

Spanish Consumer Sector Salary Survey 2016

What are you worth?





Since January 2014, Spain has enjoyed consistent month-on-month growth, driven by an increase in manufacturing output, which has been spearheaded by the buoyant consumer industry. This has acted as a catalyst for incremental job creation and put Spain well on track to becoming Europe's fastest growing economy this year ahead of France, Germany and Italy.

However, this growth has come at a price. Salaries have generally remained low in an attempt to reduce costs in the export sector and enable Spanish manufacturers to continue to be competitive at the international level. There are, though, signs of some recovery in this regard; with private sector salaries in areas such as marketing, sales, e-commerce, engineering, procurement and finance all growing incrementally during the last twelve months.

Undoubtedly, the most in demand skill is digital. Spain is still playing 'catch-up' with the rest of Europe in this critical business area, and there are a plethora of new jobs offering attractive packages, appearing daily in this emerging sector.

At the time of writing, Spain is still embroiled in a political deadlock, which will remain the case at least until after the second round of elections at the end of June. If there is still no clear winner by then, continued uncertainty will likely begin to negatively influence corporate investment decisions, making life

more challenging for businesses. Thinking positively though, some have offered an alternative perspective, by comparing the situation in Spain to that of Belgium five years ago – during the eighteen months it took Belgians to elect a new government, business generally prospered as no one had the authority to raise new taxes.

One thing is certain though, the growing economy has led to a desire among Spanish workers to seek out new challenges. This has been particularly apparent within the sales discipline, where there was previously a great deal of reluctance from sales professionals towards career changes.

And not only are people actively seeking to change jobs, but competition for the best candidates across the different sectors and disciplines has been heightened. This is evident in the fact that counter offers are on the rise, with employers now offering lucrative incentives to employees in an attempt to keep their star people. This kind of activity was completely unheard of during the recession.

Financial incentives are also now often complemented with a range of career and 'lifestyle' benefits. Candidates today are attracted by roles that offer them a clear career pathway as well as, for example, opportunities to work flexibly and companies that don't consider these factors are at a competitive disadvantage.

We hope you enjoy reading the report and find the perspectives offered useful. Should you have further questions, please do not hesitate to contact a member of our team who would be more than happy to clarify any of the information presented.

MIRIAM CRUZ
COUNTRY MANAGER - IBERIA & LATAM



Introduction

Welcome to Nigel Wright Group's Spanish Consumer Sector Salary Survey 2016, which is specifically designed to provide you with an insight into the salaries commanded by professionals within this sector. Nigel Wright Group has earned a strong reputation within the consumer sector across Europe for providing a high quality recruitment service that is built upon our industry knowledge. We consider it important to continue to bring you relevant, useful information that you can use, in an accessible format.

This survey has been compiled from the responses of respondents who completed our online questionnaire as well as data from our own extensive database of candidates. The survey represents a cross-section of respondents with the following profile:

- Consumer sub-sector: Food & Drink, Health & Beauty, Consumer Electronics, DIY, Fashion and Apparel, Household Products, Luxury Goods, OTC pharmaceuticals, Leisure & Entertainment, Media and Publishing, Retail and E-commerce and Travel
- Male 67%, Female 33%
- 41% of respondents are in their thirties and 46% in their forties
- 97% of respondents are educated to degree level or above; 53% have a Master's degree
- 27% have been in their current position less than two years; 26% for between three and five years; 26% for between five and ten years and 21% for more than eleven years

The first three parts of the survey focus on some general points of interest, such as levels of satisfaction, respondents' motivation to change jobs as well as attitudes towards skill shortages and the qualities needed to succeed in the industry. This is followed by discipline-specific analysis of salaries.

For further information or to discuss your recruitment requirements please contact us on +34 917 88 31 74 and you will be directed to a consultant specialising in your area.

For more information on our services please visit www.nigelwright.com.



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Spanish Consumer Sector Salary Survey 2016

Non-monetary indicators



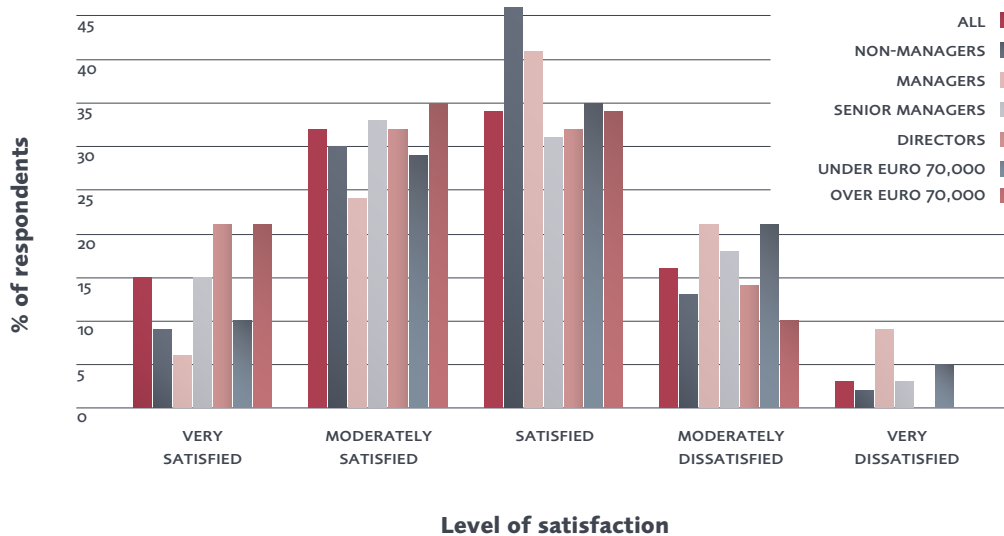
1. Non-monetary indicators

1.1 Job satisfaction by job level

Respondents were asked to rate their level of job satisfaction on the following five-point scale:

