

The image is a cover for a salary guide. It features a red background with white diagonal stripes. In the center, there is a photograph of a person's hand pointing at a tablet screen. The background of the photo is blurred, showing other people in a meeting. The Adecco logo is in the top left, and the title 'Vietnam Salary Guide' is at the bottom right. The year '2021' is on the left side.

Adecco

2021

Vietnam Salary Guide

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Adecco

Global leading recruitment, payroll and staffing specialist



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Representative office in Hanoi

100,000
Clients served
globally everyday



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Clients served
in Vietnam

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employees globally



120+
employees in Vietnam

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Associates placed
globally with clients
everyday



5000+
Associates working
for our clients
everyday

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Est. in 1996,
Head Quarter in Zurich



Est. in 2011,
Based in HCMC

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Our Services

Our wide range of services ensure you both quality and convenience.



Recruitment Service

- Executive Search / Headhunting Service
- Recruitment Process Outsourcing (RPO)
- Mass Recruitment



Payroll & HR Outsourcing

- Payroll Service
- Payroll Admin Service
- Staffing / HR Outsourcing Service
- Maternity Leave Coverage Service



HR Solutions & Consulting Service

- Salary Benchmarking Service
- Expat Services / Work Permit Registration
- HR Consulting Service
- Assessment Center
- Candidate Assessment Tools
- Background Check Service



Training Service

- Leadership & Personal Development Training
- Digital Skills Training
- Career Preparation Workshop & Personal Coaching
- HR Compliance Training

Salary Benchmarking Service

Brand new service that brings you comprehensive insights on salary ranges & all types of employee benefits within your specific industry, peer groups & the marketplace.

What we offer



Extensive breakdown of the compensation package.



Detailed benchmark organized by company size, scope or industry.



Comparison of your remuneration scheme to that of your peers.

Why us?



We are a global expert in the HR industry

Ensure global stability and business continuity around the world.



We know the market

We have 10 years of experience in the Vietnam labor market.



We know the industries

Our specialized teams have vast knowledge of every industry segment.



We offer flexible solutions

Choose factors you want to benchmark, comparable companies & metrics in the report.



We always stay compliant

Ensure transparency & internal justice in the entire data collection process.

What you will get



01

Stay competitive in the war for talents.



02

Obtain a clear picture of competitors' personnel.



03

Manage salary budget & bottom line effectively.



04

Foster employee engagement & satisfaction.



05

Retain top talents & save turnover cost.



06

Enhance knowledge in C&B field as an employer.



07

Spot rooms for improvements.



08

Maintain your company's reputation.

Contact us now!

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Recruitment Process Outsourcing _____

Whether you need our on-site recruiters as an extension of your talent acquisition team, or off-site, or both, we've got you covered.

► When RPO is relevant?



Strategic workforce planning

- Tap into expertise and best practice from external
- Niche & in-demand roles



Business Outsourcing Strategy

- Compliance and standardization of process



High cost on agencies

- Reliance on headhunting contingency models



Limit on internal HR

- Fast growth
- High turnover
- Lack of sufficient resources



Temporary Project Basis

- Large volumes/certain expertise for selected projects

► How to set up a RPO

1

Workforce analysis

2

Forecast future needs

3

Conduct a Gap Analysis

4

Develop strategies

5

Implement strategies

6

Monitor & evaluate

► Contact us now!

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Foreword

We can all agree that 2020 was a challenging year for the Vietnamese economy. COVID-19 outbreaks interrupted Trade and Manufacturing activities. The Tourism and Aviation industries are among the hardest hit. FDI inflows to Vietnam last year fell by 25%. Business closings and mass layoffs caused the unemployment rate in urban areas to reach a

10-year high in Quarter 2/2020. Consequently, Vietnam's 2020 GDP growth was the lowest in the decade (2011 – 2020) at 2.91%.



However, thanks to the successful virus containment, Vietnam is considered a bright spot on the global economic map.



It continues to achieve a positive growth rate, which is among the highest in the world and remains an attractive destination to foreign investors. Global manufactures are flocking to Vietnam amid the pandemic and the grinding US-China trade war. Multiple FTAs come in effect, allow Vietnam to diversify its export markets and trading partners. Other industries also show signs of bouncing back since Quarter 4, 2020.

The labor market recovery depends crucially on the spreading of COVID-19. However, as firms are accelerating the digital transformation process, the need for IT-related roles, namely Data Engineer, Infrastructure Engineer, or CTO, is significantly increasing.



Experts in Transformation and Innovation will also find more opportunities to advance their careers. Plus, Coronavirus has spurred the digital economy, followed by the rising demand for E-commerce, Sales, and Digital Marketing professionals. Other sectors that will seek more talents are Manufacturing, Fintech, Healthcare, Logistic, Agriculture, and Retail.



While the future stays unknown, whether you are an employer or employee, it is time to future-proof your career.

Now, job seekers are more concerned about occupational safety and health, both physically and mentally. They also take notice of job security and long-term career development. To address the skill gaps, boost productivity, and retain your competent members, upskilling and reskilling are the best investments.

On the employee side, only a solid background cannot guarantee you top jobs. Instead, consider picking up new skillsets. Emotional Intelligence, Digital Communication, Collaboration, and Tech Savvy are in-demand skills as we move forward. Similarly, Adaptability and Flexibility are essential to succeed in the current ever-changing market.

With diverse experiences in the HR industry and nearly 10 years in the Vietnam market, we understand how confusing it is to navigate your workforce and career through unprecedented challenges. Yet as always, we have got your back!

Adecco Vietnam team can offer more than just Payroll and Recruitment services. Indeed, we deliver almost all essential HR services, from Reference Check, HR Compliance Training, to Work Permit Registration*, to ensure you both convenience and efficiency.

This 8th edition of Vietnam Salary Guide 2021 is another effort from Adecco Vietnam team to provide you a broad overview of the current market offerings in 2 major cities: Hanoi and Ho Chi Minh City. We hope this release will be a handy tool for your strategic talent development and recruitment process in 2021.



For comprehensive data on salary, compensation, and all types of employee benefits within your specific industry, peer groups, or the marketplace, please refer to our **Salary Benchmarking Service****.

Andree Mangels
General Director, Adecco Vietnam

*See page 04 for all of our services.

