



## **MARKET INTELLIGENCE INDUSTRY KNOWLEDGE**

Salary Guide and Market Overview 2014

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**Tammy Nagy-Stellini**  
Managing Director, Hays Hungary

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## Welcome to the 2014 Hays Hungary Salary Guide and Market Overview.

**We are delighted to present you this year's issue of the annual report, covering salary levels and key trends in the Hungarian employment market.**

You will find comprehensive salary benchmarking and market analyses for experts and managers, split across 10 main specialist sectors, focusing on all the hiring trends over the past 12 months. We also look at all the major economic, legislative and technological changes that we feel will shape the jobs market in 2014.

The report presents the minimum, maximum and average gross monthly salaries in Hungarian Forints (HUF) for full-time positions. The data is taken from hundreds of recruitment projects run by Hays Hungary nationwide for its multinational and SME private sector clients in 2013.

We hope you will find the information and insight presented in our Salary Guide and Market Overview 2014 both interesting and useful in assisting with pay reviews, benchmarking within your sector and planning your new budgets.

# YOUR BUSINESS OUR EXPERTISE

Hays Hungary is part of Hays plc, the world's leading company in qualified, professional and skilled recruitment.

The Group operates out over 239 offices in 33 countries, employing around 7,840 staff worldwide across 20 specialisms.

Last year our experts placed around 53,000 people in permanent jobs and around 182,000 people into temporary assignments.

# 20

AREAS OF SPECIALISM

# 33

COUNTRIES WORLDWIDE

# 7,840

EMPLOYEES WORLDWIDE

# 53,000

PERMANENT CANDIDATES PLACED IN 2013

# 182,000

PEOPLE PLACED INTO TEMPORARY ASSIGNMENTS IN 2013



# LOCAL KNOWLEDGE REGIONAL SCALE



Having launched our first office in Budapest in 2007, we are proud to have grown into one of the leading specialist recruitment companies in Hungary.

With 7840 employees in 239 offices across 33 countries and 20 sectors, our industry specialists and international presence means that we can draw on our extensive insight to help transform your organisation.

## How we can help you

We offer tailor-made permanent, temporary and executive recruitment services. Our passion lies in helping organisations find the right talent – quite simply, we power the world of work.

Specialising exclusively in their sector, our experts can cater for all your requirements, ensuring you find a perfect fit across a range of industries including Accountancy & Finance, Business Services, Construction & Property, Engineering & Manufacturing, HR & Training, IT, Life Sciences, Logistics & Supply Chain, Retail and Sales & Marketing.

Our overriding aim is to build enduring relationships with all our clients in Hungary and find you the right people to match your specific needs and help your organisation to flourish.

## Understanding your culture

You can be confident that our candidates have the right professional experience, are legally compliant and able to demonstrate an appropriate understanding of your organisation and its values.

## Cost-effective solutions

You will avoid the hassle of dealing with multiple agencies or the expense of constantly having to advertise vacancies. Each role is sourced and supplied by specialist teams who focus solely on their specialist sector and have unrivalled insight of the local market.

## Speed of delivery

We pride ourselves on our ability to deliver fast and tailored recruitment solutions. Our consultative approach means that we work together to scope your specific requirements.