- 1 = very dissatisfied
- 2 = moderately dissatisfied
- 3 = satisfied
- 4 = moderately satisfied
- 5 = very satisfied

1.1 - Job satisfaction by job level



The results show that almost a fifth (19%) of the workforce are dissatisfied, but the majority are satisfied with 47% saying they are either moderately or very satisfied. Although there are variations between the strength of respondents' satisfaction there is a correlation between levels of satisfaction and position/salary. The challenge, then, is to find out why employees are dissatisfied and what can be done to change this, whilst ensuring that the satisfaction level of the rest of the workforce is maintained.

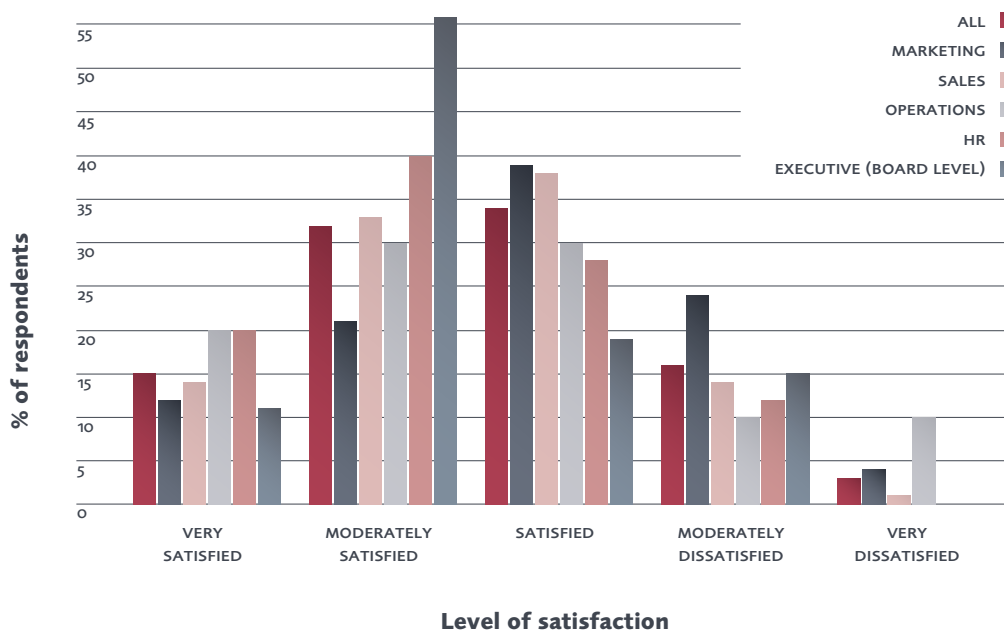


1.2 Job satisfaction by discipline

Respondents were asked to rate their level of job satisfaction on the following five-point scale:

- 1 = very dissatisfied
- 2 = moderately dissatisfied
- 3 = satisfied
- 4 = moderately satisfied
- 5 = very satisfied

1.2 - Job satisfaction by discipline

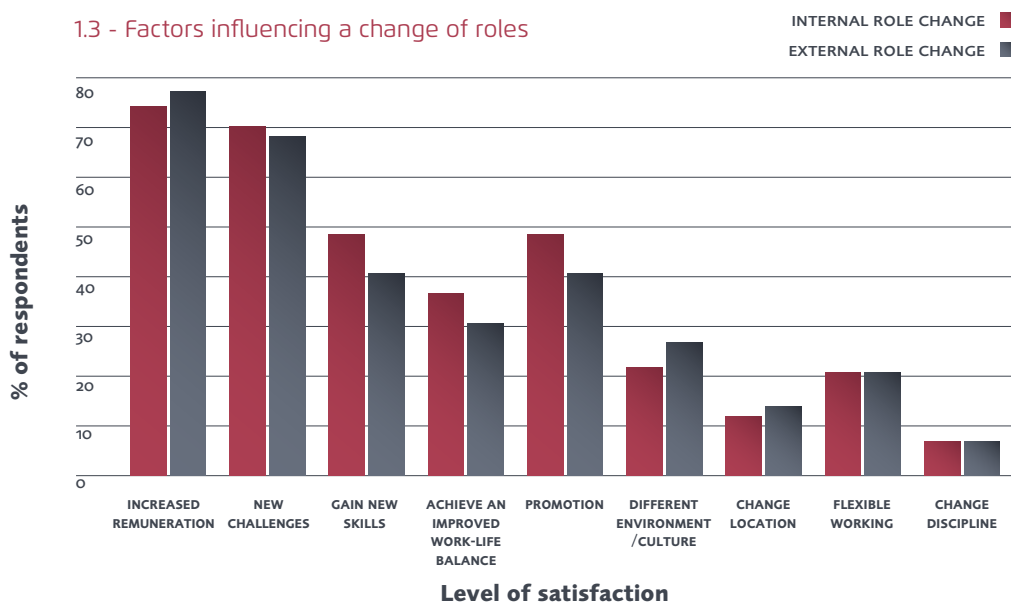


Executive (C-suite & board level) unsurprisingly display the highest levels of job satisfaction.

