



SALARY & MARKET GUIDE 2017

INVESTMENT OUTLOOK | SALARIES REPORT | LOCAL INSIGHTS

HUNGARY

READ THIS REPORT TO KNOW...

- salaries for over 110 positions in 9 different sectors
- comments from Hungarian Investment Promotion Agency;
- cases from international companies established on local markets.

Our report contains useful information for:

- new investors;
- organisations supporting investments and associations of business entities;
- HR divisions;
- sector employees and candidates.



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It's been a long way since our first permanent placement in 1996!

Yes, we are proud of those 21 years on your side recruiting the best candidates who enable your dynamic and demanding industry to grow and to evolve in Hungary, Czech, Slovakia and Poland.

We hope this snapshot of the market will help you to put things into perspective and to take the right recruitment decisions.

Wishing you a successful year!



Thibault Lefebvre
CEO Grafton Recruitment Group



Jerome Lafuite
COO Grafton Recruitment Group

INTRODUCTION



Orsolya Dózsa
Operations Manager
Hungary

DEAR READER,

Grafton Recruitment Hungary has been supporting organizations from different sectors for more than 21 years. Our experience and market expertise allow us to identify and highlight current and evolving trends in each market segment. To give you a broader perspective, we thought it would be interesting to look at the recent macroeconomic conditions of the country, its academic potential and the languages that people living in Hungary speak. We also provide insights into different sectors, examining the labour supply, typical salaries and the main characteristics of these sectors.

In our Salary & Market Guide covers salaries across nine different sectors along with comments and guidelines for companies considering entering the local market or that are already operating in Hungary. We also invited experts from various sectors to add their comments about the market, with the aim of creating useful content, to help your business grow.

Our approach in this study combines various perspectives:

- comparing the salaries of employees in nine market segments, broken down into required language knowledge and level of expertise
- comments from market experts operating in analysed sectors

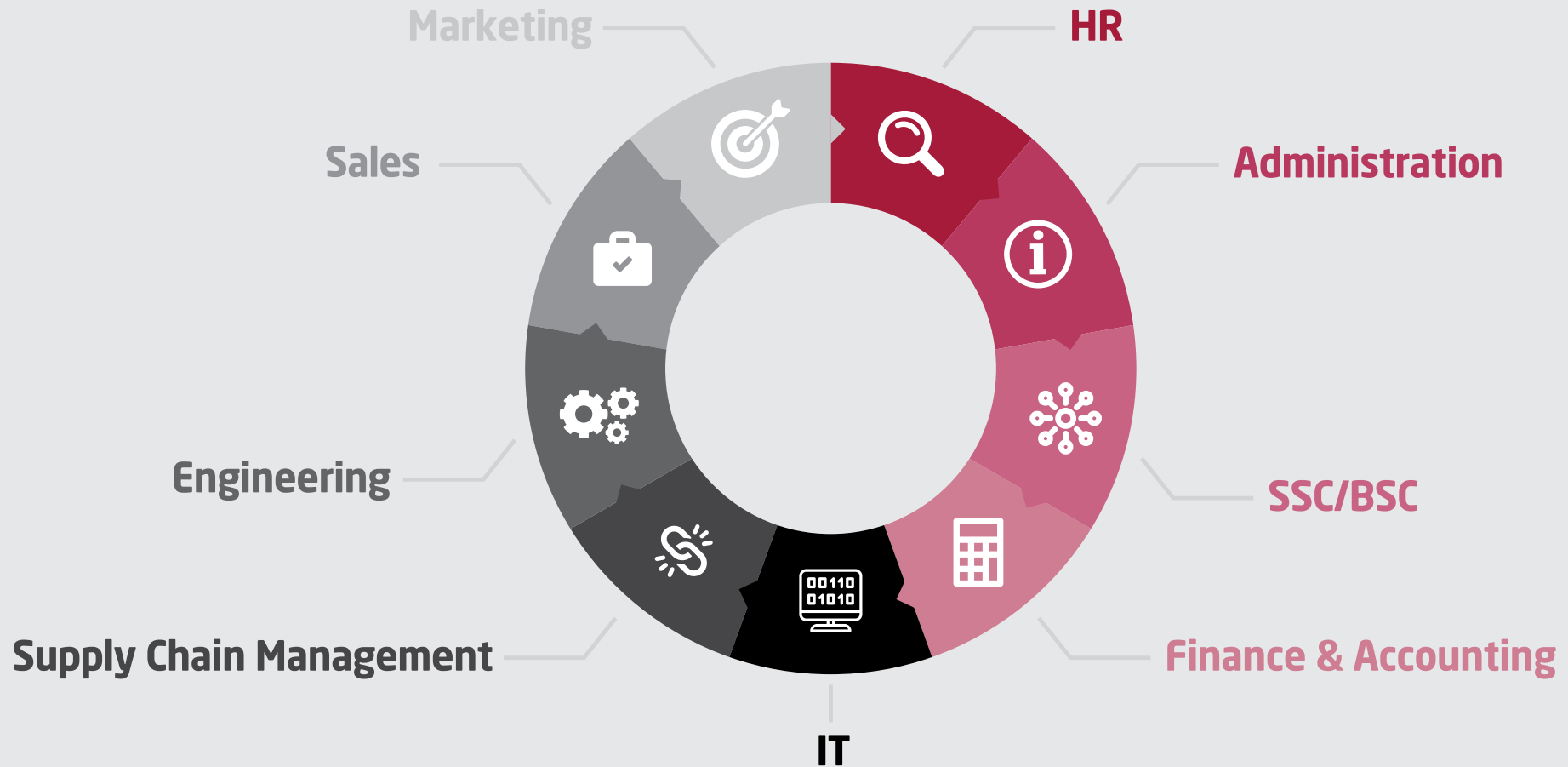
The study was prepared in the second quarter 2017 based on a comparative analysis of market salary rates offered by employers.

