

A grayscale photograph of a business meeting. In the foreground, a person's hands are visible, one holding a pen over a document with various charts and graphs. Another person's hands are seen in the background, gesturing. The overall scene is professional and focused on data analysis.

Cooper Fitch
**SALARY
GUIDE
2019**

**SALES &
MARKETING
UAE**





UAE SALARY GUIDE

Welcome to the Cooper Fitch Salary Guide for United Arab Emirates in 2019. Our guide provides salary expectation ranges for mid-level to senior professionals and hiring across the Emirates 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 United Arab Emirates since 1997 specialising in recruitment, executive search and HR advisory services.

Cooper Fitch estimates the GDP growth for the Emirates will be approximately 4 per cent in 2019. However, there is a consensus that it could be as high as 5-6%. With oil prices at an average of \$71 per barrel in 2018, we are optimistic that oil prices will remain steady in 2019. However, we are not expecting any significant increase in salary ranges in 2019.

We predict an improvement in the employment market in 2019. In the previous years, the market saw a significant restructuring in organisations, particularly in the banking sector which affected employment rates and adversely influenced salary levels. We see more job stability in 2019 albeit there are more planned mergers, particularly with some Abu Dhabi based banks.

With the continual drive to the Emirates' Vision 2021, we see the need for improvements in economic reforms. At the moment, oil contributes to around 35% of the UAE government revenues. As 2021 approaches, we see the Emirates focusing on human capital to support its diversification and generate better revenue. Also, as part of its vision, the introduction of VAT in 2018 has brought diversity to the country's economic revenue streams and also encouraged transparency for businesses.

The biggest challenge faced by organisations in 2018 is the retention of their top performing teams and individuals. Jobs seekers have faced bigger challenges in the past as salaries have decreased; there has been a significant increase in the number of candidates available in the market. In the unfortunate event where someone loses their job, the period required to find a new vocation has become longer.

The previous years' reduction in oil prices has caused companies to lose confidence in the market which in some cases has made them hesitant about making key hires. We have also noticed a reduction in the retail and luxury retail sectors in 2018. There is a lack of consumer confidence, but we expect improvements in both markets in 2019.

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.



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We see a continued demand for very high caliber internationally based candidates.

Within the sales and marketing field, we see a continued demand for very high caliber internationally based candidates who can lead the sales and marketing function. Organisations are leveraging those high caliber individuals and sometimes hire less experienced employees to support them. They hire subject matter experts to reach their sales value.

Expecting an increase of roles as the UAE prepare for Expo2020.

With a surge of visitors coming to Dubai in the lead up to Dubai Expo 2020, the number of sales and marketing jobs in the Emirates is certainly looking to increase. The demand for sales people in the food and beverage, service and logistics industries are increasing. The IMF predicts that GDP will increase by 3.7% in the UAE and this can be reflected by the number of new players that are entering the market to take advantage of Expo 2020. The government's decision to ease the laws on visa regulations also demonstrates the government's commitment to increasing the expatriate workforce.

Managing a diverse team is one of the most important leadership competencies.

We have noticed a growing need for Regional Sales roles as business are expanding and moving their sales efforts to other countries in the region, mainly the Kingdom of Saudi Arabia. We can see more companies promoting their employees from within rather than hiring for senior positions. One of the most important leadership competencies when hiring for senior roles is having a proven track record of managing a diverse team of people. We have also noticed an increased need in leaders with transformational leadership quality who are self-motivated and visionary. Additionally, we see a lot of need for International subject-matter experts

due to the dynamic ever-changing sales and marketing field present in the Emirates.

Future opportunities in FMCG e-commerce.

E-commerce is becoming an important factor in further driving fast-moving consumer goods (FMCG) growth across major markets globally. The e-commerce market value has reached 10 billion in 2018 in the UAE and it is expected to increase by 18 percent in 2019, the market is becoming increasingly competitive with the increase of SMEs opting to set up e-commerce stores instead of physical merchandise lines.

“We see a lot of need for international subject-matter experts.”

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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	18,000	24,000
	Area Sales Manager	26,000	30,000
	Business Development Manager	22,000	27,000
	Snr. Business Development Manager	25,000	30,000
	Key Account Manager	17,000	21,000
	Country Manager	35,000	41,000
	Market Access Manager	26,000	31,000
	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 AED 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	

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ROLES	TITLE	MIN	MAX
TECHNICAL SALES	Sales Director	48,000	54,000
	Sales Manager	25,000	33,000
	Regional Sales Manager	28,000	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 job seekers across our specialist sectors in the Emirates.

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 in 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.