



Sector Spotlight

Sales & Marketing

OCG[®]



About OCG

As Careermakers, our business and passion is people. With this sector spotlight, we aim to educate Candidates and Hiring Managers to make informed decisions, and align what Candidates are looking for with what businesses need to succeed.

Sales & Marketing Sector Spotlight

While the trend for businesses to put sales and marketing activities on hold was prevalent in 2020, 2021 has shown an increase in demand for business development, driven by growth aspirations, putting a positive and busy feel into the industry.

Businesses are increasingly looking at hiring contractors where permanent candidates are not available, driving the increase in demand for top contractors with key skills for business development projects.

With borders closed due to Covid-19, great candidates have plenty of choice. Businesses are under pressure to secure top talent and offering of counter-offers are rife throughout the industry.

Candidates are looking for businesses to commit to them, offer fair compensation, flexibility, and work-life balance otherwise they will stay comfortable where they are, rather than risk changing jobs.

For more information on current market drivers, candidate movements, and salary information, get in touch with our Sales & Marketing team now.

Recruitment Trends



Insights from Tom McMorran: Consulting Manager, Sales & Marketing

The last three months have seen some ups and downs in sales & marketing recruitment. There was the usual hesitation in the market whenever we've had a lockdown but nothing as dramatic as what we saw in 2020. Roles that were already in progress continued through to placement although some start dates were delayed. While there was a short pause in recruitment from many companies, the demand for contractors bounced back quickly and permanent vacancies have followed.

The sharp decline in sales and marketing roles advertised on Seek recently is due partly to a reduction in vacant roles, but also possibly due to a dramatic reduction in the number of applicants for advertised roles this year. This increased candidate shortage applies mostly to mid-level roles and in particular to the sales function. Marketing roles are perhaps the canary in the mine in that they have tailed off while the recruitment market hesitated, but are now reappearing, signaling a stronger market which usually reflects a more confident economy.

As the number of applicants is shrinking and candidates with desired experience are in high demand, employers are still sticking to very specific briefs with multiple criteria and are reluctant to budge from the ideal skillset.

Employers could consider putting themselves in the candidate's shoes and asking themselves if they already had all the skills and experience required for a role, what would be new and interesting to draw them to that opportunity?

"As new roles come in the New Year, the candidate shortage will intensify and we will expect to see either a broadening of briefs or significant delays to find the exact experience."

Hiring teams will need to have more flexibility to secure capable candidates involving identifying what you must have on a CV versus what would be nice.

While there are more sales vacancies than marketing roles at the moment, it's difficult to define further as the vacant roles in the market are varied and different from each other. Contracts are being extended as employers delay making decisions on permanent roles as many have decided to wait till the New Year to hire for permanent roles. While we would expect there will be more candidates able to focus on changing roles after the holidays, there will also be many more options for them to consider.

Across the sales and marketing functions, we're hearing ongoing challenges with the supply of products and ingredients and in FMCG there is still uncertainty of the impacts of changes at Foodstuffs. Overall the sector appears relatively resilient and all indications are we will move quickly from 'wait and see' to 'get on and do'.

For more information on current market drivers, candidate movements, and salary information, get in touch with our Sales & Marketing team now.

Vacancy Trends

Spotlight on Seek

Let's first have a look at what's going on in the overall job market. Seek, because of its dominance in the NZ market, is a good barometer of the health of the advertised jobs market.