We would like to thank the experts that expressed their views in the report and we hope that you find an interesting mix of opinions and information.

Enjoy reading it,

Grafton Hungary Team

OUR SECTORS EXPERTISE |



OUR SOLUTIONS COVER:

- permanent recruitment
- recruitment process outsourcing

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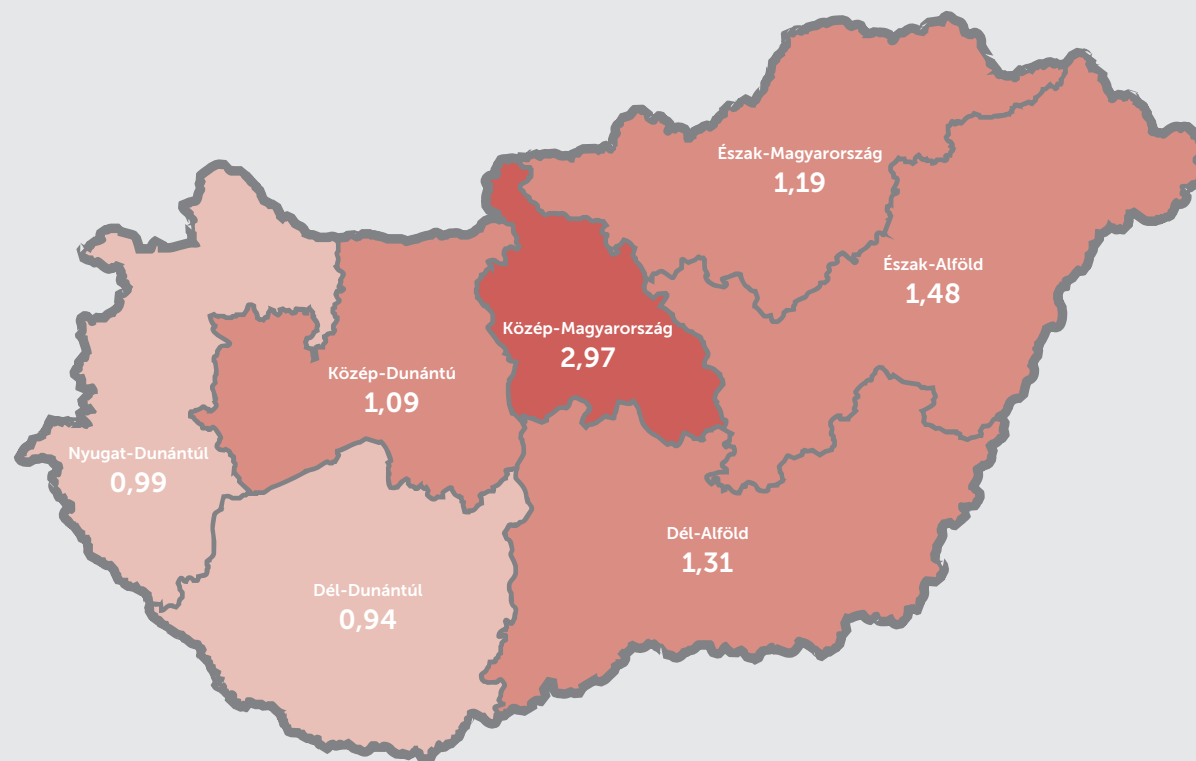
HUNGARIAN MARKET