**See page 05 for details of the Salary Benchmarking Service.

2020 Market Overview

Despite the adverse impacts of the COVID-19 pandemic, many measures have been taken to prevent the macroeconomic downgrades, thereby stabilizing the Vietnamese economy and moving forward in the new normal.

Impacts of the COVID-19 pandemic



69.2% of these
have seen their
income reduced

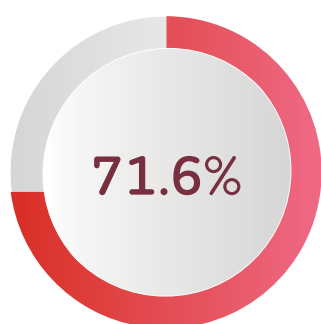


1.6 million people
lost their chance to
enter the labor market

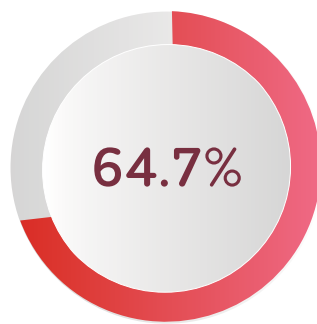
32.1 million people
aged 15+ has been
negatively affected

The average income
decreased by 2.3%
compared to 2019

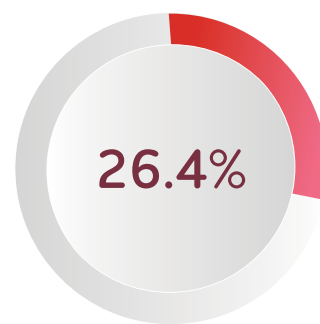
Hardest-hit sectors



of Service
workforce affected



of Industry & Construction
workforce affected



of Agriculture, Forestry
& Fishery workforce
affected



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Most-used cost reduction initiatives

58%

Freeze all new hires

37%

Postpone salary, incentives & performance review

28%

Cancel internship programs

26%

Reduce working hours

16.5%

Require unpaid leave temporarily

12.4%

Suspend permanent contract extensions

Signs of recovery

1



The IMF forecast **1.6% growth** for Vietnam's 2020 GDP - among the highest in the world.

2



The economy is **less exposed** than other tourism-dependent countries in the region.

3



Public investment in the first 11 months of 2020 **rose 34%**, the highest in 9 years.

4



Multinational corporations and Chinese businesses have **moved their production to Vietnam**.

Disclaimer

The Adecco Vietnam Salary Guide 2021 is a value-added service to our clients and candidates. Whilst every care is taken in the collection and compilation of data, the guide is interpretive and indicative, not conclusive.

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

The figures in this salary guide are based on the data from Adecco Vietnam's clients and candidates. They reflect the typical salary for an individual's job based on location, experience, education, certifications and other considerations.

Salaries for your position may be further influenced by company size, benefits offered, local supply and demand trends. **The data in our guide represents base salary only.**



Human Resources




Market Overview

2020 with the emergence of COVID-19 leaves corporates unprepared and poses challenges for the recruitment industry. Cost optimization and business continuity require companies to inevitably put their HR-related hiring on hold at times as they prioritize recruiting front-liners such as sales professionals. Nevertheless, there has been a growing demand for specific roles, especially HR Manager for SMEs, HRBP, and L&D Manager as their values in such organizations are




indispensable.

COVID-19 has led the entire global economy to "the new way of work" with technology playing a key role. Thus, HR professionals with initiatives, adaptability, and experiences in organizational restructuring and development are most sought-after.

Top 3 emerging roles

-  HRBP
-  HR Operations Manager
-  L&D, OD Manager

Top 3 technical skills

-  Business Partner
-  Stakeholder Management
-  Influential

Advice for employers

First, improve your employee experience. Think of ways to ensure a good experience even in the virtual world.

Also, keep an eye on the latest technology. It's time to digitalize and automate the paperwork and repetitive processes.

Don't forget to equip analytics skillsets for your HR team. In the new VUCA world, without a data-driven mindset, it's unlikely that your team can analyze and measure the numbers that matter most for businesses.

Advice for employees

More than ever, HR professionals should acquire new skillsets, especially a digital mindset. It helps optimize your workflow and allows you to quickly catch up with the digital transformation in your workplace.

Analytical skills are also crucial to collect, analyze, and make rational decisions.

Business acumen is another bonus point. Once you have deep business knowledge, you can utilize your insights to undertake more value-added activities.

Position	Experience (years)	Monthly Gross Salary (VND)	
		Ho Chi Minh City	Hanoi

Board of Management

Chief HR Officer	1 - 5	150 - 200 mil	100 - 150 mil
	5+	200 - 300 mil	150 - 250 mil
HR Director	1 - 5	100 - 150 mil	50 - 80 mil
	5+	150 - 250 mil	80 - 120 mil

General HR

HRBP Manager	1 - 5	40 - 70 mil	N/A
	5+	70 - 120 mil	N/A
HR Manager	1 - 5	40 - 60 mil	30 - 50 mil
	5+	60 - 100 mil	50 - 80 mil
Assistant HRM	1 - 5	25 - 40 mil	20 - 30 mil
	5+	30 - 50 mil	25 - 40 mil
HRBP	1 - 5	25 - 40 mil	25 - 40 mil
	5+	40 - 60 mil	30 - 50 mil

Talent Acquisition

Talent Acquisition Manager	1 - 5	40 - 60 mil	25 - 50 mil
	5+	60 - 80 mil	50 - 80 mil

Learning & Development

Learning & Development Manager	1 - 5	45 - 70 mil	25 - 50 mil
	5+	70 - 100 mil	50 - 80 mil
Training Manager	1 - 5	35 - 45 mil	20 - 45 mil
	5+	50 - 70 mil	40 - 70 mil

Compensation & Benefit

C&B Manager	1 - 5	45 - 70 mil	25 - 50 mil
	5+	70 - 100 mil	50 - 80 mil

Position	Experience (years)	Monthly Gross Salary (VND)	
		Ho Chi Minh City	Hanoi
Office Manager	1 - 5	25 - 35 mil	25 - 40 mil
	5+	40 - 55 mil	40 - 70 mil
HR Executive	1 - 5	10 - 15 mil	10 - 15 mil
	5+	15 - 25 mil	15 - 25 mil

Market Overview




Alongside the slow hiring pace for back-office functions, in-house legal recruitment has been in low volume in 2020. However, shedding light on the legal marketplace, sectors not hit by Coronavirus, such as E-commerce, Software, Energy, and Pharmaceuticals, emerges the need for Legal specialists with strong business acumen and excellent interpersonal skills.

