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worldwide

THE 2016 HAYS SALARY GUIDE SHARING OUR EXPERTISE

Salary Guide and Market Overview 2016

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CONTENT

Intro	3
Comprehensive Overview	4
Business Services	10
IT	14
Accountancy & Finance	16
Life Sciences	18
Retail	22
Sales	24
Marketing	26
HR	28
Logistics & Supply Chain	30
Engineering	32
Temporary Recruitment	34

INTRO



Welcome to the 2016 Hays Hungary Salary Guide and Market Overview. This is the sixth consecutive year, when we are delighted to present you our annual report, covering salary levels and key trends in the Hungarian employment market.

We speak to a number of employers and jobseekers every day, so we know how important it is for a business to recruit and retain the right talents.

In this publication, you will find comprehensive salary benchmarking and market analyses for experts and managers, split across 10 main specialism sectors. The information that we have been collecting for the last year, will not only allow us to review the current situation, but also make predictions for the future.

Our unique report presents the minimum, maximum and average gross monthly salaries in Hungarian Forint (HUF) for full-time positions. The data was drawn from hundreds of recruitment projects run by Hays Hungary nationwide for its multinational and SME private sector clients in 2015.

I invite you to read our report where I am sure you will find both interesting and useful information in assisting with pay reviews, benchmarking within your sector and planning your new budget.

Tammy Nagy-Stellini

Managing Director, Hays Hungary

COMPREHENSIVE OVERVIEW

DEVELOPMENTS IN THE HUNGARIAN LABOUR MARKET

The labour market in Hungary is undergoing a visible revitalization. Companies are not afraid to invest, new companies are emerging, and a wide range of new opportunities are developing. The market is beginning to see positive growth again, and it is expected that employers will be hiring new workers in 2016, though not across the board.

Unemployment levels in 2015 were around 6.8%, and this is expected decrease to 6.1% this year, due to the anticipated growth of employment opportunities. In January 2016, the unemployment rate was at 6.2%, which is a 1.6% decrease in comparison to the same period last year. This is also a significant marker that suggest that the situation in the labour market is improving.

We have already observed an increase in interest in skilled candidates. As is typical, the majority of opportunities are for experienced candidates in the automotive, manufacturing and IT industries, as well as shared service centres that offer roles for applicants with foreign language skills.

Yet now more than ever we can see that there is a clear talent mismatch – candidates for open positions often do not fulfill the requirements for these specialized roles, whether linguistically or professionally, which opens the door not only to applicants from abroad, but also to competent university graduates. Currently, the market is facing a shortage of foreign language speaking applicants, and the IT sector, for instance, also needs more Java and technology specialists.

Last year, we saw an increase in salaries for sales positions in manufacturing, IT and the automotive industry. This trend will continue, namely for positions that are difficult to fill due to high qualification level requirements.

There is still a prevailing unwillingness in Hungary to travel greater distances to work or to move closer to a place of employment, which is confirmed by higher unemployment rates in certain regions and simultaneous personnel shortages in other locations.

At the moment, applicants proficient in English and another languages (namely German) will have an easier time finding employment in customer service, as will quality control applicants in the manufacturing sector, testers and developers (Java, C/C++, .Net) in IT, and sales specialists with experience in a specific segment.

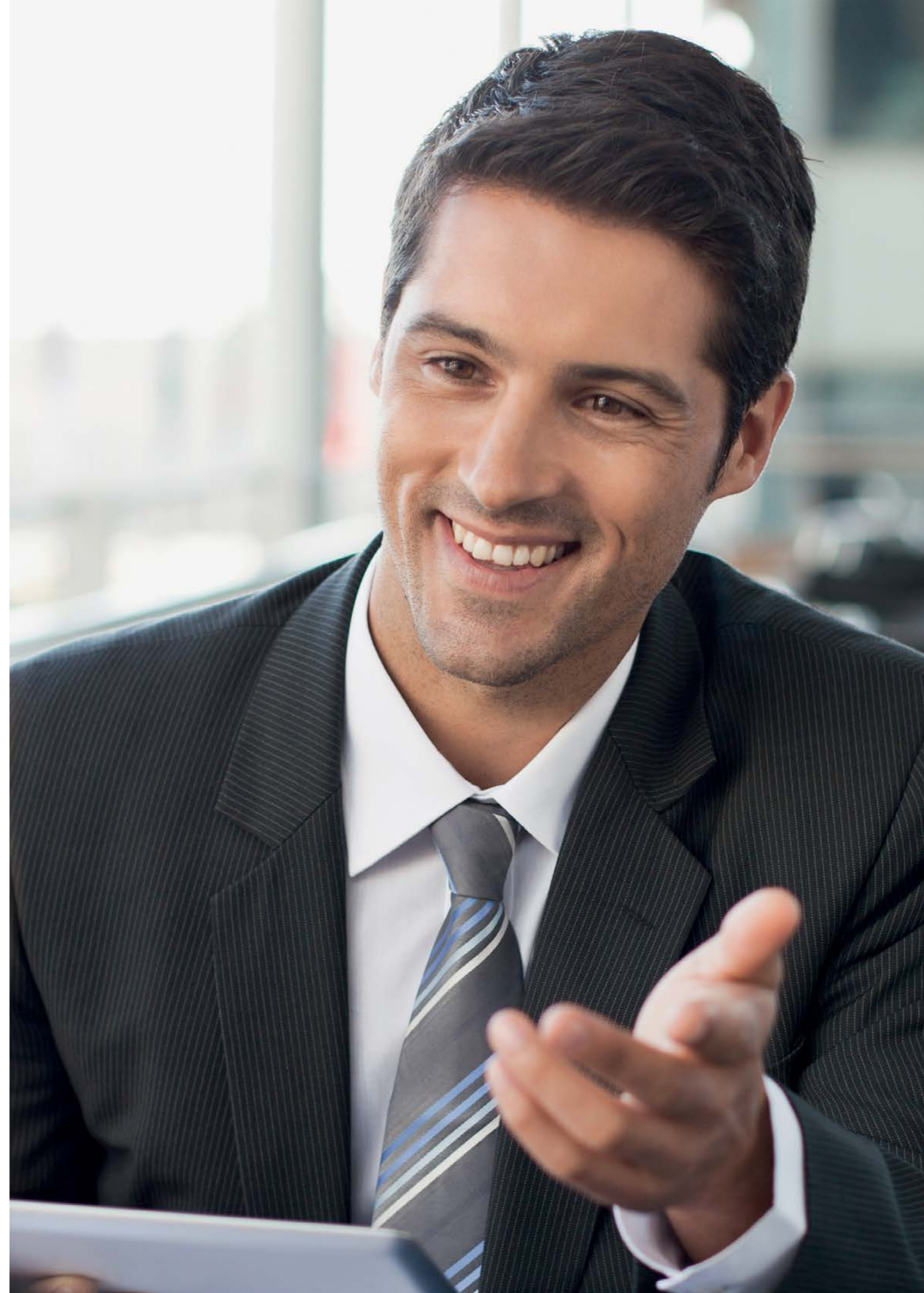
No funds to increase wages? Talents can be enticed with attractive benefits as well

