

Adecco

# 2020 Vietnam Salary Guide



# Table of Contents

## Introduction

About Adecco	03
Message from General Director	05
2020 Labour Market Overview (in the world & Vietnam)	06
Disclaimer	10

## Salary Guide - Vietnam 2020

### Hanoi

Human Resources	12
Legal	15
Technology & Media	18
Finance & Accounting	22
Engineering & Manufacturing	27
Sales & Marketing: FMCG	32
Sales & Marketing: Healthcare	37
Sales & Marketing: Industrials	42
Financial Services	45
Professional Services	49

### Ho Chi Minh City

Human Resources	53
Legal	56
Technology & Media	59
Finance & Accounting	63
Engineering & Manufacturing	68
Sales & Marketing: FMCG	73
Sales & Marketing: Healthcare	78
Sales & Marketing: Industrials	83
Financial Services	86
Professional Services	90

# Adecco

Global leading recruitment, payroll and staffing specialist



MORE THAN **5,100** OFFICES IN **60** COUNTRIES & TERRITORIES

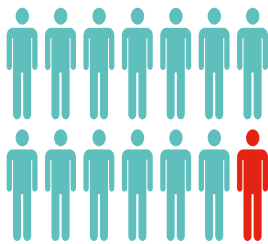
Head office in HCMC  
Representative office in Hanoi

**100,000**  
Clients served  
globally everyday



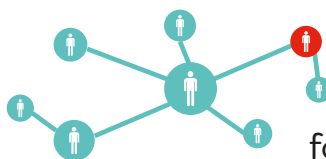
**550+**  
Clients served  
in Vietnam

**32,000+**  
employees globally



**120+**  
employees in Vietnam

**700,000+**  
Associates placed globally  
with clients everyday



**5000+**  
Associates working  
for our clients everyday

## Our Vietnam Offices



### Ho Chi Minh City Office

14th Floor, e.town Central,  
11 Doan Van Bo Str.,  
Dist. 4, HCMC  
Tel: +84 28 3636 5811



### Hanoi Office

7th Floor, Prime Centre,  
53 Quang Trung Str.,  
Hai Ba Trung Dist., Hanoi  
Tel: +84 24 3218 1190



Est. in 1996,  
Head Quarter in Zurich



Est. in 2011,  
Based in HCMC

Connect with  
**@AdeccoVietnam**  
on



Website

[adecco.com.vn](http://adecco.com.vn)

Email

[vn.info@adecco.com](mailto:vn.info@adecco.com)





**10,000+**

Quality  
candidates

**400+**

Clients

## RECRUITMENT SERVICE

-  Experts talk to experts
-  Access large pool of candidates
-  Reduce time to hire
-  Service with guarantee offer

## PAYROLL & STAFFING

**100+**

Clients

**5,000+**

Associates

Handle excessive workload 

Improve efficiency 

Control cost 

Increase workforce flexibility 





**50+**

Clients

**1,200+**

Professional ref  
checks

## HUMAN CAPITAL SOLUTIONS

-  Save time
-  Manage employment life cycle
-  Ensure regulatory compliance
-  Follow process & regulations



# Welcome to the Adecco Vietnam Salary Guide 2020

The recruitment landscape in Vietnam in 2019 remained strong as the country receives international investments and looks forward to reaching new heights. Benefited from a young labour workforce, rapid economic growth and political stability, Vietnam is an attractive and competitive investment destination. This has contributed to an increase in FDI inflows into the country, especially as more companies relocate their factories to Vietnam amidst the US-China trade tensions. New factory set-up required a lot more Production and Quality Management professionals to ramp up their production capacity.

The tech sector also continued its rapid growth as businesses across industries continued accelerating their digital transformation and adopting new technologies, especially within the Business Intelligence (BI) and Artificial Intelligence (AI) space. With the gradual shift towards a high-tech economy coupled with a lack of digital talents, tech talent will continue to be sought after. Hence, understanding new recruitment trends is the key to stay ahead of your competition.

Retention will be a major challenge that companies continue to face, particularly for junior to mid-level professionals – who are Millennials. Moreover, the new generation - Gen Z appreciates the opportunities for career growth and personal development. They also reshape office life as they value flexibility in terms of working hours and location. Companies will need to provide exciting opportunities for learning and development to retain talents in this 4.0 era. On-site training programs that provide the chance to upskill will go a long way in ensuring employees remain engaged, motivated and committed.

The seventh edition of the Vietnam Salary Guide 2020, focusing on the two major cities in Vietnam: Hanoi and Ho Chi Minh city, provides a detailed picture of current market offerings based on job responsibilities and working experiences among different sectors.

We hope this release, with its key insights into market and industry hiring trends, will provide a broad overview of Vietnam labour market. It can be a useful and effective tool for your strategic talent development planning and recruitment decision-making process in 2020.

If you have any questions, please contact us at [vn.info@adecco.com](mailto:vn.info@adecco.com).

Andree Mangels  
General Director, Adecco Vietnam & Malaysia

## 2020 Global Market Overview

These statistics provide an overview of the global market and employment trends in 2020, as well as the opportunities and challenges of the workforce in general.

### CURRENT STATUS



More people of working age are at work than in past decades.



Work-life balance is improved since people have greater freedom to decide where, when & how they work.

Technology creates opportunities for highly skilled workers & improve labour market performance in the future.

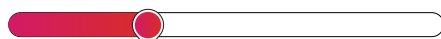


Over the past 2 decades, employment in manufacturing has declined by 20%, while employment in services grew by 27%.



### HIGH DEMAND SKILLS

#### SOFT SKILLS



Time Management



Adaptability



Collaboration

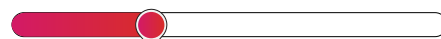


Persuasion



Creativity

#### HARD SKILLS



UX Design



People Management



Analytical Reasoning



Artificial Intelligence

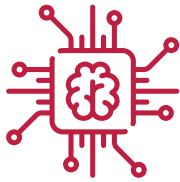


Cloud Computing



For more experts' insights & tips on Vietnam market & nurturing talents, log on to [adecco.com.vn](https://adecco.com.vn)

## OPPORTUNITIES



AI will create 7.2 million job opportunities  
& lead the talks to HR management.



Employees are continually upskilled  
for future roles in organisations.

Organisations have a supportive role in bringing employees to their next career advancement.  
This is equally important for the employee retention in organisations.

## CHALLENGES

1

14% of existing jobs could disappear  
as a result of automation in the next  
15-20 years.

2

People are living & working longer  
but facing more frequent job changes  
and the risk of skills obsolescence.

3

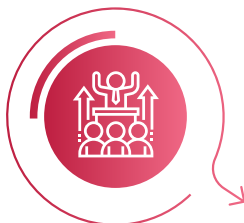
Challenge for people with low or  
outdated skills in declining areas of  
employment.

4

Inequalities in earnings & job quality  
have been widening in many countries.

## LABOUR INSIGHT

**73%+** of job seekers  
today are passively  
looking for a job



**51%** of hiring professionals  
agree that work flexibility  
attracts candidates



**54%** of hiring professionals  
say work flexibility  
encourages retention

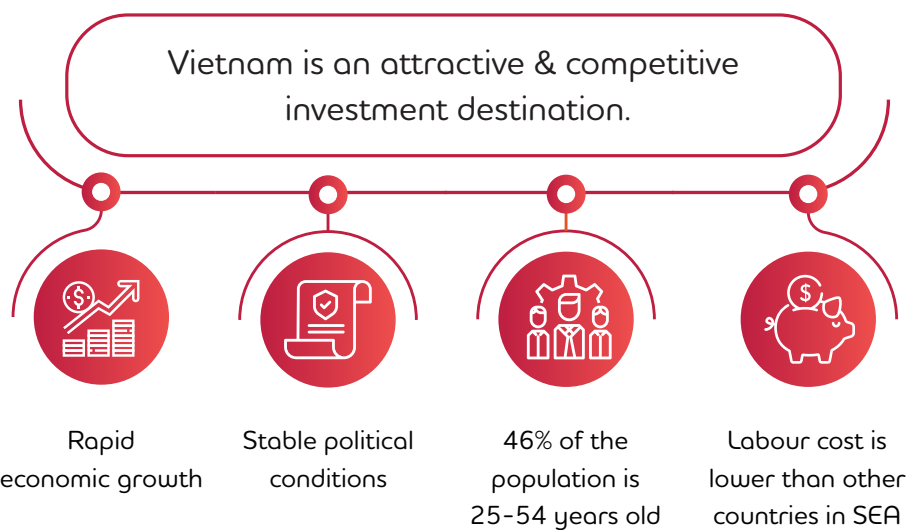


**80%** of HR leaders say  
employer branding has a  
significant impact on their  
ability to attract talent

# 2020 Vietnam Market Overview

In 2020, the economy will largely be driven by digital transformation & disruptive technologies. The numbers below highlight the hiring trends & industries in demand, also provide observations on Vietnamese job seekers' sentiments.

## CURRENT STATUS



## OPPORTUNITIES

The trade war has impacted on:



The upturn of HR roles for factories



Steady growth of high-level positions, especially in manufacturing

More talents demand in:



Business Intelligence & AI



Data analytics



Fintech



## CHALLENGES

Vietnam's labor productivity

is only 1/18th of   
1/16th of  and 1/3rd  
of  & 



83% of employees say that  
flexible working time will  
boost their productivity

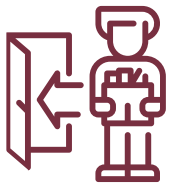


78% of employers expect  
their staff to stay in the  
office all the time



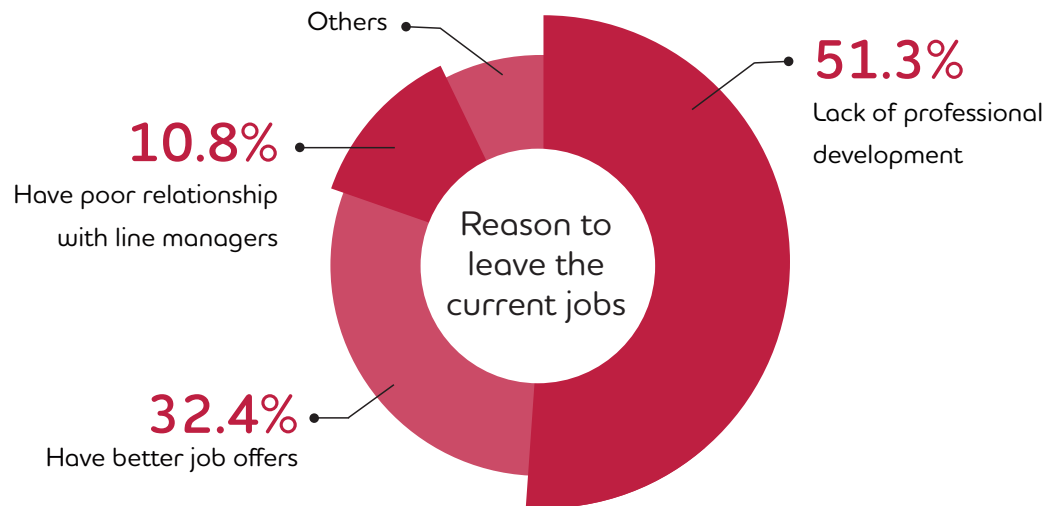
54% of workers usually or  
sometimes stay at work late  
even they have no tasks  
assigned

## LABOUR INSIGHT



The average turnover  
rate in Vietnam in 2019 is

**24%**



### Expectations from candidates for a new job



Higher salary  
& bonus



Professional  
development



Company culture

### What companies can do to attract talents



Transparent  
career roadmap  
& development  
plan



Attractive salary &  
benefits package



Flexible working  
hours



Open culture &  
work environment



Support from  
management team

# About the salary in this guide

The figures in this salary guide are based on the data from Adecco Vietnam's clients and candidates. They reflect the typical salary for an individual's job based on location, experience, education, certifications and other considerations. Salaries for your position may be further influenced by company size, benefits offered, local supply and demand trends. The data in our guide represents base salary only.

For more information on salaries in your job market, please contact our Adecco representative or our email [vn.info@adecco.com](mailto:vn.info@adecco.com).

## Disclaimer

The Adecco Vietnam Salary Guide 2020 is a value-added service to our clients and candidates. Whilst every care is taken in the collection and compilation of data, the guide is interpretive and indicative, not conclusive.

Therefore, information should be used as a guideline only and should not be reproduced in total or by section without written permission from Adecco Vietnam.





Adecco

L

Hanoi

7



# HUMAN RESOURCES

## Market Overview

For the recent three years, it has been a steady rise in remuneration package for HR professionals. Demands for Human Resource Business Partner and functional HR experts are increasing while large organizations tend to look for Talent Acquisition Manager, Learning and Development Manager and C&B Manager to strengthen the workforce quality.

On the other hand, competitive salary, attractive benefits, clear career development roadmap and professional training courses are the keys to attract potential quality candidates in HR.

Trang Nguyen, Recruitment Consultant  
HR

### Top 3 emerging positions



HRBP



HR Director



Talent Acquisition Manager

### Top trending technical skills required



Recruitment



Learning & Development



Employee Engagement

### Top trending soft skills required



Communication



Leadership



Presentation

# Hanoi - Human Resources

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
Chief HR Officer	<ul style="list-style-type: none"> <li>- Develop the vision, mission, goals and objectives for human resources in collaboration with business leaders;</li> <li>- Provide leadership in executing Human Resources deliverables in support of the company's overall business plan and strategic direction.</li> </ul>	10 +	200 mil	300 mil	250 mil	350 mil
HR Director	<ul style="list-style-type: none"> <li>- Responsible for strategic HR planning aligned with business direction;</li> <li>- Plan, develop &amp; evaluate HR functions;</li> <li>- Develop appropriate HR policies &amp; programs for effective management within the organization.</li> </ul>	5+	170 mil	280 mi	180 mil	300 mil
HR Manager	<ul style="list-style-type: none"> <li>- Monitor &amp; ensure overall HR strategy &amp; execution of the organization;</li> <li>- Implement effective &amp; suitable HR functions such as recruitment, performance management, compensation &amp; benefit, HR policies &amp; employee relations.</li> </ul>	3-5	N/A	N/A	60 mil	80 mil
		5+	80 mil	120 mil	90 mil	140 mil
Assistant HRM	<ul style="list-style-type: none"> <li>- Assist the HR Manager in managing all HR functions;</li> <li>- Responsible for single or multiple HR functions.</li> </ul>	3-5	N/A	N/A	30 mil	40 mil
		5+	30 mil	50 mil	40 mil	60 mil
HRBP	<ul style="list-style-type: none"> <li>- Provide strategic, consultative HR support &amp; leadership for assigned business unit;</li> <li>- Identify &amp; frame HR issues &amp; solutions to business problems by providing HR expertise in implementing strategic business direction &amp; determining essential tactical HR elements.</li> </ul>	3-5	N/A	N/A	40 mil	60 mil
		5+	60 mil	100 mil	70 mil	130 mil
C&B Manager	<ul style="list-style-type: none"> <li>- Responsible for job evaluation, job grading, salary survey and payroll operations;</li> <li>- Manage rewards initiatives, analyse &amp; control employee remuneration, compensation &amp; other employee benefits.</li> </ul>	3-5	N/A	N/A	45 mil	65 mil
		5+	50 mil	80 mil	60 mil	90 mil

# Hanoi - Human Resources

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019		2020	
			Min	Max	Min	Max
L&D Manager	<ul style="list-style-type: none"> <li>- Create &amp; execute learning strategies and programs;</li> <li>- Evaluate individual and organizational development needs;</li> <li>- Assess the success of development plans and help employees make the most of learning opportunities.</li> </ul>	3-5	N/A	N/A	50 mil	60 mil
		5+	60 mil	80 mil	65 mil	85 mil
Training Manager	<ul style="list-style-type: none"> <li>- Identify training needs, plan &amp; organize internal &amp; external training programs;</li> <li>- Prepare the training plan &amp; budget;</li> <li>- Responsible for training activities, both soft &amp; technical skills.</li> </ul>	3-5	N/A	N/A	40 mil	50 mil
		5+	50 mil	60 mil	55 mil	65 mil
Talent Acquisition Manager	<ul style="list-style-type: none"> <li>- Manage the recruitment process and life-cycle, including candidate resourcing, interviews, and offers;</li> <li>- Identify future talent needs and proactively recruiting and sourcing; develop talent pool or social engagements.</li> </ul>	3-5	N/A	N/A	45 mil	55 mil
		5+	50 mil	70 mil	55 mil	75 mil
Office Manager	<ul style="list-style-type: none"> <li>- Provide general administrative support to all departments;</li> <li>- Coordinate &amp; maintain company's documents &amp; office properties.</li> </ul>	3-5	N/A	N/A	20 mil	25 mil
		5+	20 mil	30 mil	20 mil	40 mil
HR Executive	<ul style="list-style-type: none"> <li>- Operate one or multiple HR functions such as recruitment, training, compensation &amp; benefits and employee engagement.</li> </ul>	1-3	N/A	N/A	15 mil	25 mil
		3-5	N/A	N/A	20 mil	25 mil
		5+	20 mil	30 mil	25 mil	35 mil

# LEGAL

## Market Overview

The booming of digital transformation and Revolution 4.0 leads to potential opportunities in new industries such as Fintech, Ecommerce or E-Logistics. Although demands for experienced lawyers in Banking and Finance/Investment remain high, we notice an increasing level of interest from Legal Experts to seek new challenges in trending industries.