The global spread of COVID-19 has considerably affected M&A deals in private practice. Hence, compared to 2019, there is a falling demand for legal




practitioners across law firms. Nevertheless, the establishment of local and international law firms has prompted a movement of legal professionals, mostly mid-level lawyers. The shift of senior lawyers is noticeable towards year-end when the economy has slightly recovered.

Overall, 2020 witnesses a tendency of legal professionals gravitating towards workplaces with competitive remuneration and/or newly created roles in high-demand sectors.

Top 3 emerging roles

-  Legal Manager
-  (Senior) Associate
-  Legal Counsel

Top 3 technical skills

-  Business Partner
-  Stakeholder Management
-  Influential

Advice for employers

Recently, we notice that our clients from legal firms tend to consider non-law background candidates for management positions, namely CEO, CFO, or CMO, and these candidates are still able to fulfill their roles well. This can be a brand new point for your new recruitment strategy post-COVID-19.

What's more, the evolution of legal technology also brings us more innovations to save time, cut operation costs while enhancing the work quality.

Advice for employees

Since the Covid-19 outbreak, working from home turns into a new adaptable way. Plus, social distancing has accelerated the application of Artificial Intelligence in customer service and other works that require human interactions.

Consequently, besides your academic background, remember to equip yourself with interpersonal and digital skills.

Position	Experience (years)	Monthly Gross Salary (VND)	
		Ho Chi Minh City	Hanoi

Law Firm

Associate (Qualified Lawyer)	1 - 5	30 - 60 mil	20 - 40 mil
	5+	60 - 100 mil	40 - 60 mil
Senior Associate (Qualified Lawyer)	1 - 5	60 - 130 mil	50 - 80 mil
	5+	120 - 180 mil	80 - 120 mil
Paralegal	1 - 5	15 - 30 mil	10 - 15 mil
	5+	N/A	15 - 30 mil

In-house Legal

Head of Legal/General Counsel/Legal Director	1 - 5	100 - 200 mil	120 - 160 mil
	5+	200 - 250 mil	200 - 250 mil
Legal Manager/Senior Legal Counsel	1 - 5	40 - 70 mil	70 - 90 mil
	5+	70 - 120 mil	80 - 110 mil
Legal Counsel	1 - 5	20 - 40 mil	60 - 80 mil
	5+	40 - 70 mil	70 - 100 mil
Legal Specialist	1 - 5	20 - 40 mil	10 - 40 mil
	5+	35 - 50 mil	30 - 50 mil

Technology & Media

Market Overview




The drive to digital transformation has been speedy in recent years, and COVID-19 has given corporations a strong push. With the hugely rising demand for digital media, cloud, and security solutions, IT Infrastructure roles are highly sought after.

Alongside the unicorns' growth in Asia, startup CTOs are painting a more colorful picture in the Vietnam tech market as they have been making huge impacts with their unique products and




solutions provided.

Following the recent need is the emergence and future of the Data Engineer roles. Data engineering was born during the adoption of "Big Data" architectures and systems in Vietnam and the region. Thus, hiring demand for this role has been significant in 2020 and as a result, supply has not been filled as the qualified candidate pool is scarce.

Top 3 emerging roles

-  CTO
-  Data Engineer
-  Infrastructure Manager

Top 3 technical skills

-  Technical and Strategy Development
-  SQL and NoSQL
-  PMP Certified

Advice for employers

With technological advances, business owners can boost both productivity and cost efficiencies. Hence, strategic investment in advanced IT solutions will be a great contribution to your business development in 2021.

Such investment should not only be in key positions of the IT department, but also in every single part of the team to improve productivity and efficiency as a whole.

Advice for employees

Now is an explosive era for competent IT professionals who have good communication skill, language skill and can quickly adapt to new global technology trends. As strategic business imperatives, directions, and disrupters are driving a significant shift in firms' operations, especially in the IT sector, there would be more attractive opportunities for IT job-seekers.

The rising of AI, Big Data, and Security will also open up new opportunities for developers in their future career paths.

Position	Experience (years)	Monthly Gross Salary (VND)	
		Ho Chi Minh City	Hanoi

Software

CIO - CTO	1 - 5	180 - 250 mil	80 - 150 mil
	5+	250 - 400 mil	120 - 250 mil
Software/Solution Architect	1 - 5	80 - 120 mil	65 - 100 mil
	5+	120 - 160 mil	80 - 150 mil
Senior Business Analyst	1 - 5	30 - 40 mil	N/A
	5+	40 - 60 mil	N/A
Software Engineer	1 - 5	45 - 60 mil	N/A
	5+	60 - 120 mil	N/A
QA/QC Manager	1 - 5	50 - 60 mil	40 - 60 mil
	5+	60 - 80 mil	60 - 80 mil
QA/QC Engineer	1 - 5	30 - 40 mil	15 - 40 mil
	5+	40 - 60 mil	30 - 50 mil
System Engineer	1 - 5	15 - 40 mil	15 - 40 mil
	5+	35 - 60 mil	35 - 60 mil
DevOps Engineer	1 - 5	20 - 50 mil	20 - 50 mil
	5+	50 - 90 mil	50 - 90 mil
Data Engineer	1 - 5	20 - 45 mil	20 - 45 mil
	5+	40 - 80 mil	40 - 80 mil
Data Scientist	1 - 5	20 - 45 mil	20 - 45 mil
	5+	40 - 80 mil	40 - 80 mil
UI/UX Designer	1 - 5	15 - 35 mil	15 - 35 mil
	5+	35 - 60 mil	35 - 60 mil