Due to the lack of qualified applicants, many companies are making efforts to attract future employees with benefits as well. Traditional company benefits such as meal vouchers or contributions to travel and leisure activities are still popular; however they cannot really be considered an incentive, but rather as a standard.

Companies, such as those in technology and pharmaceuticals, have begun to offer their employees the option to purchase employee shares. Another less traditional yet popular option is offering healthcare benefits, such as financial assistance for dental care and procedures. Many companies also offer their employees the option to purchase their products at reduced prices.

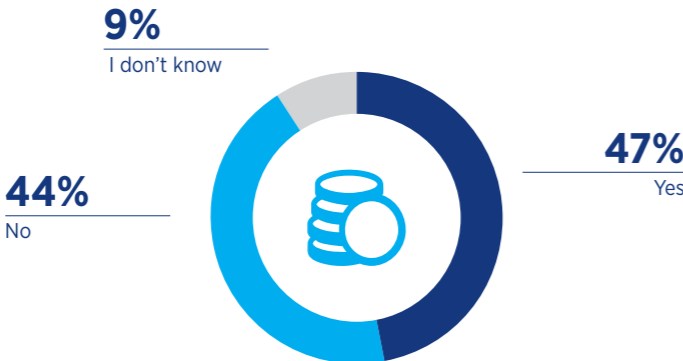
An option to work from home has become a mainstay among benefits, but this cannot be applied to all types of positions. In terms of annual leave, some companies are even offering additional holiday time on top of this as a benefit to employees. A characteristic of the new generation of workers (Gen Y and soon Gen Z) is the fact that they prefer to choose the option of having flexible working hours and more free time over traditional benefits.

The most forward-thinking companies are beginning to plan ahead for future recruitment needs. Some are organising open days, inviting a wide range of professionals through their doors to showcase what it is like to work in their organisation, and how they manage talent development in their business. This can help develop a future candidate pipeline of individuals locally and nationally who aspire to join their business.

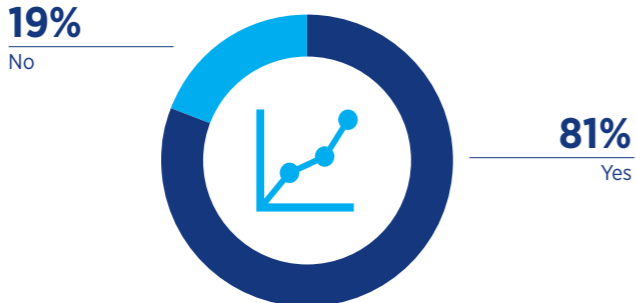


HAYS HUNGARY SALARY GUIDE SURVEY 2016

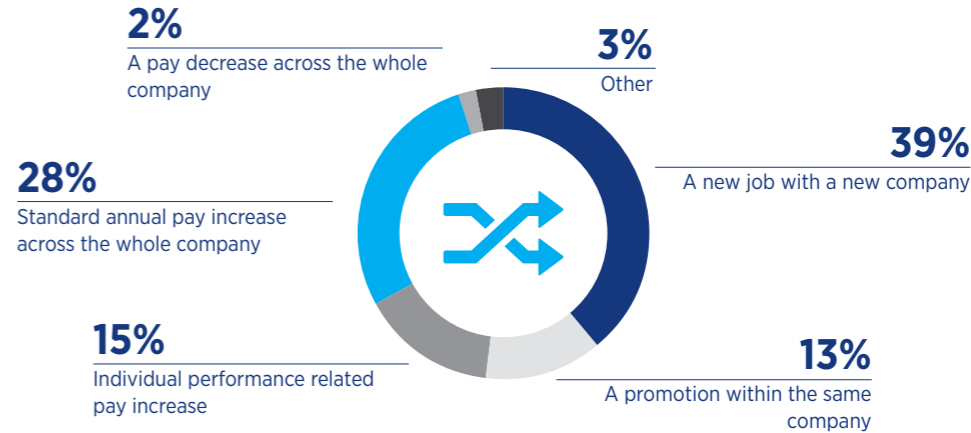
Are you satisfied with your current salary?



Did your salary changed last year (2015) compared to the year before (2014)?



What was your salary change a result of?



Do you realistically expect your current salary to change this year (2016)?

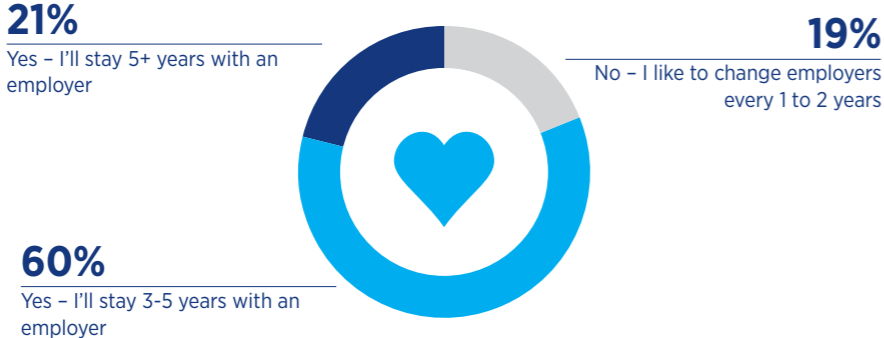


HAYS HUNGARY SALARY GUIDE SURVEY 2016

How do you feel about your career prospects for 2016?



Do you believe in job loyalty?



