



Cooper Fitch  
**SALARY  
GUIDE  
2019**

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**SALES &  
MARKETING  
KSA**





## KSA SALARY GUIDE

Welcome to the Cooper Fitch Salary Guide for the Kingdom of Saudi Arabia in 2019. Our guide provides salary expectation ranges for mid-level to senior professionals and hiring across the Kingdom and insights on the employment market, key drivers for change and expected patterns in 2019. This is based on observations made in 2018 with both job seekers and clients in the region by our subject matter experts. Cooper Fitch is based in the GCC since 1997 specialising in recruitment, executive search and HR advisory services.

Cooper Fitch estimates GDP growth in Saudi Arabia to be between 4-5%; this is based on the average oil price of \$71 in 2018 and various factors contributing to the growth and diversification of Saudi's economy. The International Monetary Fund (IMF) predicts a lower GDP growth of circa 3% this is predominately based in a projected increase in crude oil production, but Cooper Fitch believes the growth actual will be ahead of the IMF predictions, partly driven by non-oil activities.

The non-oil growth will be directly in line with Vision 2030 where we see the continued drive of this visionary strategy into projects such as Red Sea, NEOM, Riyadh Gate and many other projects. We believe that Saudi Arabia represents the most exciting economic market globally with all the best consultants and advisors being attracted to the country to help support this very exciting initiative.

We foresee the driver for growth in these Giga project rests within privatisation and public-private partnerships which kicked-off at the end of 2017. The implementation of VAT Saudi has helped stabilise the economy generated non-oil-based revenue for the government. They have not only supported Vision 2030 but have also created significant new employment opportunities in the tax advisory and tax consulting space.

Cooper Fitch predict salaries will increase by 5-6% in the Kingdom on average, but this is subject to the current prevailing economic conditions. Certain sectors and individuals will have a significantly higher increase in their salaries. However, overall, the key objective for Saudi in 2019 is to improve the employment levels for both nationals and expatriates as there continues to be a significant demand for both.

We hope you find the insights presented interesting and useful and we welcome any feedback. If you would like specific data on your market, please feel to contact me directly.



**Trefor Murphy**  
CEO & Founder  
[tmurphy@cooperfitch.ae](mailto:tmurphy@cooperfitch.ae)

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## SALES & MARKETING

Saudi Arabia witnessed record growth of 30 percent in the consumer goods industry in 2018.

Despite economic challenges for Saudi Arabia between 2015 and 2016, and reduced consumer purchasing power, we envisage to see more expats in the next two years more willing to move to Saudi Arabia which is expected to increase the country's GDP. As Saudi Arabia looks to diversify its economy and find private sector careers for its young citizens, the FMCG segment looks to be a source of growth and employment opportunities.

### Hiring Trends.

Organisations are now becoming more cautious in terms of the recruitment process due to time and financial constraints. More thorough interview processes are put in place and they are widening their net of prospect talent. Multinational companies in Saudi Arabia are now trying to provide continued support for their employees by presenting them with constant development and training programs. It is also inevitable that

***“The most notable shift in hiring trends has been the demand from companies to diversify their sales and marketing team. The demand for hiring females into mid to senior management roles has been a significant movement in 2018 and is looking to continue to grow in 2019.”***

FMCG employees need to have an in-depth knowledge about the market and can speak both English and Arabic. The most notable shift in hiring trends has been the demand from companies to diversify their sales and marketing team. The demand for hiring females into mid-level to senior management roles has seen significant movement in 2018 and we expect this to continue to grow in 2019.

### GCC companies are expanding their branches in the Kingdom due to its vibrant market.

The volume of Sales and Marketing roles in KSA has been fairly buoyant in 2018. There has been a significant increase in the demand for companies to increase their sales force in Saudi Arabia to take advantage of the vibrancy in the current Saudi market. With a growing young population, the biggest players for the private sector have been the Food and Beverage, Consumer Goods (FMCG) and the healthcare Industry.

