

randstad intelligence series for candidates.

spotlight on the current needs
of the greek market.

evelina lagoudonti, team leader
katerina liosi, senior consultant
tzina vamvatsikou, senior consultant

agenda.

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| land your dream job with randstad | 17 |
| q & a | 18 |



sales & marketing team.



evelina lagoudonti
team leader



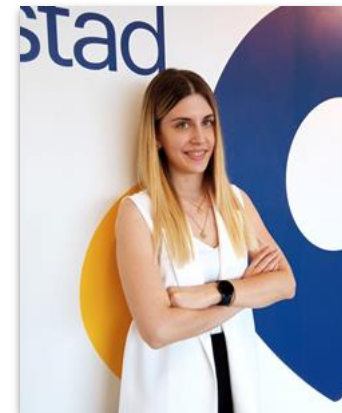
katerina liosi
senior consultant



eleni gatsiopoulos
talent acquisition



tzina vamvatsikou
senior consultant



maria tsatsaroni
consultant



evita yiannikopoulou
consultant

A photograph of three business professionals in a modern office building. They are walking up a wide staircase with a polished metal railing. The man on the left is wearing a dark blue blazer and light-colored trousers. The woman in the middle is wearing a light-colored blazer and dark trousers. The man on the right is wearing a light blue blazer and dark trousers. The background shows a bright, modern office interior with large windows and a white pillar.

opportunities

in sales & marketing.

hiring plans for 2021.

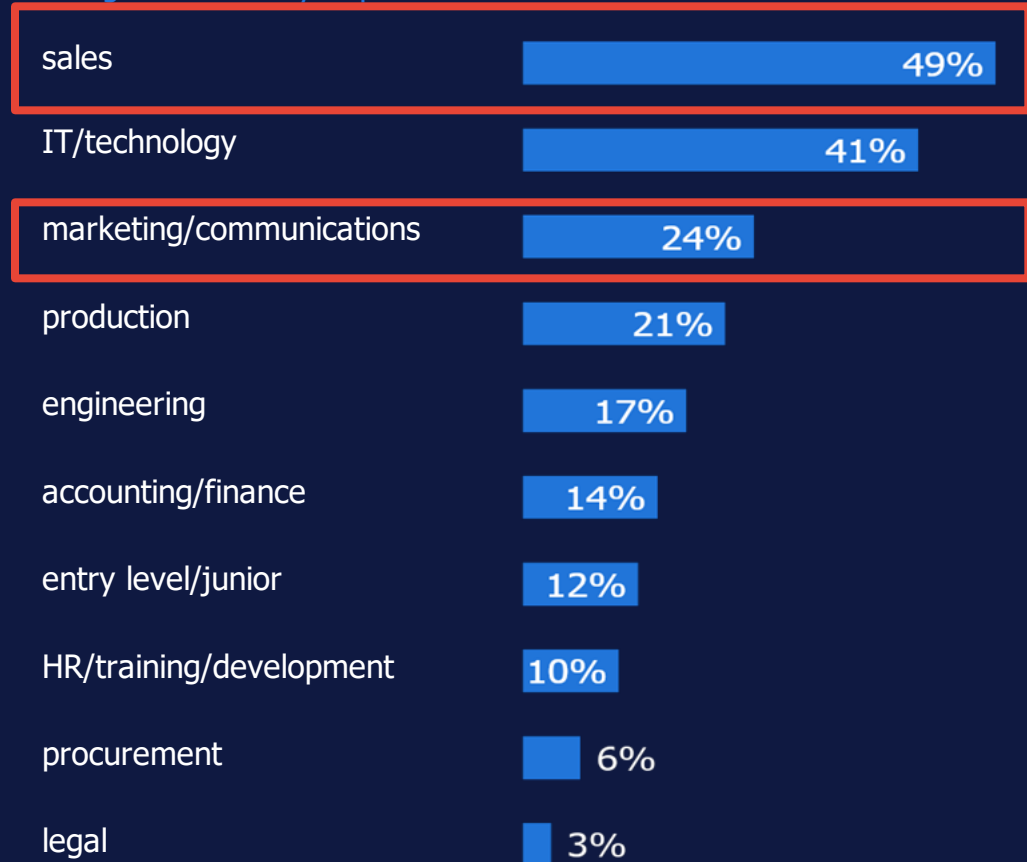
42%

of respondents have plans for hiring new employees in 2021
(compared to 81% in 2020, pre-crisis period)

reasons for hiring

| | Feb-20 | Feb-21 |
|---|--------|--------|
| business growth | - | 72% |
| staff turnover | 31% | 32% |
| need for new skills in the organisation | 36% | 31% |
| launch of new department/new product | 34% | 28% |
| investment plans | 29% | 21% |
| national/international company growth | 50% | 20% |
| business diversification | 6% | 9% |
| employee retirement | 7% | 6% |
| other | 4% | 4% |

hiring intentions by department.