# 6

**COUNTRIES COVERED**

Hungary, Slovakia, Croatia, Serbia, Bulgaria, Romania

# 10

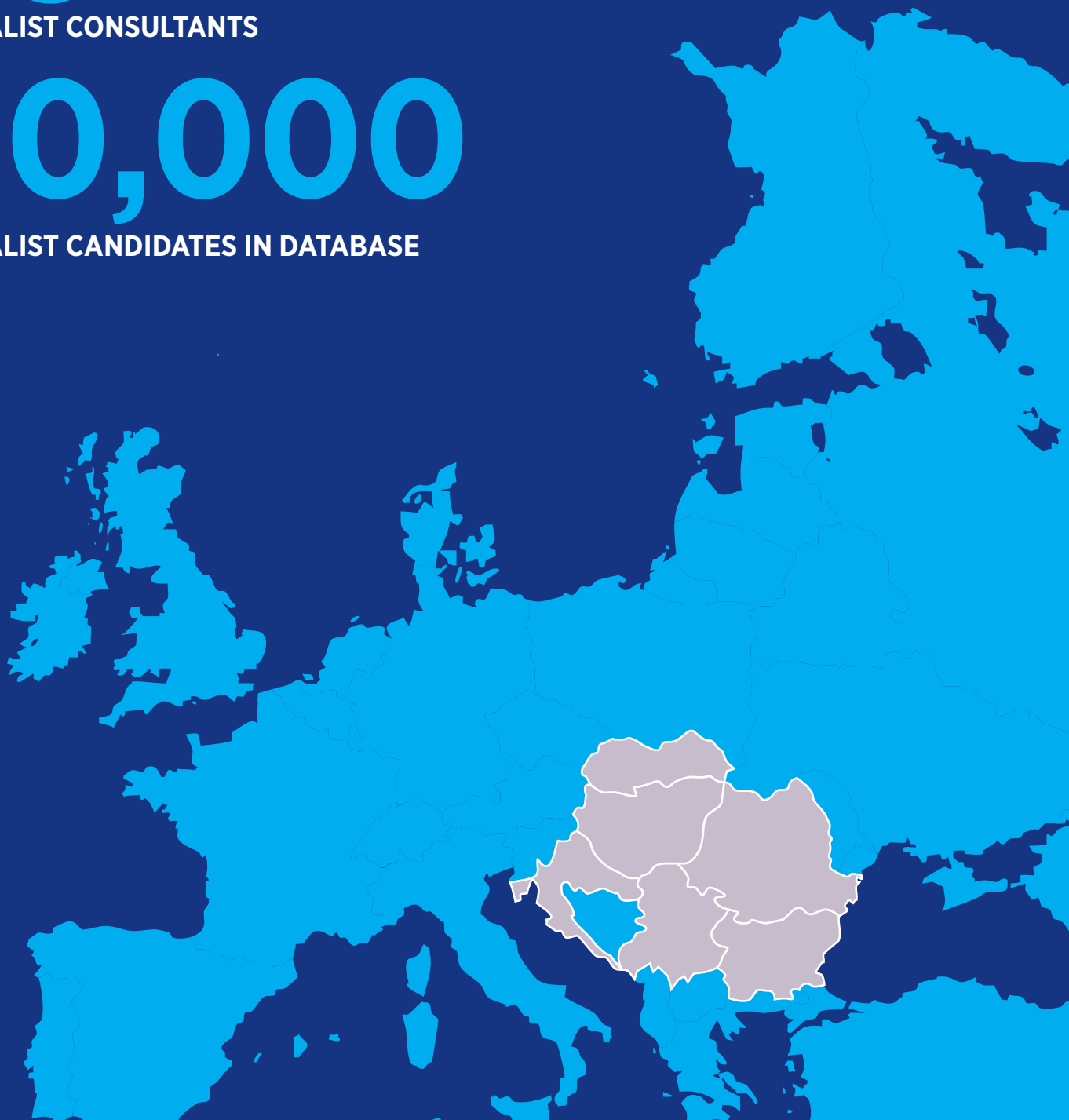
**SPECIALIST DIVISIONS**

# 45

**SPECIALIST CONSULTANTS**

# 60,000

**SPECIALIST CANDIDATES IN DATABASE**



# ACCOUNTANCY & FINANCE TALENT FOR SHARED SERVICES



## Management repositioning and proactive attitudes help steer the sector towards growth.

Besides the strategy of “passive survival”, we can also observe several companies taking steps toward pro-active, alternative directions. On the other hand, as a result of business changes, the financial sector still faces challenges and so some other market players are in a difficult situation.

A kind of movement or repositioning has been visible in management teams, especially thanks to restructuring and quality replacements, which may prove successful strategies for organisations in this field.

The manufacturing sector continues to play an outstanding role in Hungary so there is a high demand in the financial area, too, for experts with English knowledge who have obtained experience in production.

It can be observed that major cities in the countryside are also gaining ground besides the capital, thanks both to quality improvements, which opens doors to hiring finance professionals, and to newly forming companies.

In the areas of taxation and accountancy, there is still a high demand for English-speaking experts with complex accounting and/or taxation experience, while comprehensive knowledge of accountancy becomes even more sought after as Shared Service Centres keep gaining significance.

## Basic HUF monthly gross salaries in Hungary for full-time positions in the Accountancy & Finance sector.

The salary ranges of different positions are influenced by the responsibilities of the role, industry, region, need of travelling and benefits.

ROLE	MINIMUM	MAXIMUM	TYPICAL
Audit Assistant (Fresh Graduate)	250,000	300,000	275,000
Audit Assistant (1-3 years' experience)	320,000	450,000	380,000
Audit Senior (3+ years' experience)	500,000	650,000	550,000
Audit Manager (5+ years' experience)	650,000	900,000	800,000
Audit Partner (7+ years' experience)	1,000,000	1,700,000	1,500,000
Junior Controller (Fresh Graduate)	250,000	350,000	300,000
Controller (1-3 years' experience)	350,000	500,000	450,000
Senior Controller (3+ years' experience)	500,000	800,000	650,000
Head of Controlling (5+ years' experience)	700,000	1,100,000	900,000
Accountant (Fresh Graduate)	250,000	300,000	270,000
Accountant with experience (1-3 years' experience)	350,000	450,000	400,000
Senior Accountant (3-5 years' experience)	550,000	750,000	600,000
Chief Accountant (5+ years' experience)	650,000	850,000	700,000
Credit Collector (1-3 years' experience)	300,000	500,000	400,000
Senior Credit Collector (3+ years' experience)	500,000	750,000	600,000
Payroll Specialist (1-3 years' experience)	250,000	450,000	350,000
Payroll Team Leader (5+ years' experience)	650,000	800,000	700,000
Junior Analyst (Fresh Graduate)	250,000	300,000	280,000
Analyst (1-3 years' experience)	300,000	450,000	400,000
Senior Analyst (3+ years' experience)	600,000	850,000	700,000
Tax Advisor (1-3 years' experience)	350,000	470,000	400,000
Tax Supervisor (3+ years' experience)	550,000	700,000	625,000
Tax Manager (5+ years' experience)	700,000	900,000	800,000
Finance Manager	800,000	1,200,000	1,000,000
CFO/Finance Director (10+ years' experience)	1,000,000	1,500,000	1,200,000
Regional Finance Director	1,200,000	1,800,000	1,500,000

# BUSINESS SERVICES INVESTING IN PEOPLE



Hungary is still one of the most attractive locations for newly established Shared Service Centres, while the existing ones are also growing: more and more functions are coming to Hungary.