Regarding the technical skills requirement, experienced lawyers with expertise in handling contract, commercial law and corporate law are in high demand in the North. 2020 is expected to witness a career shift of Legal Experts from traditional to newer, trending industries.

Tung Tran, Recruitment Consultant  
Legal

### Top 3 emerging positions



Legal Specialist



Legal Counsel



Head of Legal

### Top trending technical skills required



Management



Litigation



Corporate Law

### Top trending soft skills required



Attention to Details



Commercial Awareness



Self-Confidence

# Hanoi - Legal

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019		2020	
			Min	Max	Min	Max
Associate/Senior Associate (Qualified Lawyer)	<ul style="list-style-type: none"> <li>- Advise clients, interpret laws, rules &amp; regulations, analyze probable outcomes based on legal precedents, develop strategies &amp; evaluate findings;</li> <li>- Research &amp; gather evidence, have a thorough knowledge of the decisions, ordinances &amp; statutes of the matter under review, prepare &amp; draft documents, legal briefs &amp; opinions;</li> <li>- Act as an agent for their clients.</li> </ul>	5+	70 mil	110 mil	85 mil	140 mil
Head of Legal / General Counsel / Legal Director	<ul style="list-style-type: none"> <li>- Oversee the entire legal planning &amp; operations of the corporation in Vietnam &amp; the regions;</li> <li>- Work closely with Regional &amp; Group's Legal team;</li> <li>- Lead a team of legal operations, acting as a Legal Business Partner, strategically support business growth.</li> </ul>	3-5	120 mil	160 mil	140 mil	200 mil
		5+	200 mil	280 mil	220 mil	300 mil
Legal Manager	<ul style="list-style-type: none"> <li>- Draft &amp; review contracts, agreements, corporate documentation (including notice &amp; minutes of board of directors &amp; shareholders meeting) of the company;</li> <li>- Work closely with Regional &amp; Group's Legal team;</li> <li>- Leading a team of legal operations of smaller scope, acting as a Legal Business Partner, strategically support business growth.</li> </ul>	3-5	60 mil	80 mil	70 mil	90 mil
		5+	70 mil	90 mil	80 mil	110 mil
Legal Counsel	<ul style="list-style-type: none"> <li>- Ensure law &amp; legal compliance for different departments as well as for general business purposes of the company;</li> <li>- Work closely with Regional &amp; Group's Legal team;</li> <li>- Act as an individual contributor, giving legal advisory to business operations.</li> </ul>	1-3	50 mil	65 mil	60 mil	70 mil
		3-5	60 mil	72 mil	60 mil	80 mil
		5+	70 mil	90 mil	70 mil	100 mil



# Hanoi - Legal

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019		2020	
			Min	Max	Min	Max
Legal Specialist	<ul style="list-style-type: none"> <li>- Responsible for administrative and support related sections;</li> <li>- Manage document support for related departments;</li> <li>- Give legal advisory on daily operations.</li> </ul>	1-3	10 mil	15 mil	10 mil	15 mil
		3-5	20 mil	35 mil	25 mil	40 mil
		5+	30 mil	40 mil	30 mil	50 mil
Paralegal	<ul style="list-style-type: none"> <li>- Support lawyer in assigned tasks;</li> <li>- Research evidence &amp; verify facts; find related cases, laws, &amp; legal articles, write reports, &amp; help with the final preparations for a hearing;</li> <li>- Keep law library up-to-date by monitoring legal volumes.</li> </ul>	1-3	10 mil	15 mil	10 mil	15 mil

# TECHNOLOGY & MEDIA

## Market Overview

With a shortage of high-quality human resources, Information Technology; especially Big Data, AI, and Fintech; is forecasted to be among the top 10 industries with the highest recruitment needs in Vietnam in 2020. Those positions require specific skills and technology, together with the growth of digitization of information resources all over the world.

Data Scientist and Big Data Engineer are expected to be at the top of the list of most in-demand positions in the next 5 years with their rapidly growing rate. Besides, the demand for software developers will also remain high and stable, due to the continuous development of outsourcing service.

Long Nguyen, Team Leader  
Information Technology

### Top 3 emerging positions



AI/ML Engineer



Big Data Engineer



DevOps Engineer

### Top trending technical skills required



DevOps



Java



Python

### Top trending soft skills required



PMP



English



Japanese

# Hanoi - Technology & Media

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
CIO - CDO	<ul style="list-style-type: none"> <li>- Outline strategic plan, concept, architect and vision for the product, digital transformation vision, outline roadmap, setting goals and objectives for development;</li> <li>- Divide and structure resources, control and allocate budget for deployment;</li> <li>- Build and facilitate team vision, culture &amp; work climate.</li> </ul>	10+	150 mil	250 mil	190 mil	300 mil
IT Director	<ul style="list-style-type: none"> <li>- Set plan and objectives, align roadmap with business strategic operation;</li> <li>- Allocate and control budget for IT operation;</li> <li>- Divide and plan out strategic plan for infrastructure, team structure, technology &amp; system security.</li> </ul>	10+	80 mil	120 mil	100 mil	150 mil
IT Manager	<ul style="list-style-type: none"> <li>- Build &amp; maintain IT team, ensure operation follows strategic plan and business operation objectives;</li> <li>- Monitor &amp; follow up with technology team, ensure development schedule follow aligned plan;</li> <li>- Provide expert solutions to team members in terms of technological experience and team mentoring.</li> </ul>	3-5	60 mil	80 mil	75 mil	100 mil
Senior Business Analyst	<ul style="list-style-type: none"> <li>- Research and collect data related to market trend, business market movement, information;</li> <li>- Filter and construct business data model, analyze for relevant data, information;</li> <li>- Consolidate and report for business decision making, strategic suggestion and planning.</li> </ul>	3-5	35 mil	45 mil	40 mil	60 mil

# Hanoi - Technology & Media

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
Software/Solution Architect	<ul style="list-style-type: none"> <li>- Outline technological architect from product plan;</li> <li>- Monitor resources, development, traffic, actual usage for adjustment of the system architect;</li> <li>- Collect actual feedbacks and align with product development roadmap for module design, system and server designs.</li> </ul>	3-5	65 mil	85 mil	80 mil	100 mil
Software Engineer	<ul style="list-style-type: none"> <li>- Develop product aligning with roadmap, features backlogs and user requested feedbacks;</li> <li>- Monitor and solve engineering issue, troubleshooting code and ensure development follow objectives timeline;</li> <li>- Collect actual feedbacks for product adjustment.</li> </ul>	1-3	10 mil	30 mil	13 mil	35 mil
		3-5	40 mil	60 mil	50 mil	75 mil
		5+	60 mil	85 mil	80 mil	100 mil
QA Engineer	<ul style="list-style-type: none"> <li>- Monitor code quality and evaluate product development results, ensure it meets objectives and user experience;</li> <li>- Design and construct test plan, procedure, module based on product target, performing simulation test and collect report for any arising issues;</li> <li>- Work with developers to trace and solve any potential issues that may affect product quality and users usage.</li> </ul>	1-3	8 mil	15 mil	12 mil	20 mil
		3-5	20 mil	35 mil	20 mil	40 mil
		5+	30 mil	50 mil	30 mil	60 mil
Head of E-commerce	<ul style="list-style-type: none"> <li>- In charge of optimizing digital marketplace, its performance and user experience;</li> <li>- Plan and execute various strategies for user acquisition, customer satisfaction, product promotion;</li> <li>- Analyze user behaviors, buying statistic to deploy new features, promotional campaign to maximize revenue and optimize profit.</li> </ul>	3-5	80 mil	100 mil	90 mil	120 mil
		5+	100 mil	130 mil	120 mil	150 mil

# Hanoi -Technology & Media

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
Account Director	<ul style="list-style-type: none"> <li>- Build &amp; maintain customer relationship, client portfolios for various marketing campaigns;</li> <li>- Work with Creative team to ensure delivery of the service in term of timeline, content and campaign performance;</li> <li>- Collect and report to client, head of marketing division for performance reports, optimizing plan and strategy.</li> </ul>	5+	100 mil	120 mil	120 mil	140 mil
Digital Director	<ul style="list-style-type: none"> <li>- Collect &amp; outline strategy for digital activities, ensure performance objective met;</li> <li>- Collect, consolidate &amp; analyze user data for campaign performance optimization;</li> <li>- Work &amp; negotiate with digital partner to ensure brand presentation consistent and well presented across channels.</li> </ul>	5+	110 mil	130 mil	120 mil	150 mil
Creative Director	<ul style="list-style-type: none"> <li>- Outline &amp; design product, campaign, brand concepts for marketing purposes;</li> <li>- Ensure all operational contents, production align with intended designs, structure and outline concepts;</li> <li>- Work with clients to ensure brand presentation meet with corporate standards, while ensure creativity and customer reach.</li> </ul>	3-5	70 mil	90 mil	90 mil	120 mil
		5+	90 mil	110 mil	100 mil	120 mil

# FINANCE & ACCOUNTING

## Market Overview

Nowadays, the application of new technological advancements represents a significant driver of changes in finance and banking industry. Digital transformation continues to be far beyond just moving from traditional banking to a digital world. It is a vital change in how banks and other financial institutions learn about customer behaviours, preferences and choices, then interact with and satisfy their requirements.

This year, Digital Banking Professionals and Experienced Business Process Consultants are also in demand, together with Risk Management Analysts for banking and financial institutions.

Tuyet Ngo, Recruitment Consultant  
Finance & Accounting

### Top 3 emerging positions



Business Process Consultant



Digital Banking Officer



Risk Management Analyst

### Top trending technical skills required



Financial Programming



Machine Learning



Artificial Intelligence & Deep Learning

### Top trending soft skills required



Problem Solving skills



Multitasking skills



Organizational skills

# Hanoi - Finance & Accounting

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
CFO	<ul style="list-style-type: none"> <li>- Lead financial operations, IT, Accounting &amp; Finance, Legal, Marketing, Admin &amp; business improvement in the delivery of business strategy, goals &amp; objectives;</li> <li>- Lead the service delivery organizational infrastructure, ensure delivery of all operational services in line with service delivery, compliance standards &amp; budgets;</li> <li>- Provide strategic advice, support &amp; services to internal business partners &amp; external audiences &amp; providers in the assigned areas;</li> <li>- Build appropriate &amp; effective policies, procedures &amp; controls pertaining to financial management, Accounting &amp; processes &amp; procedures, cash management, financial &amp; strategic planning, tax compliance &amp; corporate reporting functions in terms of business efficiency &amp; capability development.</li> </ul>	10+	180 mil	200 mil	230 mil	250 mil
Finance Director	<ul style="list-style-type: none"> <li>- Oversee all financial operations &amp; directing corporate financial planning &amp; structure;</li> <li>- Coordinate, analyze &amp; report the financial performance to Management &amp; Board of Directors (financial performance, projections &amp; other special projects);</li> <li>- Prepare short-term &amp; long-term financial forecasts of financial performance for use, audit &amp; tax functions with internal management &amp; external parties.</li> </ul>	10+	110 mil	150 mi	120 mil	165 mil
Finance Manager	<ul style="list-style-type: none"> <li>- Proactively manage the company's daily finance &amp; accounting activities;</li> <li>- Ensure monthly, quarterly &amp; yearly tax-related reports, P&amp;L management;</li> <li>- Reconciliate of all balance sheet accounts including sub-ledger accounts against General Ledger balances, revenues.</li> </ul>	10+	80 mil	100 mil	80 mil	100 mil

# Hanoi - Finance & Accounting

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
Finance Controller	<ul style="list-style-type: none"> <li>- Contribute to business decision making by developing ad-hoc financial analysis or financial simulation to support the business partner;</li> <li>- Controll budget on investments, &amp; delivering timely &amp; accurately full P&amp;L responsibility;</li> <li>- Lead the budgeting &amp; forecast process, in close coordination with the business partners.</li> </ul>	5+	80 mil	100 mil	80 mil	100 mil
Tax Manager	<ul style="list-style-type: none"> <li>- Prepare monthly &amp; yearly tax-related report, provide tax advisory to business units &amp; dealing with the Revenue Department;</li> <li>- Work as a tax professional, dealings with authorities; prepare tax advice report; researching; preparing corporate income tax returns.</li> </ul>	5+	40 mil	75 mi	55 mil	75 mil
Cost Controller/ Manager	<ul style="list-style-type: none"> <li>- Plan, develop &amp; supervise all cost functions to insure that all project cost activities such as data collection, field estimating, productivity analysis &amp; budget forecasting comply with company &amp; client requirements.</li> <li>- Develop &amp; implement project costing standards &amp; procedures.</li> <li>- Provide full support service to the project teams to assist &amp; guide the establishment of the project budgets &amp; project control tools.</li> </ul>	5+	45 mil	65 mil	50 mil	65 mil
Management Accountant	<ul style="list-style-type: none"> <li>- Record financial transactions for project, department, or the company; prepare financial statements for internal &amp; external use;</li> <li>- Analyze financial performance &amp; forecast to recommend methods &amp; strategies for cutting cost;</li> <li>- Make upper-level strategy recommendations based on financial performance.</li> </ul>	3-5	25 mil	35 mil	30 mil	40 mil



# Hanoi - Finance & Accounting

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
Chief Accountant	<ul style="list-style-type: none"> <li>- Ensure accuracy of accounting standards, all management reports, internal &amp; external reporting;</li> <li>- Controll &amp; monitor daily accounting transactions;</li> <li>- Responsible for all accounting &amp; tax-related matters.</li> </ul>	5+	50 mil	75 mil	60 mil	70 mil
Receivable/Payable Accountant	<ul style="list-style-type: none"> <li>- Account Receivables: Post daily deposits &amp; process AR transactions; initiate collections on past-due accounts &amp; maintain accounting ledgers as required;</li> <li>- Account Payables: Perform any combination of routine calculations, post business transactions, process invoices, &amp; verify financial data for use in maintaining accounts payable records; obtain accurate information &amp;/or data regarding invoice</li> </ul>	1-3	15 mil	30 mi	17 mil	35 mil
Business Controller	<ul style="list-style-type: none"> <li>- Responsible for the financial management of the trade allowances for clients' largest brands &amp; customer accounts;</li> <li>- Work in a cross-functional team to prepare annual budgets &amp; financial forecasts (trends);</li> <li>- Interpret financial results through maximizing financial systems, business planning &amp; optimization, &amp; business partnering.</li> </ul>	5+	55 mil	80 mil	60 mil	85 mil
Finance Business Analyst	<ul style="list-style-type: none"> <li>- Financial Planning: develop &amp; maintain the P&amp;L budget &amp; forecast; produce robust forecasts that achieve business objectives;</li> <li>- Reporting &amp; Analysis: provide timely &amp; accurate analysis of budgets, forecasts &amp; actuals;</li> <li>- Be Finance Control Partner on P&amp;L &amp; B/S management, control &amp; budget on CAPEX &amp; overhead expenses for the BU;</li> <li>- Establish &amp; monitor Key Performance Indicators (KPI) for the BU.</li> </ul>	3-5	25 mil	40 mil	27 mil	45 mil

# Hanoi - Finance & Accounting

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019		2020	
			Min	Max	Min	Max
Treasury Manager	<ul style="list-style-type: none"> <li>- Manage &amp; direct the treasury operation activities of the total organization;</li> <li>- Ensure that the financial transactions, policies, &amp; procedures meet the organization objectives, needs, &amp; regulatory body requirements.</li> </ul>	6+	65 mil	90 mil	70 mil	90 mil

# ENGINEERING & MANUFACTURING

## Market Overview

Vietnam's manufacturing sector still has a long way to go before reaching its potential. Currently the contribution rate of manufacturing is about 20% of the country's gross domestic product compared to the 30% of other Asia Tiger countries.