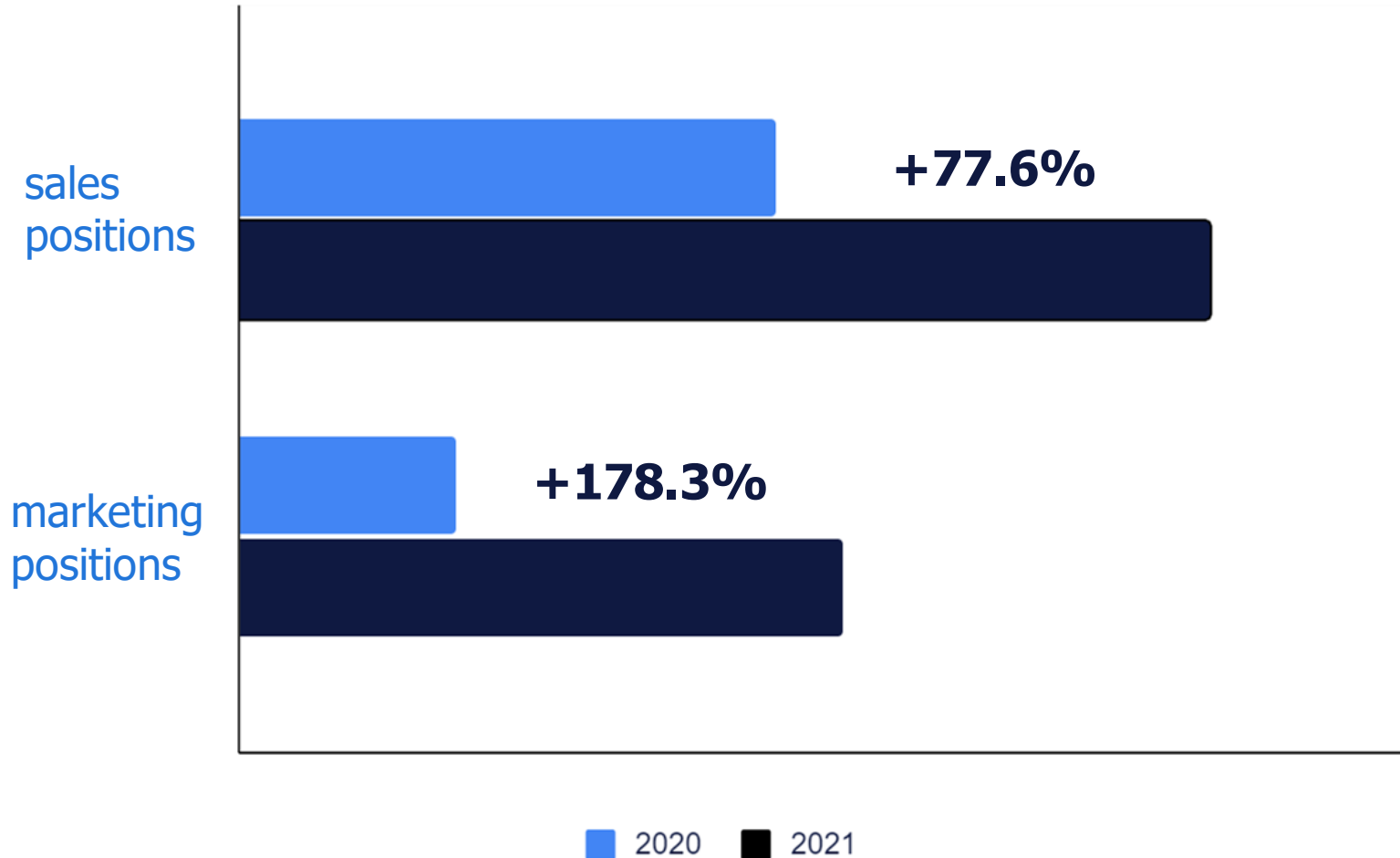


the total is more than 100% because more than one answer is possible.