Due to the continuous growth, Hungarian SSCs mainly hire multilingual fresh graduate candidates, and also offer positions for experienced professionals. These companies provide long term career opportunities in the areas of finance, IT helpdesk, customer service, procurement and HR support.

Recently, the labour market has changed; it has become more competitive than ever. As an employer it is important to focus on the speed of the hiring process as the available candidates on the market normally receive several offers in a short period of time. Due to high competition, retention is also a key area to focus on: the candidates are expecting long term career opportunities, trainings and salary increases.

The treatment of candidates during the hiring process is also an essential factor. As the typical target group of the SSC market is very active in social media, their experiences are spread very quickly amongst their friends and colleagues and this can influence the reputation of the company on the labour market. By focusing on employee satisfaction, companies can decrease the high attrition rate, which is one of the main challenges of this sector.

We predict increasing demand for French speaking candidates in 2014 and also for the rarer languages such as Dutch, Swedish, Arabic and Norwegian. Demand for trilingual candidates is also expected to increase. The main challenge of the sector will be the availability of the above mentioned language combinations for 2014.

## Basic HUF monthly gross salaries in Hungary for full-time positions in the Business Services sector.

Salary levels are also influenced by language requirements. Each additional language increases salary by 20,000-30,000 HUF (gross).

ACCOUNTANCY AND FINANCE		
ROLE	0-2 YEARS OF EXPERIENCE	3-5 YEARS OF EXPERIENCE
AP Clerk	245,000-300,000	320,000-400,000
AR Clerk	245,000-310,000	320,000-420,000
GL Accountant	260,000-350,000	400,000-650,000
AP Team Leader	N/A	400,000- 550,000
AR Team Leader	N/A	400,000-550,000
GL Team Leader	N/A	500,000- 700,000
Intercompany Accountant	N/A	450,000-550,000
AP Manager	N/A	800,000-1,000,000
AR Manager	N/A	800,000-1,000,000
GL Manager	N/A	800,000-1,200,000
Finance Operations Manager	N/A	800,000- 1,200,000

HR		
ROLE	0-2 YEARS OF EXPERIENCE	3-5 YEARS OF EXPERIENCE
HR Direct advisor	250,000-350,000	350,000-435,000
HR Payroll specialist	260,000-370,000	380,000-480,000
Compensation and Benefit Specialist	260,000-370,000	410,000-550,000
Supervisor	N/A	500,000-610,000
Team leader	N/A	550,000-650,000
Transition/Process Owner	N/A	550,000-750,000
HR Operations Manager	N/A	800,000-1,000,000

**IT AND HELPDESK**

ROLE	0-2 YEARS OF EXPERIENCE	3-5 YEARS OF EXPERIENCE
1st level IT help desk	260,000-350,000	360,000-400,000
2nd level IT help desk	N/A In case of 2 years of experience: 350,000	360,000-460,000
3rd level IT help desk	N/A In case of 2 years of experience: 360,000	450,000-550,000
Supervisor	N/A	550,000-650,000
Team leader	N/A	500,000-650,000
Quality Manager	N/A	500,000-700,000
Transition/Process Owner	N/A	600,000-750,000
Service Delivery Manager	N/A	650,000-1,000,000
Service Desk Operations Manager	N/A	800,000-1,400,000

**CUSTOMER SERVICE**

ROLE	0-2 YEARS OF EXPERIENCE	3-5 YEARS OF EXPERIENCE
Customer Service Representative	260,000-360,000	360,000-440,000
Customer Service Supervisor	N/A	530,000-650,000
Customer Service Team leader	N/A	450,000-600,000
Transition/Process Owner	N/A	600,000-750,000
Customer Service Operations Manager	N/A	800,000-1,000,000

**OPERATIONS**

ROLE	5-7 YEARS OF EXPERIENCE	7+ YEARS OF EXPERIENCE
Operations Director/Head of SSC	900,000-1,400,000	1,400,000-2,000,000
SSC Finance Manager	1,000,000-1,200,000	1,300,000-2,000,000
SSC IT Manager	900,000-1,200,000	1,200,000-1,550,000
Project Manager	900,000-1,200,000	1,200,000-1,550,000
Transition Manager	800,000-1,000,000	1,000,000-1,300,000
Training Manager	600,000-700,000	750,000-1,000,000
HR Manager	700,000-1,000,000	1,000,000-1,300,000



# CONSTRUCTION & PROPERTY DEMAND FOR TALENTED SPECIALISTS



As for the construction and property industry, economic activity is stagnating due to low-level residential intention to build or buy property and to the still effective plaza stop act. On the other hand however, state-run investments stir up the market occasionally.

In addition to state-run investments, further development can primarily be expected in the areas of water and waste management, agriculture and logistics.

Although the market is rich in professionals with relevant expertise, in general it can be stated that candidates with foreign language skills coupled with valuable professional experience are still in high demand. However, the mentioned oversupply of candidates is likely to cause salaries to stagnate in 2014 and in the upcoming years.

## Basic HUF monthly gross salaries in Hungary for full-time positions in the Construction & Property sector.

The salary ranges of different positions are influenced by the responsibilities of the role, industry, region, need of travel and benefits. Junior positions generally require 1-3 years of experience. Mid- and senior level positions require at least 4-5 years of experience.