According to industry research, foreign companies in the following sectors are considering moving production to Vietnam: 1) Electronics; 2) Healthcare Equipment (i.e. medical devices); 3) Garments & Footwear; 4) Auto Parts; 5) Renewable Energy Equipment (i.e. solar panels); and 6) Petrochemicals.

2020 is expected to bring more employment prospects for engineering and manufacturing candidates.

Chi Bui, Team Leader  
Industrials

### Top 3 emerging positions



Process Engineer



Technical Director



Automotive Technology Engineer

### Top trending technical skills required



Mechatronics



Chemistry



Big Data application

### Top trending soft skills required



Presentation



Critical Thinking



Efficiency

# Hanoi - Engineering & Manufacturing

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019		2020	
			Min	Max	Min	Max
ENGINEERING						
Chief Engineering	<ul style="list-style-type: none"><li>- Responsible for ensuring that all site equipment is properly serviced &amp; functional;</li><li>- Overall manage the engineering department to include scheduling, training, coaching, etc. &amp; maintenance of departmental equipment;</li><li>- Maintain the physical operation of the site.</li></ul>	10+	200 mil	250 mil	220 mil	270 mil
Application Engineer	<ul style="list-style-type: none"><li>- Responsible for designing, developing &amp; implementing programs &amp; applications;</li><li>- Conduct customer analysis to create applications that respond to customer needs;</li><li>- Provide innovative solutions to common problems.</li></ul>	1-3	13 mil	15 mil	15 mil	18 mil
		3-5	15 mil	20 mil	18 mil	23 mil
		5+	20 mil	25 mil	25 mil	28 mil
Electrical/ Mechanical/Chemical Engineer	<ul style="list-style-type: none"><li>- Electrical Engineer: Ensure all Electrical equipment run smoothly in manufacturing, work with maintenance &amp; production team to diagnose any issues.</li><li>- Mechanical Engineer: Ensure all machineries operate smoothly, identify any related issues in production, need to train technician &amp; machine operators if needed.</li><li>- Chemical Engineer: Ensure Chemical are processed in the right procedures, implement procedures, &amp; ensure a safe working environment.</li></ul>	1-3	13 mil	15 mil	15 mil	18 mil
		3-5	15 mil	20 mil	18 mil	23 mil
		5+	20 mil	25 mil	25 mil	28 mil
IE/Process Improvement	<ul style="list-style-type: none"><li>- Continuously improve of the production process, implement Lean manufacturing, work with the production engineers to identify production error.</li></ul>	1-3	15 mil	18 mil	15 mil	18 mil
		3-5	18 mil	23 mil	20 mil	25 mil
		5+	25 mil	30 mil	25 mil	30 mil

# Hanoi - Engineering & Manufacturing

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019		2020	
			Min	Max	Min	Max
MANUFACTURING						
Operation Director/Factory Manager	<ul style="list-style-type: none"><li>- Overall responsible for overall manufacturing operations management &amp; daily operations;</li><li>- Hire, develop &amp; lead Cross Functional Teams to establish new factory &amp; grow operation profitably;</li><li>- Provide leadership to ensure company objectives are met in all key areas.</li></ul>	10+	250 mil	320 mil	270 mil	350 mil
Head of Production	<ul style="list-style-type: none"><li>- Strategically &amp; tactically responsible for implementing manufacturing strategy &amp; strategic operational goals to exceed customer expectations for product quality, cost &amp; delivery, maximising efficiency, optimising production levels &amp; driving operational excellence.</li></ul>	10+	80 mil	130 mil	80 mil	170 mil
Production Planning Manager	<ul style="list-style-type: none"><li>- Responsible for leading the production planning team to effectively create &amp; maintain an efficient production schedule that meets company objectives &amp; customer requirements.</li></ul>	3-5	40 mil	50 mil	50 mil	60 mil
		5+	50 mil	80 mil	60 mil	90 mil
EHSS Manager	<ul style="list-style-type: none"><li>- Plan, direct, &amp; implement environmental, health &amp; safety initiatives;</li><li>- Ensure a positive, safe, healthy &amp; incidental-free work environment;</li><li>- Ensure that the facility is operating smoothly every day.</li></ul>	3-5	40 mil	50 mil	50 mil	60 mil
		5+	50 mil	80 mil	60 mil	90 mil
Quality Manager	<ul style="list-style-type: none"><li>- Facilitate, supervise &amp; implement the Quality Assurance Program &amp; provide technical assistance &amp; training support to all manufacturing &amp; related areas;</li><li>- Direct &amp; ensure continuing certification &amp; compliance of ISO/IATF standards requirements.</li></ul>	3-5	40 mil	50 mil	50 mil	60 mil
		5+	50 mil	80 mil	60 mil	90 mil

# Hanoi - Engineering & Manufacturing

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
Supply Chain Manager	<ul style="list-style-type: none"> <li>- Plan, develop, optimize &amp; organise the movement of products right the way through to customers;</li> <li>- Directly manage of purchasing, warehousing, distribution &amp; delivery to limit costs &amp; improve accuracy, customer service;</li> <li>- Examine existing procedures or opportunities for streamlining activities to meet product distribution needs.</li> </ul>	5+	80 mil	120 mil	80 mil	150 mil
Procurement Manager	<ul style="list-style-type: none"> <li>- Support the Strategic Buyers in the elaboration of sourcing strategies that are in line with the Business Units objectives, support projects &amp; coordinate purchasing activities to insure the best cost for his (her) Business Unit projects.</li> </ul>	5+	60 mil	80 mil	60 mil	90 mil
Engineering Manager	<ul style="list-style-type: none"> <li>- Assess the potential development &amp; production of detailed technical reports, including site visits with the appropriate members of the management team to ensure the best cost engineered solution is produced for the land (or vice versa);</li> <li>- Daily manage the Internal &amp; External processes to ensure the provision of required level of services in a pro-active &amp; professional manner to enable other departments to fulfill their role;</li> <li>- Lead, motivate, communicate with, develop &amp; appraise staff to ensure staff are fully motivated to achieve best performance to meet the company's needs.</li> </ul>	5+	60 mil	80 mil	60 mil	100 mil
Logistic Manager	<ul style="list-style-type: none"> <li>- Manage the logistics process from the factory 'back door' through to the final customer, optimizing efficiency &amp; cost &amp; ensuring an engaged &amp; productive team.</li> </ul>	5+	50 mil	80 mil	60 mil	90 mil

# Hanoi - Engineering & Manufacturing

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
Warehouse Manager	- Ensure the smooth operation of the warehouse, within the agreed financial budgets, to meet all the standards of operation as agreed with the customer through the use of best practice whilst wisely utilizing agreed levels of resources.	3-5	30 mil	50 mil	40 mil	70 mil
		5+	40 mil	60 mil	50 mil	70 mil
Production Supervisor	- Responsible for managing the production operations & coordinating with all concerned departments. - Make sure the necessary resources are available for the production so as to meet the requirement of our internal & external customers in terms of quantity, quality & timeliness.	1-3	18 mil	20 mil	18 mil	20 mil
		3-5	20 mil	25 mil	20 mil	27 mil
		5+	25 mil	35 mil	30 mil	40 mil
Project Manager	- Responsible for all machine transferring product & other ad hoc project including factory expansion, manufacturing set up & facility improvement.	3-5	30 mil	50 mil	40 mil	70 mil
		5+	40 mil	60 mil	50 mil	70 mil

# Sales & Marketing FMCG INDUSTRY

## Market Overview

Sales positions in the northern areas for FMCG industry are in high demand. General Trade is still a core business in most of FMCG distribution channel, especially in food sector. However, the rising of supermarket and convenience store chain creates more volume sales for Modern-off trade channel. Hence, sales managers in FMCG are expected to understand the fundamental of marketing and branding beside sales management; which is crucial to leverage on corporate brand values.

Retail is booming in fast-fashion industry with a strong wave from market expansion of international brands into Vietnam market. Competition between global fast-fashion brands creates many new jobs in retail for young generation to showcase their talent such as Retail Manager; Visual Merchandiser or Operation Manager and more jobs for Store Managers. Requirements of foreign languages and commercial mindset in retail become a key skill asset to qualify employees in this sector.

Hong Hoang, Recruitment Consultant  
FMCG

### Top 3 emerging positions



Sales Capability Manager



Retail Operation Manager



Brand Manager

### Top trending technical skills required



Data management



Sales management



Branding

### Top trending soft skills required



People management



Long-term vision



Personal branding



# Hanoi - Sales & Marketing - FMCG

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019		2020	
			Min	Max	Min	Max
<b>MANAGEMENT</b>						
General Manager/ Managing Director	<ul style="list-style-type: none"> <li>- Lead the organization to build up the business &amp; drive profitability for company;</li> <li>- Develop strategy, short &amp; long-term goals, annual budget;</li> <li>- Manage day-to-day operation &amp; assures a smoothly functioning, efficient organization.</li> </ul>	10+	150 mil	350 mil	150 mil	350 mil
Commercial Director	<ul style="list-style-type: none"> <li>- Drive commercialization of key consumer/shopper insights into effective channel &amp; customer plans;</li> <li>- Maintain a close working relationship with sales, marketing &amp; operations functions to ensure delivery of monthly share &amp; volume target;</li> <li>- Ensure effective &amp; efficient execution of new product introductions across all relevant channels.</li> </ul>	10+	120 mil	200 mil	120 mil	220 mil
<b>SALES</b>						
Sales Director	<ul style="list-style-type: none"> <li>- Strategically categorize product portfolio &amp; develop suitable sales strategy for each category into suitable channels;</li> <li>- Build sales capability development to improve sales force capability;</li> <li>- Develop sales operation team to support performance management &amp; improve communication as well as KPIs-tracking.</li> </ul>	10+	100 mil	180 mil	100 mil	220 mil
Key Account Manager	<ul style="list-style-type: none"> <li>- Build strategy to develop company's distribution, sales &amp; brand image in channels;</li> <li>- Manage/ Develop top key account of channels, customers as well as develop new accounts;</li> <li>- Work cross function (Key Account Operation, Trade Marketing, Marketing, Supply Chain, Finance) to improve service in key account &amp; brand's visual.</li> </ul>	1-3	25 mil	30 mil	30 mil	40 mil
		3-5	35 mil	50 mil	40 mil	60 mil
		5+	40 mil	60 mil	45 mil	70 mil

# Hanoi - Sales & Marketing - FMCG

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
Business Development Manager	<ul style="list-style-type: none"> <li>- Build &amp; develop strategy by setting up objectives, planning &amp; cost controlling for all above the line &amp; below the line activities;</li> <li>- Lead the implementation of the plans, directly responsible for the brand's health &amp; market performance;</li> <li>- Manage sales activity, assist with strategy &amp; drive relationships with key customers, senior engagement.</li> </ul>	1-3	35 mil	50 mil	50 mil	70 mil
		3-5	50 mil	60 mil	60 mil	65 mil
		5+	60 mil	80 mil	65 mil	80 mil
Area Sales Manager	<ul style="list-style-type: none"> <li>- Manage &amp; strengthen the business partnership with sales team as well as ensure operations are efficient &amp; effective;</li> <li>- Support in development of Field Sales &amp; Category Channel Plans;</li> <li>- Ensure sales team is performing their roles &amp; achieving KPI target set by the company.</li> </ul>	1-3	25 mil	30 mil	25 mil	40 mil
		3-5	35 mil	50 mil	30 mil	60 mil
		5+	30 mil	60 mil	35 mil	70 mil

## MARKETING

Marketing Director	<ul style="list-style-type: none"> <li>- Responsible for develop &amp; execute business strategy &amp; brand development of current as well as new products. Lead consumer/ customer insights &amp; understanding of market trends;</li> <li>- In charge of brand building, CRM, trade performance, integrated marketing communication &amp; people management.</li> </ul>	5+	55 mil	150 mil	55 mil	150mil
Marketing Manager	<ul style="list-style-type: none"> <li>- Develop strategic marketing plan to achieve long-term goals of the product/brand;</li> <li>- Supervise the development &amp; implementation of marketing plan to ensure the coherence &amp; consistency conveyance of brand's value;</li> <li>- Work closely with internal &amp; external partners to ensure the effective implementation of plan.</li> </ul>	5+	80 mil	100 mil	80 mil	120 mil

# Hanoi - Sales & Marketing - FMCG

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
Brand Manager	<ul style="list-style-type: none"> <li>- Manage brand portfolio &amp; drive brand growth by execution of marketing plans via focused channels;</li> <li>- Assemble &amp; analyse information about market, competitors, consumer insights, consumer needs &amp; demands to develop suitable strategy for brand development.</li> </ul>	3-5	30 mil	50 mil	30 mil	50 mil
		5+	40 mil	60 mil	40 mil	70 mil
Corporate Communications Manager	<ul style="list-style-type: none"> <li>- Oversee internal &amp; external corporate communication;</li> <li>- Cooperate with relevant stakeholders for brand PR;</li> <li>- Lead media management for the holistic corporate plan to tackle business challenges.</li> </ul>	3-5	40 mil	60 mil	40 mil	70 mil
		5+	40 mil	70 mil	45 mil	77 mil
Trade Marketing Manager	<ul style="list-style-type: none"> <li>- Oversee trade marketing strategies &amp; implementation on suitable channels to increase sales volume &amp; product visibility;</li> <li>- Drive sales volume by implementing proper promotion &amp; pricing activities, creating good demand planning &amp; establishing schemes to drive customer loyalty.</li> </ul>	5+	40 mil	70 mil	45 mil	70 mil
Retail Operations Manager	<ul style="list-style-type: none"> <li>- Ensure operational effectiveness of stores;</li> <li>- Boost customer growth by planning &amp; implementing suitable sales &amp; promotional activities;</li> <li>- Ensure the compliance of store's activities with company's standards, legal requirements.</li> </ul>	3-5	20 mil	50 mil	20 mil	60 mil
		5+	30 mil	60 mil	30 mil	70 mil
Category Manager	<ul style="list-style-type: none"> <li>- Lead the development of the category plan for assigned channels;</li> <li>- Develop &amp; execute category, schematic shopper promotions;</li> <li>- Prepare monthly rolling forecast for assigned channels.</li> </ul>	3-5	45 mil	70 mil	45 mil	80 mil
		5+	50 mil	80 mil	50 mil	90 mil

# Hanoi - Sales & Marketing - FMCG

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019		2020	
			Min	Max	Min	Max
Visual Merchandise Manager	<ul style="list-style-type: none"> <li>- Be responsible for the design of stores' concept &amp; the setting up of visual merchandising initiatives;</li> <li>- Ensure all in-store &amp; window displays reflect the consistency of brand vision, cohere with VM standards &amp; drive sales of products.</li> </ul>	3-5	20 mil	50 mil	20 mil	50 mil
		5+	30 mil	50 mil	30 mil	55 mil

# Sales & Marketing HEALTHCARE INDUSTRY

## Market Overview

In the Northern market, the recruitment demand focuses on the positions of sales/medical representatives, product specialists, key account, regulatory affairs, service engineer, application engineer at staff level and middle management level (North Regional Sales Manager, Area Sales Manager/District Manager ...). In the meantime, senior management positions are still on high demand in HCMC. However, in 2019 and 2020, the recruitment trend will shift when large companies conduct the recruitment activities for the position of Market Access, Government Affair and Public Policy in Hanoi.

Generally, positions in the healthcare field always call for compulsory academic levels - graduated from medicine, pharmaceuticals, biotechnology, biomedical electronics ... to meet the requirement of consulting doctors about diseases, clinical management use and the effects of drugs/equipment. In addition, candidates are required to have equivalent experiences to the position they apply for. Lastly, employers in the healthcare industry have recently expected candidates to be able to use English at the conversational level or higher to participate in training with experts, training abroad or researching scientific literature of products.

