

RecruitFirst

2022 Talent Trend and Salary Guide

Insights to determine your value in the Consumer Goods Sector





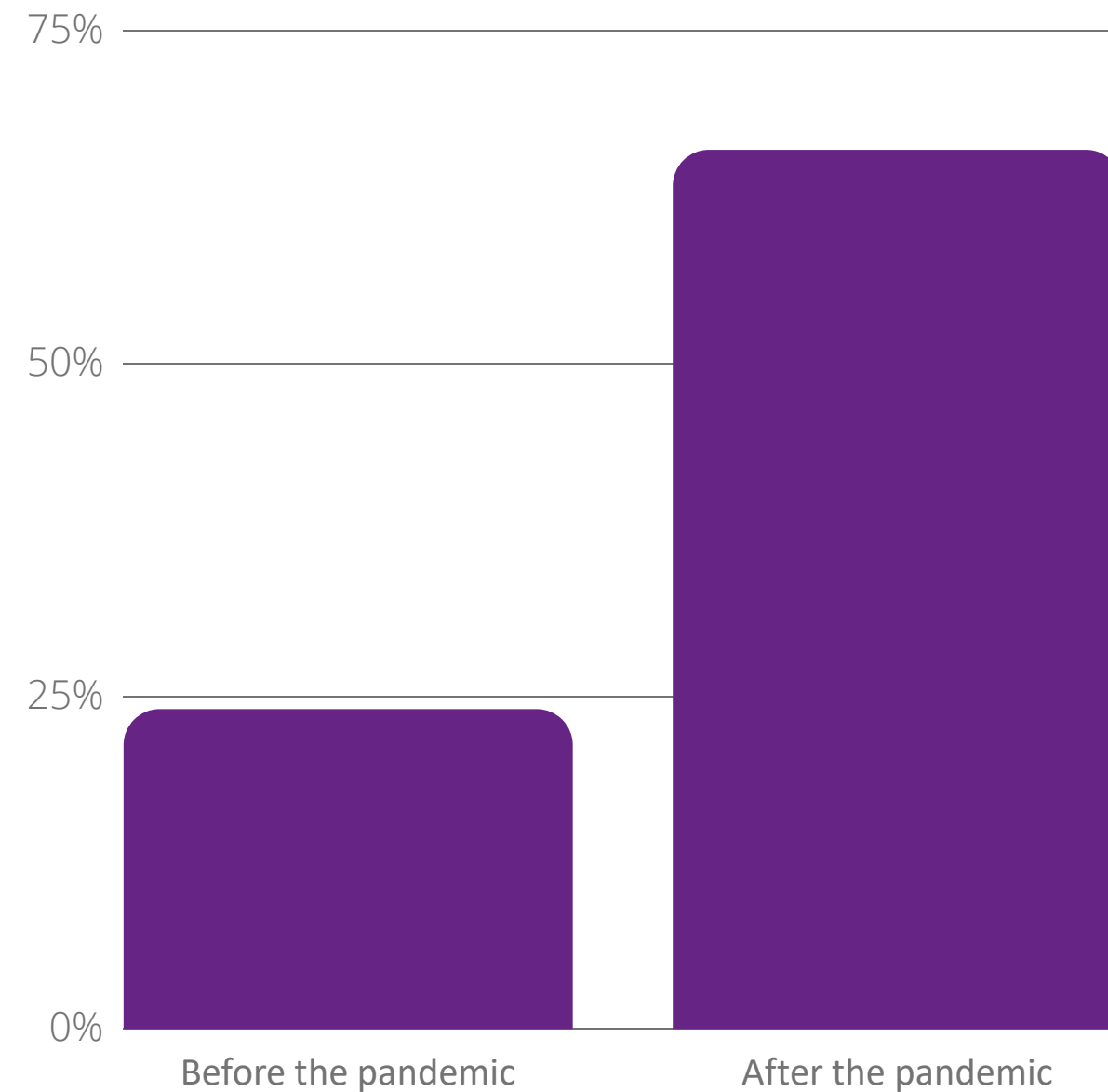
Digital Acceleration

in the Consumer Goods sector

In 2020, the COVID-19 pandemic caused a major influence in consumer behavior. The pandemic pushed all sectors to accelerate their digital transformation, a trend that will continue in 2022. Consumer's shopping mindset is changing as people are more cautious about how much they spend and more people prefer to do their shopping online now compared to before the pandemic.

The rising e-commerce adoption is supported by Indonesian citizens' demographic conditions as one of the world's most active social media users and are mainly tech-savvy middle-class workers.

