–70	65–75
Marketing Communications Specialist	65–75	70–80
Assistant Product Manager	60–70	65–90
Product Manager	80–90	95–130
Senior Product Manager	90–115	110–155
Marketing Analyst	60–75	70–90
Research Manager	80–90	85–105
CRM Analyst	75–100	80–105
Channel Marketing Manager	80–105	100–125
Direct Marketing Manager	80–105	105–145
Marketing Communications Manager	90–115	115–145
Senior Marketing Manager	100–125	130–180
Marketing Director	105–165	190+

B2B

Size of Company	Sml/Med	Large
Salary	\$'000	\$'000
Marketing Assistant	45–55	50–60
Marketing Coordinator	60–65	60–70
Marketing Communications Manager	85–110	130–160
Marketing Manager	110–140	130–160
Marketing Director	130–170	160–300

PUBLIC SECTOR & NOT FOR PROFIT

Size of Company	Sml/Med	Large
Salary	\$'000	\$'000
Marketing Assistant	40–50	50–60
Marketing Coordinator	50–60	60–75
Events Manager	55–70	65–85
Copywriter	60–70	65–80
Database Manager	60–70	65–90
Sponsorship/Fundraising Manager	55–70	70–85
Public/Corporate Affairs Manager	65–85	85–120
Marketing Communications Manager	70–90	80–120
Senior Marketing Manager	90–125	95–130
Marketing Director	100–125	110–150+

MEDIA & ENTERTAINMENT

Size of Company	Sml/Med	Large
Salary	\$'000	\$'000
Marketing Assistant	45–50	50–55
Marketing Executive	50–60	60–70
Assistant Product Manager	60–75	60–80
Product Manager	75–90	80–95
Web/Internet Manager	65–85	75–105
PR Manager	65–95	95–115
Sponsorship Manager	65–85	90–140
Marketing Communications Manager	75–95	105–140
Marketing Director	105–150	125–170

CONSUMER GOODS

Size of Company	Sml/Med	Large
Salary	\$'000	\$'000
Loyalty Manager	65–90	80–105
Online Manager	65–90	100–120
Marketing Communications Manager	80–100	90–130
Brand Manager	65–90	80–100
Senior Brand Manager	90–110	110–150
Marketing Manager	90–120	140–180
Marketing Director	100–145	180–260

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PROCUREMENT & SUPPLY CHAIN

Market overview

Over the last 12 months, business activity in the New Zealand procurement sector experienced sustained growth as companies aimed to develop supplier relationships, identify business requirements, achieve key procurement targets at minimum cost and set up shared services functions. The supply chain market also saw continued operational improvements as organisations looked to enhance efficiencies, performance and expenditure. These developments generated demand for skilled professionals across both sectors.

Currently, across the procurement industry there is demand for Category Managers, Strategic Sourcing Managers, Specialists and Analysts. These professionals are required to improve existing procurement capabilities, work towards best practice and increase specialisation in category management and strategic sourcing across the government/public, FMCG, manufacturing and financial services areas. Skills in supplier relationship management, business transformation, as well as contract and assurance management are also highly sought-after. Employers are increasingly seeking expatriates and overseas professionals with these abilities as the domestic talent pool decreases.

Highly sought-after supply chain professionals include S&OP Managers, Demand Planners, Production Planners, Supply Planners, Supply Chain Managers and VMI/VRP Specialists. These professionals are required across the food, FMCG, manufacturing and pharmaceutical areas, as well as businesses with large export operations that are focusing on improving supply chain efficiency, performance and best practice. There is also a high requirement for commercially astute talent with skills in relationship management and analytics so that businesses can implement these changes through planning and influencing key stakeholders.

As the demand increases for professionals across the procurement and supply chain sectors, employers

are likely to award financial incentives to secure top talent. Average salary increases for both industries are expected to be between 2% and 3%. Higher wage rises can be anticipated for Procurement Category Managers in the commercial sector, Strategic Sourcing Managers and Procurement Managers, as well as S&OP and Demand Planners in the FMCG, food, pharmaceutical and manufacturing areas.

Employers may also award Procurement Managers, Procurement Specialists and Procurement Category Managers with performance based bonuses of up to 20%. Similarly, in the supply chain sector companies are anticipated to offer Demand Planners, S&OP Managers and Supply Chain Managers with bonuses of up to 10%, with a further 15% to 20% for exceptional performers.