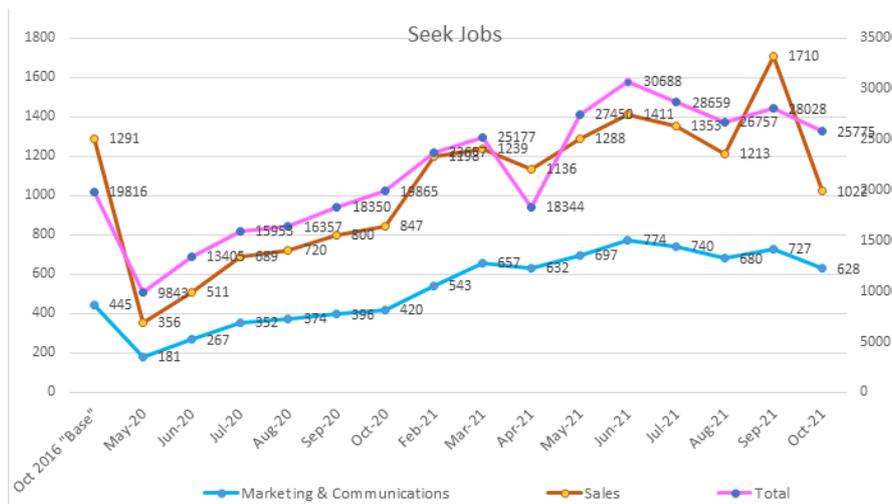
As we can see from the chart below*, when Covid hit, total jobs dropped dramatically down around 50% of what would be deemed a normal week on Seek with around 20k jobs advertised. But since then, total jobs have bounced back to normal levels, and are now operating at levels never seen before in the NZ market, recording at least 3 weeks of total jobs exceeding 30k jobs advertised each week.

When we look at what has happened in the Sales and Marketing job sectors, we see that Sales took the biggest hit when Covid first impacted the job market back in May/June 2020.

Since then both sectors have bounced back at a similar rate to the Total jobs advertised, although what we did see is that in April 2021 when total jobs took a dip, both Sales and Marketing jobs advertised remained quite resilient and continued to grow.

What we have now is unprecedented levels of jobs advertised versus what was deemed a "base week" with Total Jobs advertised up 30% and Marketing jobs up 52.8%, while Sales jobs are at similar levels to what used to be an average week.

In October we saw the start of a seasonal decline in Total Jobs, with Sales jobs in particular plummeting versus the previous high levels of jobs advertised.



*Seek Insights - data received 23rd November 2021

What are employers looking for?



Sales Reps



Communication Skills



Digital skills

What are employees looking for?



Salary/ Compensation



Work-life balance



Career Development

For more information on current market drivers, candidate movements, and salary information, get in touch with our Sales & Marketing team now.

Vacancy Trends

Spotlight on LinkedIn

LinkedIn is a rapidly growing platform and is a real-time measure of candidates in the market, both active and passive.

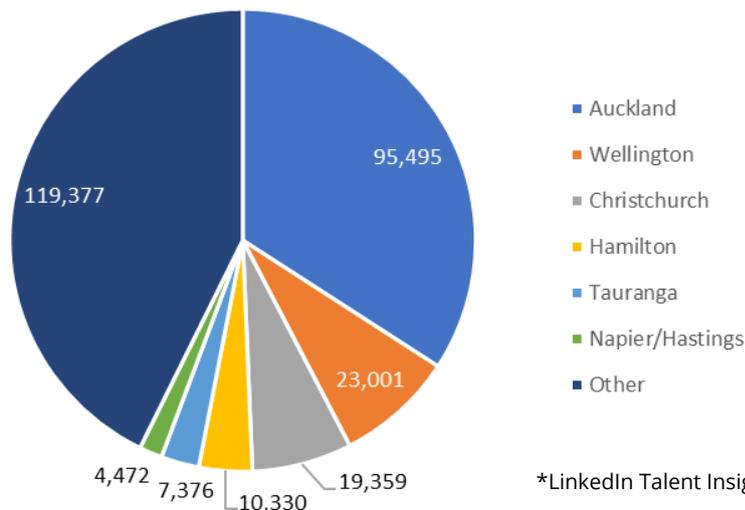
Looking into LinkedIn Talent Insights, focusing on Sales & Marketing professionals, LinkedIn shows us there are over 250,000 professionals in the industry, with over 22,000 of those having changed jobs recently*.