HR people are happier in their jobs than other disciplines – and marketing people show higher levels of dissatisfaction than on average.



1.3 Factors influencing a change of roles

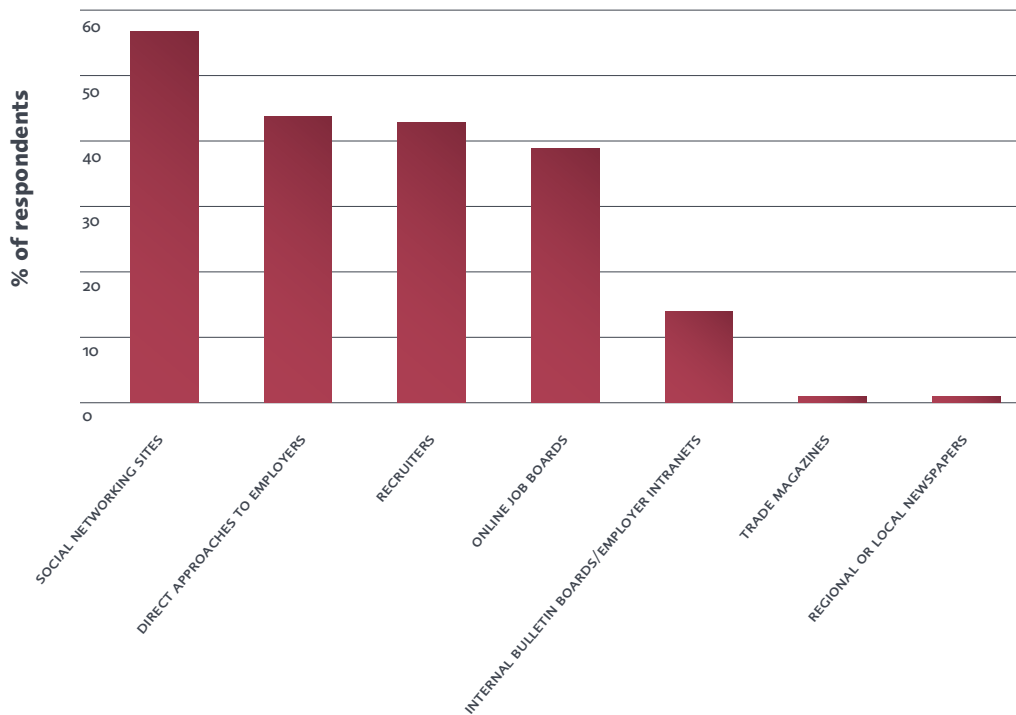


Respondents were asked to select the top three factors that would motivate them to change jobs, both within their current company (internally) and to another organisation (externally). In the consumer sector, although money is important, the opportunity to gain new skills and experience new challenges are also persuasive factors for employees considering their next move. Achieving an improved work-life balance is also an increasingly important factor for job seekers today.



1.4 Methods used to search for a new role

1.4 - Methods used to search for a new role



Respondents were asked to select all methods that they would utilise when looking for a new role. People complement traditional job seeking methods such as approaching recruitment firms, with using job boards and social networking sites, as well as proactively approaching prospective employers themselves. Social networking is increasingly important to job seekers in Spain. Using social networking sites to identify job opportunities now completely surpasses the use of traditional media such as newspapers and magazines.