Hoa Pham, Recruitment Consultant  
Healthcare

### Top 3 emerging positions



Sales Manager



Product Marketing Manager



Government Affairs And Public  
Policy Manager (GAPP)

### Top trending technical skills required



Pharmacy & Medical background



Clinical Pharmacology knowledge



Tender Listing knowledge

### Top trending soft skills required



Sales



Presentation



English

# Hanoi - Sales & Marketing - Healthcare

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019		2020	
			Min	Max	Min	Max
MANAGEMENT						
General Manager/ Managing Director	<ul style="list-style-type: none"><li>- Lead the organization to build up the business &amp; drive profitability for company;</li><li>- Develop strategy, short &amp; long-term goals, &amp; annual budget;</li><li>- Ensure day-to-day operations in a smoothly functioning, efficient organization.</li><li>- Ensure the effectiveness of relevant functions in charge.</li></ul>	10+	250 mil	300 mil	270 mil	330 mil
Business Unit Manager	<ul style="list-style-type: none"><li>- Drive strategic planning &amp; business development of the business unit by aligning sales &amp; marketing activities;</li><li>- Provide direction &amp; develop strategies for marketing, sales &amp; trade teams to achieve operational objectives of the business unit;</li><li>- Work with various internal &amp; external stakeholders to achieve common objectives.</li></ul>	10+	160 mil	210 mil	175 mil	230 mil
SALES						
Head of Sales	<ul style="list-style-type: none"><li>- Develop sales strategy to be in line with marketing strategy, then convert the strategy to short-term &amp; middle-term planning;</li><li>- Establish annual sales objectives, forecast &amp; develop annual sales quotas for regions &amp; territories. Facilitate the collaboration of sales team cross-functionally;</li><li>- Coach, lead &amp; provide leadership training to sales team &amp; sales managers.</li></ul>	5+	130 mil	220 mil	140 mil	220 mil
Regional Sales Manager	<ul style="list-style-type: none"><li>- Develop &amp; lead a team of district sales managers &amp; key accounts to achieve business objectives at assigned region;</li><li>- Develop professional relationship with key accounts &amp; KOLs;</li><li>- Lead field force to work with marketing to implement promotional activities.</li></ul>	5+	60 mil	100 mil	80 mil	120 mil

# Hanoi - Sales & Marketing - Healthcare

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
District Sales Manager	<ul style="list-style-type: none"> <li>- Develop &amp; lead a team of medical representatives to achieve market sales &amp; sales objectives in assigned territory;</li> <li>- Develop network &amp; relationship with KOLs;</li> <li>- Participate in listing &amp; reimbursement activities.</li> </ul>	3-5	N/A	N/A	25 mil	45 mil
		5+	30 mil	55 mil	30 mil	60 mil
Key Account Manager	<ul style="list-style-type: none"> <li>- Build strong relationships with Pharmacy Department, Director Board &amp; SOH;</li> <li>- Develop listing of new products;</li> <li>- Collaborate cross-functionally to carry appropriate activities to achieve tender quota.</li> </ul>	3-5	N/A	N/A	25 mil	40 mil
		5+	35 mil	55 mil	40 mil	60 mil

## MARKETING

Marketing Manager	<ul style="list-style-type: none"> <li>- Manage various therapeutic areas to drive business &amp; meet marketing objectives;</li> <li>- Develop comprehensive marketing strategies &amp; integrated plans &amp; ensure proper implementation;</li> <li>- Drive marketing excellence &amp; innovation &amp; build business cases for new launches.</li> </ul>	5+	90 mil	120 mil	100 mil	180 mil
Product Manager	<ul style="list-style-type: none"> <li>- Apply scientific &amp; business knowledge to develop a product marketing plan for assigned product lines to drive sustainable growth of products in the market;</li> <li>- Develop &amp; control annual marketing plan, marketing materials, allocate budget &amp; alignment with sales team, medical team to implement the marketing strategy &amp; marketing plan;</li> <li>- Participate in field force training on product knowledge, product strategy, &amp; key messages develop relationship with national KOLs.</li> </ul>	3-5	N/A	N/A	30 mil	50 mil
		5+	40 mil	60 mil	40 mil	75 mil

# Hanoi - Sales & Marketing - Healthcare

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019		2020	
			Min	Max	Min	Max
TECHNICAL HEALTHCARE						
Medical Director	<ul style="list-style-type: none"><li>- Develop a medical cross-functional strategies to support the business to meet its strategic business goals while ensuring compliance with applicable legal &amp; regulatory requirements;</li><li>- Develop strong professional relationships with key opinion leaders, based on science &amp; mutual scientific, educational, &amp; philanthropic interests;</li><li>- Provide scientific supports for the development &amp; approval of promotional materials, company's policies, procedures, &amp; practices;</li><li>- Interact other internal department to provide inputs, support &amp; strategic direction to corporate initiatives, social responsibilities, &amp; access to medicines.</li></ul>	5+	120 mil	150 mil	140 mil	180 mil
Medical Affairs Manager	<ul style="list-style-type: none"><li>- Develop strong professional relationships with key opinion leaders, based on science &amp; mutual scientific, educational, &amp; philanthropic interests;</li><li>- Provide medical support to the marketing &amp; sales team by participating in promotional strategy &amp; supporting the development of promotional materials. Provide training on disease awareness &amp; product knowledge to internal departments;</li><li>- Ensure compliance with applicable SOPs, guidelines, &amp; regulations.</li></ul>	3-5	N/A	N/A	40 mil	60 mil
		5+	55 mil	80 mil	50 mil	90 mil
Medical Science Liaison	<ul style="list-style-type: none"><li>- Interact with healthcare providers to receive &amp; timely reply all medical queries;</li><li>- Work with marketing on organizing scientific events, advisory boards &amp; symposiums. Keep updated with the medical resources on assigned products &amp; provide field-based medical support;</li><li>- Participate in training on disease awareness &amp; product knowledge to internal departments.</li></ul>	1-3	N/A	N/A	30 mil	40 mil
		3-5	N/A	N/A	35 mil	50 mil
		5+	30 mil	45 mil	40 mil	60 mil



# Hanoi - Sales & Marketing - Healthcare

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
Regulatory Affairs Director	<ul style="list-style-type: none"> <li>- Develop &amp; deliver regulatory plan in both short term &amp; long term to support business;</li> <li>- Timely update the trend in regulation movement &amp; forecast the impact to the business. Interpret of local regulations into clear &amp; understandable information for other departments to follow;</li> <li>- Ensure compliance to local regulations, including timely submission &amp; getting license of products, labeling, business, importation, etc. Develop relationship to Health Authorities &amp; act as bridge to connect company with MOH.</li> </ul>	5+	120 mil	150 mil	120 mil	150 mil
Regulatory Affairs Manager	<ul style="list-style-type: none"> <li>- Supervise &amp; manage new registration, renewal &amp; all other regulatory matters of products under scope;</li> <li>- Timely update the trend in regulation movement;</li> <li>- Develop relationship to Health Authorities &amp; act as bridge to connect company with MOH.</li> </ul>	5+	35 mil	65 mil	35 mil	65 mil
Service Manager (Medical Device)	<ul style="list-style-type: none"> <li>- Develop &amp; manage a team of service engineers to provide timely sales service supports to customers.</li> </ul>	5+	35 mil	60 mil	35 mil	60 mil
Service Engineer (Medical Device)	<ul style="list-style-type: none"> <li>- Responsible for installation, maintenance &amp; repair of equipment;</li> <li>- Provide training &amp; solutions to customers &amp; handle complaints on equipment.</li> </ul>	1-3	N/A	N/A	12 mil	22 mil
		3-5	N/A	N/A	22 mil	30 mil
		5+	20 mil	30 mil	30 mil	35 mil
Application Specialist (Medical Device)	<ul style="list-style-type: none"> <li>- Coordinate equipment installation &amp; conduct application training to new customers;</li> <li>- Work closely with customers on validation protocol &amp; compliance;</li> <li>- Conduct refresh trainings. Support sales &amp; marketing team to provide technical specifications.</li> </ul>	1-3	N/A	N/A	15 mil	20 mil
		3-5	N/A	N/A	20 mil	30 mil
		5+	20 mil	35 mil	25 mil	40 mil

# Sales & Marketing INDUSTRIAL INDUSTRY

## Market Overview

Large investment flow from local corporation in recent years has helped boost Vietnam's automotive industry and attract well-known automotive part manufacturers to set up in Vietnam. As a results, supporting industries are developing quickly and the demand for qualified automotive/mechanical/electrical candidates are significantly increasing.

Employees are expected to have strong technical knowledge to handle technical products, provide solutions and technical services. Moreover, fluency in a foreign language such as English, Chinese, Japanese or Korean is considered as an advantage to handle investors from the above countries and aid the move of regional Hubs to Vietnam.

Huyen Nguyen, Recruitment Consultant  
Industrials

### Top 3 emerging positions



Key Account Manager



Sales Representative



Technical Service Support

### Top trending technical skills required



Automation



IoT



Machinery

### Top trending soft skills required



Customer Service



Adaptability



Business Development

# Hanoi - Sales & Marketing - Industrials

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
General Manager/ Managing Director	<ul style="list-style-type: none"> <li>- Set &amp; deploy policy/strategy for operations to ensure business growth through driving management, retention, &amp; satisfaction of a portfolio of key accounts;</li> <li>- Manage &amp; supervise overall operations to achieve the company's objectives. Motivate, lead, &amp; manage internal teams to develop &amp; manage interactive marketing programs that meet business objectives;</li> <li>- Provide engagement leadership &amp; develop strong relationships with key client contacts.</li> </ul>	10+	150 mil	220 mil	165 mil	240 mil
Sales & Marketing Director	<ul style="list-style-type: none"> <li>- Manage overall sales channels &amp; marketing functions &amp; ensure the achievement of the defined sales targets &amp; revenue;</li> <li>- Analyze sales strategy &amp; conduct marketing opportunity analysis;</li> <li>- Engage with product teams on the launch &amp; lifecycle management of products including development of key.</li> </ul>	10+	120 mil	180 mil	150 mil	200 mil
Key Account Manager	<ul style="list-style-type: none"> <li>- Maintain &amp; develop relationship with key accounts to ensure sales growth &amp; provide marketing insights;</li> <li>- Monitor &amp; propose credits for the assigned accounts, follow up with customers to ensure payments within the target timeline; monitor overdue situation;</li> <li>- Collect market information, including industry shift to future trend &amp; competitors' activities.</li> </ul>	3-5	30 mil	50 mil	35 mil	55 mil
		5+	40 mil	70 mil	45 mil	75 mil
Business Development Manager	<ul style="list-style-type: none"> <li>- Responsible for market &amp; technology research, formulation of strategy, distribution channel analysis &amp; development;</li> <li>- Handle new service development planning &amp; management;</li> <li>- Market research, develop new customer segmentation or market.</li> </ul>	3-5	35 mil	55 mil	40 mil	60 mil
		5+	40 mil	70 mil	50 mil	80 mil

# Hanoi - Sales & Marketing - Industrials

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019		2020	
			Min	Max	Min	Max
Area Sales Manager	<ul style="list-style-type: none"> <li>- Responsible to achieve sales target for region.</li> <li>- Manage &amp; implement strategic planning, target &amp; scheme incentive setting for distributors or field sales/ sales rep;</li> <li>- Align with marketing to implement marketing strategies &amp; campaigns.</li> </ul>	3-5	30 mil	50 mil	35 mil	55 mil
		5+	40 mil	70 mil	45 mil	75 mil
Technical sales Representative	<ul style="list-style-type: none"> <li>- Develop new customers, new segmentation as per management guidance;</li> <li>- Work closely with Sales Manager to provide product's information to customers;</li> <li>- Achieve sales goals/budgeted margins.</li> <li>- Ensure debt collection, regularly custvisit &amp; make proposal.</li> <li>- Handle technical support training.</li> </ul>	1-3	8 mil	15 mil	10 mil	15 mil
		3-5	15 mil	25 mil	18 mil	28 mil
		5+	28 mil	35 mil	28 mil	40 mil

# FINANCIAL SERVICES

## Market Overview

Vietnamese banking system experienced a relatively stable year in 2019. The sector recorded a moderate credit growth. Sectors that could threaten the stability of the system such as non-production loans including high-end real estate, consumer loans and black credit market are to be closely monitored.

The impact from digital banking trend boosts demands for IT talent, especially expats. Many corporations in FS industry will not hesitate to pay high salaries to attract qualified local and expats to operate in regional and international markets.

Linh Tran, Team Leader  
Financial Services

### Top 3 emerging positions



Head of Investment Banking



Senior Relationship Manager



Risk Management Expert

### Top trending technical skills required



Analytical



Modeling



Quality Control

### Top trending soft skills required



Communication



Negotiation



Teamwork

# Financial Services

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
Group Chief Executive Officer – Private Equity Investee	<ul style="list-style-type: none"> <li>- Manage day-to-day operations of the holdings corporation;</li> <li>- Build &amp; model a great group culture, provide inspired leadership to executive team, establish a great corporate relationship with the Board of Directors;</li> <li>- Run business strategically &amp; profitably by building strong business acumen &amp; policies.</li> </ul>	10+	320 mil	370 mil	350 mil	400 mil
Investment Director, Private Equities	<ul style="list-style-type: none"> <li>- Conduct portfolio management, market research, deals advisory &amp; valuation, sourcing new projects of investment deals on diversified sectors in the market, &amp; project feasibility studies;</li> <li>- Lead the Investment team to source high quality deals into investments;</li> <li>- Design &amp; implement post-investment monitoring plan in order to ensure maximum returns on investment.</li> </ul>	10+	120 mil	180 mi	150 mil	215 mil
Head of Credit Risks	<ul style="list-style-type: none"> <li>- Head a strong Credit Evaluation team covering Credit Risk Management, Collection &amp; Fraud Risk Management on credit risk oversight, verification &amp; approval for corporate &amp; retail banking divisions;</li> <li>- Design, implement &amp; update risk strategy &amp; credit underwriting guidelines;</li> <li>- Build up risk-based CRM &amp; MIS; improve risk-based turnaround time &amp; productivity, collection, processes &amp; outcome; establish fraud risk prevention &amp; detection framework.</li> </ul>	7+	120 mil	180 mil	130 mil	190 mil
Head of Personal Financial Services - Retail Banking /Mortgage /Consumer Lending	<ul style="list-style-type: none"> <li>- Responsible for the operation, strategic direction &amp; leadership of the Bank's retail branch networks;</li> <li>- Build the business &amp; engaging a strong team of Sales &amp; Distribution, Product Development &amp; Profit &amp; Loss of Unsecured &amp; Secured Products.</li> </ul>	7+	100 mil	160 mil	110 mil	175 mil

# Financial Services

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019		2020	
			Min	Max	Min	Max
Head of Partnership	<ul style="list-style-type: none"> <li>- Support CEO in defining &amp; implementing business development strategy; manage &amp; operate all distribution channels;</li> <li>- Ensure full responsibility for the overall target, budget, profitability, future development &amp; growth of the business.</li> </ul>	10+	70 mil	130 mil	85 mil	150 mil
Head of Strategy Operations Management	<ul style="list-style-type: none"> <li>- Capture the Board of Directors' desires for growth;</li> <li>- Be able to inspire a cross-functional team to initiate, analyze, design, develop, lead &amp; cascade business strategy to meet the company's vision, business motto &amp; objectives.</li> </ul>	10+	70 mil	120 mi	100 mil	120 mil
Senior Director, Actuarial Pricing & Strategies	<ul style="list-style-type: none"> <li>- Lead the pricing team on actuarial pricing, product development &amp; experience studies accurately.</li> <li>- Lead corporate actuarial team to do corporate valuation &amp; risk assessment services properly.</li> <li>- Build product &amp; business strategy framework to support CEO with execution plan.</li> </ul>	10+	140 mil	180 mil	150 mil	200 mil
Underwriting Manager	<ul style="list-style-type: none"> <li>- Responsible for new business &amp; underwriting operations;</li> <li>- Ensure the performance of the team to deliver the operational, underwriting &amp; financial goals.</li> </ul>	10+	55 mil	80 mil	60 mil	90 mil
Head of Investment Banking	<ul style="list-style-type: none"> <li>- Identify potential growth &amp; external growth opportunities to complement current portfolio, M&amp;A activities to identify &amp; acquire new businesses;</li> <li>- Capable of closing prospective deals &amp; pending deals, managing brokers, dealing with vendors &amp; stakeholders;</li> <li>- Develop strong networks with the government authorities &amp; playing a crucial communicator role to drive the Board of Directors' strategic direction.</li> </ul>	10+	180 mil	250 mil	200 mil	300 mil

# Financial Services

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019		2020	
			Min	Max	Min	Max
Head of Equity Research	<ul style="list-style-type: none"> <li>- Develop a strong team of research analysts covering Vietnamese stocks as well as macro-economics;</li> <li>- Ensure regular &amp; in-depth coverage of stocks &amp; sectors as well as providing daily commentary on stock market &amp; corporate developments;</li> <li>- Authorise market strategy reports on a regular basis &amp; develop institutional sales, trading &amp; brokerage strategies for clients.</li> </ul>	10+	115 mil	250 mil	125 mil	260 mil
Investment Analyst	<ul style="list-style-type: none"> <li>- Source deals, doing due diligence &amp; valuation model;</li> <li>- Perform detailed analysis of ROI investment data;</li> <li>- Monitor key investment accounts with a good preparation of planning, forecasting &amp; monthly reporting process.</li> </ul>	3-5	35 mil	55 mil	40 mil	65 mil



# PROFESSIONAL SERVICES

## Market Overview

Vietnam, an emerging market in Southeast Asia, is the destination of many professional service providers with the support from the Government. However, there still exists a gap in expertise of local candidates when compared to other countries, both in soft skills, hard skills and experiences as well as standard knowledge-based services. As such, professional service companies are welcoming talents with overseas education or working experiences.