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| ROLES      | TITLE                             | MIN    | MAX    |
|------------|-----------------------------------|--------|--------|
| FMCG       | General Manager                   | 50,000 | 55,000 |
|            | Sales Director                    | 40,000 | 50,000 |
|            | Regional Sales Manager            | 30,000 | 35,000 |
|            | Area Sales Manager                | 25,000 | 30,000 |
|            | Sales Manager                     | 15,000 | 20,000 |
|            | Key Account Manager               | 15,000 | 18,000 |
|            | Trade Marketing Manager           | 15,000 | 18,000 |
|            | Sales Executive                   | 10,000 | 12,000 |
|            | Country Manager                   | 40,000 | 45,000 |
|            | Brand Manager                     | 15,000 | 18,000 |
| HEALTHCARE | Sales Representative              | 17,000 | 22,000 |
|            | Product Specialist                | 15,000 | 26,000 |
|            | Area Sales Manager                | 25,000 | 30,000 |
|            | Business Development Manager      | 20,000 | 25,000 |
|            | Snr. Business Development Manager | 25,000 | 30,000 |
|            | Key Account Manager               | 17,000 | 21,000 |
|            | Country Manager                   | 35,000 | 40,000 |
|            | Market Access Manager             | 26,000 | 32,000 |
|            | Regional Sales Manager            | 30,000 | 35,000 |
|            | Regional Sales Director           | 45,000 | 49,000 |
|            | Regional Commercial Manager       | 30,000 | 35,000 |
|            | Regional Commercial Director      | 50,000 | 54,000 |

*The salary ranges provided are in SAR and represent a monthly salary inclusive of basic and any allowances. Salaries provided are exclusive of any bonus, guaranteed or otherwise.*

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| ROLES                      | TITLE                            | MIN    | MAX    |
|----------------------------|----------------------------------|--------|--------|
| RETAIL                     | General Manager                  | 45,000 | 50,000 |
|                            | Sales Director                   | 40,000 | 45,000 |
|                            | Regional Sales Manager           | 25,000 | 32,000 |
|                            | Regional Brand Manager           | 18,000 | 23,000 |
|                            | Area Sales Manager               | 15,000 | 18,000 |
|                            | Key Account Manager              | 12,000 | 18,000 |
|                            | Sales Executive                  | 8,000  | 12,000 |
|                            | Store Manager                    | 12,000 | 15,000 |
|                            | Operations Manager               | 18,000 | 21,000 |
|                            | Sales Assistant                  | 5,000  | 8,000  |
| MARKETING & COMMUNICATIONS | Marketing Executive              | 10,000 | 15,000 |
|                            | Marketing Manager                | 20,000 | 24,000 |
|                            | Marketing Director               | 40,000 | 50,000 |
|                            | CMI Manager                      | 20,000 | 25,000 |
|                            | PR Account Executive             | 11,000 | 14,000 |
|                            | PR Account Manager               | 16,000 | 18,000 |
|                            | PR Account Director              | 21,000 | 24,000 |
|                            | Corporate Communications Manager | 27,000 | 30,000 |
|                            | Head of Corporate Communications | 45,000 | 55,500 |
|                            | Digital Account Manager          | 21,000 | 24,000 |
| Digital Account Director   | 26,000                           | 31,000 |        |

Salaries provided are exclusive of any bonus, guaranteed or otherwise.

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| ROLES           | TITLE                      | MIN    | MAX    |
|-----------------|----------------------------|--------|--------|
| TECHNICAL SALES | Sales Director             | 47,000 | 54,000 |
|                 | Sales Manager              | 25,000 | 33,000 |
|                 | Regional Sales Manager     | 25,000 | 35,000 |
|                 | District Manager           | 25,000 | 32,000 |
|                 | Technical Sales Manager    | 15,000 | 22,000 |
|                 | Technical Account Manager  | 15,000 | 17,000 |
|                 | Sales Engineer             | 12,000 | 16,000 |
|                 | Inside Sales Engineer      | 9,000  | 12,000 |
|                 | Systems Engineer           | 12,000 | 16,000 |
|                 | Application Sales Engineer | 9,000  | 13,000 |

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# UNDERSTANDING THIS GUIDE

### **METHODOLOGY**

The salary information provided in this guide has been compiled by dedicated researchers across Cooper Fitch's subject matter experts, from our Research team to our Managing Partner group. Our experts are in regular contact with both employers and candidates across our specialist sectors in the Kingdom.

### **SALARY DATA**

The salary ranges in this guide are indications of the market rate for mid-level to senior positions for hiring and new career opportunities in 2019. This salary data is based on placements made during 2018 and our teams' specialist knowledge. The information presented in this document should be used as a general guide only with intent to provide an approximate framework to gauge what a typical professional is likely to earn in the region. All salary data provided is exclusive of any bonus payments, guaranteed or otherwise.

### **FURTHER INFORMATION**

Cooper Fitch provide in-depth compensation and benefits analysis, for more information please contact [tmurphy@cooperfitch.ae](mailto:tmurphy@cooperfitch.ae).