Position	Experience (years)	Monthly Gross Salary (VND)	
		Ho Chi Minh City	Hanoi
E-commerce			
Head of E-commerce	1 - 5	80 - 120 mil	60 - 80 mil
	5+	120 - 150 mil	80 - 120 mil
Head of Sales	1 - 5	80 - 100 mil	N/A
	5+	100 - 120 mil	80 - 120 mil
Customer Success Manager	1 - 5	40 - 50 mil	N/A
	5+	50 - 70 mil	N/A
In-house IT			
IT Director	1 - 5	100 - 120 mil	80 - 120 mil
	5+	120 - 180 mil	100 - 150 mil
IT Manager	1 - 5	60 - 80 mil	70 - 120 mil
	5+	80 - 110 mil	100 - 150 mil
Infrastructure Manager	1 - 5	50 - 60 mil	60 - 80 mil
	5+	60 - 90 mil	70 - 100 mil
IT Support/Helpdesk	1 - 5	25 - 35 mil	15 - 40 mil
	5+	35 - 45 mil	30 - 50 mil
Media			
Head of Digital	1 - 5	110 - 130 mil	60 - 80 mil
	5+	130 - 150 mil	80 - 120 mil
Account Director	1 - 5	100 - 120 mil	40 - 60 mil
	5+	120 - 140 mil	50 - 70 mil
Art Director	1 - 5	60 - 80 mil	50 - 70 mil
	5+	80 - 100 mil	60 - 80 mil
Creative Director	1 - 5	70 - 90 mil	60 - 80 mil
	5+	90 - 120 mil	70 - 100 mil




Sales & Marketing: FMCG

Market Overview




The recent years have been a busy time for the E-commerce market in Vietnam. Because of technological advancements and the emergence of COVID-19 in early 2020, consumer behavior is changing dramatically. With more and more people turn to online shopping, the offline-to-online (O2O) model has been adopted widely as an attempt to generate sales while remaining social distancing.

Along with that is the intensive promotion of virtual sales channels. Consequently, the E-commerce Manager position is now among the most in-demand jobs, together with Digital Marketing professionals.

Top 3 emerging roles

-  Sales Director
-  E-commerce Manager
-  Marketing Manager

Top 3 technical skills

-  Channel Management
-  Digital Marketing
-  Brand Management

Advice for employers

To attract and retain the top-notch in the COVID-19 labor market, you should focus on promoting your safe and respectful workplace. Also, conduct tailored learning journeys to close critical skill gaps, especially resilience skills. You can consider cross-training between departments to enhance employee engagement while building a more adaptable workforce.

Finally, if you haven't done it yet, then create a seamless user experience (UX) and try new remote selling methods.

Advice for employees

Whether you're currently employed or looking for a new role, agility is essential. This ability ensure you can rapidly respond and adapt to market changes.

Besides, make yourself ready for every reskilling and upskilling opportunities. By keeping up with the times, you can identify what's new in consumer behaviors and adjust your action plans appropriately.

Lastly, remember to follow all safe systems of work for your well-being and productivity.

Position	Experience (years)	Monthly Gross Salary (VND)	
		Ho Chi Minh City	Hanoi

Board of Management

General Manager/ Managing Director	1 - 5	300 - 350 mil	N/A
	5+	350 - 400 mil	150 - 250 mil
Commercial Director	1 - 5	250 - 280 mil	N/A
	5+	280 - 320 mil	120 - 180 mil

Sales

Sales Director	1 - 5	150 - 200 mil	100 - 130 mil
	5+	250 - 300 mil	130 - 200 mil
Head of Trade	1 - 5	100 - 150 mil	N/A
	5+	150 - 170 mil	N/A
Head of Modern Trade	1 - 5	80 - 120 mil	N/A
	5+	120 - 150 mil	N/A
National Sales Manager	1 - 5	80 - 120 mil	120 - 180 mil
	5+	120 - 150 mil	180 - 250 mil
Regional Sales Manager	1 - 5	50 - 70 mil	55 - 70 mil
	5+	70 - 90 mil	70 - 110 mil
E-commerce Manager	1 - 5	30 - 60 mil	N/A
	5+	60 - 90 mil	N/A
Area Sales Manager	1 - 5	25 - 30 mil	30 - 45 mil
	5+	30 - 45 mil	45 - 55 mil
Key Account Manager	1 - 5	30 - 45 mil	30 - 50 mil
	5+	45 - 60 mil	50 - 70 mil
Trade Marketing Manager	1 - 5	30 - 55 mil	45 - 55 mil
	5+	55 - 85 mil	55 - 70 mil

Position	Experience (years)	Monthly Gross Salary (VND)	
		Ho Chi Minh City	Hanoi
Route To Market Manager	1 - 5	35 - 50 mil	40 - 50 mil
	5+	50 - 60 mil	50 - 65 mil
Sales Capability Manager	1 - 5	40 - 60 mil	35 - 45 mil
	5+	60 - 80 mil	45 - 60 mil
Sales Operations Manager	1 - 5	25 - 40 mil	40 - 55 mil
	5+	40 - 70 mil	55 - 70 mil
Marketing			
Marketing Director	1 - 5	100 - 160 mil	55 - 100 mil
	5+	160 - 320 mil	100 - 150 mil
Marketing Manager	1 - 5	60 - 80 mil	45 - 65 mil
	5+	80 - 130 mil	65 - 90 mil
Senior Brand Manager	1 - 5	55 - 70 mil	65 - 80 mil
	5+	70 - 100 mil	80 - 110 mil
Brand/Product Manager	1 - 5	30 - 45 mil	30 - 50 mil
	5+	45 - 70 mil	50 - 70 mil
PR & Communications Manager	1 - 5	30 - 40 mil	40 - 55 mil
	5+	40 - 70 mil	55 - 80 mil
Digital Marketing Manager	1 - 5	25 - 50 mil	40 - 55 mil
	5+	50 - 80 mil	55 - 65 mil
Assitant Brand/Product Manager	1 - 5	20 - 30 mil	25 - 35 mil
	5+	30 - 35 mil	35 - 40 mil
Customer Insight Manager	1 - 5	40 - 50 mil	N/A
	5+	50 - 80 mil	N/A

Position	Experience (years)	Monthly Gross Salary (VND)	
		Ho Chi Minh City	Hanoi

Retail

Retail Director	1 - 5	70 - 90 mil	90 - 110 mil
	5+	90 - 130 mil	110 - 130 mil
Head of Operations	1 - 5	80 - 90 mil	70 - 80 mil
	5+	90 - 130 mil	80 - 110 mil
Store Manager	1 - 5	35 - 45 mil	45 - 55 mil
	5+	45 - 80 mil	55 - 70 mil
Purchasing Director	1 - 5	80 - 90 mil	N/A
	5+	90 - 110 mil	N/A
Category/Merchandise Manager	1 - 5	40 - 60 mil	N/A
	5+	60 - 80 mil	N/A

Sales & Marketing: Healthcare _____




Market Overview

2020 will be remembered as a challenging and unpredictable year for many industries, including Healthcare. The recruitment demand for this year has slowed down. Meanwhile, we noticed that businesses have been focusing on strengthening their existing workforce. Internal training, re-evaluation, and re-assign are the most common practices that were adopted to improve employee efficiency.