While the package for high-level positions in this field increases slightly, commission is rising much higher, based on the upturn of sales volume due to larger of service users in Vietnam. It is a positive sign for the development of this industry.

Tu Nguyen, Team Leader  
Professional Services

### Top 3 emerging positions



Business Development Manager



Chief Representative Office



Area Sales Manager

### Top trending technical skills required



Business Development



Finance



Sales

### Top trending soft skills required



Influencing



Leadership



Relationship Building

# Hanoi - Professional Services

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
General Manager/ Managing Director	<ul style="list-style-type: none"> <li>- Increase management's effectiveness by recruiting, selecting, training, evaluating &amp; disciplining managers &amp; staff; communicate values, strategies, &amp; objectives &amp; align their activities with those; assign accountabilities; plan, monitor, &amp; appraise job results;</li> <li>- Lead operations, financial management &amp; resolve customer escalations;</li> <li>- Set up policies &amp; procedures, establish &amp; enforce organizational standards.</li> </ul>	10+	200 mil	250 mil	220 mil	260 mil
Country Manager / Chief Representative Office	<ul style="list-style-type: none"> <li>- Represent the company &amp; brands &amp; present its product or services to target customers &amp; market strategically;</li> <li>- Support &amp; connect with different stakeholders &amp; partners to generate outstanding performance;</li> <li>- Identify &amp; respond to direct enquiries &amp; leading support for handling issues.</li> </ul>	10+	120 mil	160 mil	140 mil	180 mil
Area Director	<ul style="list-style-type: none"> <li>- Develop &amp; implement sales strategy &amp; programs by generating field sales action plans;</li> <li>- Analyze market trends &amp; results as well as establishing sales objectives by forecasting &amp; developing annual sales quotas for units;</li> <li>- Project expected sales volume &amp; profitability for existing &amp; new products or services; financial operation management;</li> </ul>	5+	100 mil	130 mil	110 mil	140 mil
Sales & Marketing Director	<ul style="list-style-type: none"> <li>- Develop &amp; maintain connection with key &amp; potential accounts;</li> <li>- Develop &amp; implement strategic marketing &amp; sales plans; forecast to achieve corporate objectives for products or services in alignment with operating budgets;</li> <li>- Conduct market research to well understand competitors &amp; ensure effective control &amp; corrective actions; team development &amp; performance management.</li> </ul>	10+	90 mil	120 mil	95 mil	130 mil

# Hanoi - Professional Services

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
Business Development Manager	<ul style="list-style-type: none"> <li>- Develop &amp; execute growth strategies &amp; plans;</li> <li>- Retain firm relationships with existing &amp; potential clients; manage contracts &amp; deals closing process;</li> <li>- Identify &amp; map business strengths &amp; customer needs to research business opportunities &amp; viable income streams.</li> </ul>	3-5	50 mil	70 mil	55 mil	80 mil
Area Sales Manager	<ul style="list-style-type: none"> <li>- Manage a group or cluster of locations &amp; ensure sales performance &amp; critical KPI's are exceeding expectations;</li> <li>- Define &amp; implement the sales strategy plan for the area of responsibility; handle the full sales cycle from identifying new sales opportunities until closing deals;</li> <li>- Grow the number of leads generated through networking &amp; other sales activities, &amp; managing business performance effectively.</li> </ul>	3-5	60 mil	70 mil	60 mil	80 mil

L

# Ho Chi Minh City

7



# HUMAN RESOURCES

## Market Overview

2019 marks a year of booming need of Human Resource professionals as business partners, in which highest demand falls into technology sector. Meanwhile, functional HR professionals are also noticed to be in need with the most requests would be for HR Operations, Learning and Development, Recruitment and C&B Managers.

With the continuity of new factory setup as a result from trade-war, demand for well experienced HR Managers in manufacturing domain remains in the trend, and this is predictable to resume in 2020 onwards. Furthermore, as a verdict, the digitalization has recently shifted the HR concentration from the employee's engagement to the employee's experiences at the workplace, thus, demand for HR Managers with specialized experience on retention practices, will absolutely arise.

Van Nguyen, Team Leader  
HR & Legal

### Top 3 emerging positions



HRBP



Recruitment Manager



Head of HR

### Top trending technical skills required



Experience in HR operations



Experience in managing stakeholders



Setting up HR policies & standard

### Top trending soft skills required



Communications



Leadership



Result driven &  
business oriented

# HCMC - Human Resources

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
Chief HR Officer	<ul style="list-style-type: none"> <li>- Develop the vision, mission, goals &amp; objectives for human resources in collaboration with business leaders;</li> <li>- Provide leadership in executing Human Resources deliverables in support of the company's overall business plan &amp; strategic direction.</li> </ul>	15+	200 mil	300 mil	250 mil	350 mil
HR Director	<ul style="list-style-type: none"> <li>- Be in charge of strategic HR planning aligned with business direction;</li> <li>- Plan, develop &amp; evaluate HR functions;</li> <li>- Develop appropriate HR policies &amp; programs for effective management within the organization.</li> </ul>	15+	170 mil	280 mil	180 mil	300 mil
HR Manager	<ul style="list-style-type: none"> <li>- Monitor &amp; ensure overall HR strategy &amp; execution of the organization;</li> <li>- Implement effective &amp; suitable HR functions such as recruitment, performance management, compensation &amp; benefit, HR policies &amp; employee relations.</li> </ul>	4-7+	45 mil	70 mil	50 mil	80 mil
		8+	80 mil	120 mil	90 mil	140 mil
Assistant HRM	<ul style="list-style-type: none"> <li>- Assist the HR Manager in managing all HR functions;</li> <li>- Be in charge of single or multiple HR functions.</li> </ul>	3-5	N/A	N/A	25 mil	40 mil
		5+	30 mil	50 mil	40 mil	60 mil
HRBP	<ul style="list-style-type: none"> <li>- Provide strategic, consultative HR support &amp; leadership for assigned business unit;</li> <li>- Identify &amp; frame HR issues &amp; solutions to business problems by providing HR expertise in implementing strategic business direction &amp; determining essential tactical HR elements.</li> </ul>	4-6+	N/A	N/A	40 mil	80 mil
		5+	60 mil	100 mil	70 mil	130 mil
C&B Manager	<ul style="list-style-type: none"> <li>- Be responsible for job evaluation, job grading, salary survey &amp; payroll operations;</li> <li>- Manage reward initiatives, analyse &amp; control employee remuneration, compensation &amp; other employee benefits.</li> </ul>	4-6+	N/A	N/A	45 mil	65 mil
		5+	50 mil	80 mil	60 mil	90 mil

# HCMC - Human Resources

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
L&D Manager	<ul style="list-style-type: none"> <li>- Create &amp; execute learning strategies &amp; programs;</li> <li>- Evaluate individual &amp; organizational development needs;</li> <li>- Assess the success of development plans &amp; help employees make the most of learning opportunities.</li> </ul>	3-5	N/A	N/A	40 mil	60 mil
		5+	60 mil	80 mil	60 mil	80 mil
Training Manager	<ul style="list-style-type: none"> <li>- Identify training needs, plan &amp; organize internal &amp; external training programs;</li> <li>- Prepare the training plan &amp; budget;</li> <li>- Responsible for training activities, both soft &amp; technical skills.</li> </ul>	3-5	N/A	N/A	40 mil	50 mil
		5+	50 mil	60 mil	55 mil	65 mil
Talent Acquisition Manager	<ul style="list-style-type: none"> <li>- Manage the recruitment process &amp; life-cycle, including candidate resourcing, interviews, &amp; offers;</li> <li>- Identify future talent needs &amp; proactively recruiting &amp; sourcing; develop talent pool or social engagements.</li> </ul>	3-5	N/A	N/A	35 mil	55 mil
		5+	50 mil	70 mil	55 mil	75 mil
Office Manager	<ul style="list-style-type: none"> <li>- Provide general administrative support to all departments;</li> <li>- Coordinate &amp; maintain company's documents &amp; office properties.</li> </ul>	3-5	N/A	N/A	20 mil	25 mil
		5+	20 mil	30 mil	20 mil	40 mil
HR Executive	<ul style="list-style-type: none"> <li>- Operate one or multiple HR functions such as recruitment, training, compensation &amp; benefits &amp; employee engagement.</li> </ul>	1-3	N/A	N/A	15 mil	25 mil
		3-5	N/A	N/A	20 mil	25 mil
		5+	20 mil	30 mil	25 mil	35 mil



# LEGAL

## Market Overview

A number of movements across law firms have been made in 2019, while the current trend for senior lawyers is on the rise, due to the promotion of Senior Associates to Partner level. In addition, the lack of supply from in-house lawyers results in the focus on hiring professionals from private practice across corporates. Last but not least, highly experienced lawyers with practices in Banking, Finance and Financial Services industry are highly sought after.

Van Nguyen, Team Leader  
HR & Legal

### Top emerging positions



Legal Counsel



Senior Lawyer

### Top trending technical skills required



Experience in M&A



Investment and Corporate  
(Legal)



Experience in dealing with  
different stakeholders



Act as a legal business  
partner

### Top trending soft skills required



Communications



Leadership (managing  
stakeholders and team)



Professional "can-do"  
attitude



Result driven &  
business oriented

# HCMC - Legal

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
Associate/Senior Associate (Qualified Lawyer)	<ul style="list-style-type: none"> <li>- Advise clients, interpret laws, rules &amp; regulations, analyze probable outcomes based on legal precedents, develop strategies &amp; evaluate findings;</li> <li>- Research &amp; gather evidence, have a thorough knowledge of the decisions, ordinances &amp; statutes of the matter under review, prepare &amp; draft documents, legal briefs &amp; opinions;</li> <li>- Act as an agent for their clients.</li> </ul>	3-7	30 mil	60 mil	40 mil	80 mil
		7-12	70 mil	110 mil	85 mil	140 mil
Head of Legal / General Counsel / Legal Director	<ul style="list-style-type: none"> <li>- Oversee the entire legal planning &amp; operations of the corporation in Vietnam &amp; the regions;</li> <li>- Work closely with Regional &amp; Group's Legal team;</li> <li>- Lead a team of legal operations, acting as a Legal Business Partner, strategically support business growth.</li> </ul>	10+	150 mil	280 mil	180 mil	300 mil
Legal Manager	<ul style="list-style-type: none"> <li>- Draft &amp; review contracts, agreements, corporate documentation (including notice &amp; minutes of board of directors &amp; shareholders meeting) of the company;</li> <li>- Work closely with Regional &amp; Group's Legal team;</li> <li>- Lead a team of legal operations of smaller scope, acting as a Legal Business Partner, strategically support business growth.</li> </ul>	4-6	50 mil	80 mil	55 mil	90 mil
		6+	70 mil	90 mil	80 mil	110 mil
Legal Counsel	<ul style="list-style-type: none"> <li>- Ensure law &amp; legal compliance for different departments as well as for general business purposes of the company;</li> <li>- Work closely with Regional &amp; Group's Legal team;</li> <li>- Act as an individual contributor, giving legal advisory to business operations.</li> </ul>	3-5	40 mil	50 mil	40 mil	60 mil
		5-7	60 mil	72 mil	60 mil	80 mil
		8+	70 mil	90 mil	70 mil	100 mil

# HCMC - Legal

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019		2020	
			Min	Max	Min	Max
Legal Specialist	<ul style="list-style-type: none"> <li>- Responsible for administrative &amp; support related sections;</li> <li>- Manage document support for related departments;</li> <li>- Give legal advisory on daily operations.</li> </ul>	3-5	20 mil	35 mil	25 mil	40 mil
		5+	30 mil	40 mil	30 mil	50 mil
Paralegal	<ul style="list-style-type: none"> <li>- Support lawyer in assigned tasks;</li> <li>- Research evidence &amp; verify facts; finding related cases, laws, &amp; legal articles, write reports, &amp; help with the final preparations for a hearing;</li> <li>- Keep law library up-to-date by monitoring legal volumes.</li> </ul>	1-3	10 mil	15 mil	10 mil	15 mil

# TECHNOLOGY & MEDIA

## Market Overview

Vietnam market witnesses a rising demand for digital transformation, shifting existing traditional business to become more digital, catching up with the industry 4.0 in 2019.

This trend is expected to continue to increase into the year of 2020, creating new jobs such as Chief Digital Officer, Digital Change Manager, and so on. These positions require talents across business fields moving to Technology field, and this movement has been observed clearly in key sector such as Finance, Hospitality, Health Care and Supply Chain.

Accompanying with the new demand is the on-going competition for engineers in application development, data analytic, scientist and engineer. It is expected that the competition between companies for such talents will become harder in the coming year.