HUNGARY – A TARGET DESTINATION FOR SHARED SERVICE CENTRES



Hungary is still a favorable location for SSCs and 14 were established between 2010 and 2015. New centres are not just opening in Budapest now, but other locations such as Debrecen and Pécs, due to growing government support in the form of subsidies. Hungary's main competitors in attracting SSCs are Poland and the Czech Republic, with Romania also starting to challenge.

Accountancy & Finance is the most attractive function to outsource for new clients and also the most demanding on the market. The demand for linguistically-skilled candidates is typical for SSCs with French/German/Italian remaining key, while new language skills will be required for Slovakian, Czech, Romanian and Turkish. At the moment the market is lacking in Dutch, Norwegian and Swedish language speakers in particular.

Clients are open to hiring non-qualified, part-time and temporary multilinguals and the balance between fresh graduates and experienced professionals is healthy in SSCs. Candidates can select from 2-3 offers within a short period of time. When deciding on the best offer not only salary matters; other non-financial benefits such as working atmosphere, company culture, training and professional development opportunities are also important.

Existing SSCs tend to simplify processes from end-to-end, while newly established SSCs tend to bring complex processes.

The gap between the candidate's salary expectation and the client's offer is increasing. For candidates with special language skills such as Dutch, Swedish and Norwegian, clients tend to offer higher than the market rate. In senior positions (TL, Manager, Project/Ops. Manager) salaries did not increase compared to juniors. This is mainly because most of the SSCs train their own senior professionals and tend not to hire external candidates for these roles.

Salaries mainly depend on company industry – Banking, Automotive, Core IT and Manufacturing companies usually pay more.

We predict a continuing demand for multilingual candidates especially for Reporting Specialist, Project/Transition Coordinator and Supply Chain roles.

BUSINESS SERVICES

Basic HUF monthly gross salaries in Hungary for full-time positions. Salary levels are also influenced by language requirements. An additional language may increase salaries by 20 000-50 000 HUF (gross).

Finance	MIN	MAX	TYPICAL
AP Clerk (0-2 years)	280 000	350 000	300 000
AP Clerk (2-5 years)	330 000	400 000	350 000
AR Clerk (0-2 years)	280 000	350 000	310 000
AR Clerk (2-5 years)	330 000	420 000	370 000
Credit Analyst (0-2 years)	300 000	340 000	320 000
Collection Specialist (0-2 years)	300 000	350 000	330 000
Collection Specialist (3-5 years)	350 000	430 000	370 000
Billing Specialist (0-3 years)	300 000	380 000	340 000
GL Accountant (0-2 years)	300 000	350 000	310 000
GL Accountant (3-5 years)	450 000	600 000	550 000
AP Team Leader	450 000	600 000	550 000
AR Team Leader	500 000	650 000	600 000
Collection Team Leader	500 000	650 000	600 000
GL Team Leader	600 000	800 000	700 000
AP Manager	750 000	1 000 000	850 000
AR Manager	800 000	1 100 000	900 000
GL Manager	850 000	1 200 000	1 000 000
Finance Operations Manager	1 000 000	1 400 000	1 200 000

HR	MIN	MAX	TYPICAL
HR Operations Analyst (0-2 years)	270 000	350 000	300 000
HR Payroll Analyst (0-2 years)	270 000	350 000	300 000
HR Payroll Analyst (2-4 years)	350 000	450 000	400 000
Learning & Development	280 000	350 000	310 000
Compensation & Benefits	300 000	360 000	330 000
HR Operations Team Leader	400 000	600 000	500 000
HR Operations Manager	650 000	900 000	750 000

IT	MIN	MAX	TYPICAL
1st level Helpdesk (0-2 years)	280 000	350 000	300 000
2nd level Helpdesk	380 000	450 000	420 000
IT Helpdesk Team Leader	500 000	700 000	600 000
Quality Manager	450 000	600 000	500 000
Service Delivery Manager	800 000	1 100 000	900 000
Service Desk Operations Manager	900 000	1 300 000	1 100 000

CS	MIN	MAX	TYPICAL
Customer Service (0-2 years)	270 000	330 000	300 000
Customer Service (2-4 years)	300 000	400 000	350 000
Customer Service Team Leader	500 000	700 000	600 000
Customer Service Operations Manager	800 000	1 000 000	900 000

MD	MIN	MAX	TYPICAL
Master Data Analyst (0-2 years)	270 000	330 000	300 000
Master Data Analyst (2-4 years)	350 000	450 000	400 000
Master Data Team Leader	500 000	650 000	550 000
Master Data Manager	750 000	950 000	800 000

Project Management	MIN	MAX	TYPICAL
Project Coordinator (0-2 years)	350 000	450 000	400 000
IT Project Manager (depending on project)	850 000	1 500 000	1 200 000
Finance Project Manager	900 000	1 500 000	1 200 000
Transition Manager	800 000	1 200 000	1 000 000
Process Improvement Manager			

Sales	MIN	MAX	TYPICAL
Sales Support Specialist (0-2 years)	330 000	430 000	360 000
Inbound Sales (0-2 years)	300 000	400 000	350 000
Outbound Sales (0-2 years)	330 000	430 000	360 000 +bonus
Sales Operations Team Leader	450 000	600 000	500 000
Sales Operations Manager	800 000	1 000 000	850 000

Purchasing	MIN	MAX	TYPICAL
Sales Support Specialist (0-2 years)	270 000	320 000	290 000
Inbound Sales (0-2 years)	290 000	350 000	310 000
Outbound Sales (0-2 years)	300 000	360 000	330 000
Sales Operations Team Leader	550 000	700 000	600 000
Sales Operations Manager	800 000	1 000 000	850 000

Management	MIN	MAX	TYPICAL
SSC Director	1 500 000	2 000 000	1 800 000
SSC Finance Director	1 500 000	2 000 000	1 700 000
SSC HR Manager	900 000	1 300 000	1 100 000
SSC HR Business Partner	800 000	1 200 000	1 000 000



IT SALARIES CONTINUE TO GROW



The information technology industry in Hungary has continued to experience a period of growth across all sectors with competition for strong, experienced candidates remaining high. International companies are building large development and service centres, that offer employment positions for hundreds of IT professionals.

According to the latest trends, the most wanted professionals are expected to be the Java developers in 2016 as well. However, we see a growing need for developers experienced in Microsoft stack. As more and more companies are starting to work in scrum methodology the demand of the scrum masters are increasing on the market.