Spanish Consumer Sector Salary Survey 2016

Salary, benefits and bonuses



2. Salary, benefits and bonuses

2.1 Average salaries (Euros)

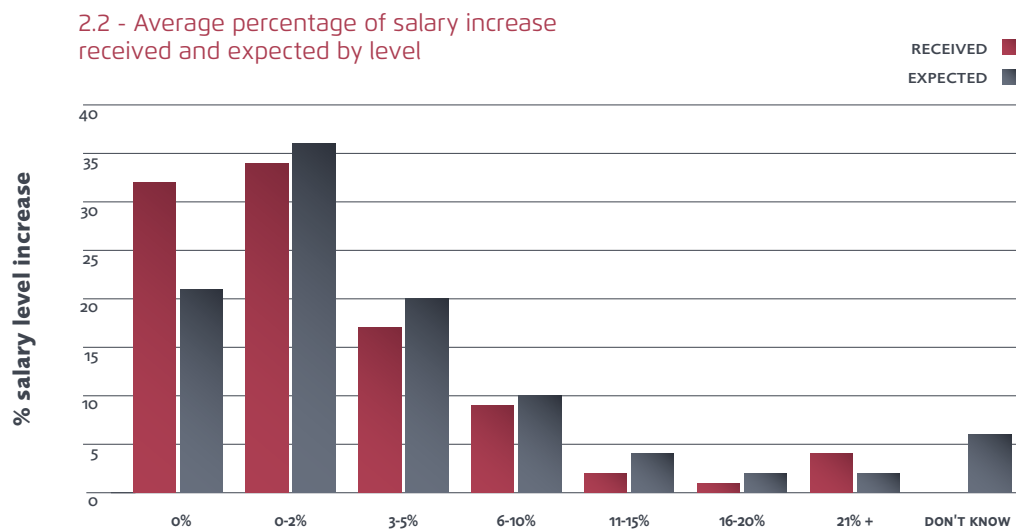
The results below show the average annual salaries of respondents from the 2016 Nigel Wright Spanish Consumer Sector Salary Survey. It should be noted that salary levels can vary depending on company size, industry sector and the availability of candidates in a specific discipline, and in Section 3 of this report, we draw on our extensive database of salary data for the Spanish marketplace.

2.1. Average salaries (Euros)

Job Title	Average €
CEO	175,000 +
Non-Executive Director	150,000 +
Managing Director	152,500
General Manager	139,300
Associate	95,000
Board of Directors	88,200
Head of Controlling	82,500
Senior Manager	69,400
Consultant	67,500
Executive i.e. Marketing Executive	49,000
Project Manager	48,500
Developer	40,500
Scientist	39,000
Analyst	38,500
Advisor	35,700
Designer	35,000
Administrator	34,000



2.2 Average percentage of salary increase received and expected by level

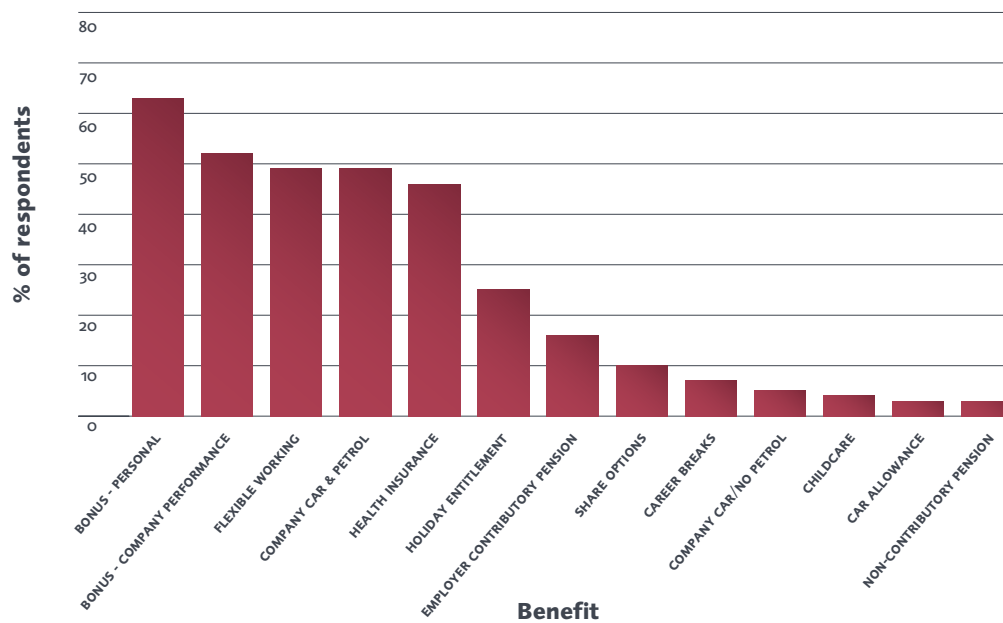


As part of their last salary review the majority of respondents (56%) received an increase of between 1% and 5%. At all levels there is a degree of positivity regarding this year's annual raise, with 18% anticipating an increase of more than 6%.