Bao Le, Team Leader  
Technology & Media

### Top 3 emerging positions



Digital Transformation Professionals



Data Scientist



Performance Marketing Professional

### Top trending technical skills required



Data Analytics



Change Management



Digital Experience

### Top trending soft skills required



Product Mindset



Team Management



Agile

# HCMC - Technology & Media

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
CIO - CDO	<ul style="list-style-type: none"> <li>- Outline strategic plan, concept, architect &amp; vision for the product, digital transformation vision, outline roadmap, set goals &amp; objectives for development;</li> <li>- Divide &amp; structure resources, control &amp; allocate budget for deployment;</li> <li>- Build &amp; facilitate team vision, culture &amp; work climate.</li> </ul>	10+	150 mil	250 mil	190 mil	300 mil
IT Director	<ul style="list-style-type: none"> <li>- Set plan &amp; objectives, aligning roadmap with business strategic operation;</li> <li>- Allocate &amp; control budget for IT operation;</li> <li>- Divide &amp; plan out strategic plan for infrastructure, team structure, technology &amp; system security.</li> </ul>	8+	80 mil	120 mil	100 mil	150 mil
IT Manager	<ul style="list-style-type: none"> <li>- Build &amp; maintain IT team, ensure operation following strategic plan &amp; business operation objectives;</li> <li>- Monitor &amp; follow up with technology team, ensure development schedule following the aligned plans;</li> <li>- Solve problems effectively, provide expert solutions to team members in term of technological experience &amp; team mentoring.</li> </ul>	4+	60 mil	80 mil	75 mil	100 mil
Senior Business Analyst	<ul style="list-style-type: none"> <li>- Research &amp; collect data related to market trend, business market movement information;</li> <li>- Filter &amp; construct business data model, analyze for relevant data;</li> <li>- Consolidate &amp; report for business decision making, strategic suggestion &amp; planning.</li> </ul>	3-5	35 mil	45 mil	40 mil	60 mil
Software/Solution Architect	<ul style="list-style-type: none"> <li>- Outline technological architect from product plan;</li> <li>- Monitor resources, development, traffic, actual usage for adjustment of the system architect;</li> <li>- Collect actual feedback &amp; relign with product development roadmap for module design, system &amp; server designs.</li> </ul>	3-5	65 mil	85 mil	80 mil	100 mil

# HCMC -Technology & Media

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019		2020	
			Min	Max	Min	Max
Software Engineer	<ul style="list-style-type: none"> <li>- Develop product aligning with roadmap, features backlogs &amp; user requested feedback;</li> <li>- Monitor &amp; solve engineering issues, troubleshooting code &amp; ensure development follow objective timeline;</li> <li>- Collect actual feedback for product adjustment.</li> </ul>	1-3	10 mil	30 mil	13 mil	40 mil
		3-5	40 mil	60 mil	50 mil	75 mil
		5+	60 mil	90 mil	80 mil	100 mil
QA Engineer	<ul style="list-style-type: none"> <li>- Monitor code quality &amp; evaluate product development results, ensure they meet business objectives &amp; user experiences;</li> <li>- Design &amp; construct test plan, procedure, module based on product target, performing simulation test &amp; collect report for any arising issues;</li> <li>- Work with developers to trace &amp; solve any potential issues that may affect product quality &amp; users usage.</li> </ul>	1-3	8 mil	25 mil	12 mil	35 mil
		3-5	35 mil	60 mil	45 mil	75 mil
		5+	60 mil	80 mil	65 mil	100 mil
Head of E-commerce	<ul style="list-style-type: none"> <li>- In charge of optimizing digital marketplace, its performance &amp; user experience;</li> <li>- Plan &amp; execute various strategies for user acquisition, customer satisfaction, product promotion;</li> <li>- Analyze user behaviors, buying statistics to deploy new features, promotional campaigns to maximize revenue &amp; optimize profit.</li> </ul>	3-5	80 mil	100 mil	90 mil	120 mil
		5+	100 mil	130 mil	120 mil	150 mil
Account Director	<ul style="list-style-type: none"> <li>- Build &amp; maintain customer relationship, client portfolios for various marketing campaigns;</li> <li>- Work with Creative team to ensure delivery of the service in term of timeline, content &amp; campaign performance;</li> <li>- Collect &amp; report to client, head of marketing division for performance reports, optimizing plan &amp; strategy.</li> </ul>	7+	100 mil	120 mil	120 mil	140 mil

# HCMC -Technology & Media

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019		2020	
			Min	Max	Min	Max
Digital Director	<ul style="list-style-type: none"> <li>- Collect &amp; outline strategy for digital activities, ensure performance objectives meet the requirements;</li> <li>- Collect, consolidate &amp; analyze user data for campaign performance optimization;</li> <li>- Work &amp; negotiate with digital partners to ensure brand image consistent &amp; well-presented across channels.</li> </ul>	7+	110 mil	130 mil	120 mil	150 mil
Creative Director	<ul style="list-style-type: none"> <li>- Outline &amp; design products, campaigns, brand concepts for marketing purposes;</li> <li>- Ensure all operational content &amp; production aligned with intended design, structure &amp; outline concepts;</li> <li>- Work with client to ensure brand presentation meet with corporate standards, while ensure creativity &amp; customer reach.</li> </ul>	3-5	70 mil	90 mil	90 mil	120 mil
		5+	90 mil	110 mil	100 mil	120 mil



# FINANCE & ACCOUNTING

## Market Overview

2019 marked a booming year for labor market demand on senior finance professionals in the industrial and manufacturing sector. We have witnessed increasing recruitment orders in this specific sector, specifically in manufacturing companies moving to Vietnam due to an economic impact from the U.S. and China Trade War.

Experienced finance leaders, who possess strong business acumen, excel in managing senior stakeholders and are strong on budgeting, planning and financial analysis, are the candidates these organizations are looking for. Additionally, Chief Accountant for trading companies, Costing Managers and Commercial Finance Managers are in high demand

Vinh Phan, Principal Consultant

Accounting Finance, Financial Services & Professional Services

### Top 3 emerging positions



CFO



Group Finance Director



Costing Manager

### Top trending technical skills required



Financial Operations



Systematic Digitalization



Management Accounting

### Top trending soft skills required



People & Time Management



Leadership



Resilience

# HCMC - Finance & Accounting

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
CFO	<ul style="list-style-type: none"> <li>- Lead financial operations, IT, Accounting &amp; Finance, Legal, Marketing, Admin &amp; business improvement in the delivery of business strategy, goals &amp; objectives;</li> <li>- Lead the service delivery organizational infrastructure, ensuring delivery of all operational services in line with service delivery, compliance standards &amp; budgets;</li> <li>- Provide strategic advice, support &amp; services to internal business partners &amp; external audiences &amp; providers in the assigned areas;</li> <li>- Build appropriate &amp; effective policies, procedures &amp; controls pertaining to financial management, accounting &amp; processes &amp; procedures, cash management, financial &amp; strategic planning, tax compliance &amp; corporate reporting functions in terms of business efficiency &amp; capability development.</li> </ul>	13+	180 mil	380 mil	230 mil	380 mil
Finance Director	<ul style="list-style-type: none"> <li>- Oversee all financial operations &amp; directing corporate financial planning &amp; structure;</li> <li>- Coordinate, analyze &amp; report the financial performance to Management &amp; Board of Directors (financial performance, projections &amp; other special projects);</li> <li>- Prepare short-term &amp; long-term financial forecasts of financial performance for use, audit &amp; tax functions with internal management &amp; external parties.</li> </ul>	10+	110 mil	220 mi	150 mil	220 mil
Finance Manager	<ul style="list-style-type: none"> <li>- Proactively manage the company's daily finance &amp; accounting activities;</li> <li>- Ensure monthly, quarterly &amp; yearly tax-related reports, P&amp;L management;</li> <li>- Reconciliate of all balance sheet accounts including sub-ledger accounts against General Ledger balances, revenues.</li> </ul>	10+	50 mil	80 mil	60 mil	85 mil

# HCMC - Finance & Accounting

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
Finance Controller	<ul style="list-style-type: none"> <li>- Contribute to business decision making by developing ad-hoc financial analysis or financial simulation to support the business partner;</li> <li>- Controll budget on investments, &amp; delivering timely &amp; accurately full P&amp;L responsibility;</li> <li>- Take lead in budgeting &amp; forecast process, in close coordination with the business partners.</li> </ul>	8+	70 mil	95 mil	80 mil	95 mil
Tax Manager	<ul style="list-style-type: none"> <li>- Prepare monthly &amp; yearly tax-related report, provide tax advisory to business units &amp; dealing with the Revenue Department;</li> <li>- Work as a tax professional, dealings with authorities; prepare tax advice report; research; prepare corporate income tax returns.</li> </ul>	7+	40 mil	75 mi	55 mil	75 mil
Cost Controller/ Manager	<ul style="list-style-type: none"> <li>- Plan, develop &amp; supervise all cost functions to insure that all project cost activities such as data collection, field estimating, productivity analysis &amp; budget forecasting comply with company &amp; client requirements;</li> <li>- Develop &amp; implement project costing standards &amp; procedures.</li> <li>- Provide full support service to the project teams to assist &amp; guide the establishment of the project budgets &amp; project control tools.</li> </ul>	7+	45 mil	65 mil	50 mil	65 mil
Management Accountant	<ul style="list-style-type: none"> <li>- Record financial transactions for project, department, or the company; preparing financial statements for internal &amp; external use;</li> <li>- Analyze financial performance &amp; forecast to recommend methods &amp; strategies for cutting cost;</li> <li>- Make upper-level strategy recommendations based on financial performance.</li> </ul>	3-5	25 mil	35 mil	30 mil	40 mil

# HCMC - Finance & Accounting

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
Chief Accountant	<ul style="list-style-type: none"> <li>- Ensure accuracy of accounting standards, all management reports, internal &amp; external reporting;</li> <li>- Controll &amp; monitor daily accounting transactions;</li> <li>- Responsible for all accounting &amp; tax-related matters.</li> </ul>	7+	50 mil	75 mil	60 mil	70 mil
Receivable/Payable Accountant	<ul style="list-style-type: none"> <li>- Account Receivables: Post daily deposits &amp; processing AR transactions; initiate collections on past-due accounts &amp; maintain accounting ledgers as required.</li> <li>- Account Payables: Perform any combination of routine calculations, post business transactions, process invoices, &amp; verify financial data for use in maintaining accounts payable records; obtain accurate information &amp;/or data regarding invoice</li> </ul>	1-3	15 mil	30 mi	15 mil	30 mil
Business Controller	<ul style="list-style-type: none"> <li>- Take full responsibility for the financial management of the trade allowances for clients' largest brands &amp; customer accounts.</li> <li>- Work in a cross-functional team to prepare annual budgets &amp; financial forecasts (trends);</li> <li>- Interpret financial results through maximizing financial systems, business planning &amp; optimization, &amp; business partnering.</li> </ul>	6+	55 mil	80 mil	60 mil	85 mil
Finance Business Analyst	<ul style="list-style-type: none"> <li>- Financial Planning: Develop &amp; maintain the P&amp;L budget &amp; forecast; producing robust forecasts that achieve business objectives;</li> <li>- Reporting &amp; Analysis: Provide timely &amp; accurate analysis of budgets, forecasts &amp; actuals;</li> <li>- Finance Control Partner on P&amp;L &amp; B/S management, control &amp; budget on CAPEX &amp; overhead expenses for the BU;</li> <li>- Establishing &amp; monitoring Key Performance Indicators (KPI) for the BU.</li> </ul>	3-5	25 mil	40 mil	25 mil	40 mil

# HCMC - Finance & Accounting

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019		2020	
			Min	Max	Min	Max
Treasury Manager	<ul style="list-style-type: none"><li>- Manage &amp; direct the treasury operation activities of the total organization;</li><li>- Ensure that the financial transactions, policies, &amp; procedures meet the organization objectives, needs, &amp; regulatory body requirements.</li></ul>	6+	65 mil	90 mil	70 mil	90 mil

# ENGINEERING & MANUFACTURING

## Market Overview

Foreign direct investment (FDI) in the manufacturing sector continues to remain Vietnam's significant driver of growth in 2019 and 2020 as forecasted due to the fact that US\$10.5 billion was invested in this sector, leading among all other sectors of the economy.

Binh Duong and Ho Chi Minh City are the main industrial hubs, specializing in textile, footwear, mechanics, electronics, and wood processing. Therefore, recruitment need in those sectors are rising, with majority of roles focus on engineering, quality and production management.

In the second half of the year, there is a noticeable trend of investment in renewable energy sector, thus, hiring needs for technical professionals for new projects are on the rise. There will be recurring needs for high quality professionals in general management for the set-up factories as companies keep moving to Vietnam by the effect of the trade war.

Ngoc Ngo, Team Leader  
Engineering & Manufacturing

### Top 3 emerging positions



Production Manager



Engineering Manager



Quality Manager

### Top trending technical skills required



Lean



6 Sigma

### Top trending soft skills required



Result driven



Leadership

# HCMC - Engineering & Manufacturing

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019		2020	
			Min	Max	Min	Max
<b>ENGINEERING</b>						
Chief Engineer	<ul style="list-style-type: none"> <li>- Responsible for ensuring that all site equipment is properly serviced &amp; functional;</li> <li>- Overall manage the engineering department to include scheduling, training, coaching, etc. &amp; maintenance of departmental equipment;</li> <li>- Maintain the physical operation of the site.</li> </ul>	10+	120 mil	200 mil	120 mil	220 mil
Engineering Manager	<ul style="list-style-type: none"> <li>- Assess of potential developments &amp; production of detailed technical reports, including site visits with the appropriate members of the management team to ensure the best cost engineered solution is produced for the land (or vice versa);</li> <li>- Effectively manage of the Internal &amp; External to ensure the provision of required level of services in a pro-active &amp; professional manner to enable other departments to fulfill their role;</li> <li>- Lead, motivate, communicate with, develop, appraise &amp; performance manage staff to ensure staff are fully motivated to achieve best performance to meet the company's needs.</li> </ul>	5+	60 mil	80 mil	60 mil	100 mil
Project Manager	<ul style="list-style-type: none"> <li>- Responsible for all machine transferring product &amp; other ad hoc project including factory expansion, manufacturing set up &amp; facility improvement.</li> </ul>	3-5	30 mil	50 mil	40 mil	70 mil
		5+	40 mil	60 mil	50 mil	70 mil
Application Engineer	<ul style="list-style-type: none"> <li>- Responsible for designing, developing &amp; implementing programs &amp; applications;</li> <li>- Conduct customer analysis to create applications that respond to customer needs;</li> <li>- Provide innovative solutions to common problems.</li> </ul>	1-3	13 mil	15 mil	15 mil	18 mil
		3-5	15 mil	20 mil	18 mil	23 mil
		5+	20 mil	25 mil	25 mil	28 mil



# HCMC - Engineering & Manufacturing

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
Electrical/ Mechanical/Chemical Engineer	<ul style="list-style-type: none"> <li>- Electrical Engineer: Ensure all Electrical equipment run smoothly in manufacturing, work with maintenance &amp; production team to diagnose any issues;</li> <li>- Mechanical Engineer: Ensure all machineries operate smoothly, identify any related issues in production, need to train technician &amp; machine operators if needed;</li> <li>- Chemical Engineer: Ensure Chemical are processed in the right procedures, implement procedures, &amp; Ensure safety working environment.</li> </ul>	1-3	13 mil	15 mil	15 mil	18 mil
		3-5	15 mil	20 mil	18 mil	23 mil
		5+	20 mil	25 mil	25 mil	28 mil
IE/Process Improvement	<ul style="list-style-type: none"> <li>- Continuously improve of the production process, implement Lean manufacturing, work with the production engineers to identify production error.</li> </ul>	1-3	15 mil	18 mil	15 mil	18 mil
		3-5	18 mil	23 mil	20 mil	25 mil
		5+	25 mil	30 mil	25 mil	30 mil

## MANUFACTURING

Operation Director/Factory Manager	<ul style="list-style-type: none"> <li>- Overall responsible for manufacturing operations management &amp; daily operations;</li> <li>- Hire, develop &amp; lead Cross Functional Teams to establish new factory &amp; grow operation profitably;</li> <li>- Provide leadership to ensure company objectives are met in all key areas.</li> </ul>	15+	140 mil	320 mil	140 mil	350 mil
Head of Production	<ul style="list-style-type: none"> <li>- Strategically &amp; tactically responsible for implementing manufacturing strategy &amp; strategic operational goals to exceed customer expectations for product quality, cost &amp; delivery, maximising efficiency, optimising production levels &amp; driving operational excellence.</li> </ul>	10+	80 mil	130 mil	80 mil	170 mil

# HCMC - Engineering & Manufacturing

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
Production Supervisor	<ul style="list-style-type: none"> <li>- Responsible for managing the production operations &amp; coordinate with all concerned departments;</li> <li>- Make sure the necessary resources are available for the production so as to meet the requirement of our internal &amp; external customers in terms of quantity, quality &amp; timeliness.</li> </ul>	1-3	18 mil	20 mil	18 mil	20 mil
		3-5	20 mil	25 mil	20 mil	27 mil
		5+	25 mil	35 mil	30 mil	40 mil
Production Planning Manager	<ul style="list-style-type: none"> <li>- Responsible for leading the production planning team to effectively create &amp; maintain an efficient production schedule that meets company objectives &amp; customer requirements.</li> </ul>	3-5	40 mil	50 mil	50 mil	60 mil
		5+	50 mil	80 mil	60 mil	90 mil
EHSS Manager	<ul style="list-style-type: none"> <li>- Responsible for planning, directing, &amp; implementing the environmental, health &amp; safety initiatives;</li> <li>- Ensure a positive, safe, healthy, &amp; incident-free work environment;</li> <li>- Ensure that the facility is operating smoothly every day.</li> </ul>	3-5	40 mil	50 mil	50 mil	60 mil
		5+	50 mil	80 mil	60 mil	90 mil
Quality Manager	<ul style="list-style-type: none"> <li>- Facilitate, supervise &amp; implement the Quality Assurance Program &amp; provide technical assistance &amp; training support to all manufacturing &amp; related areas;</li> <li>- Direct &amp; ensure continuing certification &amp; compliance of ISO/IATF standards requirements.</li> </ul>	3-5	40 mil	50 mil	50 mil	60 mil
		5+	50 mil	80 mil	60 mil	90 mil
Supply Chain Manager	<ul style="list-style-type: none"> <li>- Plan, develop, optimize &amp; organise the movement of products right the way through to customers;</li> <li>- Directly manage of purchasing, warehousing, distribution &amp; delivery to limit costs &amp; improve accuracy, customer service;</li> <li>- Examine existing procedures or opportunities for streamlining activities to meet product distribution needs.</li> </ul>	5+	80 mil	120 mil	80 mil	150 mil

# HCMC - Engineering & Manufacturing

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019		2020	
			Min	Max	Min	Max
Procurement Manager	- Support the Strategic Buyers in the elaboration of sourcing strategies that are in line with the Business Units objectives, support projects & coordinate purchasing activities to insure the best cost for his (her) Business Unit projects.	5+	60 mil	80 mil	60 mil	90 mil
Logistic Manager	- Manage the logistics process from the factory 'back door' through to the final customer, optimizing efficiency & cost & ensuring an engaged & productive team.	5+	50 mil	80 mil	60 mil	90 mil
Warehouse Manager	- Ensure the smooth operation of the warehouse, within the agreed financial budgets to meet all the standards of operation as agreed with the customer through the use of best practice whilst wisely utilizing agreed levels of resources.	3-5	30 mil	50 mil	40 mil	70 mil
		5+	40 mil	60 mil	50 mil	70 mil

# Sales & Marketing FMCG INDUSTRY

## Market Overview

There is an increasing number of very young candidates in FMCG & Retail beginning to become Managers in both Local and Foreigner players. The increasing specialization within the industry has forced organizations to look for highly specific candidate profiles.