There is a lack of automation test engineers on the market. Testing has become more intertwined with development, with aspects of development skills going from desirable to a prerequisite for many testing roles. Automation testing has become the market standard and this is now business critical for companies to remain competitive.

We expect a further spread of the JavaScript technology, growing demand for full stack JavaScript developers, especially in the startup sector. We have also observed an increasing number of positions that only recently appeared on the Hungarian market, like the DevOps engineers.

The number of sensors embedded in devices that we use on a daily basis become more and more smarter as they gather more data. This creates a new and continuously

expanding area in IT, where data analysts and data scientists are playing an important role. There is an emerging need for experts on this field and also creates an opportunity for professionals without IT background to work close to this sector. Mathematicians are very welcomed in this area since statistics takes a significant part of data science.

With regards to the salaries the most significant growth was observed for the Java Developers – in the previous year it was estimated around 10-15%. It is becoming harder to attract and secure leading experts in the field, which is why companies have decided to offer higher salaries.

A focus on Big Data is fuelling growth in this market, with BI developers and data scientists experiencing significant improvements in their salaries as demand for these positions soar. Organizations are now taking data management seriously and as a result we have seen a large increase in data governance, risk and compliance roles.

Java and .Net developers continue to be the most-hired positions across the nation. We predict a steady demand for automation test engineers, data analysts and data scientists as well. For 2016, we anticipate increased interest in experts in the fields of infrastructure and security at all seniority levels. Emphasis on IT security is worldwide on the increase.

IT

Basic HUF monthly gross salaries in Hungary for full-time positions.

Development	MIN	MAX	TYPICAL
Junior Software Developer	360 000	450 000	410 000
Software Developer	470 000	670 000	600 000
Senior Software Developer	850 000	1 000 000	900 000
Lead Developer	950 000	1 300 000	1 100 000
Database Developer (Mid to Senior)	550 000	900 000	750 000
Frontend Developer (Mid to Senior)	500 000	850 000	650 000
Mobile Developer (Mid to Senior)	550 000	900 000	850 000

Testing	MIN	MAX	TYPICAL
Junior Tester	330 000	450 000	400 000
Mid Level Tester	450 000	550 000	520 000
Senior Tester	550 000	750 000	650 000
Test Team Lead	600 000	950 000	850 000

Infrastructure	MIN	MAX	TYPICAL
Junior System Engineer	400 000	500 000	450 000
System Engineer	500 000	650 000	600 000
Senior System Engineer	700 000	850 000	750 000
Junior Network Engineer	350 000	450 000	400 000
Network Engineer	400 000	500 000	450 000
Senior Network Engineer	450 000	800 000	650 000
DevOps Engineer	800 000	1 200 000	950 000
Security Engineer (Mid to Senior)	850 000	1 300 000	950 000

Other	MIN	MAX	TYPICAL
Junior Business Analyst	350 000	500 000	450 000
Senior Business Analyst	750 000	1 100 000	900 000
SAP Consultant	850 000	1 300 000	1 000 000
Technical Project Manager	850 000	1 300 000	1 100 000
Data Scientist (Mid to Senior)	800 000	1 100 000	850 000

EXPERIENCE IN INTERNATIONAL FINANCE IS EVEN MORE REQUIRED



There has been an increase in recruitment activity, over the last year across the whole accountancy and finance industry. Subsequently, the competition for these professionals is starting to have a positive effect on salaries, which is great news for finance jobseekers.

Controlling

The continuously extending Hungarian production sector provides several opportunities for controlling professionals experienced at manufacturing in the countryside and Budapest as well. At smaller companies, even in production / commercial / logistics or other service providing firms, the role of a controller is often more significant and usually goes with full responsibilities of the company's overall financial operation. Based on these, the demand for multilingual finance controllers, who can deal with more than just classical controlling tasks, but rather widespread financial processes, is on the rise.

Accounting

Based on the latest legislations of the past years, there is an increasing demand for accountants who are familiar with international reporting standards. Additionally, typically strong sectors like production or pharmaceutical, the Shared Service Centres and their more divided accounting roles with various language requirements are becoming even more common on the Hungarian market. Smaller or mid-sized firms are hardly able to compete with the wages of the latter, although these roles tend to be more complex and also desiring the knowledge of international accounting standards.

Taxation

Taxation is most commonly included in the tasks of accountants or (being) outsourced to external consulting firms. Larger companies or ones with more difficult taxation can afford to have their own tax advisors with proper expertise who are dealing with the company's overall taxation. These roles customarily demands english skills and specific proficiency of the sector especially in manufacturing or sales companies.

The reduced number of professionals reaching newly qualified status during the recession has created a mismatch between supply and demand. It is common that candidates receive both multiple job offers and often a counter offer from their current employer when they do look to move roles.

Finance leadership must stay close to external market place, use expert recruitment consultancies and external salary and benchmarking information, in order to stay ahead of the competition for talent.

ACCOUNTANCY & FINANCE

Basic HUF monthly gross salaries in Hungary for full-time positions.

AF Audit	MIN	MAX	TYPICAL
Audit Assistant (Fresh Graduate)	270 000	350 000	300 000
Audit Senior (3+ years' experience)	450 000	650 000	550 000
Audit Manager (5+ years' experience)	700 000	1 200 000	900 000
Audit Partner (7+ years' experience)	1 200 000	2 500 000	1 800 000

AF Controlling	MIN	MAX	TYPICAL
Junior Controller (Fresh Graduate)	250 000	320 000	300 000
Controller (1-3 years' experience)	350 000	500 000	440 000
Senior Controller (3+ years' experience)	500 000	800 000	650 000
Head of Controlling (5+ years' experience)	700 000	1 100 000	900 000

AF Accounting	MIN	MAX	TYPICAL
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	650 000	600 000
Chief Accountant (5+ years' experience)	650 000	850 000	750 000

AF Executive	MIN	MAX	TYPICAL
CFO (10+ years' experience)	1 000 000	1 800 000	1 400 000
Regional Finance Director	1 200 000	2 500 000	1 700 000

AF Banking	MIN	MAX	TYPICAL
Credit Collector (1-3 years' experience)	300 000	500 000	400 000
Senior Credit Collector (3+ years' experience)	500 000	750 000	600 000