2.3 Importance of benefits as part of a remuneration package

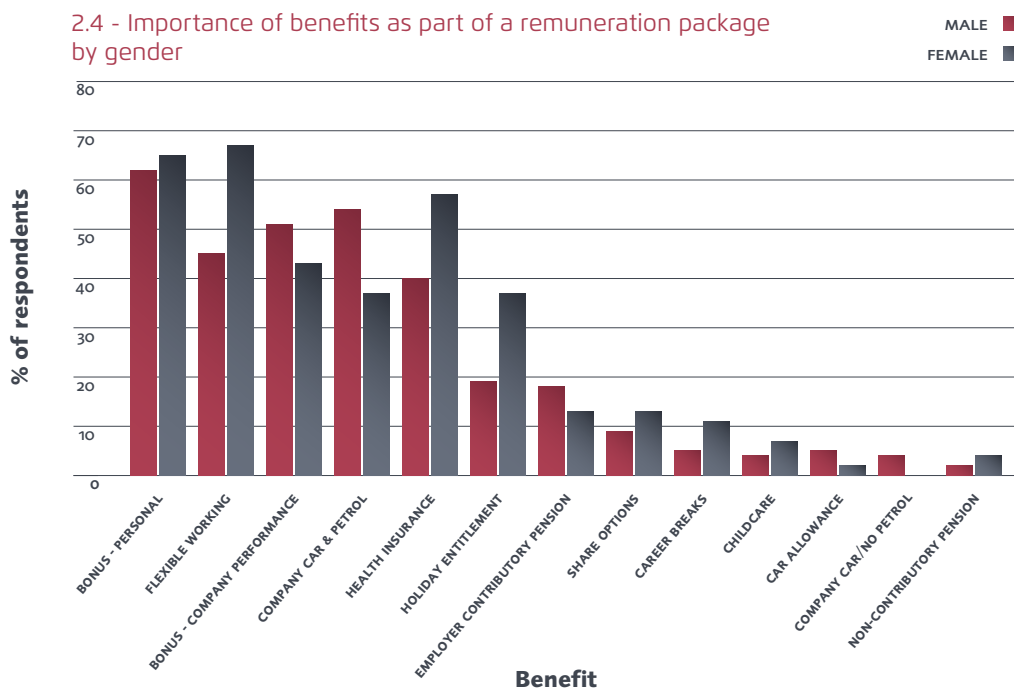
2.3 - Importance of benefits as part of a remuneration package



Respondents felt that the four most important employer benefits as part of a remuneration package were a personal bonus (63%), company performance related bonus (52%), flexible working (49%) and company car with petrol (49%). Health insurance (46%) is also an important factor for employees in Spain.



2.4 Importance of benefits as part of a remuneration package by gender

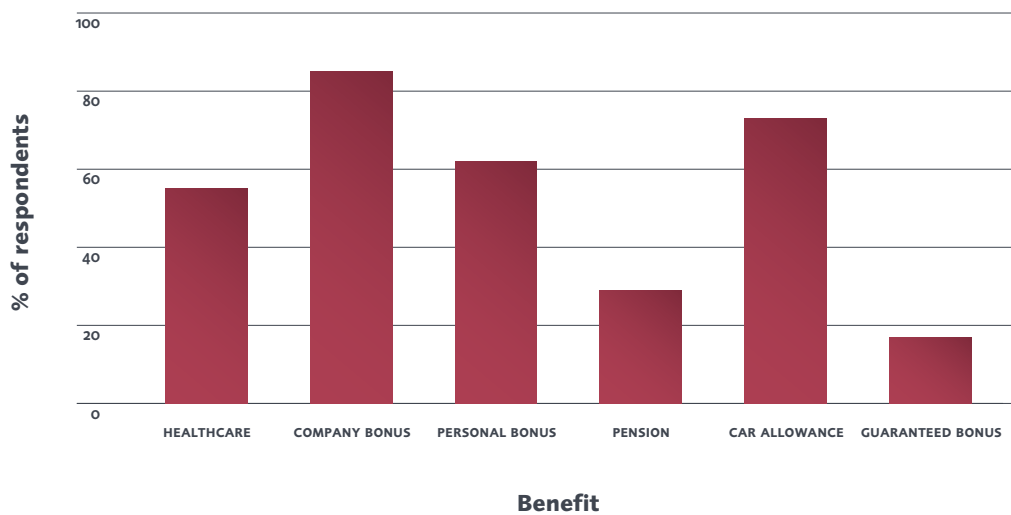


For women, flexible working is considered to be more important than a personal bonus in an overall remuneration package. Men tend to value bonuses & car allowances as important factors in their overall benefits package. Women value flexible working, health insurance, holidays and career breaks more than men value these benefits.