You can download the entire HR Trends Report 2021 [here](#)

jobs in 2020 & 2021 january - september.



both sales & marketing positions have increased.

top 5 positions in sales & marketing.

sales

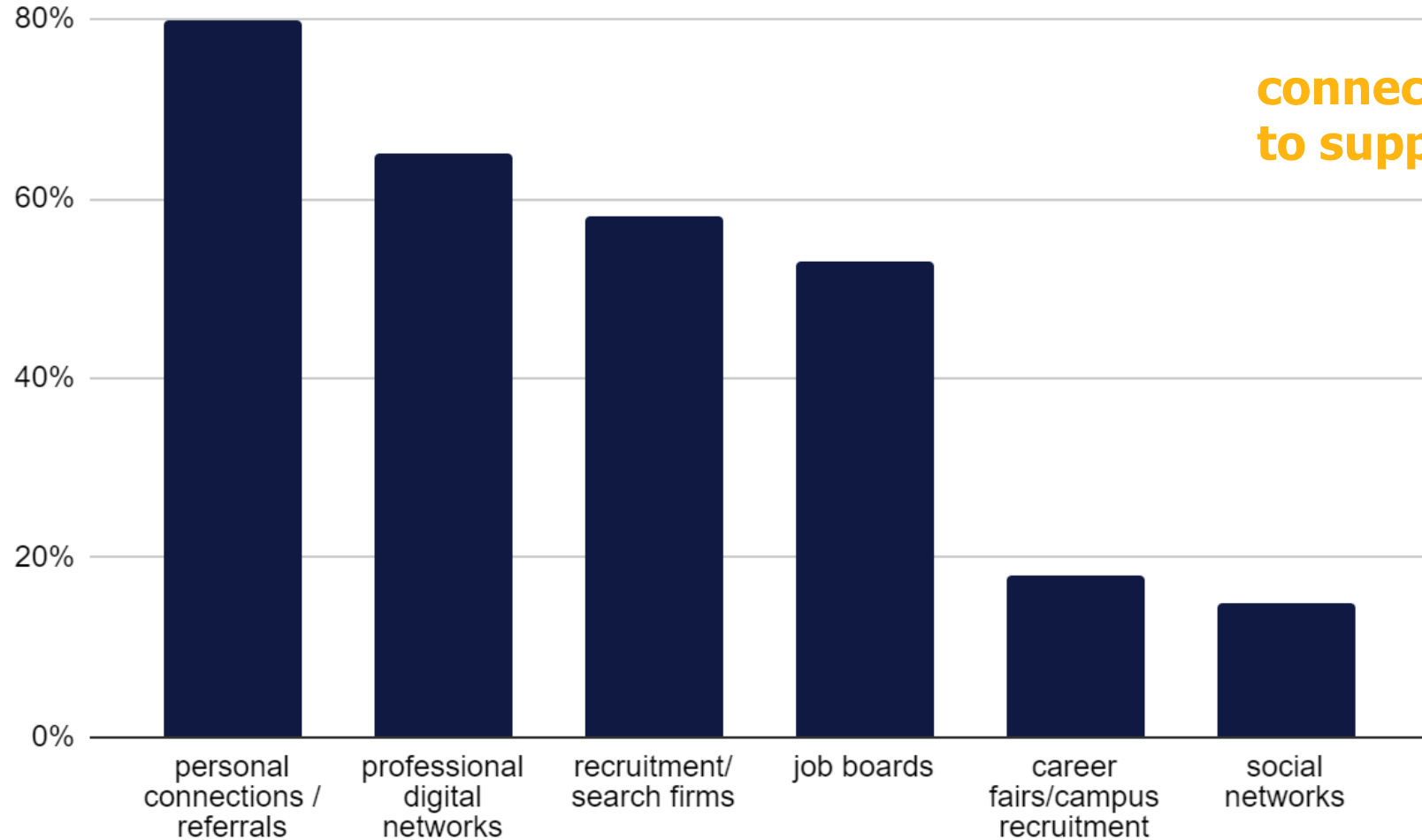
- sales representative (medical/ pharmacy)
- account manager (IT knowledge)
- sales engineer
- retail sales representative
- sales manager

marketing

- SEO
- ecommerce manager
- performance marketing specialist
- social media/ google ads expert
- trade marketing executive



how do employers in greece find talents.