As a result, Sales Force Effectiveness and Talent

Development professionals are highly sought after, accounting for a large portion of hiring requests, alongside the usual need for product managers. Given the limitation of people contact due to virus precautions, digital sales and marketing approaches in the Healthcare sector have been shifted as a new focus for pharmaceutical firms. Hence, Sales and Marketing experts with digital exposure are in high demand.

Top 3 emerging roles

-  Product Manager
-  Business Manager
-  Digital Transformation Manager

Top 3 technical skills

-  Product Management
-  Digital Marketing
-  Channel Management

Advice for employers

While investing in technology and automation, ensure you provide proper training for your teams.

Moreover, as COVID-19 is still out there, you should design employee assistance programs to take care of both their physical and mental health.

Another approach is to restructure the company toward appropriate lean teams.

Then, to better serve your clients and customers, establish your interaction models.

Advice for employees

Take a self-evaluation to identify rooms for improvements, then draw up your action plans to work on them. To move with the times, you should also include skillsets for the newly-created roles.

In case your company implemented a new business strategy post-COVID-19, discuss frankly with the management team to ensure you clearly understand it and can deliver consistent performance.

Position	Experience (years)	Monthly Gross Salary (VND)	
		Ho Chi Minh City	Hanoi

General Management

General Manager/ Managing Director	1 - 5	250 - 400 mil	N/A
	5+	400 - 600 mil	300 - 400 mil
Head of Business Unit	1 - 5	150 - 220 mil	N/A
	5+	220 - 350 mil	150 - 250 mil

Sales

Head of Sales	1 - 5	100 - 150 mil	N/A
	5+	140 - 170 mil	150 - 250 mil
Regional Sales Manager	1 - 5	80 - 120 mil	N/A
	5+	100 - 140 mil	80 - 120 mil
District Sales Manager	1 - 5	30 - 60 mil	30 - 45 mil
	5+	60 - 80 mil	40 - 60 mil
Business Development Manager	1 - 5	40 - 80 mil	N/A
	5+	80 - 100 mil	175 - 230 mil
Head of Market Access	1 - 5	100 - 150 mil	N/A
	5+	140 - 180 mil	90 - 130 mil
Key Account Manager	1 - 5	40 - 60 mil	N/A
	5+	60 - 80 mil	50 - 70 mil
Head of Commercial Excellence	1 - 5	80 - 120 mil	N/A
	5+	120 - 150 mil	100 - 160 mil
Sales Force Effectiveness Manager	1 - 5	40 - 70 mil	N/A
	5+	60 - 80 mil	N/A
Sales Force Training Manager	1 - 5	40 - 70 mil	N/A
	5+	60 - 80 mil	45 - 70 mil

Position	Experience (years)	Monthly Gross Salary (VND)	
		Ho Chi Minh City	Hanoi

Marketing

Head of Marketing	1 - 5	100 - 150 mil	N/A
	5+	140 - 180 mil	100 - 140 mil
Group Product Manager	1 - 5	70 - 100 mil	N/A
	5+	100 - 120 mil	70 - 100 mil
Product Manager	1 - 5	40 - 80 mil	30 - 50 mil
	5+	80 - 100 mil	40 - 75 mil
Digital Transformation Manager	1 - 5	60 - 100 mil	N/A
	5+	100 - 120 mil	N/A

Medical Affairs & Regulatory Affairs

Head of Medical Affairs	1 - 5	120 - 160 mil	N/A
	5+	160 - 200 mil	140 - 180 mil
Medical Affairs Manager	1 - 5	55 - 90 mil	40 - 60 mil
	5+	80 - 110 mil	50 - 90 mil
Medical Science Liaison	1 - 5	40 - 60 mil	30 - 50 mil
	5+	55 - 70 mil	40 - 60 mil
Head of Regulatory Affairs	1 - 5	100 - 150 mil	N/A
	5+	150 - 190 mil	120 - 150 mil
Regulatory Affairs Manager	1 - 5	40 - 70 mil	N/A
	5+	60 - 80 mil	35 - 65 mil

Technical

Service Manager (Medical Device)	1 - 5	45 - 70 mil	N/A
	5+	70 - 90 mil	35 - 65 mil

Position	Experience (years)	Monthly Gross Salary (VND)	
		Ho Chi Minh City	Hanoi
Service Engineer (Medical Device)	1 - 5	20 - 40 mil	10 - 30 mil
	5+	40 - 60 mil	30 - 35 mil
Application Specialist (Medical Device)	1 - 5	25 - 45 mil	15 - 30 mil
	5+	45 - 65 mil	25 - 40 mil

Sales & Marketing: Industrials

Market Overview




Facing unprecedented challenges since the COVID-19 outbreak, most companies have not settled a clear growth strategy for 2021 yet.

The hiring freeze is the most prevalent direction from the top management. They attempt to maintain the current business operations and the number of headcounts, rather than focus on aggressive expansion as in previous years. So far, most of the new hires are replacements for key positions. Sales and Business Development roles




are still in higher demand than other supporting functions. Though also impacted by the African Swine Disease and COVID-19 situation, Agribusiness such as crop protection, animal feed, and nutrition remain noticeable recruitment needs. E-commerce, Logistics, and Delivery jobs are now emerging trends.

On the candidate's side, recently people prefer more flexibility with home-based jobs or remote work model.

Top 3 emerging roles

-  Business Development Manager
-  Sales Director
-  Technical Sales Representative

Top 3 technical skills

-  Work-from-home skills
-  Digital skills
-  Data Analytics

Advice for employers

COVID-19 caused tremendous impacts on the market, so it's rational to adjust and set more reasonable expectations for your employees.

Provide your salespeople with essential guidelines and handy tools, especially if you're new to the digital selling world.

You might also want to build a lean organization.