We also noticed candidates, in particular Marketing, seeking to apply to non-FMCG positions scheme in industries such as retail, ecommerce, B2B, start-ups or new FMCG players in market.

Salary is still the key motivator for candidates when accepting the job offer. They also consider important factors such as management style, team culture, stock options and growth opportunity.

Chi Hoang, Senior Consultant  
FMCG

### Top 3 emerging positions



Digital & CRM Manager



Perfect Store Manager



Commercial Developer

### Top trending technical skills required



Financial & Analytical Acumen



Sales and Business Development



Leveraging Insights into Actions

### Top trending soft skills required



Adaptability



High level of integrity/strong ethics



Collaboration

# HCMC - Sales & Marketing - FMCG

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019		2020	
			Min	Max	Min	Max
<b>MANAGEMENT</b>						
General Manager/ Managing Director	<ul style="list-style-type: none"> <li>- Lead the organization to build up the business &amp; drive profitability for company;</li> <li>- Develop strategy , short &amp; long-term goals, annual budget;</li> <li>- Manage day-to-day operation &amp; assure a smoothly efficient functioning organization.</li> </ul>	15+	250 mil	400 mil	250 mil	450 mil
Commercial Director	<ul style="list-style-type: none"> <li>- Drive commercialization of key consumer/shopper insight into effective channel &amp; customer plans;</li> <li>- Maintain a close working relationship with sales, marketing &amp; operations function to ensure delivery of monthly share &amp; volume target;</li> <li>- Ensure effective &amp; efficient execution of new product introductions across all relevant channels.</li> </ul>	15+	120 mil	200 mil	120 mil	220 mil
<b>SALES</b>						
Sales Director	<ul style="list-style-type: none"> <li>- Strategically categorize product portfolios &amp; develop suitable Sales strategy for each category into suitable channels;</li> <li>- Build sales capability development to improve Sales force capability;</li> <li>- Develop Sales operation team to support performance management &amp; improve communication as well as KPIs-tracking.</li> </ul>	10+	130 mil	200 mil	100 mil	220 mil
Key Account Manager	<ul style="list-style-type: none"> <li>- Build strategy to develop company's distribution, sales &amp; brand image in channels;</li> <li>- Manage/ Develop top Key Account of channels, Customers &amp; develop new accounts;</li> <li>- Work cross function (Key Account Operation, Trade Marketing, Marketing, Supply Chain, Finance) to improve service in key account &amp; brand's visual.</li> </ul>	1-3	25 mil	30 mil	30 mil	40 mil
		3-5	35 mil	50 mil	40 mil	60 mil
		5+	40 mil	60 mil	40 mil	60 mil

# HCMC - Sales & Marketing - FMCG

Position	Job Descriptions	Years of experience	Monthly gross salary (VND)			
			2019		2020	
			Min	Max	Min	Max
Business Development Manager	<ul style="list-style-type: none"><li>- Building &amp; developing strategy by setting up objectives, planning &amp; cost controlling for all Above the line &amp; Below the line Activities;</li><li>- Lead the implementation of the plans, be responsible directly for the brand's health &amp; market performance;</li><li>- Manage sales activity, assist with strategy &amp; drive relationships with key customers, senior engagement.</li></ul>	3-5	50 mil	70 mil	60 mil	80 mil
		5+	60 mil	80 mil	60 mil	80 mil
Area Sales Manager	<ul style="list-style-type: none"><li>- Manage &amp; strengthen the business partnership with sales team as well as ensure operations are efficient &amp; effective;</li><li>- Support in development of Field Sales &amp; Category channel Plans;</li><li>- Ensure sales team is performing their roles &amp; achieving KPI target set by the company.</li></ul>	1-3	N/A	N/A	25 mil	30 mil
		3-5	30 mil	40 mil	30 mil	50 mil
		5+	30 mil	60 mil	30 mil	60 mil
MARKETING						
Marketing Director	<ul style="list-style-type: none"><li>- Responsible for develop and execute business strategy and brand development of current as well as new products.</li><li>- Lead consumer/ customer insights &amp; understanding of market trends.</li><li>- In charge of Brand building, CRM, Trade Performance, Integrated marketing communication and people management.</li></ul>	10+	120 mil	160 mil	120 mil	185 mil
Marketing Manager	<ul style="list-style-type: none"><li>- Develop strategic marketing plan to achieve long-term goals of the product/brand;</li><li>- Supervise the development &amp; implementation of marketing plan to ensure the coherence &amp; consistency conveyance of brand's value;</li><li>- Work closely with internal &amp; external partners to ensure the effective implementation of plan.</li></ul>	5+	80 mil	100 mil	80 mil	120 mil

# HCMC - Sales & Marketing - FMCG

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019		2020	
			Min	Max	Min	Max
Brand Manager	<ul style="list-style-type: none"> <li>- Manage brand portfolio &amp; drive brand growth by execution of marketing plans via focused channels;</li> <li>- Assemble &amp; analyse information about market, competitors, consumer insights, consumer needs &amp; demand to develop suitable strategy for brand development.</li> </ul>	1-3	N/A	N/A	30 mil	35 mil
		3-5	35 mil	40 mil	40 mil	45 mil
		5+	40 mil	60 mil	60 mil	90 mil
Corporate Communications Manager	<ul style="list-style-type: none"> <li>- Oversee internal &amp; external corporate communication;</li> <li>- Cooperate with relevant stakeholders for brand &amp; PRs;</li> <li>- Lead media management for the holistic corporate plan to tackle business challenges.</li> </ul>	3-5	30 mil	40 mil	40 mil	70 mil
		3-5	40 mil	70 mil	40 mil	70 mil
Trade Marketing Manager	<ul style="list-style-type: none"> <li>- Oversee trade marketing strategies &amp; implementation on suitable channels to increase sales volume &amp; product visibility;</li> <li>- Drive sales volume by implementing proper promotion &amp; pricing activities, creating good demand planning &amp; establishing schemes to drive customer loyalty.</li> </ul>	5+	40 mil	80 mil	40 mil	80 mil
Retail Operations Manager	<ul style="list-style-type: none"> <li>- Ensure operational effectiveness of stores;</li> <li>- Boost customer growth by planning &amp; implementing suitable sales &amp; promotional activities;</li> <li>- Ensure the compliance of store's activities with company's standards, legal requirements.</li> </ul>	1-3	N/A	N/A	30 mil	40 mil
		3-5	35 mil	50 mil	40 mil	60 mil
		5+	40 mil	60 mil	40 mil	70 mil
Category Manager	<ul style="list-style-type: none"> <li>- Lead the development of the category plan for assigned channels;</li> <li>- Develop &amp; execute category, schematic shopper promotions;</li> <li>- Prepare monthly rolling forecast for assigned channels.</li> </ul>	1-3	N/A	N/A	50 mil	70 mil
		3-5	50 mil	70 mil	60 mil	80 mil
		5+	60 mil	80 mil	60 mil	90 mil

# HCMC - Sales & Marketing - FMCG

Position	Job Descriptions	Years of experience	Permanent gross salary/month (VND)			
			2019		2020	
			Min	Max	Min	Max
Visual Merchandise Manager	<ul style="list-style-type: none"> <li>- Be responsible for the design of stores' concept &amp; the setting up of visual merchandising initiatives;</li> <li>- Ensure all in-store &amp; window displays reflect the consistency of brand vision, cohere with VM standards &amp; drive sales of products.</li> </ul>	1-3	N/A	N/A	30 mil	40 mil
		3-5	35 mil	50 mil	40 mil	60 mil
		5+	40 mil	60 mil	40 mil	70 mil



# Sales & Marketing HEALTHCARE INDUSTRY

## Market Overview

Coming along with a positive growth of the healthcare market in Vietnam, multinational pharmaceutical corporations have had a busy year in recruitment. Demand of highly-skilled sales managers and marketing managers were on the rise, with focus on introduction of new products to meet growing local demands. Due to high competitiveness, creativity and development of new channels to engage HCPs were prioritized in the recruitment of such positions.

For medical devices sector, demand for improved healthcare resulted in consistent growth of international medical suppliers. Expertise in HCP engagement and hospital settings of sales & marketing professionals working in pharmaceutical companies is an asset for such candidates to move to medical devices sector.

In 2020, we expect to see the moving of pharmaceutical professionals to medical devices companies to take leadership roles while pharmaceutical industry will attract more young and potential talents with high resilience and agility to adapt and evolve in a competitive market to differentiate themselves from competitors while providing best customer engagement in Industry 4.0 era.

Mai Tran, Team Leader  
Healthcare

### Top 3 emerging positions



Product Manager



Business Manager



Regional Sales Manager

### Top trending technical skills required



P&L Understanding



Territory management



Product management

### Top trending soft skills required



Working in matrix organization



Business development



Interpersonal skill

# HCMC - Sales & Marketing - Healthcare

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max

## MANAGEMENT

General Manager/ Managing Director	<ul style="list-style-type: none"> <li>- Lead the organization to build up the business &amp; driving profitability for company;</li> <li>- Develop strategy, short &amp; long-term goals, &amp; annual budget;</li> <li>- Ensure day-to-day operations in a smoothly functioning, efficient organization. Ensure the effectiveness of relevant functions in charge.</li> </ul>	20+	250 mil	300 mil	300 mil	400 mil
Business Unit Director	<ul style="list-style-type: none"> <li>- Drive strategic planning &amp; business development of the business unit by aligning sales &amp; marketing activities;</li> <li>- Provide direction &amp; develop strategies for marketing, sales &amp; trade teams to achieve operational objectives of the business unit;</li> <li>- Work with various internal &amp; external stakeholders to achieve common objectives.</li> </ul>	15+	150 mil	250 mil	150 mil	250 mil

## SALES

Head of Sales	<ul style="list-style-type: none"> <li>- Develop sales strategy to be in line with marketing strategy, then convert the strategy to short-term &amp; middle-term planning;</li> <li>- Establish annual sales objectives, forecast &amp; develop annual sales quotas for regions &amp; territories. Facilitate the collaboration of sales team cross-functionally;</li> <li>- Coach, lead &amp; provide leadership training to sales team &amp; sales managers.</li> </ul>	15+	130 mil	220 mil	140 mil	220 mil
Regional Sales Manager	<ul style="list-style-type: none"> <li>- Develop &amp; lead a team of district sales managers &amp; key accounts to achieve business objectives at assigned region;</li> <li>- Develop professional relationship with key accounts &amp; KOLs;</li> <li>- Lead field force to work with marketing to implement promotional activities.</li> </ul>	12+	60 mil	100 mil	80 mil	120 mil

# HCMC - Sales & Marketing - Healthcare

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
District Sales Manager	<ul style="list-style-type: none"> <li>- Develop &amp; lead a team of medical representatives to achieve market sales &amp; sales objectives in assigned territory;</li> <li>- Develop network &amp; relationship with KOLs;</li> <li>- Participate in listing &amp; reimbursement activities.</li> </ul>	3-5	28 mil	45 mil	28 mil	45 mil
		5+	30 mil	55 mil	40 mil	60 mil
Key Account Manager	<ul style="list-style-type: none"> <li>- Build strong relationships with Pharmacy Department, Director Board &amp; SOH;</li> <li>- Develop listing of new products;</li> <li>- Collaborate cross-functionally to carry appropriate activities to achieve tender quota.</li> </ul>	3-5	25 mil	40 mil	25 mil	40 mil
		5+	35 mil	55 mil	40 mil	60 mil

## MARKETING

Marketing Manager	<ul style="list-style-type: none"> <li>- Manage various therapeutic areas to drive business &amp; meet marketing objectives;</li> <li>- Develop comprehensive marketing strategies &amp; integrated plans &amp; ensure proper implementation;</li> <li>- Drive marketing excellence &amp; innovation &amp; build business cases for new launches.</li> </ul>	5+	90 mil	120 mil	100 mil	180 mil
Product Manager	<ul style="list-style-type: none"> <li>- Apply scientific &amp; business knowledge to develop a product marketing plan for assigned product lines to drive sustainable growth of products in the market;</li> <li>- Develop &amp; control annual marketing plan, marketing materials, allocate budget &amp; alignment with sales team, medical team to implement the marketing strategy &amp; marketing plan;</li> <li>- Participate in field force training on product knowledge, product strategy, &amp; key messages develop relationship with national KOLs.</li> </ul>	3-5	30 mil	50 mil	30 mil	50 mil
		5+	40 mil	60 mil	40 mil	75 mil

# HCMC - Sales & Marketing - Healthcare

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019		2020	
			Min	Max	Min	Max
TECHNICAL HEALTHCARE						
Medical Director	<ul style="list-style-type: none"><li>- Develop a medical cross-functional strategies to support the business to meet its strategic business goals while ensuring compliance with applicable legal &amp; regulatory requirements;</li><li>- Develop strong professional relationships with key opinion leaders, based on science &amp; mutual scientific, educational, &amp; philanthropic interests;</li><li>- Provide scientific supports for the development &amp; approval of promotional materials, company's policies, procedures, &amp; practices;</li><li>- Interact other internal department to provide inputs, support &amp; strategic direction to corporate initiatives, social responsibilities, &amp; access to medicines.</li></ul>	15+	120 mil	150 mil	140 mil	180 mil
Medical Affairs Manager	<ul style="list-style-type: none"><li>- Develop strong professional relationships with key opinion leaders, based on science &amp; mutual scientific, educational, &amp; philanthropic interests;</li><li>- Provide medical support to the marketing &amp; sales team by participating in promotional strategy &amp; supporting the development of promotional materials. Provide training on disease awareness &amp; product knowledge to internal departments;</li><li>- Ensure compliance with applicable SOPs, guidelines, &amp; regulations.</li></ul>	8+	55 mil	80 mil	50 mil	90 mil
Medical Science Liaison	<ul style="list-style-type: none"><li>- Interact with healthcare providers to receive &amp; timely reply all medical queries;</li><li>- Work with marketing on organizing scientific events, advisory boards &amp; symposiums. Keep updated with the medical resources on assigned products &amp; provide field-based medical support;</li><li>- Participate in training on disease awareness &amp; product knowledge to internal departments.</li></ul>	3-5	35 mil	50 mil	35 mil	50 mil
		5+	30 mil	45 mil	40 mil	60 mil

# HCMC - Sales & Marketing - Healthcare

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
Regulatory Affairs Director	<ul style="list-style-type: none"> <li>- Develop &amp; deliver regulatory plan in both short term &amp; long term to support business;</li> <li>- Timely update the trend in regulation movement &amp; forecast the impact to the business. Interpret of local regulations into clear &amp; understandable information for other departments to follow;</li> <li>- Ensure compliance to local regulations, including timely submission &amp; license of products, labeling, business, importation, etc.</li> <li>- Develop relationship to Health Authorities &amp; act as bridge to connect company with MOH.</li> </ul>	20+	120 mil	150 mil	120 mil	150 mil
Regulatory Affairs Manager	<ul style="list-style-type: none"> <li>- Supervise &amp; manage new registration, renewal &amp; all other regulatory matters of products under scope;</li> <li>- Timely update the trend in regulation movement;</li> <li>- Develop relationship to Health Authorities &amp; act as bridge to connect company with MOH.</li> </ul>	8+	40 mil	70 mil	40 mil	80 mil
Service Manager (Medical Device)	<ul style="list-style-type: none"> <li>- Develop &amp; manage a team of service engineers to provide timely sales service supports to customers.</li> </ul>	5+	45 mil	60 mil	45 mil	60 mil
Service Engineer (Medical Device)	<ul style="list-style-type: none"> <li>- Responsible for installation, maintenance &amp; repair of equipment;</li> <li>- Provide training &amp; solutions to customers &amp; handle complaints on equipment.</li> </ul>	1-3	15 mil	25 mil	15 mil	25 mil
		3-5	20 mil	30 mil	20 mil	30 mil
		5+	20 mil	30 mil	25 mil	40 mil
Application Specialist (Medical Device)	<ul style="list-style-type: none"> <li>- Coordinate equipment installation &amp; conduct application training to new customers;</li> <li>- Work closely with customers on validation protocol &amp; compliance;</li> <li>- Conduct refresh trainings. Support sales &amp; marketing team to provide technical specifications.</li> </ul>	1-3	15 mil	20 mil	15 mil	20 mil
		3-5	20 mil	30 mil	20 mil	30 mil
		5+	20 mil	35 mil	25 mil	40 mil

# Sales & Marketing INDUSTRIAL INDUSTRY

## Market Overview

Since the trade war between the US and China has seriously affected the world economy, Vietnam is one of the countries benefiting from the relocation of production lines into Vietnam. Along with the steady growth of the Vietnamese economy, the demand for talents in sales and marketing has increased significantly.