2.5 Benefits and bonus entitlement

2.5 - Benefits and bonus entitlement

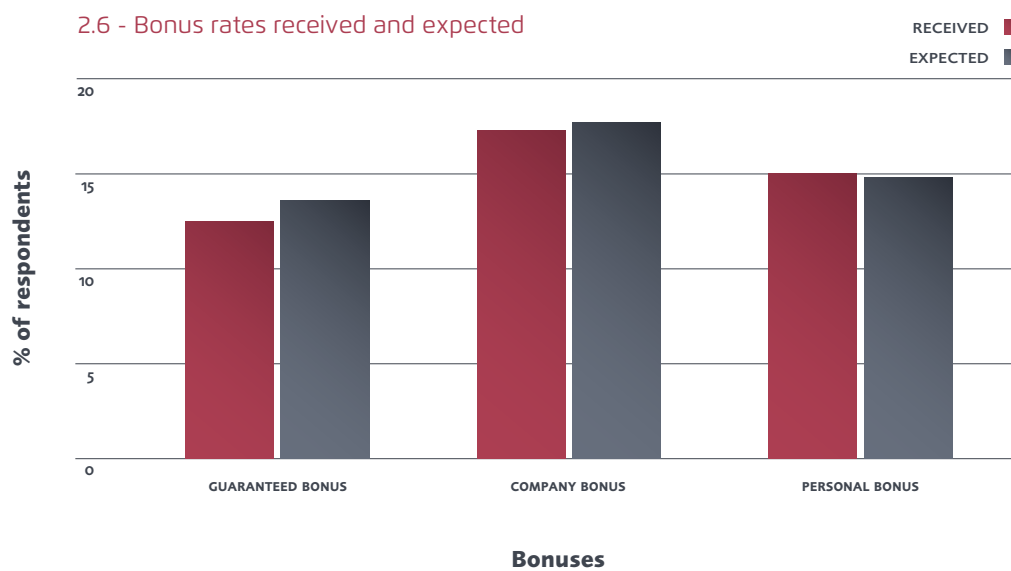


Base = Respondents receiving a bonus or benefit

Overall, 85% of those surveyed receive some form of benefit or bonus. The most common being a company bonus (85%), a car allowance (73%) and a personal bonus (62%). Only 29% of respondents received a pension.



2.6 Bonus rates received and expected

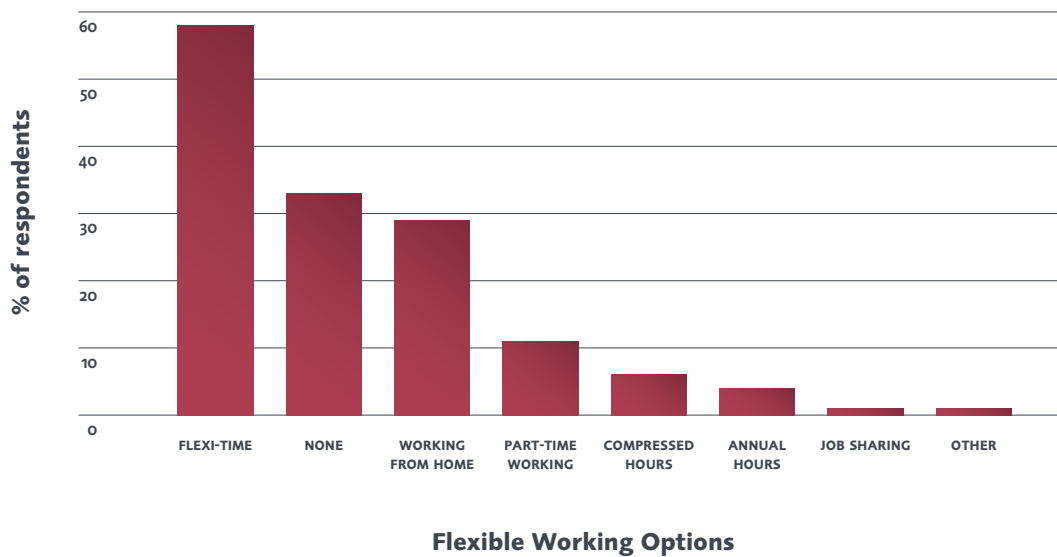


There was a mixed degree of positivity about this years' bonus, with respondents anticipating increases to guaranteed & company bonuses, but less confidence with regards to personal bonus payments.



2.7 Flexible working options

2.7 - Flexible Working Options



Two thirds of respondents work for a company that offers some kind of flexible working – the most common being flexi-time (58%) followed by working from home (29%).



Spanish Consumer Sector Salary Survey 2016

Skills and attitudes

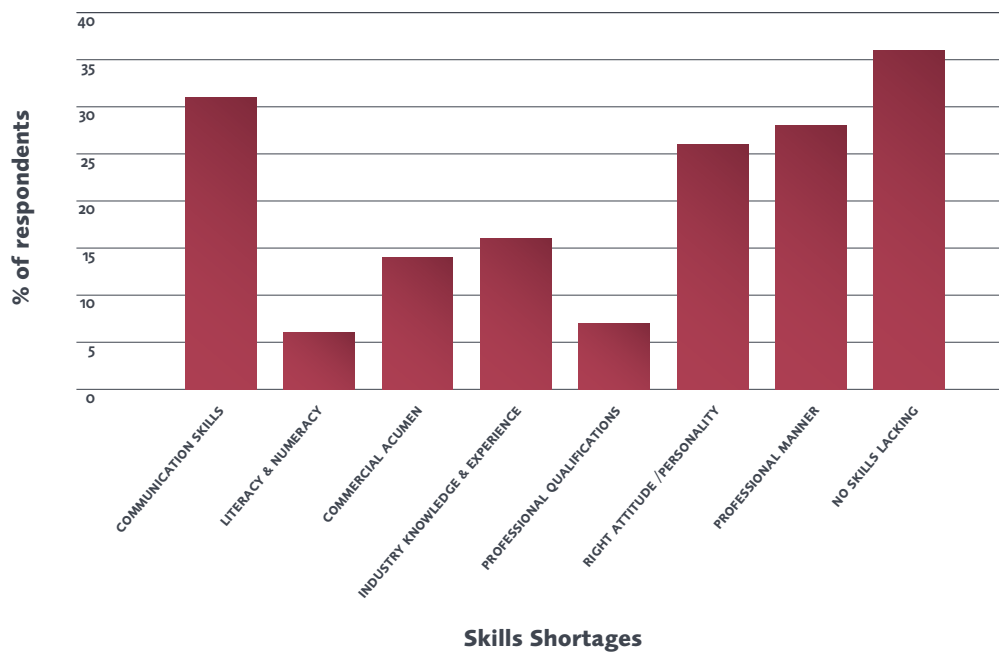


3. Skills and attitudes

3.1 Skills shortages

This section presents information from respondents on skill shortages and what qualities they believe are needed to be successful in their industry.