More importantly, show leadership with a clear vision and clarity to motivate your team through the tough times.

Advice for employees

To keep more opportunities moving forward, focus on your sales pipeline management, and optimize each stage of the process.

Make a plan for high-priority tasks so that you won't be overwhelmed with so many ideas.

Networking with skilled sales teams is also a good move to understand how others are closing deals.

Lastly, don't neglect continuous learning. Acquire new knowledge, skills, and mindset, namely adaptability and flexibility, will smooth your way to success.

Position	Experience (years)	Monthly Gross Salary (VND)	
		Ho Chi Minh City	Hanoi

Board of Management

General Manager/ Managing Director	1 - 5	230 - 280 mil	N/A
	5+	280 - 460 mil	250 - 500 mil
Chief Representative	1 - 5	90 - 120 mil	N/A
	5+	120 - 230 mil	150 - 250 mil

Sales

Sales Director	1 - 5	90 - 120 mil	N/A
	5+	120 - 230 mil	150 - 200 mil
Key Account Manager	1 - 5	45 - 70 mil	30 - 35 mil
	5+	70 - 80 mil	35 - 55 mil
Business Development Manager	1 - 5	45 - 70 mil	40 - 60 mil
	5+	70 - 80 mil	50 - 80 mil
Area Sales Manager	1 - 5	40 - 60 mil	35 - 55 mil
	5+	60 - 80 mil	45 - 75 mil
Key Account Executive	1 - 5	20 - 30 mil	N/A
	5+	30 - 35 mil	N/A
Technical Sales Representative	1 - 5	25 - 35 mil	10 - 30 mil
	5+	35 - 45 mil	30 - 40 mil
Area Sales Representative	1 - 5	20 - 30 mil	25 - 30 mil
	5+	30 - 35 mil	30 - 40 mil
Business Development Specialist	1 - 5	25 - 35 mil	25 - 35 mil
	5+	35 - 45 mil	35 - 45 mil

Position	Experience (years)	Monthly Gross Salary (VND)	
		Ho Chi Minh City	Hanoi

Marketing

Marketing Director	1 - 5	115 - 185 mil	N/A
	5+	185 - 230 mil	100 - 180 mil
Marketing Manager	1 - 5	60 - 70 mil	N/A
	5+	70 - 80 mil	40 - 70 mil
Product Manager	1 - 5	30 - 40 mil	40 - 55 mil
	5+	40 - 50 mil	55 - 70 mil
Marketing Specialist	1 - 5	20 - 30 mil	20 - 30 mil
	5+	30 - 40 mil	30 - 40 mil

Engineering & Manufacturing

Market Overview

The tremendous impacts of COVID-19 caused many SMEs to resize their business or put employees on unpaid leave or furlough. However, as Vietnam successfully contained the virus, various sectors of the economy have been establishing a new normal.

More specifically, industrial production showed a relatively high growth rate since the end of Quarter 2, 2020 as Vietnam still holds a strong




competitive edge in terms of labor cost and infrastructure readiness.

By 2021, high-tech and electronics manufacturing sectors are forecasted to accelerate the growth, following the subsidy programs from developed countries to provide a buffer to large global manufacturers to realign the supply chain out of China.

Top 3 emerging roles

-  Sourcing
-  Supplier Quality
-  Research & Development

Top 3 technical skills

-  Sourcing
-  Planning
-  Engineering Background

Advice for employers

To upgrade your recruitment practice:

- Develop a compelling employer branding;
- Draw up Talent Acquisition plans for high-volume recruitment projects;
- Control your recruitment budget.

For your learning and growing strategy:

- Reskill and upskill your workforce;
- Update and deploy new technology;
- Reward your top performers.

To retain your talents:

- Optimize workforce planning and strategy;
- Build up an effective total reward strategy;
- Map out a career path for each employee.

Advice for employees

As businesses are accelerating digitalization, you should stay up-to-date with new technology innovations and understand how they can benefit your daily works.

You can also learn other in-demand languages, such as Chinese or Korean, to increase your chances of finding a satisfying job.

Besides, it's a great advantage if you have these top soft skills: problem-solving ability, communication, adaptability, and continuous learning skills.

Position	Experience (years)	Monthly Gross Salary (VND)	
		Ho Chi Minh City	Hanoi

Engineering

Chief Engineer	1 - 5	30 - 50 mil	N/A
	5+	50 - 70 mil	100 - 180 mil
Engineering Manager	1 - 5	40 - 60 mil	N/A
	5+	60 - 80 mil	60 - 100 mil
Application Engineer	1 - 5	10 - 20 mil	15 - 20 mil
	5+	20 - 30 mil	25 - 30 mil
Electrical / Mechanical / Chemical Engineer	1 - 5	10 - 20 mil	15 - 20 mil
	5+	20 - 30 mil	25 - 30 mil
IE / Process Improvement Engineer	1 - 5	10 - 20 mil	15 - 25 mil
	5+	20 - 30 mil	25 - 30 mil

Manufacturing

Head of Production	1 - 5	60 - 80 mil	N/A
	5+	80 - 100 mil	80 - 150 mil
Production Supervisor	1 - 5	20 - 30 mil	20 - 30 mil
	5+	30 - 35 mil	30 - 40 mil
Operation Director / Factory Manager	1 - 5	80 - 100 mil	N/A
	5+	100 - 150 mil	150 - 250 mil
Production Planning Manager	1 - 5	30 - 50 mil	50 - 60 mil
	5+	50 - 80 mil	60 - 90 mil
EHSS Manager	1 - 5	30 - 50 mil	50 - 60 mil
	5+	50 - 60 mil	60 - 90 mil
Quality Manager	1 - 5	30 - 50 mil	50 - 60 mil
	5+	50 - 70 mil	60 - 90 mil

Position	Experience (years)	Monthly Gross Salary (VND)	
		Ho Chi Minh City	Hanoi
Supply Chain Manager	1 - 5	50 - 80 mil	N/A
	5+	80 - 100 mil	80 - 120 mil
Procurement Manager	1 - 5	50 - 80 mil	N/A
	5+	80 - 100 mil	60 - 90 mil
Project Manager	1 - 5	40 - 60 mil	40 - 50 mil
	5+	60 - 80 mil	50 - 70 mil
Logistic Manager	1 - 5	30 - 50 mil	N/A
	5+	50 - 70 mil	50 - 70 mil
Warehouse Manager	1 - 5	30 - 50 mil	40 - 50 mil
	5+	50 - 70 mil	50 - 70 mil