AF Payroll	MIN	MAX	TYPICAL
Payroll specialist (1-3 years' experience)	270 000	500 000	380 000
Payroll team leader (5+ years' experience)	650 000	800 000	700 000

AF Reporting	MIN	MAX	TYPICAL
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)	500 000	800 000	650 000

AF Tax	MIN	MAX	TYPICAL
Tax advisor (1-3 years' experience)	370 000	500 000	400 000
Tax supervisor (3+ years' experience)	550 000	750 000	650 000
Tax manager (5+ years' experience)	900 000	1 700 000	1 200 000

LIFE SCIENCES OUTSOURCING STILL A SOLUTION



Hungary remains an attractive location for clinical trials and CROs continue to grow in-line with the global trend for outsourcing. Outsourcing companies based in Hungary providing services to global pharmaceutical clients keep growing their local life science teams especially in Regulatory Affairs and Pharmacovigilance. Manufacturing operations in the pharmaceutical and medical device sectors in Hungary are still growing. Hays Life Sciences have observed that hiring needs in the medical device commercial sector decreased due to hospital procurement slowing down but technical support professionals are still sought after.

We expect that in 2016 the most in demand areas in the ethical pharmaceutical sector will be Market Access to secure reimbursement of new therapies and Medical Affairs to strengthen scientific correspondence with HCPs, as field based sales roles have declined in the market. Local and regional compliance teams are also growing due to increased legal and compliance pressure on industry players.

In pharmaceutical production there is still a talent gap for aseptic manufacturing professionals. The most sought after professionals are Aseptic manufacturing experts and Pharmaceutical quality assurance professionals.

LIFE SCIENCES

Basic HUF monthly gross salaries in Hungary for full-time positions.

In an international CRO – Hungary	MIN	MAX	TYPICAL
Clinical Research Associate II (2-3 years)	800 000	1 000 000	900 000
Senior Clinical Research Associate (4+ years)	1 000 000	1 200 000	1 100 000
Clinical Team Leader (Lead CRA)	1 100 000	1 400 000	1 250 000
Clinical Operations Manager (Line Manager)	1 300 000	1 800 000	1 550 000
Clinical Project Manager	1 300 000	1 800 000	1 550 000
Clinical Operations Director	1 800 000	2 200 000	2 000 000
Medical Director	1 300 000	1 600 000	1 450 000
In a local CRO – Hungary	MIN	MAX	TYPICAL
Clinical Research Associate II (2-3 years)	700 000	900 000	800 000
Senior Clinical Research Associate (4+ years)	900 000	1 100 000	1 000 000
Clinical Operations Manager (Line Manager)	1 100 000	1 400 000	1 250 000
Clinical Project Manager	1 100 000	1 400 000	1 250 000

In a pharma company – Hungary	MIN	MAX	TYPICAL
Clinical Research Associate	700 000	900 000	800 000
Senior Clinical Research Associate (4+ years)	900 000	1 100 000	1 000 000
Clinical Operations Manager (Line Manager)	1 000 000	1 300 000	1 150 000
Clinical Project Manager	900 000	1 200 000	1 050 000
Head of Clinical Operations	1 500 000	2 000 000	1 750 000
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	700 000	1 000 000	850 000
Area Sales Manager	800 000	1 200 000	1 000 000
Business Unit Head	1 500 000	2 000 000	1 750 000
Sales Director	1 400 000	1 800 000	1 600 000
Product Manager Rx	800 000	1 350 000	1 075 000
Product Manager OTC	700 000	1 100 000	900 000
Marketing Director	1 400 000	1 800 000	1 600 000
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	700 000	1 000 000	850 000
Medical Advisor	700 000	1 200 000	950 000
Medical Director	1 500 000	2 200 000	1 850 000
Regulatory Affairs Specialist	450 000	700 000	575 000
Regulatory Affairs Manager	700 000	1 200 000	950 000
QA Pharmacist	600 000	900 000	750 000
Head of QA (QP)	1 000 000	1 600 000	1 300 000
Drug Safety Specialist	500 000	800 000	650 000
Drug Safety Manager / QPPV	800 000	1 200 000	1 000 000

LIFE SCIENCES

Medical devices / Laboratory	MIN	MAX	TYPICAL
Sales Representative	300 000	500 000	400 000
Sales Executive / Product Specialist	400 000	600 000	500 000
Sales Manager	600 000	900 000	750 000
Service Engineer	350 000	600 000	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

In pharmaceutical manufacturing	MIN	MAX	TYPICAL
Quality Assurance Engineer	400 000	600 000	500 000
QA Manager	800 000	1 000 000	900 000
Quality Control Analyst	300 000	500 000	400 000
Quality Control Manager	800 000	1 000 000	900 000
Process Development Specialist	500 000	700 000	600 000
Validation Engineer	500 000	700 000	600 000
Pharmaceutical Technologist / Formulator	450 000	700 000	550 000

In a local CRO – Hungary	MIN	MAX	TYPICAL
Clinical Research Associate II (2-3 years)	700 000	900 000	800 000
Senior Clinical Research Associate (4+ years)	900 000	1 100 000	1 000 000
Clinical Operations Manager (Line Manager)	1 100 000	1 400 000	1 250 000
Clinical Project Manager	1 100 000	1 400 000	1 250 000



RETAIL

NEW ENTRIES TO THE MARKET



Opposite to the trend in recent years, the number of international retailers entering Budapest has seen the most remarkable a remarkable increase not experienced since 2006. This is in line with a general trend seen across CEE. These new brands chose high-street locations and prime shopping centers for their outlets in the capital city. Most are Italian, CEE fashion or homeware companies.

But not only international brands decided to enter the market, Hungarian start-up fashion brands and food retailers have also appeared. Existing brands made smaller expansions in new locations and also diversified their portfolio e.g. fashion retailers opening food departments.

The impact of Sunday closure has been undetectable in the figures so far, however it has deeply impacted the operation of sales units and customer habits. Despite the initial doubts, both retailers and consumers could adapt to the new circumstances relatively quickly.

E-commerce activity also continued to be in focus for retailers. An active online presence is now indispensable, so continuous promotions and awareness campaigns are needed to inform and engage customers. Online shopping became highly important for fashion brands and food retailers especially, due to the loss of a trading day on Sundays.