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to support you!**



challenges



& changes.

challenges & changes.

- online video interview
- remote onboarding process
- hybrid model
- new hiring needs in the market
- job specialization
- salaries trends



sales.

| position | band bottom | band top |
|---------------------------------|-------------|----------|
| commercial director | 4.000 | 6.000 |
| sales director | 4.000 | 6.000 |
| commercial manager | 3.000 | 5.000 |
| key account manager (national) | 3.000 | 5.000 |
| sales export manager | 3.500 | 4.500 |
| sales manager | 3.500 | 4.500 |
| sales engineer (marine) | 1.800 | 4.000 |
| business development manager | 2.500 | 3.500 |
| regional sales manager | 2.500 | 3.500 |
| sales export executive | 1.800 | 3.500 |
| public sector account manager | 2.500 | 3.500 |
| retail sales manager | 2.800 | 3.200 |
| sales engineer (electrical) | 1.800 | 3.200 |
| field sales engineer | 1.800 | 3.000 |
| key account manager (senior) | 1.800 | 3.000 |
| retail area manager | 2.000 | 3.000 |
| sales engineer (mechanical) | 1.500 | 3.000 |
| store manager | 1.800 | 2.500 |
| area sales manager | 1.800 | 2.200 |
| b2b sales representative | 1.300 | 2.000 |
| sales analyst | 1.500 | 2.000 |
| wholesales sales representative | 1.400 | 2.000 |
| medical sales representative | 1.600 | 2.000 |
| key account manager (junior) | 1.400 | 1.800 |
| otc sales representative | 1.300 | 1.600 |
| d2d sales representative | 1.000 | 1.500 |
| store assistant | 1.100 | 1.500 |
| merchandise | 1.000 | 1.200 |
| store sales advisor | 800 | 1.000 |

marketing.

| position | band bottom | band top |
|-------------------------------------|-------------|----------|
| marketing director | 3.700 | 5.000 |
| marketing manager | 3.000 | 4.500 |
| e-commerce marketing manager | 2.800 | 3.800 |
| digital marketing manager | 2.500 | 3.500 |
| trade marketing manager | 2.800 | 3.500 |
| marketing & communications manager | 2.300 | 3.000 |
| product manager | 2.300 | 3.000 |
| senior brand manager | 2.500 | 3.000 |
| brand manager | 2.000 | 2.500 |
| digital marketing specialist | 1.600 | 2.200 |
| marketing executive | 1.800 | 2.200 |
| trade marketing assistant | 1.500 | 1.900 |
| junior product manager | 1.300 | 1.800 |
| junior brand manager | 1.300 | 1.700 |
| digital marketing assistant | 1.300 | 1.500 |
| e-commerce marketing assistant | 1.300 | 1.500 |
| marketing & communication assistant | 1.100 | 1.400 |
| marketing assistant | 1.100 | 1.400 |

base salary in EUR (14 base salaries per year)



You can download the entire HR Trends Report 2021 [here](#)

be your own hero.



make an
attractive CV

trust us

search for a job &
apply

prepare for the interview
& boost your confidence





Jane Roe
Business Development Manager

jane.roe@gmail.com ✉
202-555-0166 📞
New York, USA 📍
linkedin.com/in/jane.roe in
jane.roe 🌐

Professional Business Developer with more than four years of experience in the business development processes. Involved in product testing, management, and development of new business opportunities.

WORK EXPERIENCE

Business Development Manager
AirState Solutions 🌐
09/2014 – 06/2017 New York, USA

- Successfully managed \$2 - 3 million budget projects and successfully achieved the project scheduled goals.
- Developed and implemented new marketing and sales plans and defined the strategy for the next 5 years.
- Reviewed constantly the customer feedback and then suggested ways to improve the processes and customer service levels which increased the satisfaction rate from 81% to 95%.
- Ensured that new clients will grow into a loyal customer base in a specialist niche market by implementing a new loyalty program.

Business Development Assistant
AirState Solutions
08/2012 – 09/2014 Chicago, USA

- Increased the customer satisfaction rate by 25% by improving the customer service.
- Planned, supervised, and coordinated daily activity of 3 junior business analysts.
- Improved the communication with the Marketing department to better understand the competitive position.
- Directed the creation and implementation of a Business Continuity Plan, and the management of audit programs.