Over the coming year, procurement and supply chain roles are expected to continue to become available as organisations continue to invest in their procurement and supply chain functions and work towards best practice. Procurement professionals with Chartered Institute of Purchasing and Supply qualifications will be highly sought-after, as well as Procurement Specialists, Procurement Managers and Procurement Category Managers. Employers in the supply chain sector will require Demand Planners, Supply Chain Managers and Production Planners across the food, manufacturing and FMCG areas.

To attract and retain top talent, employers are likely to offer career progression opportunities such as training through CIPS courses and succession planning. Employees will also be offered the opportunity to develop their skills and experience through broader project work such as process improvements and business transformation. Similarly, supply chain employers will look to secure the best people by providing leadership, development and career progression opportunities, as well as non-financial incentives such as laptops and mobile phones.

PROCUREMENT & SUPPLY CHAIN

click on each statistic to see the corresponding graph

Market analysis

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PROCUREMENT & SUPPLY CHAIN

Salary tables

PROCUREMENT

Size of Company	Sml/Med	Large
Salary	\$'000	\$'000
Purchasing/Procurement Officer	45-65	50-75
Procurement Coordinator	60-90	70-110
Procurement Specialist	70-100	75-120
Buyer	60-90	80-100
Senior Buyer	80-100	90-120
Contracts Administrator	60-80	70-100
Senior Contracts Administrator	80-110	100-130
Strategic Sourcing/Procurement Analyst	70-90	85-110
Procure to Pay/e-Procurement	110-150	110-180
Purchasing Manager	80-110	90-130
Junior Category/Commodity Manager	85-105	90-110
Category/Commodity Manager	110-130	110-150
Senior Category/Commodity Manager	135-150	145-180
Procurement Manager	110-140	120-180
Strategic Sourcing Leader/Manager	110-150	130-200
Commercial/Contracts Manager	100-130	120-180
Vendor/Supplier Relationship Manager	100-130	130-160
GM Procurement	170-200	200-400

LOGISTICS/DISTRIBUTION

Size of Company	Sml/Med	Large
Salary	\$'000	\$'000
Customer Service Officer	45-65	50-70
Transport Planner	50-70	60-85
Logistics/Supply Chain Coordinator	50-70	55-85
Logistics/Inventory Analyst/Controller	55-70	65-90
Warehouse Supervisor	55-75	60-75
Inventory Manager	70-95	75-100
Import/Export Manager	45-60	50-70
Warehouse Manager	65-90	80-120
DC Manager	100-120	110-160
Transport/Distribution/Logistics Manager	90-110	100-130
Operations Manager	85-140	130-180
Supply Chain Development Manager	110-150	125-200
Supply Chain Manager	85-140	140-200
Supply Chain Director/GM	150-200	200-350

PLANNING/SCHEDULING/BUYING

Size of Company	Sml/Med	Large
Salary	\$'000	\$'000
Production Planner/Scheduler	55-70	60-90
Inventory Planner/Planner Buyer	55-70	75-90
Purchasing Officer	50-70	55-80
Purchasing Manager	80-110	90-130
Demand Planner/Analyst	70-95	75-110
Supply (MRP or Finished Goods) Planner	60-80	60-90
S&OP Analyst	65-80	75-100
Replenishment Manager	75-90	85-120
S&OP Demand/Supply Planning Manager	90-125	120-180

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PROPERTY & CONSTRUCTION

Market overview

Hiring activity across the New Zealand property and construction industries gained momentum over the last 12 months, particularly across the development sector where business activity was previously in decline. This growth was due to a combination of factors including the commencement of development projects, as well as asset refurbishments and improvements.

Specific industry projects such as the Christchurch city rebuild also generated activity in the property and construction recruitment market. Professionals from around New Zealand are now required to support industry plans and employers are seeking talent from other locations such as Wellington and Auckland so that the initial stages of the rebuild can commence.

Presently, there is demand within the property and construction sector for Estimators, Quantity Surveyors and Civil and Structural Engineering Consultants. These professionals are required for seismic design work, as well as pricing and tendering for upcoming production around the Christchurch city rebuild. Construction professionals with skills in assessment and consultancy advice are also highly sought-after to ascertain the feasibility of progressing a project from the concept stage to development phase. In addition, property professionals such as Sales and Leasing Consultants are required across the residential and commercial property areas as demand for office space rises.

With hiring activity expected to continue across property and construction in the coming year,

employers must look at retaining and attracting the best talent. Companies are likely to award average salary increases of up to 5%. Civil and Structural Engineers are expected to be offered above average salary increases as their skills are in particular demand for rebuilding the Christchurch CBD area. Property and construction professionals across the civil, infrastructure and transportation sectors may also receive above average salary increases due to the high number of projects being instigated in these areas.