Sourcing

Sourcing Director (General Manager)	1 - 5	100 - 120 mil	120 - 140 mil
	5+	120 - 230 mil	140 - 160 mil
Sourcing Manager	1 - 5	60 - 80 mil	55 - 70 mil
	5+	80 - 120 mil	70 - 90 mil
Quality Manager	1 - 5	60 - 80 mil	45 - 70 mil
	5+	80 - 120 mil	70 - 120 mil
Technical Manager / Product Development Manager / Product Engineering Manager	1 - 5	60 - 80 mil	55 - 75 mil
	5+	80 - 120 mil	75 - 110 mil
Supply Chain Operations Manager / Supply Production Planner / Merchandiser	1 - 5	60 - 80 mil	35 - 55 mil
	5+	80 - 100 mil	55 - 100 mil

Position	Experience (years)	Monthly Gross Salary (VND)	
		Ho Chi Minh City	Hanoi
Responsible Sourcing Manager / Social Compliance Manager	1 - 5	60 - 80 mil	N/A
	5+	80 - 100 mil	N/A
Quality Engineer	1 - 5	30 - 45 mil	15 - 25 mil
	5+	45 - 60 mil	25 - 45 mil
Sourcing Specialist	1 - 5	30 - 45 mil	15 - 25 mil
	5+	45 - 60 mil	25 - 35 mil
Responsible Sourcing Specialist / Compliance Specialist	1 - 5	30 - 45 mil	N/A
	5+	45 - 60 mil	N/A

Financial Services




Market Overview

Thanks to its success in containing the COVID-19 situation, Vietnam becomes a potential investee market to many giant private equity fund managers. The top emerging positions are Investment Director for private equities; Listed Equities Investment Director, Director of Investment Banking and Head of Equity Research for FDI securities firms; M&A Director, Group CEO and Group CFO for companies funded by asset managers from Japan, South Korea, the USA,

Europe, Hong Kong, and Singapore. The demand for those vacancies can be considered a significant labor movement in the financial market in the fiscal year of 2020 and 2021.

Also, as people are more aware of their well-being, healthcare and insurance firms are expanding and looking for Healthcare Consultant, Head of Business Transformation, Chief of Innovation, Head of Bancassurance/ Insurance Solutions.

Top 3 emerging roles

-  Head of Bancassurance / Healthcare Benefits Solutions
-  Head of Business Transformation
-  Head of Strategy Planning

Top 3 technical skills

-  Financial Modelling
-  Digital Transformation
-  Digital Transformation

Advice for employers

To overcome challenges in the competition for talents, you should invest more in your employer brand. Showcase the work culture, job security, and how they can grow with you. Next, develop a candidate sourcing strategy. Learn from your previous hires and your target audience to figure out the most effective hiring platform. Then, appear where the talents are.

Advice for employees

Following the changing landscape of Financial Services, in 2020, banks and traditional finance organizations were not in the high demand for talents but fintech.

We witness a movement from banks and financial institutes to fintech companies. With financial expertise, technical knowledge, and new customer experience analysis, fintech is becoming the new alternative retail banking.

Position	Experience (years)	Monthly Gross Salary (VND)	
		Ho Chi Minh City	Hanoi

Fund Management

Group Chief Executive Officer – Private Equity Investee	1 - 5	230 - 300 mil	N/A
	5+	350 - 450 mil	350 - 400 mil
Investment Director, Private Equities	1 - 5	100 - 150 mil	N/A
	5+	180 - 250 mil	150 - 215 mil
Head of Equity Research	1 - 5	95 - 120 mil	N/A
	5+	125 - 235 mil	125 - 260 mil
Head of Investment Banking	1 - 5	85 - 125 mil	N/A
	5+	140 - 235 mil	200 - 300 mil
Investment Analyst	1 - 5	30 - 50 mil	40 - 65 mil
	5+	50 - 65 mil	N/A

Risk Management & Collection

Head of Risk Management	1 - 5	75 - 95 mil	N/A
	5+	95 - 135 mil	N/A
Head of Credit Risks	1 - 5	65 - 95 mil	N/A
	5+	100 - 165 mil	130 - 190 mil
Head of Collection	1 - 5	55 - 85 mil	N/A
	5+	85 - 125 mil	N/A

Underwriting

Underwriting Manager	1 - 5	40 - 55 mil	N/A
	5+	60 - 90 mil	60 - 90 mil
Head of Operational Excellence	1 - 5	65 - 85 mil	N/A
	5+	85 - 135 mil	N/A

Position	Experience (years)	Monthly Gross Salary (VND)	
		Ho Chi Minh City	Hanoi

Personal Financial Services

Head of Personal Financial Services - Retail Banking / Mortgage / Consumer Lending	1 - 5	90 - 115 mil	N/A
	5+	120 - 210 mil	110 - 175 mil
Head of Partnerships/ Bancassurance	1 - 5	85 - 125 mil	N/A
	5+	115 - 225 mil	N/A

Strategy

Chief Innovation Officer	1 - 5	75 - 100 mil	N/A
	5+	100 - 150 mil	N/A
Head of Strategy & Operations Management	1 - 5	70 - 85 mil	N/A
	5+	90 - 110 mil	100 - 120 mil
Senior Director, Actuarial Pricing & Strategies	1 - 5	100 - 150 mil	N/A
	5+	150 - 200 mil	150 - 200 mil

Audit & Advisory

Audit/ Deals Advisory Director	1 - 5	70 - 90 mil	N/A
	5+	95 - 125 mil	N/A
Audit/ Deals Advisory Manager	1 - 5	35 - 50 mil	N/A
	5+	45 - 65 mil	N/A
Audit/ Deals Advisory Specialist	1 - 5	25 - 35 mil	N/A
	5+	35 - 40 mil	N/A
Internal Audit Director	1 - 5	N/A	50 - 80 mil
	5+	N/A	60 - 100 mil

Position	Experience (years)	Monthly Gross Salary (VND)	
		Ho Chi Minh City	Hanoi
Internal Audit Manager	1 - 5	N/A	50 - 70 mil
	5+	N/A	70 - 90 mil
Internal Audit Specialist	1 - 5	N/A	20 - 30 mil
	5+	N/A	25 - 40 mil

Finance & Accounting

Market Overview




Impacted by COVID-19, worldwide recruitment situations turn to a whole new normal stage. Most companies have not defined their strategy for 2021, especially Hospitality and premium service companies. FMCG, Food retail, Pharma, and Electrical industries were slightly impacted, while Textile, Footwear, Fashion Retailers had significant damage.