ROLE	MINIMUM	MAXIMUM	TYPICAL
Site Manager (Junior, Senior, Mid-level)	400,000	1,000,000	600,000
Development Manager	900,000	1,400,000	1,100,000
Junior Project Manager (Construction)	300,000	400,000	350,000
Project Manager/Senior Project Manager (Construction)	600,000	1,000,000	800,000
Construction Project Manager (Construction)	1,000,000	1,400,000	1,100,000
Junior Facility Manager	280,000	380,000	350,000
Facility Manager/Senior Facility Manager	600,000	950,000	800,000
Shopping Mall Manager	1,100,000	1,500,000	1,300,000
Junior Leasing Manager	400,000	600,000	450,000
Leasing Manager/Senior Leasing Manager	750,000	1,300,000	900,000
Junior Property Manager	300,000	350,000	325,000
Property Manager/Senior Property Manager	700,000	1,100,000	900,000

# ENGINEERING & MANUFACTURING COMBATING SKILL SHORTAGES



In case of Hungarian manufacturing producers, the most important areas are still the processing industry, the automotive industry and their suppliers, such as rubber, plastic and metal processing industries.

Further growth can be expected in the plastic industry, electronics and the manufacturing of medical devices; however, it is important to add that especially multinational companies, primarily producing for export, are characterised by this trend and the stagnating consumption in Hungary does not affect their production levels.

Contrary to this, a decline can be observed in case of subcontractor manufacturers, where the Hungarian market is less competitive than the Eastern European or Far Eastern countries, due to the increasing costs caused by narrower margins.

In addition to the growth of companies already on the market, more and more foreign companies establish manufacturing units in Hungary so highly qualified engineers speaking foreign languages are more sought after, especially those who speak English or German fluently and have 2-5 years of experience at multinational manufacturing firms.

A pay rise of up to 20% can be expected in the area of project management since it is these professionals, speaking at least two foreign languages fluently, who are in charge of new product launches as well as capacity expansion activities. A pay rise of about 10-15% can be observed in quality assurance professions, especially in the case of supplier quality assurance engineers supporting the launch of new projects or having expertise in the selection, auditing and development of new suppliers.

However, the largest salary increases can be witnessed in the areas of tooling, CNC and welding within metal processing as a number of engineers working in these areas and mastering foreign languages have relocated outside of the country. Thus there is an increased hiring appetite in these professions: engineers with matching skill sets who stay in Hungary can attain salaries of up to 30-50% higher than the average salary level in this specialism.

## Basic HUF monthly gross salaries in Hungary for full-time positions in the Engineering & Manufacturing sector.

The salary ranges of different positions are influenced by the responsibilities of the role, industry, region, need of travel and benefits.

ROLE	JUNIOR ENGINEER 1+ YEAR EXPERIENCE			SENIOR ENGINEER 3+ YEARS' EXPERIENCE			TEAM LEADER 5+ YEARS' EXPERIENCE		
	MIN	MAX	TYPICAL	MIN	MAX	TYPICAL	MIN	MAX	TYPICAL
Production	300,000	370,000	350,000	350,000	550,000	450,000	500,000	900,000	700,000
Quality	320,000	400,000	350,000	350,000	550,000	450,000	600,000	850,000	700,000
Maintenance	300,000	350,000	320,000	340,000	500,000	420,000	500,000	850,000	670,000
R&D	300,000	400,000	350,000	350,000	550,000	450,000	550,000	900,000	750,000
Project Engineering	300,000	370,000	350,000	350,000	550,000	450,000	550,000	950,000	750,000
Service Engineering	300,000	320,000	310,000	300,000	500,000	450,000	500,000	800,000	700,000
Expert in specific technology	300,000	380,000	330,000	350,000	600,000	500,000	550,000	900,000	750,000

ROLE	TOP TECHNICAL MANAGEMENT 10+ YEARS' EXPERIENCE		
	MIN	MAX	TYPICAL
Production	800,000	2,000,000	1,300,000
Quality	800,000	1,500,000	1,200,000
Maintenance	900,000	1,400,000	1,000,000
R&D	900,000	1,500,000	1,200,000
Project Engineering	900,000	1,800,000	1,200,000
Service Engineering	750,000	1,300,000	1,000,000
Expert in specific technology	800,000	2,000,000	1,300,000

# IT & TELECOMS NICHE SKILLS REQUIRED



This year again we can expect serious demand for talented and experienced software developers in the domestic market. Java, C# and C++ remain to be the most sought-after programming languages. Besides, we are likely to see a strengthening demand in the area of various web-based and mobile technologies.

As a result of increasing entrepreneurship, the start-up sector keeps getting stronger. Developers who are enthusiastic about and willing to take risks to implement new and innovative ideas are becoming more popular in the labour market.

Employers expect soft skills from developers and IT experts in addition to sector specific professional knowledge. Communication skills and team spirit have become indispensable criteria for hiring.

Besides development, investment in cloud-based technologies, often referred to as the most cost-effective solution presently in the IT market, also stands out. Changes in IT security trends also have an increasingly strong impact on the market and we envision further growing demand for experts with related knowledge or qualifications throughout 2014.

## Basic HUF monthly gross salaries in Hungary for full-time positions in the Information Technology & Telecoms sector.

The salary ranges of different positions are influenced by the responsibilities of the role, industry, region, need of travel and benefits.