EDUCATION

MSc in Economics and Business Administration
The University of Chicago
09/2008 – 06/2010

SKILLS

- SEO Public Speaking Negotiation
- Teamwork Decision Making
- Research & Strategy Emotional Intelligence
- Outbound Marketing Email Marketing
- Google Analytics Sales & Marketing

ORGANIZATIONS

- American Management Association (2015 – Present)
- Association of Private Enterprise Education (2014 – Present)
- eBusiness Association (eBA) (2013 – Present)

HONOURS AND AWARDS

- Jury Member, Venture Cup Entrepreneurship Competition (2016)
Venture Cup USA
- Sales Individual & Business Development Award (2015)
AirState Business Awards
- Excellence in Customer Partnering Award
IES - Institute of Excellence in Sales

LANGUAGES

- English ■ ■ ■ ■ ■
- Spanish ■ ■ ■ ■ ■
- French ■ ■ ■ ■ ■

PERSONAL INFORMATION



Replace with First name(s) Surname(s)
[All CV headings are optional. Remove any empty headings]

- 📍 Replace with house number, street name, city, postcode, country
- ☎ Replace with telephone number 📱 Replace with mobile number
- ✉ State e-mail address
- 🌐 State personal website(s)
- 💬 Replace with type of IM service Replace with messaging account(s)

Sex Enter sex | Date of birth dd/mm/yyyy | Nationality Enter nationality/-ies

JOB APPLIED FOR POSITION PREFERRED JOB STUDIES APPLIED FOR

Replace with preferred job / job applied for / studies applied for / position (delete non relevant headings in left column)

WORK EXPERIENCE

Replace with dates (from - to) *[Add separate entries for each course. Start from most recent.]*

Replace with employer's name and locality (if relevant, full address and website)

- Replace with main activities and responsibilities

Business or sector Replace with type of business or sector

EDUCATION AND TRAINING

Replace with dates (from - to) *[Add separate entries for each course. Start from most recent.]*

Replace with qualification awarded *Replace with European Qualification Framework (or other) level if relevant*

Replace with education or training organisation's name and locality (if relevant, country)

- Replace with a list of projects or subjects covered or skills acquired

PERSONAL SKILLS

Mother tongue(s) *[Remove any empty headings.]*

Other language(s)

| | UNDERSTANDING | | SPEAKING | | WRITING |
|-----------------------|---------------|-------------|--------------------|-------------------|-------------|
| | Listening | Reading | Spoken interaction | Spoken production | |
| Replace with language | Enter level | Enter level | Enter level | Enter level | Enter level |
| Replace with language | Enter level | Enter level | Enter level | Enter level | Enter level |

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
Common European Framework of Reference for Languages

Communication skills Replace with your communication skills. Specify in what context they were acquired. Example: • good communication skills gained through my experience as sales manager

Organisational / managerial skills Replace with your organisational / managerial skills. Specify in what context they were acquired. Example: • leadership (currently responsible for a team of 10 people)

Job-related skills Replace with any job-related skills not listed elsewhere. Specify in what context they were acquired. Example: • good command of quality control processes (currently responsible for quality audit)



refine your search:

[clear this search](#)



enter keywords



search job title only

sector

[sales, marketing & retail](#)



industry

[retail clothing \(15\)](#)

[telecommunications \(11\)](#)

[information technology \(7\)](#)

[tv/radio/media/advertising \(6\)](#)

[energy, oil, mining &](#)

senior account executive

07 october 2021

athens, attica

permanent

Are you a digital marketing professional with proven hands on experience in digital marketing? Do you have experience in client management and the ability to work in a ...

[read more](#)

υπεύθυνος-η πωλήσεων δικτύου

06 october 2021

αττική, attica

permanent

Έχεις εμπειρία ως Υπεύθυνος-η Πωλήσεων Δικτύου και θέλεις να κάνεις το επόμενο σου βήμα; Θέλεις να ενταχθείς στην πιο δυναμική ελληνική εταιρεία του χώρου των συστημάτων ...

[read more](#)



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greece

we provide outsourcing,
staffing, consulting and
workforce solutions

we support people
and organizations

we match great
people with
great jobs

we combine our passion
for people with power of
today's technology





thank you!



randstad

human forward