Salary ranges are very different depending on company, the type of sector and responsibilities connected to the specific position. However, the average salary ranges haven't changed compared to last year, which may

result in an increasing number of employees who have educational qualifications and language skills decide to leave the sector for junior/assistant/receptionist positions.

In fast fashion retail we have seen regular switching between brands by candidates, which has increased the length of recruitment processes as suitable candidates become harder to find. We've noticed that several brands have started to restructure their payments and working conditions due to the changing trends in the labor market.

Retail companies have exact requirements for each position in terms of experience, skills and personality. They demand educated professionals with English language skills and excellent communicators with a professional appearance. The focus will be on employee retention especially at lower level positions like Sales Assistants. Several existing brands have decided to implement change programmes to alter the mind-set in their organisations in the next few years. This has resulted in a need for an overhaul in middle managerial positions (Assistant Store/Boutique Managers, Department Managers, Deputy Managers) to ensure the realization of the projects.

RETAIL

Basic HUF monthly gross salaries in Hungary for full-time positions.

Retail – non-fashion and fashion retail	MIN	MAX	TYPICAL
Country Manager	800 000	1 900 000	1 350 000
Area Manager	700 000	1 500 000	850 000
Retail Manager	300 000	750 000	500 000
Area Visual Merchandiser	350 000	700 000	550 000
Store Manager	270 000	600 000	450 000
Assistant Store Manager	190 000	450 000	350 000
Department Manager	230 000	400 000	300 000
Visual Merchandiser	180 000	350 000	250 000
Sales Assistant	140 000	240 000	180 000

Luxury fashion retail	MIN	MAX	TYPICAL
Area/District Manager	1 500 000	3 000 000	1 900 000
Store Manager	700 000	1 300 000	900 000
Assistant Store Manager	500 000	1 000 000	700 000
Supervisor	400 000	750 000	550 000
Sales Associate	250 000	450 000	350 000

SALES

NEW OPPORTUNITIES FOR SALES PROFESSIONALS



There was remarkable growth in opportunities for sales professionals in the last year. Looking at location, Budapest is still in focus, however more and more companies are looking for sales professionals who will be responsible for local customers.

In the last year the technical sales area has been growing rapidly in parallel with the manufacturing and engineering industry. We also noticed that more companies transferred their sales function to Hungary because of the growth in manufacturing. As a result, salary packages were the most competitive in this area as well.

Due to the technical nature of the industry, companies found it difficult to find the right people. An engineering degree and fluent English language skills are essential to apply successfully for these positions.

Similar growth was seen in the IT and telecommunications sales field. The rapid developments in the industry not only created opportunities for IT professionals but for sales professionals as well. Those with industry specific sales experience and good English language skills could expect to receive strong salary packages.

The FMCG sector began to experience growth again after the industry decline and the changes with the Sunday closures in the retail sector. The majority of roles in demand were for junior and senior Key Account Managers.

The demand for telesales candidates was also significant. Companies are mainly searching for motivated, sales-oriented candidates even without work experience. Knowledge of multiple languages was an advantage due to the growing potential to attract foreign clients. The salaries on offer for telesales are still relatively low compared to other sales positions, so it is a challenge to find quality candidates.

Considering language skills, fluent English is still mandatory due to the necessity to communicate with foreign customers. For senior positions experience in the sector was essential, but for junior positions many companies were simply looking for motivated self-starters with sales orientation.

SALES

Basic HUF monthly gross salaries in Hungary for full-time positions.

Sales support	MIN	MAX	TYPICAL
Sales Assistant	280 000	350 000	300 000
Sales Coordinator	290 000	350 000	300 000
Sales Support Engineer	330 000	450 000	400 000
Inside Sales Specialist	300 000	380 000	350 000
Inside Sales Manager	400 000	600 000	500 000

Direct sales	MIN	MAX	T
Telesales Specialist	270 000	350 000	290 000
Sales Representative	300 000	550 000	380 000
Sales Engineer	330 000	800 000	650 000
Area Sales Manager	400 000	700 000	550 000
Key Account Manager	450 000	850 000	650 000
Sales Executive	450 000	900 000	600 000
Business Development Manager	600 000	900 000	800 000
Sales Manager	700 000	1 000 000	800 000
Sales Director	900 000	1 500 000	1 200 000
International Sales Director	1 400 000	2 000 000	1 600 000

MARKETING EVOLVING SKILLS



Driven by the dynamic technological evolution marketing experts have to continuously come up with innovative approaches by using the latest ideas and platforms to execute a winning strategy. Underlining this trend we have seen a lot of interest this year in analytical, data focused marketing professionals in most sectors.

Digital marketing also started to be put in more and more focus. Social media usage, remarketing and search optimization have become routine at most companies, but complex E-commerce activity is still in its infancy. The next steps with connected services, the cloud and other smart solutions are yet to come, but an increasing number of organizations are on their way to build these into their marketing processes.

As a result of the strong increase in online activities we have observed that salaries in such positions are definitely higher compared to last year. Organizations can hire one person or build up teams of 15-20 people for marketing functions, therefore salaries range greatly depending on the company and industry. Moreover, KPI based "on target" compensation systems and further benefits can also diversify payments.

Strategic planning is a major asset for every company among today's marketing noise, therefore high demand still exists for Product/Brand Marketing professionals. In line with the growth of online marketing needs, a clearly visible increase in interest has been seen for candidates with E-commerce, Web and Content management experience.

The main trend for the future is definitely online marketing. Outside of digital, advertising agencies have also shown increasing growth in the market, and therefore Creative Agents and Communication experts will also be sought-after positions in 2016.

MARKETING

Basic HUF monthly gross salaries in Hungary for full-time positions.