HELPDESK			
ROLE	MINIMUM	MAXIMUM	TYPICAL
L1 (Outlook or other technical)	280,000	380,000	350,000
L2 (Outlook, Lotus)	350,000	450,000	420,000
Helpdesk Team Leader	450,000	550,000	500,000

SOFTWARE DEVELOPMENT			
ROLE	MINIMUM	MAXIMUM	TYPICAL
Junior Software Developer	290,000	420,000	300,000
Software Developer (3+ years')	450,000	650,000	550,000
Senior Software Developer (minimum 3-4 years')	550,000	800,000	650,000
Development Lead	750,000	1,300,000	850,000

SOFTWARE TESTING			
ROLE	MINIMUM	MAXIMUM	TYPICAL
Junior Software Tester (minimum 1 year)	250,000	400,000	380,000
Software Tester (3+ years')	350,000	550,000	450,000
Senior Software Tester (minimum 3-4 years')	500,000	650,000	560,000
Test Lead, Test Manager	600,000	1,000,000	700,000

INFRASTRUCTURE			
ROLE	MINIMUM	MAXIMUM	TYPICAL
Network Engineer	550,000	700,000	600,000
System Engineer	500,000	700,000	600,000



ROLE	MINIMUM	MAXIMUM	TYPICAL
Database Developer (Oracle, PLSQL) (Mid to Senior)	450,000	750,000	650,000
Security Expert (Mid to Senior)	550,000	1,100,000	900,000
System Administrator	300,000	450,000	400,000
Business Analyst (Junior)	350,000	500,000	450,000
Business Analyst (Senior)	700,000	1,000,000	900,000
SAP Consultant	800,000	1,200,000	1,100,000
Project Manager	650,000	1,100,000	900,000
Technical Writer (minimum 1 year)	280,000	450,000	320,000



# HR & TRAINING FAVOURING COMPLEX COMPETENCIES



We witnessed a regional reorganization tendency in the field of HR in 2013. This is primarily due to process optimization and cost reduction efforts.

Several companies centralized their strategic HR functions, mostly in Western European headquarters, whereas junior HR functions have mostly remained local. As a consequence of this trend, confident knowledge of English has become an essential requirement towards candidates in HR.

Another trend that was observed is quality replacements, typically in manufacturing firms and in the financial sector. In these areas companies prefer candidates with more complex competencies.

New HR positions have opened in great numbers mostly in Shared Service Centres. In these companies a mix of junior HR administration, HR specialist and international level HR positions have become available.

Regarding the HR field as a whole, it can be said that employers expect a high degree of flexibility and adaptability from candidates.

### Basic HUF monthly gross salaries in Hungary for full-time positions in the HR & Training sector.

The salary ranges of different positions are influenced by the responsibilities of the role, industry, region, need of travel and benefits.

HR & TRAINING			
ROLE	MINIMUM	MAXIMUM	TYPICAL
Regional HR Manager	1,200,000	2,000,000	1,500,000
HR Director	1,000,000	1,800,000	1,200,000
HR Manager	650,000	1,000,000	750,000
HR Business Partner	550,000	800,000	750,000
HR Generalist	450,000	700,000	550,000
HR Specialist	300,000	550,000	450,000
HR Assistant	250,000	350,000	300,000
HR Administrator	180,000	350,000	250,000
Recruitment Manager	500,000	700,000	650,000
Recruiter (Internal)	300,000	500,000	400,000
L&D Specialist	380,000	470,000	420,000
Compensation & Benefit Specialist	350,000	550,000	450,000
Payroll Specialist	250,000	450,000	350,000
Payroll Team Leader (5+ years of experience)	650,000	800,000	700,000
HR Process Manager	600,000	900,000	800,000
L&D Manager	650,000	900,000	800,000

# LIFE SCIENCES FOCUS ON VARIABLE BENEFITS



In the past year the most requested profiles have been: qualified person (QA); clinical research managerial roles; medical and regulatory affairs and pharmacovigilance professionals; drug product development experts; and medical technology professionals with specific knowledge as well as other niche areas.

The commercial activities of pharma companies are changing and turning towards alternative channels such as online and telephone based detailing. The downsizing of pharmaceutical sales forces has slowed down and there is an increasing demand for talented and qualified sales professionals so the market is gradually shifting back to the candidate driven approach again. Additional skills like fluency in English are becoming more important within sales.

In general we do not expect salaries to increase in the pharma and medical device sector in 2014. In addition, in senior management roles there may be some decline in market rates.

The rapidly changing hiring needs of the pharmaceutical industry and the newly emerging roles are not always matched by the skills and education available in the candidate marketplace. In some niche areas companies have to attract talent from abroad.

The importance of a flexible approach on the part of employers along with the availability of intangible benefits like home based work and flexible working hours is rising.

## Basic HUF monthly gross salaries in Hungary for full-time positions in the Life Sciences sector.

The salary ranges of different positions are influenced by the responsibilities of the role, industry, region, need of travel and benefits.