Over the next 12 months, recruitment across New Zealand's property and construction sectors is expected to be firm as companies make replacement hires and undergo business restructures, such as streamlining teams and bringing functions in-house. The demand for construction professionals is likely to continue, particularly for Quantity Surveyors (both consultancy and contracting), Project Managers and Estimators as projects and construction activity continues to increase in the commercial building and civil sectors. A boost in the requirement for Property Sales Consultants is also anticipated in the residential property sector as the demand for housing increases.

To attract and retain staff in the steady job market, companies will look to offer career progression for the best performers. Activities are likely to include the opportunity to lead business functions or departments, initiate new business services or broaden the scope of project work.

PROPERTY & CONSTRUCTION

click on each statistic to see the corresponding graph

Market analysis

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PROPERTY & CONSTRUCTION

Salary tables

CONSTRUCTION

Size of Company	Sm/Med	Large
Salary	\$'000	\$'000
Contracts Administrator	75-95	80-110
Quantity Surveyor	75-90	80-110
Site Manager	70-90	75-95
Estimating Manager	90-120	100-130
Bid Manager – Business Development Manager	100-130	110-140
Operations Manager	140-180	160-200
Project Engineer	90-120	100-130
Project Manager	90-120	100-130
Project Director	160-200	175-220
Construction Manager	130-170	150-180
Construction Director	200-250	220-270
Operations Manager	160-200	175-220
Operations Director	200-230	220-250

REAL ESTATE/PROPERTY

Size of Company	Sm/Med	Large
Salary	\$'000	\$'000
Leasing Executive	60-80	65-85
Leasing Manager	90-120	100-140
Leasing Director	150-180	170-200
Valuations Manager	120-140	130-150
Head of Valuations	150-180	175-210
Property Manager	80-120	90-130
Head of Property Management	140-180	160-200
Asset Manager	90-130	95-140
Head of Asset Management	150-200	170-220
Facilities Executive	65-80	70-90
Facilities Manager	75-95	80-100
Head of Facilities	140-160	150-180
Development Manager	120-150	130-160
Development Director	200-250	220-270
General Manager	160-200	180-220
Managing Director	250-300	280-350
Regional Managing Director	300-400	350-400+

Please note:

1. Salaries indicated are in New Zealand dollars and based on annual basic salary, excluding bonus/incentive schemes. **2.** Small to medium companies are defined as having a turnover of less than \$100 million. Large companies are defined as having a turnover of more than \$100 million. **3.** Market rates are becoming much less uniform. While we have taken great care, these salary ranges can only be approximate guides, as there are often specific circumstances relating to individual companies. Please call us for additional information.

SALES

Market overview

Over the last 12 months, recruitment activity across the sales sector continued to steadily increase. Companies looked to improve revenue and profit margins in the positive economic conditions, which led to strong investment in new revenue-generating roles in areas like IT sales. Opportunities were also strong in the FMCG sector, as employers increased headcount in sales and account management areas to drive revenue growth. Demand was high for professionals with experience in the digital space, with strong growth also seen in the highly competitive telecommunications sector.

Although most hiring in the current market is for replacement roles, pockets of strong job creation still exist in FMCG, IT and telecommunications for professionals with two to eight years of experience. Roles in highest demand include Sales Representatives, Business Development Managers, Key Account Managers and National Account Managers. There is also an increasing requirement for Category Managers to help drive business profitability. These professionals offer a new skill set that is in short supply across New Zealand.

Most employers will be offering financial incentives over the next 12 months to attract and retain highly skilled professionals. Average salary increases of up to 5% can be expected across the sector. Above average increases will be reserved for business development and client facing professionals

who increase revenue and secure new clients. Higher salary rises are also expected for proven performers in the candidate-short areas of FMCG, telecommunications and consumer electronics.

Most New Zealand businesses will continue to offer a standard bonus of 5% to 15% in order to secure and retain the best performers. There is also the recent trend of stretch or multiplier bonuses in the market, which pushes the potential bonus to 20% to 40% of base.

Over the next 12 months, the demand for quality junior to mid level sales talent will continue to outweigh supply. Many professionals at this level leave to pursue career opportunities in Australia, or alternatively are carefully retained by their current employers, which results in fewer candidates on the market. Despite this shortage, hiring activity is expected to remain consistent over the coming year as employers focus on maintaining their sales headcount. Jobs growth is likely to occur within companies looking to further develop their position in the market and/or challenge established brands. To attract and retain the best talent, employers plan to offer higher earning potential through increased incentives, more professional development and training opportunities, as well as the opportunity for a business transfer, either within New Zealand or internationally.