Marketing	MIN	MAX	TYPICAL
Marketing Director	1 000 000	2 500 000	1 800 000
Marketing Manager	750 000	1 800 000	1 300 000
Senior E-commerce Manager	900 000	1 500 000	1 100 000
Senior Product Manager	800 000	1 000 000	900 000
E-commerce Manager	650 000	850 000	750 000
Communication Manager	650 000	800 000	730 000
Senior Brand Manager	600 000	750 000	680 000
Online Marketing Manager	550 000	850 000	680 000
Product Manager	500 000	750 000	580 000
Trade Marketing Manager	480 000	700 000	550 000
Brand Manager	450 000	600 000	550 000
Online Marketing Specialist	380 000	550 000	500 000
Trade Marketing Specialist	380 000	500 000	450 000
Communication Specialist	360 000	500 000	450 000
Marketing coordinator	320 000	450 000	420 000
Junior Product Manager/Product Specialist	360 000	400 000	300 000
Junior Brand Manager	280 000	430 000	280 000
Marketing Assistant	250 000	350 000	280 000

HR FAVOURING COMPLEX COMPETENCIES



In the past year we have seen in-sourcing as well as out-sourcing trends in the field of HR. Some of the companies have been very much cost-cautious and therefore they have been aiming to find internal solutions for activities that they have outsourced before. However, as the economy continues to recover, HR roles are beginning to re-emerge. Specialist positions that disappeared as the economic crisis took hold, are now back in demand. Positions in learning & development and compensation & benefits, reflect the returning confidence as organizations begin to invest in their employees once more.

We can see an increasing number of requests for RPO (Recruitment Process Outsourcing) services, which means that some parts of the recruitment processes have been outsourced to agencies. Often with an on-site support person on the premises of the companies. Companies needed onsite support for their recruitment processes when they had a sudden increased hiring need or they needed a specialist recruiter to “bring in” the expertise to the organization to support the processes when time & quality pressure was significant.

We are seeing private sector companies taking a more strategic approach to their growth along with an increase in business partnering roles. HR is developing and implementing people solutions, aligned to the boardroom strategy. On the top end of HR we have observed the need for very strong, “business minded” HR professionals, who can align with the company’s business strategy and can add value in the areas of talent management, organizational design, change management and HR Controlling.

We have not experienced significant change in the salaries compared to last year, although the starting salaries for the more junior or/and specialist level roles have a small 10-15% increase.

We are beginning to see a return to a time where strong candidates are finding themselves with numerous job offers, great news for all HR professionals. As organizations continue to grow, the value of all aspects of the HR function will become more widely recognized and sought after.

HR

Basic HUF monthly gross salaries in Hungary for full-time positions.

Role	MIN	MAX	TYPICAL
International HR Director	1 300 000	2 000 000	1 600 000
HR Director	1 100 000	1 500 000	1 300 000
HR Manager	700 000	900 000	800 000
HR Business Partner	550 000	800 000	750 000
HR Generalist	450 000	700 000	550 000
HR Specialist	350 000	600 000	450 000
HR Assistant	270 000	350 000	300 000
HR Administrator	220 000	330 000	250 000
Recruitment Manager	450 000	650 000	600 000
Recruiter (Internal)	350 000	600 000	450 000

LOGISTICS & SUPPLY CHAIN DEMAND ACROSS VARIOUS AREAS



In the last year, growth in the Logistics/Supply Chain industry was most significant in the automotive and electronics sectors. Furthermore the establishment of Regional Logistics Centres, mainly in Central Hungary, was also a remarkable development. These Centres are equally attractive to junior and senior professionals as they offer competitive salaries, a chance for professional development and aren't concentrated around the capital exclusively, so provide regional opportunities.

The migration of the logistics and purchasing labour force from East to West, similar to the engineering industry, is strengthened by the salary differences in the two regions (usually 10-12% but sometimes even as high as 15%). The willingness to relocate among logistic specialists, purchasers and planners is increasing year on year, even though it is held back by a lack of relocation packages on offer.

Looking at current trends, it is important to highlight that more and more manufacturing companies are relocating their strategic purchasing functions to Hungary (which were centralised abroad until now) in order to achieve more efficient local supplier base management in the CEE region. Increasing numbers of manufacturing companies and service providers take the improvement and development of their logistics networks and systems into their own hands, thus the need for Logistic/Warehouse Development Specialists has been on the rise. Professionals working in these positions can often obtain a salary which is equivalent to (or even higher than) salaries at the middle-management level. The need for Forwarding Specialists and Regional Transportation Experts is also on the rise,

mainly in the road transportation field, and finding Overseas Transportation Specialists has also been a challenge for companies.

Concerning language requirements, at least intermediate English knowledge is still a necessary minimum. German continues to gain an important role but the increasing need for Czech, Slovak or Polish speakers can be observed as well.

Serious increases in demand can be expected in the coming year for Process Development Logistics Experts, Senior Regional Transportation Specialists, Product & Supply Planners and Strategic Buyers with a commercial attitude, possessing good negotiation and technical skills.

LOGISTICS & SUPPLY CHAIN

Basic HUF monthly gross salaries in Hungary for full-time positions.

Purchasing	MIN	MAX	TYPICAL
Purchasing Administrator	255 000	345 000	300 000
Operational Buyer	330 000	480 000	360 000
Strategic Buyer	480 000	820 000	620 000
Purchasing Team Leader	550 000	680 000	600 000
Purchasing Manager	750 000	1 150 000	860 000

Logistics	MIN	MAX	TYPICAL
Forwarder	280 000	480 000	340 000
Logistics Process Developer	450 000	800 000	620 000
Logistics Specialist	330 000	570 000	420 000
Logistics Manager	800 000	1 250 000	900 000
Supply Chain Manager	900 000	1 320 000	1 080 000
Warehouse Manager	500 000	750 000	610 000
Demand Planner	400 000	620 000	520 000
Production Planner	330 000	470 000	400 000
Supply Planner	330 000	560 000	450 000
Distribution Center Manager	750 000	1 270 000	1 100 000

ENGINEERING COMPANIES ARE FIGHTING OVER TALENTED



There is now greater recruitment activity across Hungary with a widespread imbalance between the talent required and the talent available. Employers will need to propose competitive salaries and good remuneration packages. The nature of the market will require organizations to react quickly from interview to offer stages, to avoid counter offers.

The trend we observed in the past years continues, there is a growing demand for highly skilled project engineers. Besides the project engineer and NPI engineer positions, there are more and more companies looking for so called product engineers, who would be responsible for the full life cycle of one product (or group of products), acting as leaders for mini projects. In the area of mechanical construction/design, the need for new candidates rises because of the natural fluctuation of work force. Engineers who have experience in 3D designing have a very good chance of finding a suitable job, anywhere in the country, especially in the R&D centers.