IN AN INTERNATIONAL CRO - HUNGARY			
ROLE	MINIMUM	MAXIMUM	TYPICAL
Clinical Research Associate I (up to 1 year of experience)	500,000	650,000	575,000
Clinical Research Associate II (2-3 years' experience)	650,000	900,000	750,000
Senior Clinical Research Associate (3+ years' experience)	900,000	1,050,000	950,000
Clinical Team Leader (Lead CRA)	1,000,000	1,100,000	1,050,000
Clinical Operations Manager (Line Manager)	1,100,000	1,400,000	1,200,000
Clinical Project Manager	1,100,000	1,500,000	1,300,000
Clinical Operations Director	1,500,000	2,000,000	1,750,000
Medical Monitor	800,000	1,100,000	1,000,000
Medical Director	1,300,000	1,600,000	1,450,000

IN A LOCAL CRO - HUNGARY			
ROLE	MINIMUM	MAXIMUM	TYPICAL
Clinical Research Associate I (up to 1 year of experience)	450,000	550,000	500,000
Clinical Research Associate II (2-3 years' experience)	550,000	700,000	625,000
Senior Clinical Research Associate (3+ years' experience)	700,000	900,000	800,000
Clinical Team Leader	900,000	1,200,000	1,050,000
Clinical Operations Manager	900,000	1,200,000	1,050,000
Clinical Project Manager	1,000,000	1,300,000	1,150,000

**IN A PHARMA COMPANY - HUNGARY**

<b>ROLE</b>	<b>MINIMUM</b>	<b>MAXIMUM</b>	<b>TYPICAL</b>
Clinical Research Associate (up to 3 years' experience)	550,000	750,000	650,000
Senior Clinical Research Associate (3+ years' experience)	750,000	900,000	850,000
Clinical Team Leader (Lead CRA)	900,000	1,000,000	950,000
Clinical Operations Manager (Line Manager)	1,000,000	1,300,000	1,150,000
Clinical Project Manager	1,000,000	1,300,000	1,150,000
Sales Representative - Pharmacy	300,000	450,000	375,000
Medical representative, Primary Care	400,000	550,000	475,000
Medical representative, Speciality Care	500,000	650,000	575,000
Key Account Manager, Hospital business	800,000	1,000,000	900,000
Area Sales Manager	750,000	1,000,000	875,000
Business Unit Head	1,200,000	1,800,000	1,500,000
Head of Sales	1,500,000	1,900,000	1,700,000
Product Manager	700,000	1,350,000	1,025,000
Head of Marketing	1,200,000	1,800,000	1,500,000
Sales Force Effectiveness Manager	900,000	1,300,000	1,100,000
Market Access Manager	800,000	1,200,000	1,000,000
Medical Science Liaison	650,000	850,000	750,000
Medical Advisor	700,000	1,200,000	950,000
Medical Director	1,500,000	2,000,000	1,750,000
Regulatory Affairs Specialist	450,000	700,000	575,000
Regulatory Affairs Manager	750,000	1,200,000	975,000
QA Pharmacist	600,000	850,000	725,000
Head of QA/Qualified Person	900,000	1,400,000	1,150,000
Drug Safety Specialist	500,000	800,000	650,000
Drug Safety Manager/QPPV	800,000	1,200,000	1,000,000

**LIFE SCIENCES/LABORATORY**

ROLE	MINIMUM	MAXIMUM	TYPICAL
Sales Representative	300,000	450,000	375,000
Sales Executive/Product Specialist	400,000	600,000	500,000
Sales Manager	550,000	750,000	650,000
Service Engineer	350,000	500,000	475,000
(Field) Application Specialist	400,000	600,000	500,000
International Sales Executive	600,000	900,000	750,000
International Sales Manager	900,000	1,200,000	1,050,000
Sales Support roles	300,000	450,000	375,000

**MEDICAL DEVICES/DIAGNOSTICS**

ROLE	MINIMUM	MAXIMUM	TYPICAL
Sales Representative	350,000	550,000	450,000
Sales Executive/Product Specialist	500,000	700,000	600,000
Business/Market Development Manager	600,000	800,000	700,000
Distribution Manager	800,000	1,000,000	900,000
Sales Manager	900,000	1,200,000	1,050,000
Service Engineer	400,000	600,000	500,000
Sales support roles	350,000	500,000	425,000
(Field) Application Specialist	450,000	700,000	575,000
International Sales Executive	800,000	1,000,000	900,000
International Sales Manager	900,000	1,800,000	1,350,000
International Distribution Manager	850,000	1,400,000	1,125,000
Product Manager	650,000	850,000	750,000
International Marketing Manager	1,000,000	1,600,000	1,300,000



#### IN PHARMACEUTICAL MANUFACTURING

ROLE	MINIMUM	MAXIMUM	TYPICAL
Quality Assurance Engineer	400,000	600,000	500,000
Quality Manager	800,000	1,000,000	900,000
Quality Control Analyst	400,000	500,000	450,000
Quality Control Manager	700,000	900,000	800,000
Process Development Specialist	500,000	700,000	600,000
Validation Engineer	400,000	600,000	500,000
Pharmaceutical Technologist/Formulator	400,000	600,000	500,000



# LOGISTICS & SUPPLY CHAIN DEMAND ACROSS VARIOUS AREAS



Brown and green field investments have a strong positive effect on the demand for experts working in the field of supply chain.

The automobile industry is a booming sector and significant growth can also be detected in the areas of electronics, the plastic industry and medical devices. The establishment of new factories and production units are generating new jobs in the field of supply chain, both in logistics and procurement.