E-commerce adoption level in Indonesia



57%

of the consumers are
likely to buy things
online than in-store

700%

increase in online grocery
app download activities
during the pandemic

The urgency to adapt to the growing needs for digitalization requires consumer-end businesses will create more opportunities for digital-savvy candidates as companies are looking to hire more talents skilled in elevating their digital presence as well as establishing agile supply chain for a seamless e-commerce experience.

CAREER ADVICE

for Jobseekers

As consumer goods sector is predicted to begin recovering in 2022, candidates will have more opportunities to enter the industry. However, job seekers will need to pay attention to these several factors to stay ahead of the game.



ADAPTABILITY IS KEY

One of the biggest lessons that the world has learned in recent years is that things may change in a matter of days and adapting can be a key to survival.

In 2022, some consumer goods companies may offer more openings for temporary or contract work as they are adjusting their fluctuating budget and stores reopening.

This means candidates may need to modify expectations and be more open in exploring a vacancy. While the next opportunity may not be a permanent job offer, there are still upsides such as gaining experience or making sure that you have steady work in the meantime.





BE AWARE OF COMPANY'S STANCE ON COVID-19 PRECAUTIONS

Many employers are putting their vaccination or testing requirements upfront in their job postings. In addition, some companies are starting to implement a hybrid working schedule where employees may come to the office few times in a week.

If these policies are important for you but are not readily available, you may ask the company as early as possible in the application process.



HONE IN ON YOUR SKILLS





The digital transformation that is taking place in this sector opens up more vacancies to help companies grow their e-commerce platforms.

Consider upgrading your skills with digital marketing, web development, or data analysis courses or certifications.

On top of these technical skills, soft skills such as leadership, problem-solving, and effective time management are attributes that many employers look for, no matter what the industry is.

IN-DEMAND ROLES

These are some of the roles that we’ve seen an increased interest in the consumer goods industry. If you’re looking to enter the industry or thinking of a career change then you can consider in upgrading your skills to increase your value and better compete with other candidates.

ROLES	 Digital Marketing	 Data Analyst/ Business Intelligence	 Social Media Management	 Customer Relationship Management
REQUIRED SKILLS	SEO & SEM Video Marketing Content Marketing Data Analysis Design Thinking	Data Modeling Data Mining Knowledge of Data Warehouses Database Management and Reporting	Communications Copywriting Design (Graphic and Videos) Customer Service Analytics	Analytics Customer Service Interpersonal Email Marketing Project Management



WORK WITH A RECRUITER

If you are struggling to find a job that fits your personal and professional goals, working with a recruiter may be a solution for you.

Experienced recruiters can help prepare you for the job placement process, from improving your resume, coaching on interview techniques, to negotiate the terms and salary on your behalf to ensure that you have job satisfaction.

You may also have opportunities to discover roles that aren't advertised elsewhere as recruiters have access to jobs that are confidentially advertised or not yet posted on the internet. This means you can stay ahead of the competition and have a better chance of receiving the job offer you want.

SALARY GUIDE

Job Title	Years of Experience	Salary
Administration Staff	1 – 2 years	Local minimum wage
Sales Executive	2 years	IDR 4,500,000 (Jabodetabek area)
Area Sales Manager	5 years	IDR 20,000,000 – 30,000,000
Key Account Manager	5 years	IDR 25,000,000 – 40,000,000
Trade Marketing Manager	5 years	IDR 25,000,000 – 40,000,000
Brand Manager	5 years	IDR 25,000,000 – 40,000,000
Senior Brand Manager	> 7 years	IDR 35,000,000 – 60,000,000
Regional Key Account Manager	10 years	IDR 50,000,000 – 60,000,000
Marketing Manager	8 – 10 years	IDR 60,000,000 – 80,000,000
Marketing Director	> 10 years	IDR 80,000,000 – 100,000,000

SALARY GUIDE

Job Title	Years of Experience	Salary
Sales Manager	5 years	IDR 25,000,000 – 30,000,000
Head of Sales	15 years	IDR 80,000,000 – 100,000,000
Digital Marketing Manager	3 – 5 years	IDR 30,000,000 – 50,000,000
Digital Marketing Director	5 – 10 years	IDR 40,000,000 – 80,000,000
PR Manager	8 – 10 years	IDR 25,000,000 – 50,000,000
Buying Manager	> 7 years	IDR 25,000,000 – 35,000,000
Business Intelligence Manager	> 5 years	IDR 25,000,000 – 30,000,000
Marketing Research Manager	5 years	IDR 30,000,000 – 40,000,000
Managing Director	>15 years	IDR 200,000,000 – 400,000,000



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