English knowledge is still a minimum requirement at almost every company. In the automotive industry, for customer connection related positions (such as project managers and quality assurance engineers), German language knowledge remains advantageous. In the quality assurance area we observed the sharp rise in demand for quality engineers as they play an important role for companies in cost reduction and time saving processes. Almost all of our partners hired quality engineers in the past year due to expansions. As a result of this increased demand, quality engineers with 1-5 years of experience can expect now much higher salaries than a year before. The most wanted

positions in this area are : Quality Assurance Engineers (NPI and production supporting areas), Supplier Quality Assurance and Quality Assurance Project Leaders.

Experienced candidates are in the highest demand in the production, manufacturing and development area (especially in AOI area, wave soldering, injection molding technology). Technically trained and experienced candidates are in the greatest demand, both in the manufacturing process, as well as in technical development. Thanks to a large shortage of experts, companies are hiring graduates and welcome ambitious entrants as well with increasing regularity. The most wanted positions are in this area: Process engineer, Production engineer and Production team leader/manager. In the maintenance area, there is an ongoing demand for both junior and senior service engineers. A constant requirement from our partners is that the candidate should have a (preferably) specialized degree (or experience in a certain technology) and should be able to speak at least one foreign language at an advanced level.

There is constant expansion and investment in the area of automated and industrial engineering, therefore experienced engineers can expect outstandingly high salaries.

Organizations are now more aware of employees having the right soft skills to fit into their teams. Good time management, collaboration and the ability to efficiently manage projects are attractive attributes and employers are offering premium packages to retain the staff with these qualities.

ENGINEERING

Basic HUF monthly gross salaries in Hungary for full-time positions.

Junior Engineer 1+ year experience	MIN	MAX	TYPICAL
Production	280 000	450 000	380 000
Quality	300 000	450 000	380 000
Maintenance	290 000	350 000	320 000
R&D	300 000	400 000	350 000
Project engineering	350 000	450 000	370 000
Service engineering	300 000	320 000	310 000
Expert in specific technology	330 000	550 000	350 000

Senior engineer 3+ years experience	MIN	MAX	TYPICAL
Production	400 000	650 000	550 000
Quality	450 000	600 000	550 000
Maintenance	350 000	550 000	480 000
R&D	380 000	550 000	450 000
Project engineering	450 000	600 000	500 000
Service engineering	400 000	600 000	530 000
Expert in specific technology	400 000	700 000	450 000

Senior engineer 5+ years experience	MIN	MAX	TYPICAL
Production	550 000	900 000	700 000
Quality	600 000	850 000	680 000
Maintenance	450 000	850 000	680 000
R&D	550 000	900 000	650 000
Project engineering	550 000	800 000	650 000
Service engineering	550 000	850 000	650 000
Expert in specific technology	500 000	1 000 000	600 000

10+ years experience / Top technical management	MIN	MAX	TYPICAL
Production	800 000	2 000 000	1 300 000
Quality	800 000	1 500 000	1 300 000
Maintenance	900 000	1 400 000	1 000 000
R&D	900 000	1 500 000	1 300 000
Project engineering	900 000	1 800 000	1 300 000
Service engineering	750 000	1 300 000	1 000 000
Expert in specific technology	850 000	1 400 000	1 000 000

TEMPORARY RECRUITMENT SERVICES FLEXIBLE EMPLOYMENT FORM

The industry continues to grow as more employers and industry sectors embrace the utility of temporary workers. Our clients' increasing interest in this type of employment relationship has continued in 2016, due to the fact that companies are more aware of outplacement services and cost saving. Although this growth is mostly driven by the Hungarian branches of manufacturing companies, simultaneously the need for temporary employment of white-collar employees has also increased.

Why choose temporary employment?

For companies this is a very simple, flexible and effective solution. The advantages include things such as eliminating problems related to employing a permanent worker, saving the company time (the agency takes care of all employment-related matters), as well as decreasing the expenses of the payroll department of the client.

Employers utilize this service for many reasons, such as to cover the long term absence of an employee (e.g. for maternity leave), in case of headcount limitations or for specialized and/or time-restricted projects, covering insufficient numbers of permanent employees.

This option is typically utilized by manufacturing companies to cover blue-collar work. However, we are seeing an increased demand for white-collar workers, which is our focus here at Hays Hungary. These positions include all levels of administrative roles. Currently in Hungary most white-collar employees are hired by Shared Service Centers, Financial Service Providers and Telecommunication companies as well as companies operating in the Retail industry. New and promising sectors include Logistics, IT and Manufacturing. The most typical positions recruited for are various types of administrators, HR assistants or Recruiters, Finance and IT roles, and the multilingual call center, sales support, customer service search is also popular.

Employers realized the advantages of temporary contracts at the higher level positions as well, and it is no longer rare to hire for Insurance or Engineering positions on a temporary basis. In these cases it is common to hire for a fix term period and after that, the leaser company has the possibility to take over the employee. Temp-to-perm is a useful personnel strategy for employers because traditional vetting through applications and interviews only reveals so much about an employee. Getting a candidate as a temporary employee allows a firm to gauge productivity and overall performance that are very difficult to ascertain in an interview.

If we look at the salary trends, while the blue-collars may expect a lower salary in the first few months compared to the hiring company's workers, the tendency with office workers is different. Especially in the case of interim positions, the companies pay equivalent or even more than to a regular employee to compensate for the lack of stability and long term prospects.

We see a growing need for temporary recruitment services, as job seekers are traditionally looking for permanent positions and for companies it is hard to find the right talents at the right time.

On the other hand, temp roles are becoming increasingly attractive opportunities for workers to regain permanent staff positions in their industry, or explore a career in an area where they may not yet have professional experience.

TEMPORARY RECRUITMENT SERVICES

Basic HUF monthly gross salaries in Hungary for full-time positions.

Office Support	MIN	MAX	TYPICAL
Receptionist / front office assistant (1-3 years)	180 000	300 000	240 000
Receptionist / front office assistant (3+ years)	240 000	330 000	280 000
Office manager (1-3 years)	275 000	375 000	330 000
Office Manager (3+ years)	360 000	560 000	450 000
Administration Assistant	180 000	275 000	220 000
Executive Assistant / Personal Assistant (1-5 years)	270 000	450 000	350 000
Executive Assistant / Personal Assistant (5+ years)	400 000	600 000	500 000

LOCAL KNOWLEDGE GLOBAL EXPERTISE

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