Employees are also expected to have strong technical knowledge to handle technical products, provide solutions and technical services. Moreover, communication in English, Chinese, Japanese and Korean are focused and considered as an advantage to handle investors from the above countries adding with the move of regional hubs to Vietnam. Hence, Vietnamese employees will have more opportunities to take on regional roles.

Thuong Nguyen, Manager  
Industrials

### Top 3 emerging positions



Technical Sales



Technical Service



Business Development Manager

### Top trending technical skills required



Specific industrial knowledge



Digital skill (4.0)



Market research

### Top trending soft skills required



Language skill (English/ Chinese/ Japanese)



Communication



Business mindset

# HCMC - Sales & Marketing - Industrials

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019		2020	
			Min	Max	Min	Max
General Manager/ Managing Director	<ul style="list-style-type: none"> <li>- Set &amp; deploy policy/strategy for operations to ensure business growth through driving management, retention, &amp; satisfaction of a portfolio of key accounts;</li> <li>- Manage &amp; supervise overall operations to achieve the company's objectives. Motivate, lead, &amp; manage internal teams to develop &amp; manage interactive marketing programs that meet business objectives;</li> <li>- Provide engagement leadership &amp; develop strong relationships with key client contacts.</li> </ul>	15+	150 mil	150 mil	200 mil	250 mil
Sales & Marketing Director	<ul style="list-style-type: none"> <li>- Manage overall sales channels &amp; marketing functions &amp; ensure the achievement of the defined sales targets &amp; revenue;</li> <li>- Analyze sales strategy &amp; conduct marketing opportunity analysis;</li> <li>- Engage with product teams on the launch &amp; lifecycle management of products including key development.</li> </ul>	10+	120 mil	180 mil	120 mil	220 mil
Key Account Manager	<ul style="list-style-type: none"> <li>- Maintain &amp; develop relationship with key accounts to ensure sales growth &amp; provide marketing insights;</li> <li>- Monitor &amp; propose credits for the assigned accounts, follow up with customers to ensure payments within the target timeline; monitor overdue situation;</li> <li>- Collect market information, including industry shift to future trend &amp; competitors' activities.</li> </ul>	3-5	30 mil	50 mil	35 mil	55 mil
		5+	40 mil	70 mil	45 mil	75 mil
Business Development Manager	<ul style="list-style-type: none"> <li>- Responsible for market &amp; technology research, formulation of strategy, distribution channel analysis &amp; development;</li> <li>- Handle new service development planning &amp; management;</li> <li>- Market research, develop new customer segmentation or new market.</li> </ul>	3-5	35 mil	55 mil	40 mil	70 mil
		5+	40 mil	70 mil	50 mil	80 mil

# HCMC - Sales & Marketing - Industrials

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019		2020	
			Min	Max	Min	Max
Area Sales Manager	<ul style="list-style-type: none"> <li>- Responsible to achieve sales target for region;</li> <li>- Manage &amp; implement strategic planning, target &amp; scheme incentive setting for distributors or field sales/ sales rep;</li> <li>- Aligned with marketing to implement marketing strategies &amp; campaigns.</li> </ul>	3-5	30 mil	50 mil	35 mil	55 mil
		5+	40 mil	70 mil	45 mil	75 mil
Technical Sales Representative	<ul style="list-style-type: none"> <li>- Develop new customers, new segmentation as per management guidance;</li> <li>- Work closely with Sales Manager to provide product's information to customers;</li> <li>- Achieve sales goals/budgeted margins;</li> <li>- Ensure debt collection, regularly custvisit &amp; handle technical support training.</li> </ul>	1-3	8 mil	15 mil	10 mil	15 mil
		3-5	15 mil	25 mil	18 mil	28 mil
		5+	28 mil	35 mil	28 mil	40 mil



# FINANCIAL SERVICES

## Market Overview

It is forecasted that in 2020, Vietnam's financial market will remain unchanged like 2019 and have many bright points thanks to positive supporting factors from stable macroeconomic environment, institutional and policy barriers removed step by step, which created a strong motivation for enterprise development; Vietnam's competitiveness and its position continues to be enhanced.

Regarding the demand for banking, insurance, brokerage and real estate professionals, the financial institutions and real estate developers tend to prefer those, who are competent in English and other lingual communications, creative and seasoned, finance and information technology savvy. Labor movement among these organizations remains at 30%-40% of staff turnover rate, of which senior management positions drop at 10% while there is an increasing demand for highly skilled manpower for the fin-tech sector.

Vinh Phan, Principal Consultant

Accounting Finance, Financial Services & Professional Services

### Top 3 emerging positions



Director of Private Equity Investments



Director of Investment



Chief Strategy Officer

### Top trending technical skills required



Financial Modelling



Strategy & Planning



Financial Operations

### Top trending soft skills required



Task Management



Business Acumen



People Sense

# HCMC - Financial Services

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
Group Chief Executive Officer – Private Equity Investee	<ul style="list-style-type: none"> <li>- Manage day-to-day operations of the holdings corporation;</li> <li>- Build &amp; model a great group culture, provide inspired leadership to executive team, establish a great corporate relationship with the Board of Directors;</li> <li>- Run business strategically &amp; profitably by building strong business acumen &amp; policies.</li> </ul>	15+	320 mil	370 mil	350 mil	450 mil
Investment Director, Private Equities	<ul style="list-style-type: none"> <li>- Do portfolio management, market research, deals advisory &amp; valuation, sourcing new projects of investment deals on diversified sectors in the market, &amp; project feasibility studies;</li> <li>- Lead the Investment team to source high quality deals into investments;</li> <li>- Design &amp; implement post-investment monitoring plan in order to ensure maximum returns on investment.</li> </ul>	12+	160 mil	180 mi	180 mil	250 mil
Head of Credit Risks	<ul style="list-style-type: none"> <li>- Lead a strong Credit Evaluation team covering Credit Risk Management, Collection &amp; Fraud Risk Management on credit risk oversight, verification &amp; approval for corporate &amp; retail banking divisions;</li> <li>- Design, implement &amp; update risk strategy &amp; credit underwriting guidelines;</li> <li>- Build up risk-based CRM &amp; MIS; improve risk-based turnaround time &amp; productivity, collection, processes &amp; outcome; establish fraud risk prevention &amp; detection framework.</li> </ul>	15+	120 mil	180 mil	130 mil	190 mil
Head of Personal Financial Services - Retail Banking /Mortgage /Consumer Lending	<ul style="list-style-type: none"> <li>- Responsible for the operation, strategic direction &amp; leadership of the Bank's retail branch networks;</li> <li>- Build the business &amp; engage a strong team of Sales &amp; Distribution, Product Development &amp; Profit &amp; Loss of Unsecured &amp; Secured Products.</li> </ul>	10+	100 mil	200 mil	120 mil	210 mil

# HCMC - Financial Services

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
Chief Partnership Distribution Officer	<ul style="list-style-type: none"> <li>- Support CEO in defining &amp; implementing business development strategy; managing &amp; operating all distribution channels;</li> <li>- Ensure full responsibility for the overall target, budget, profitability, future development &amp; growth of the business.</li> </ul>	14+	165 mil	240 mil	180 mil	250 mil
Head of Strategy Operations Management	<ul style="list-style-type: none"> <li>- Capture the Board of Directors' desires for growth;</li> <li>- Be able to inspire a cross-functional team to initiate, analyze, design, develop, lead &amp; cascade business strategy to meet the company's vision, business motto &amp; objectives.</li> </ul>	9+	70 mil	90 mi	85 mil	100 mil
Senior Director, Actuarial Pricing & Strategies	<ul style="list-style-type: none"> <li>- Lead the pricing team on actuarial pricing, product development &amp; experience studies accurately;</li> <li>- Lead corporate actuarial team to do corporate valuation &amp; risk assessment services properly;</li> <li>- Build product &amp; business strategy framework to support CEO with execution plan.</li> </ul>	9+	120 mil	150 mil	150 mil	200 mil
Underwriting Manager	<ul style="list-style-type: none"> <li>- Take overall responsibility for new business &amp; underwriting operations;</li> <li>- Ensure the performance of the team to deliver the operational, underwriting &amp; financial goals.</li> </ul>	6+	55 mil	80 mil	60 mil	90 mil
Head of Investment Banking	<ul style="list-style-type: none"> <li>- Identify potential growth &amp; external growth opportunities to complement current portfolio, M&amp;A activities to identify &amp; acquire new businesses;</li> <li>- Capable of closing prospective deals &amp; pending deals, managing brokers, dealing with vendors &amp; stakeholders;</li> <li>- Develop strong networks with the government authorities &amp; playing a crucial communicator role to drive the Board of</li> </ul>	9+	130 mil	250 mil	140 mil	260 mil

# HCMC - Financial Services

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019		2020	
			Min	Max	Min	Max
Head of Equity Research	<ul style="list-style-type: none"> <li>- Develop a strong team of research analysts covering Vietnamese stocks as well as macro-economics;</li> <li>- Ensure regular &amp; in-depth coverage of stocks &amp; sectors as well as providing daily commentary on stock market &amp; corporate developments;</li> <li>- Authorize market strategy reports on a regular basis &amp; develop institutional sales, trading &amp; brokerage strategies for clients.</li> </ul>	9+	115 mil	250 mil	125 mil	260 mil
Investment Analyst	<ul style="list-style-type: none"> <li>- Source deals, doing due diligence &amp; valuation model;</li> <li>- Perform detailed analysis of ROI investment data;</li> <li>- Monitor key investment accounts with a good preparation of planning, forecasting &amp; monthly reporting process.</li> </ul>	3-5	45 mil	55 mil	50 mil	65 mil

# PROFESSIONAL SERVICES

## Market Overview

In 2020, not only the highest-paying jobs, but the demand for middle-level jobs in the professional services sector will also increase more than 28%. However, candidates who lack the necessary skills and experience will not be able to seize attractive job opportunities.

The coming years will open up many job opportunities with higher recruitment requirements for skilled candidates. Besides professional expertise and knowledge, they need to demonstrate strong communication skills, foreign languages, computer literacy, teamwork, reporting skills, finance and technological savvy.

In fact, Vietnam's Tourism Services industry is growing dramatically and thirsty for high quality candidates in the growing investment for 5-star restaurants, hotels and resorts nationwide. Vietnam's human resources market is therefore at risk of being "appropriated" from highly-skilled manpower in regional countries such as Thailand, Singapore and Malaysia since a majority of Senior Management roles in foreign-invested businesses such as Managing Director, Chief Representative Office, and Sales and Marketing Director are held by the expats from more tourism-developed neighboring countries.

Vinh Phan, Principal Consultant

Accounting Finance, Financial Services & Professional Services

### Top 3 emerging positions



Sales & Marketing Director



Property Manager



Head of Admissions

### Top trending technical skills required



Business Development



Branding & Marketing



Account Management

### Top trending soft skills required



Team Development



Project Management



Coordination

# Professional Services

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019 Min	2019 Max	2020 Min	2020 Max
General Manager/ Managing Director	<ul style="list-style-type: none"> <li>- Increase management's effectiveness by recruiting, selecting, training, evaluating &amp; disciplining managers &amp; staff; communicate values, strategies, &amp; objectives &amp; align their activities with those; assign accountabilities; plan, monitor, &amp; appraise job results;</li> <li>- Lead operations, financial management &amp; resolving customer escalations;</li> <li>- Set up policies &amp; procedures, establishing &amp; enforcing organizational standards.</li> </ul>	14+	200 mil	250 mil	220 mil	260 mil
Country Manager / Chief Representative Office	<ul style="list-style-type: none"> <li>- Represent the company &amp; brand &amp; presenting its product or services to target customers &amp; market strategically;</li> <li>- Support &amp; connecting with different stakeholders &amp; partners to generate outstanding performance;</li> <li>- Identify &amp; response to direct enquiries &amp; lead to support for handling issues.</li> </ul>	13+	120 mil	160 mil	140 mil	180 mil
Area Director	<ul style="list-style-type: none"> <li>- Develop &amp; implement sales strategy &amp; programs by generating field sales action plans;</li> <li>- Analyze market trends &amp; results as well as establishing sales objectives by forecasting &amp; developing annual sales quotas for units;</li> <li>- Project expected sales volume &amp; profitability for existing &amp; new products or services; financial operation management;</li> </ul>	8+	100 mil	130 mil	110 mil	140 mil
Sales & Marketing Director	<ul style="list-style-type: none"> <li>- Develop &amp; maintain connection with key &amp; potential accounts;</li> <li>- Develop &amp; implement strategic marketing &amp; sales plans; &amp; forecasting to achieve corporate objectives for products or services in alignment with operating budgets;</li> <li>- Do market research to well understand competitors &amp; ensure effective control &amp; corrective actions; &amp; team development &amp; performance management;</li> </ul>	10+	90 mil	120 mil	95 mil	130 mil

# Professional Services

Position	Job Description	Years of experience	Monthly gross salary (VND)			
			2019		2020	
			Min	Max	Min	Max
Business Development Manager	<ul style="list-style-type: none"> <li>- Develop &amp; execute growth strategies &amp; plans;</li> <li>- Retain firm relationships with existing &amp; potential clients; manage contracts &amp; deals closing process;</li> <li>- Identify &amp; map business strengths &amp; customer needs to research business opportunities &amp; viable income streams;</li> </ul>	3-5	50 mil	70 mil	55 mil	80 mil
Area Sales Manager	<ul style="list-style-type: none"> <li>- Manage a group or cluster of locations &amp; ensuring sales performance &amp; critical KPI's are exceeding expectations;</li> <li>- Define &amp; implement the sales strategy plan for the area of responsibility; handle the full sales cycle from identifying new sales opportunities until closing deals;</li> <li>- Grow the number of leads generated through networking &amp; other sales activities, &amp; managing business performance effectively.</li> </ul>	6+	60 mil	70 mil	60 mil	80 mil

# Adecco

[adecco.com.vn](http://adecco.com.vn)

For business inquiries, please contact:

Ms. Thanh Le

Director, Ho Chi Minh Office

[thanh.le@adecco.com](mailto:thanh.le@adecco.com)

Ms. Ha Nguyen

Director, Hanoi Office

[thuha.nguyen@adecco.com](mailto:thuha.nguyen@adecco.com)