The beauty of social media is the ability to measure demographics and other details of industry professionals including location, skillset, qualifications and more.

Our team can utilise this data to source your perfect candidate for your business.

*LinkedIn Talent Insights - data received 18th November 2021

Distribution of Sales & Marketing Professionals throughout NZ*



*LinkedIn Talent Insights - data received 18th November 2021

LinkedIn Sourcing Success Story!

"We had a tough brief in trying to find someone who not only had solid digital marketing across multiple platforms but also understood basic coding and could spot errors in the background. After a deep-dive into LinkedIn and finding people who were too html/IT based or had zero knowledge of html, I found Sophie*. After a lot of back and forth with the client – 2 interviews and some html testing, we placed her in a contract. They have extended her once already"

*Name changed for confidentiality

For more information on current market drivers, candidate movements, and salary information, get in touch with our Sales & Marketing team now.

Salary/Remuneration Trends

Here's a look at some of our recently placed roles in market. The ranges vary depending on level of role and industry, but this is a sample of the types of roles, industries, and salary brackets the Sales & Marketing team work across

Job Title	Sector	Remuneration
Brand Manager	FMCG	\$80,000.00
Brand Manager	MANUFACTURING	\$82,500.00
Brand Manager	FMCG	\$85,000.00
Brand Manager	MANUFACTURING	\$95,000.00
Brand Manager	MANUFACTURING	\$100,000.00
Brand Manager	MANUFACTURING	\$105,000.00
Business Development Manager	SERVICE	\$100,000.00
Business Development Manager	SERVICE	\$120,000.00
Business Development Manager	SERVICE	\$155,000.00
Business Development Manager	MANUFACTURING	\$198,000.00
FMCG Key Account Executive	FMCG	\$73,000.00
FMCG Key Account Manager	FMCG	\$130,000.00
FMCG Key Account Manager	FMCG	\$115,000.00
FMCG Key Account Manager - 12-month contract	FMCG	\$100,000.00
Marketing Manager		\$104,000.00
Marketing Manager		\$120,000.00

"This salary information is just a snapshot of actual market data from recent placements and while it's not as comprehensive as a salary survey it does provide specific examples of what roles are paying at the moment. Often salary surveys offer a broad range so it's difficult for candidates to understand what they're worth and for employers to know where to pitch a particular role. The salaries above fit within the broader market data we have access to but as the recruitment market gets busier we can expect upward pressure on these numbers.

We anticipate there will be increased salary expectations from candidates before there will be willingness to pay from employers so expect some robust salary discussions over the coming months!"



Tom McMorran
Consulting Manager
Sales & Marketing

For more information on current market drivers, candidate movements, and salary information, get in touch with our Sales & Marketing team now.

Sales & Marketing Sector Specialists

Auckland



Tom McMorran
Consulting Manager
Sales & Marketing
027 704 5132
mcmorran@ocg.co.nz



Lucinda Barton
Senior Consultant
Sales, Marketing,
Communications, HR
021 375 767
barton@ocg.co.nz



Kelly Legarth
Senior Consultant
Sales, Marketing & FMCG
027 808 8320
legarth@ocg.co.nz



Natalie Kennerley
Senior Consultant
Sales, Marketing & FMCG
021 870 105
kennerley@ocg.co.nz

Wellington



Leigh Mackay
Senior Consultant
022 010 9965
lmackay@ocg.co.nz

Christchurch



Sara Thornton
Senior Consultant
021 121 7599
thornton@ocg.co.nz

OCG Office Locations

Auckland
Level 8, Aon Centre
29 Customer Street W
Auckland CBD
Auckland 1010

Wellington
Level 5, 3 Hunter Street
Wellington Central
Wellington 6011

Christchurch
22 Papanui Road
Merivale
Christchurch 8014

For more information on current market drivers, candidate movements, and salary information, get in touch with our Sales & Marketing team now.

www.ocg.co.nz/team/sales-marketing