A degree in engineering or economics with a specialization in logistics is typical and preferred in the field of logistics, while an economics degree is typically desired for procurement experts. In most cases English language skills are necessary for employees because of international partnership management duties. A good command of German is often an advantage though not a definite prerequisite.

**Basic HUF monthly gross salaries in Hungary for full-time positions in the Logistics & Supply Chain sector.**

The salary ranges of different positions are influenced by the responsibilities of the role, industry, region, need of travel and benefits.

<b>PURCHASING</b>			
<b>ROLE</b>	<b>MINIMUM</b>	<b>MAXIMUM</b>	<b>TYPICAL</b>
Purchasing Assistant	250,000	330,000	300,000
Purchasing Coordinator	280,000	380,000	350,000
Purchaser/Buyer	400,000	650,000	500,000
Strategic Buyer	600,000	900,000	750,000
Purchasing Manager	750,000	1,100,000	850,000

<b>LOGISTICS</b>			
<b>ROLE</b>	<b>MINIMUM</b>	<b>MAXIMUM</b>	<b>TYPICAL</b>
Supply Chain Coordinator	280,000	380,000	350,000
Logistics Specialist	300,000	500,000	400,000
Logistics Manager	600,000	1,000,000	750,000
Supply Chain Manager	800,000	1,300,000	1,050,000
Warehouse shift leader	200,000	400,000	300,000
Warehouse Manager	500,000	900,000	650,000
Distribution Center Manager	900,000	1,500,000	1,200,000

# RETAIL REGIONAL IN SCOPE



No cardinal changes have taken place in the domestic retail sector compared to the previous year. However, it is important to highlight the signs of development that can be observed in the branch of luxury fashion retail: new brands have entered the Hungarian market and brands already present have opened new stores.

Fast fashion retail continues to be characterised by the paradoxical situation that has unfolded in recent years: some companies decided to close several of their stores for purposes of cost reduction, mainly in the countryside, while some other companies show expansion both in Budapest and in the larger cities of the country. Furthermore, due to the still valid plaza stop act, no new malls can be built and we cannot expect major investments in the near future, either.

Companies active in retail trade primarily face difficulties when trying to hire middle managerial professionals. Apart from top managers, the most sought-after positions include store managers, deputy store managers and branch leaders. In premium and luxury retail, experts working in more junior positions are also wanted;

companies expect them to speak various languages fluently and to have relevant professional and, possibly, foreign experience.

Salaries show varying tendencies within the profession, partly depending on whether we are talking of non-fashion or fashion areas within retail and also on how complex the tasks are. Consequently, salaries of store managers can widely range between gross 220,000 HUF and gross 1,300,000 HUF per month.

Extraordinary cost-efficiency can be observed in the sector, which primarily results in reduced working hours. A qualified employee nowadays has to perform many more tasks than a few years ago.

### Basic HUF monthly gross salaries in Hungary for full-time positions in the Retail sector.

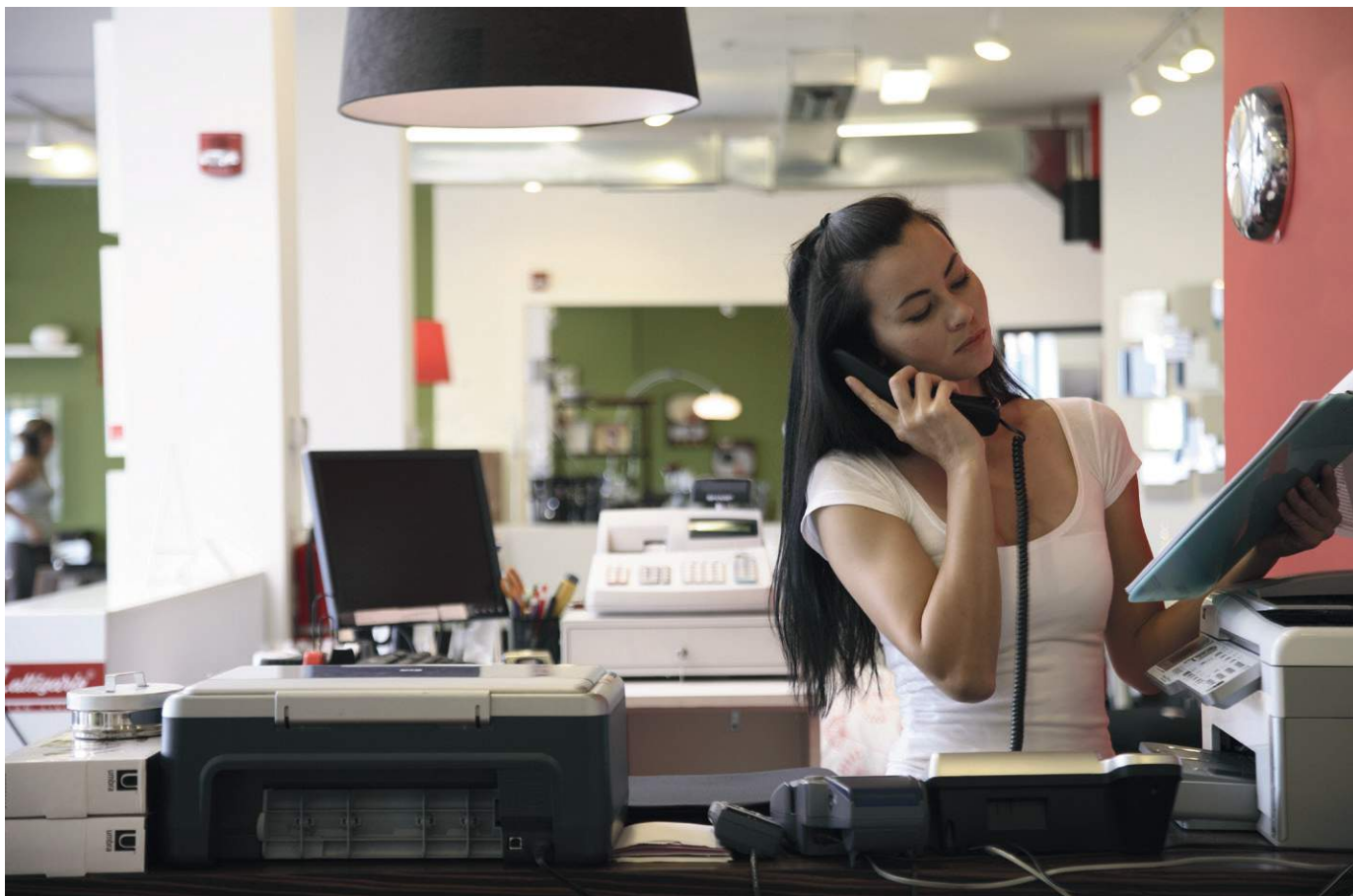
The salary ranges of different positions are influenced by the responsibilities of the role, industry, region, need of travel and benefits.