3.1 - Skills shortages

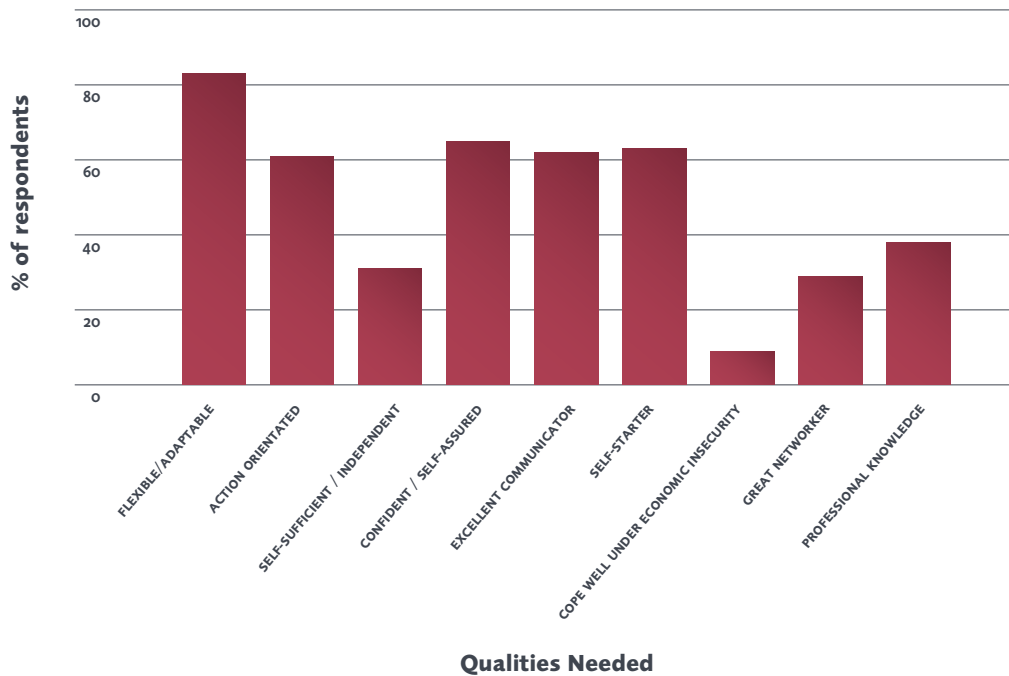


Respondents were asked to select which skills they thought were lacking in the consumer industry. Overall, communication skills (31%) and having a professional manner (28%) were the most commonly selected skills, followed by the right attitude/personality (26%).



3.2 Qualities needed to be successful

3.2 - Qualities needed to be successful



Respondents were asked to select what qualities they felt were the most important for those working in the consumer sector. Being flexible and adaptable (83%), confident and self-assured (65%) and a self-starter (63%) were considered the most significant.



Spanish Consumer Sector Salary Survey 2016

Analysis of salaries in relation to discipline



4. Analysis of salaries in relation to discipline

4.1 Executive

Job Title	Average €	Minimum €	Maximum €
HR Director	109,000	60,000	200,000
HR Manager	68,000	35,000	125,000
Recruitment / Talent Manager	59,000	35,000	80,000
HR Business Partner	57,000	40,000	75,000
HR Co-ordinator	37,000	28,000	45,000
Finance Director	120,000	60,000	165,000
Finance Manager	80,000	50,000	120,000
Finance Administrator	30,000	25,000	33,750
IT Director	90,000	35,000	190,000
IT Manager	66,000	33,750	150,000
Software Developer	39,000	30,000	50,000

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4.2 Marketing

Job Title	Average €	Minimum €	Maximum €
Marketing Director	115,000	70,000	210,000
Head of Marketing	80,000	65,000	120,000
Senior Marketing Manager	70,000	55,000	120,000
Marketing Manager	65,000	50,000	95,000
Marketing Co-ordinator	46,000	42,000	50,000
Brand Director	96,000	70,000	150,000
Senior Brand Manager	73,000	60,000	100,000
Brand Manager	53,000	35,000	90,000
Brand Ambassador	50,000	35,000	60,000
Brand Development Manager	50,000	30,000	60,000
Assistant Brand Manager	44,000	35,000	50,000
Senior Product Manager	55,000	45,000	70,000
Product Manager	50,000	42,000	60,000
Product Manager Junior	40,000	35,000	40,000
Category Director	115,000	65,000	170,000
Category Manager	56,000	35,000	90,000
Innovation Director	110,000	80,000	140,000
Innovation Manager	57,000	40,000	75,000
Strategy Manager	44,000	26,000	60,000
PR / Communication Director	65,000	50,000	102,000
Head of PR / Communications	60,000	55,000	87,000
Market Research Manager	55,000	35,000	68,000
Campaign Manager	45,000	35,000	65,000
Senior Trade Marketing Manager	75,000	65,000	95,000
Trade Marketing Manager	57,000	50,000	80,000
Junior Trade Marketing Manager	50,000	45,000	56,000
Shopper Marketing Manager	60,000	55,000	80,000
Visual Merchandiser	54,000	40,000	75,000
Merchandising Manager	49,000	40,000	60,000
Retail Manager	49,000	35,000	65,000