Localization is the most common practice on market last year. Employees have the chance to




perform more tasks and further develop themselves. For high-level positions, corporates prefer employees who possess additional stakeholder management skills rather than those who only have solid academic experience.

Plus, some big FDI corporates have moved their accounting shared service hub out of Vietnam. An employee from the Accounting department might rotate to another department, such as Internal Control or Financial Planning.

Top 3 emerging roles

-  Finance Manager
-  Financial Planning & Analysis Manager
-  Chief Accountant

Top 3 technical skills

-  Financial Planning & Analysis
-  Reporting
-  Cost Controlling

Advice for employers

In the new normal, businesses need to change the communication strategy to earn trust from employees. The main focuses should be honesty, transparency, and in time.

Flexible staffing now becomes a new effective approach for companies who need expertise without having to place full-time staff.

Additionally, keep in mind that the demand for Accounting positions is growing recently.

Advice for employees

M&A is becoming the unavoidable trend, especially in real estate, power energy, and retail – FMCG. It requires people who are experts in both the sell-side and buy-side and have a good sense of stable finance advantages. Even though venture capital faced many loss cases with start-up companies, they still silently searched for new and applied solutions to invest in.

There is also a high hiring demand for Investment Banking positions in banks and securities. Activities regarding the bond, treasure, and wealth management are developed stronger than ever.

Position	Experience (years)	Monthly Gross Salary (VND)	
		Ho Chi Minh City	Hanoi

Finance

CFO	1 - 5	200 - 280 mil	N/A
	5+	250+ mil	230 - 380 mil
Finance Director	1 - 5	150 - 180 mil	N/A
	5+	180 - 250 mil	150 - 220 mil
Finance Manager	1 - 5	40 - 60 mil	N/A
	5+	60 - 90 mil	60 - 85 mil
Finance Controller	1 - 5	40 - 50 mil	N/A
	5+	50 - 100 mil	80 - 95 mil
Finance Business Analyst	1 - 5	25 - 35 mil	25 - 40 mil
	5+	35 - 50 mil	N/A
Financial Planning Manager	1 - 5	50 - 70 mil	N/A
	5+	70 - 100 mil	N/A
Tax Manager	1 - 5	40 - 50 mil	N/A
	5+	50 - 100 mil	55 - 75 mil
Cost Controller / Manager	1 - 5	30 - 40 mil	N/A
	5+	40 - 70 mil	50 - 65 mil

Accounting

Management Accountant	1 - 5	15 - 25 mil	30 - 40 mil
	5+	25 - 40 mil	N/A
Chief Accountant	1 - 5	20 - 40 mil	N/A
	5+	40 - 70 mil	60 - 70 mil
Financial Accountant	1 - 5	15 - 25 mil	10 - 20 mil
	5+	25 - 35 mil	20 - 25 mil

Position	Experience (years)	Monthly Gross Salary (VND)	
		Ho Chi Minh City	Hanoi
Business Controller	1 - 5	30 - 50 mil	N/A
	5+	50 - 90 mil	60 - 85 mil
Treasury Manager	1 - 5	40 - 55 mil	N/A
	5+	60 - 100 mil	70 - 90 mil

Professional Services




Market Overview

The COVID-19 outbreak leads to a decline in hiring demand across multiple sectors, including real estate, hospitality, education, and business consulting. For some firms in these sectors, layoff and workforce reduction become unavoidable or temporary solutions to stay afloat.




As Vietnam gradually adapts to the new normal, businesses are looking for seasoned leaders who can navigate through rough seas. The most searched criteria are strong business acumen and

operational excellence. An ideal candidate also needs to be excel at managing senior stakeholders, budgeting, planning and analyzing financial status. Besides, as businesses are paying more attention to digitalization post-COVID-19, those who have good command of digital transition and business transformation can gain a huge advantage.

Top 3 emerging roles

-  Sales Director
-  Marketing Director
-  Business Development Manager

Top 3 technical skills

-  Customer Management
-  Business Strategy
-  Digital & Performance Marketing

Advice for employers

As most organizations are doing their best to sustain the business, non-core functions now can be supported by external service providers. Some most-used services are IT, tax advisory, HR, and architects. Those who can offer customized solutions are highly prioritized.

Besides, digitalization and data analysis will become key factors in innovating new business models.

Advice for employees

In the coming years, professional service firms tend to hire more candidates who have experience in non-profit organizations. The most sought-after candidates will be legal experts and consulting positions.

Furthermore, the way we work is likely to continue transforming due to the complicated situation of Coronavirus. Hence, ensure you can quickly update employers' expectations, virtual work and collaboration methods.

Position	Experience (years)	Monthly Gross Salary (VND)	
		Ho Chi Minh City	Hanoi

Board of Management

General Manager/ Managing Director	1 - 5	125 - 175 mil	N/A
	5+	180 - 235 mil	250 - 450 mil
Country Manager / Chief Representative Office	1 - 5	100 - 125 mil	N/A
	5+	120 - 155 mil	140 - 180 mil

Sales

Area Director	1 - 5	85 - 115 mil	N/A
	5+	110 - 140 mil	110 - 140 mil
Sales Director	1 - 5	80 - 105 mil	N/A
	5+	90 - 120 mil	95 - 130 mil
Business Development Manager	1 - 5	35 - 55 mil	N/A
	5+	50 - 70 mil	55 - 80 mil
Area Sales Manager	1 - 5	40 - 55 mil	N/A
	5+	60 - 70 mil	60 - 80 mil

Marketing

Marketing Director	1 - 5	85 - 125 mil	N/A
	5+	110 - 140 mil	90 - 100 mil
Marketing Manager	1 - 5	45 - 65 mil	N/A
	5+	55 - 80 mil	50 - 90 mil



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Thank you

for your interest in
our content!

See our **Salary Benchmarking Service** (page 05 – 06) for a detailed analysis of employee benefits within your specific market.

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