

Snapshot Market Update - July 2011

Category Management - Marketing

Definition: Category Management - Marketing

The management of end-to-end procurement for a given portfolio of spend. This end-to-end process incorporates stakeholder engagement, business diagnostic, strategy development, strategy implementation, contract management, vendor management, supplier development and strategic review. The principle subcategories within Marketing incorporate: ATL & BTL, Point Of Sales, Advertising, Media, Agencies, Brochures, Promotional Products, Outsourced Design, Graphic Artists and Print

Market Dynamics

There are currently 28 true Category Managers working across the Marketing portfolio within NSW. A true strategic Category Manager couples best practice procurement methodologies with broad business strategy development and is an enabler to decision making at the highest level. Its purpose is to align sourcing strategy with overall corporate objectives and drive optimal outcomes in complex commercial business improvement initiatives. The role can be captured best as performing a strategic internal Consulting function.

Naturally, this level of role and its focus is very different from the Vendor Manager, Procurement Associate, Procurement Specialist and Tender Manager roles that are frequently incorrectly labelled and misinterpreted as Category Managers in the market.

Of the 28 true Marketing Category Managers in NSW, 13 are Active (seeking alternative permanent employment) and 15 are Passive (not actively seeking alternative employment). There are no Immediately Available candidates.

The majority of Marketing CM roles are within the Pharmaceuticals and FMCG industries followed by telecommunications and Financial Services. The role with the highest package is \$180,000 within a Pharmaceuticals organisation.

In 2011 to date, Jigsaw has successfully recruited 7 Marketing CM positions.

Salary Data

Median average salaries per geographical location across industry sectors within NSW. Real-time data sampled from Jigsaw's NSW network of procurement practitioners.

Industry	Current Salary	Wanted Salary
All	\$151,250	\$158,571
Financial Services	\$147,000	\$153,000
FMCG	\$138,000	\$145,000
Pharmaceuticals	\$162,500	\$170,000
Services	\$150,000	\$165,000
Technology	\$143,000	\$154,000

Package (AUD equivalent) = cash component (inc. vehicle allowance) + superannuation + bonus/incentives