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4.3 Sales

Job Title	Average €	Minimum €	Maximum €
Commercial Director	120,000	85,000	190,000
Sales Director	120,000	85,000	190,000
Regional Sales Director	80,000	43,000	130,000
Head of Sales	75,000	70,000	130,000
National Sales Manager	70,000	54,000	125,000
Sales Manager	67,000	45,000	125,000
Regional Sales Manager	61,000	40,000	100,000
Category Manager	55,000	40,000	70,000
Field Sales Manager	47,000	40,000	58,000
Business Unit Director	103,000	70,000	155,000
Business Unit Manager	87,000	65,000	121,000
Commercial Manager	60,000	55,000	105,000
Commercial Executive	44,000	36,000	50,000
National Account Director	97,000	85,000	116,000
NAM	68,000	55,000	95,000
Senior KAM	65,000	60,000	95,000
KAM	59,000	45,000	85,000
Regional KAM	56,000	35,000	85,000
Junior NAM	45,000	40,000	55,000
Junior KAM	42,000	40,000	48,000
Trade Director	110,000	75,000	180,000
Retail Director	79,000	50,000	130,000
Expansion Director	71,000	60,000	90,000
Retail Manager	70,000	33,000	120,000
Project Manager	64,000	40,000	80,000
Expansion Manager	69,000	51,000	87,000
Export Director	73,000	50,000	120,000
Export Manager	58,000	30,000	90,000
Business Development Manager	67,000	40,000	140,000
Business Development Analyst	38,000	35,000	40,000

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4.4 Digital

Job Title	Average €	Minimum €	Maximum €
Digital Marketing Director	90,000	60,000	120,000
Head of Marketing & Sales Online	70,000	50,000	100,000
Strategic Partnerships Manager	60,000	35,000	100,000
Digital Marketing Manager	58,000	40,000	80,000
Digital Brand / Product Manager	51,000	35,000	75,000
E-Commerce Manager	49,000	36,000	80,000
Head of Analytics	42,000	30,000	50,000
Social Media Strategist	39,000	28,000	75,000
Online Marketing Specialist	36,000	25,000	50,000
Web Designer	35,000	25,000	45,000
SEM Manager	35,000	25,000	45,000
SEO Manager	35,000	25,000	45,000
Social Media Strategist	33,000	28,000	38,000
Digital Marketing Assistant	20,000	18,000	21,000

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4.5 Operations

Job Title	Average €	Minimum €	Maximum €
Operations/Plant Director	135,000	100,000	200,000
Purchasing Director	120,000	60,000	150,000
Quality Director	115,000	60,000	150,000
R&D Director	110,000	70,000	150,000
Industrial / Manufacturing Director	100,000	80,000	120,000
Engineering Director	90,000	85,000	120,000
Operations Director	85,000	65,000	100,000
Factory Manager	88,000	70,000	110,000
Expansion Manager	86,000	75,000	100,000
Senior Manager Level-Operations	83,000	55,000	95,000
Operations / Production Manager	82,000	66,000	95,000
Industrial / Manufacturing Manager	81,000	65,000	95,000
Maintenance Manager	77,000	40,000	95,000
Quality Manager	64,000	50,000	95,000
Project Manager	63,000	50,000	85,000
Engineering Manager	62,000	48,000	85,000
Safety Manager	60,000	55,000	85,000
Packaging Manager	60,000	42,000	85,000
CI Manager	59,000	35,000	80,000
Customer Service Manager	55,000	40,000	80,000
Project Leader	48,000	36,000	65,000
R&D Lead	40,000	36,000	45,000
Shift Manager	35,000	25,000	45,000
Supply Chain Director	121,000	71,000	150,000
Supply Chain Logistics Director	89,000	60,000	130,000
Supply Chain Logistics Manager	83,000	50,000	120,000
Supply Chain Category Manager	75,000	42,000	90,000
Supply Chain Demand Planning Manager	70,000	64,000	85,000
Supply Chain Senior Buyer	65,000	40,000	90,000
Supply Chain Co-ordinator	40,000	30,000	45,000

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4.6 Support functions

Job Title	Average €	Minimum €	Maximum €
HR Director	115,000	60,000	200,000
HR Manager	68,000	35,000	125,000
Recruitment / Talent Manager	59,000	35,000	80,000
HR Business Partner	57,000	40,000	75,000
HR Co-ordinator	37,000	28,000	45,000
Finance Director	106,000	60,000	165,000
Finance Manager	76,000	45,000	120,000
Finance Administrator	30,000	25,000	33,750
IT Director	90,000	35,000	190,000
IT Manager	66,000	33,750	150,000
Software Developer	39,000	30,000	50,000

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