RETAIL – NON-FASHION AND FASHION RETAIL			
ROLE	MINIMUM	MAXIMUM	TYPICAL
Country Manager	800,000	1,800,000	1,200,000
Area Manager	650,000	1,500,000	850,000
Retail Manager	300,000	750,000	450,000
Area Visual Merchandiser	300,000	700,000	450,000
Store Manager	220,000	550,000	350,000
Assistant Store Manager	190,000	450,000	280,000
Department Manager	180,000	400,000	250,000
Visual Merchandiser	180,000	350,000	250,000
Sales Assistant	150,000	230,000	180,000

LUXURY FASHION RETAIL			
ROLE	MINIMUM	MAXIMUM	TYPICAL
Area/District Manager	1,500,000	3,000,000	1,800,000
Store Manager	550,000	1,300,000	850,000
Assistant Store Manager	450,000	1,000,000	700,000
Supervisor	350,000	750,000	500,000
Sales Associate	230,000	450,000	300,000

# SALES & MARKETING

## THE DIGITAL AREA ON THE RISE



### **Sales**

During the past couple of years several companies have been exhibiting a braver approach regarding their sales teams. Gradually moving out of the financial crisis, companies once again are investing in the sales area.

There is again more intention and demand to have a higher number of sales experts within companies.

We are witnessing a high demand for sales managers, while quality replacements are still typical. Thanks to the organisational shifts and new strategic directions of recent times, there is also a growing demand for strategic leaders with new competences, comprehensive knowledge and wide-scale experience.

### **Marketing**

Just as in the SME sector, multinational companies also experience the necessity of utilising digital devices in addition to traditional marketing tools in order to be able to promote their products and services according to the demands of the time, or to efficiently strengthen the company's image among their customers.

In our experience the labour market is also following this digital trend. Thus, in addition to long-existing marketing positions, there is a growing demand on the part of organisations for online experts who have up-to-date knowledge of online trends and tools and who can help to promote the innovative image of the company, as well as strengthen or at least maintain its market position by applying these tools appropriately.

## Basic HUF monthly gross salaries in Hungary for full-time positions in the Sales & Marketing sector.

The salary ranges of different positions are influenced by the responsibilities of the role, industry, region, need of travel and benefits.

SALES			
ROLE	MINIMUM	MAXIMUM	TYPICAL
Sales Assistant	240,000	350,000	280,000
Inside Sales Coordinator	230,000	300,000	240,000
Inside Sales Manager	350,000	600,000	480,000
Sales Representative	270,000	550,000	350,000
Sales Engineer	320,000	750,000	600,000
Key Account Manager	450,000	900,000	650,000
Area Sales Manager	380,000	700,000	550,000
National Sales Manager	650,000	900,000	750,000
Sales Director	800,000	1,400,000	1,200,000
International Sales Director	1,200,000	2,000,000	1,600,000

MARKETING			
ROLE	MINIMUM	MAXIMUM	TYPICAL
Marketing Assistant	240,000	300,000	280,000
Junior Brand Manager	280,000	420,000	370,000
Brand Manager	420,000	600,000	550,000
Senior Brand Manager	600,000	750,000	680,000
Trade Marketing Specialist	380,000	500,000	420,000
Trade Marketing Manager	450,000	700,000	600,000
Communication Specialist	340,000	450,000	380,000
Communication Manager	650,000	800,000	700,000
Online Marketing Specialist	380,000	500,000	420,000
Online Marketing Manager	500,000	800,000	650,000
E-Commerce Manager	500,000	800,000	650,000
Marketing Manager	750,000	1,800,000	1,200,000

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## **Hays Hungary**

Bank Center

1054 Budapest

Szabadság tér 7.

T: +36 1 501 2400

F: +36 1 501 2402

E: [hungary@hays.hu](mailto:hungary@hays.hu)

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