SALES

Market analysis

SALARIES

BENEFITS

WORKING HOURS

click on each statistic to see the corresponding graph

TALENT MANAGEMENT

SKILLS SHORTAGES

Please note:

Market analysis is based on the results of the 2012/13 Michael Page International annual survey, completed by over 400 employers.

SALES

Salary tables

B2B

Size of Company	Sml/Med	Sml/Med	Large	Large
Salary	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE
Internal Sales Representative	45-55	65-70	55-60	70-80
Account Manager	75-85	85-105	85-95	95-130
Business Development Manager	85-100	105-125	95-140	130-180
Channel Manager	80-90	95-140	85-100	130-160
Regional Sales Manager	90-110	120-140	120-140	150-180
National Sales Manager	110-130	140-160	140-170	170-250

IT&T

Size of Company	Sml/Med	Sml/Med	Large	Large
Salary	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE
Sales Executive/Account Manager	45-60	75-100	55-70	90-120
Pre Sales	70-95	110-130	95-120	140-180
Senior Account Manager	80-100	130-170	85-110	140-200
Channel Manager	80-110	140-180	90-120	140-200
Technical Sales Manager	80-100	110-140	90-120	130-160
Business Development Manager	80-110	140-160	95-135	160-210
National Sales Manager	110-140	160+	130-180	200+
Sales Director	130-170	210+	170-250	300+

MEDIA

Size of Company	Sml/Med	Sml/Med	Large	Large
Salary	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE
Sales Coordinator	40-45	N/A	45-50	N/A
Sales Analyst	50-60	N/A	55-65	N/A
Distribution/Circulation Analyst	45-60	N/A	50-65	N/A
Sales Executive	44-50	80-85	55-60	85-100
Account Manager	50-60	65-105	55-100	70-120
Business Development Executive	55-65	80-90	65-75	85-100
Business Development Manager	65-70	95-125	75-85	105-140
National Key Account Manager	80-90	105-120	85-95	105-140
Regional Sales Manager	85-95	105-130	90-105	130-150
National Sales Manager	95-120	125-160	120-160	160+
Sales Director	130-160	170+	140-180	190+

Please note:

1. Salaries indicated are in New Zealand dollars and based on annual basic salary, excluding bonus/incentive schemes. **2.** OTE (On Target Earnings) refers to the expected earning capacity of the employee, based upon achievement of KPI's. **3.** Small to medium companies are defined as having a turnover of less than \$100 million. Large companies are defined as having a turnover of more than \$100 million. **4.** Roles marked N/A in this report are not commonly found in the area specified. **5.** Market rates are becoming much less uniform. While we have taken great care, these salary ranges can only be approximate guides, as there are often specific circumstances relating to individual companies. Please call us for additional information.

SALES

Salary tables

FINANCIAL SERVICES

Size of Company	Sml/Med	Sml/Med	Large	Large
Salary	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE
Internal Sales Representative	55–80	70–95	60–85	75–105
Relationship Manager	70–90	125–150	85–115	145–170
Business Development Manager	90–110	130–160	100–120	160–220
National Sales Manager	120–150	170–200	160–200	220–300
Head of Distribution	120–160	160–200	160–200	210–260

CONSUMER GOODS

Size of Company	Sml/Med	Sml/Med	Large	Large
Salary	\$'000 Base	\$'000 OTE	\$'000 Base	\$'000 OTE
Category Executive/Analyst	45–55	60–75	55–65	65–75
Category Manager	85–120	90–140	95–130	115–150
Territory Manager/Sales Representative	45–60	75–90	50–65	75–95
Key Account Manager	65–75	85–105	65–85	95–120
National Account Manager	75–90	95–130	90–130	130–150
Regional Sales Manager	75–100	105–130	85–130	130–150
National Sales Manager	120–150	145–170	120–170	170+
Sales Director	150+	160+	170+	210+

Please note:

1. Salaries indicated are in New Zealand dollars and based on annual basic salary, excluding bonus/incentive schemes. **2.** OTE (On Target Earnings) refers to the expected earning capacity of the employee, based upon achievement of KPI's. **3.** Small to medium companies are defined as having a turnover of less than \$100 million. Large companies are defined as having a turnover of more than \$100 million. **4.** Roles marked N/A in this report are not commonly found in the area specified. **5.** Market rates are becoming much less uniform. While we have taken great care, these salary ranges can only be approximate guides, as there are often specific circumstances relating to individual companies. Please call us for additional information.

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