**2017 STATUS
AND FORECAST |**

or

MAIN MACROECONOMIC CONDITIONS IN HU |

POPULATION, GDP GROWTH, UNEMPLOYMENT RATE, INFLATION

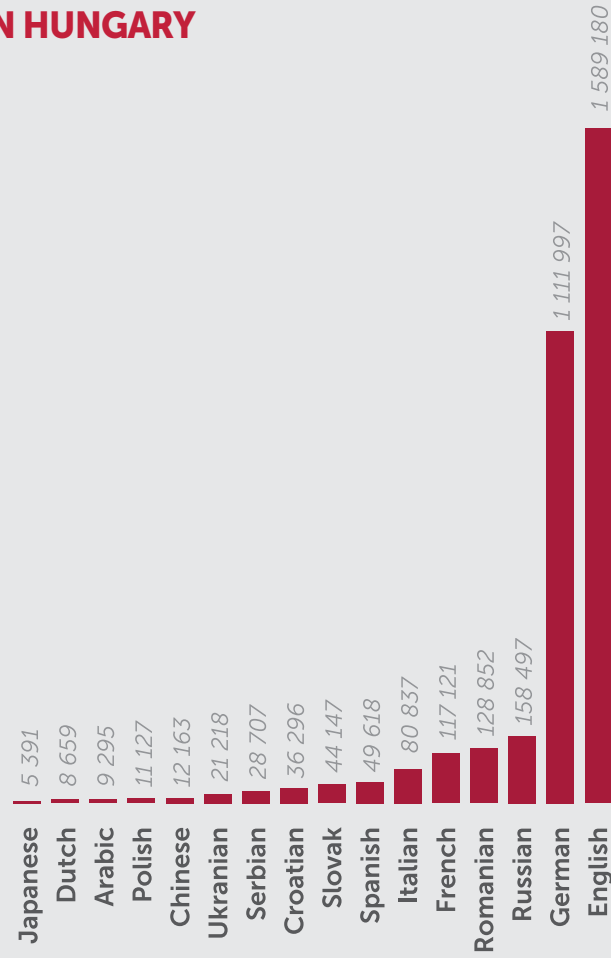


Population Density
Population of Hungary: 9,8 mln

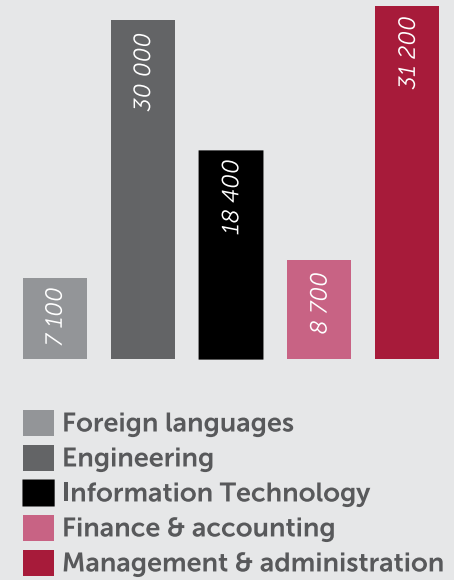
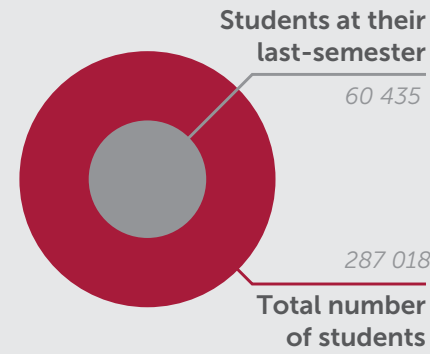
- above 3 mln
- 2 - 3 mln
- 1 - 2 mln
- 0 - 1 mln

	2015	2016	2017	2018
% of GDP growth	3,1 %	2,0 %	3,6 %	3,5 %
Unemployment rate	6,8 %	5,1 %	4,1 %	3,9 %
Average inflation	0,1 %	0,4 %	2,9 %	3,2 %

SPOKEN LANGUAGES AMONG PEOPLE LIVING IN HUNGARY



ACADEMIC POTENTIAL IN HU



SALARIES |

- Being active on the recruitment market for 21 years allows us to map salaries with highest accuracy
- Salary ranges are gross monthly, in HUF.
- Ranges presented in the survey include real market values of 2017
- Salary values are presented as unified values for whole Hungary.



SHARED SERVICE CENTRES |

In the CEE region Hungary is the second largest SSC market with more than 100 sites and more than 40,000 employees. Shared service centres are a very dynamic and growing business area in Hungary.

The increase in the number of centres and in the number of jobs they provide has been followed by the expansion and advancement of the processes they support. Based on our close cooperation with our partners we can see that the majority of companies that operate SSCs in Hungary want to extend their operations by expanding the scope of competencies, migrating to new countries and merging with other entities.

A new trend demonstrates the maturity of the Hungarian SSC market: process advancement is growing, centres are providing a lot of added value and the services

that are provided are becoming more complex (cost reduction is no longer the primary aim and Hungary does not provide mainly transactional services)

This newly settled scope of activities requires more and improved competencies. Grafton is focusing on seeking out people with VBA skills in automatization, experts in accounting transition, candidates with management reporting experience and people who are able to develop IT systems used at the centres and parent organisations.

This extended scope of activities has led to changing recruitment trends: candidates from other sectors have been able to find challenges in this sector and recruitment professionals have a wider pool of candidates to choose from.

The growth of the business services sector has given rise a constant demand for employees, and it is generating a large pool of employees that are willing to develop within the sector and are seeking new challenges.

Most companies are aware of increasing competition on the market and are beginning to improve benefits packages, salary terms and opportunities for external training.

Consequently, shared services centres remain very attractive for both graduates and experienced candidates who want to use their language skills. In terms of languages, we are seeing a lot of interest in candidates who are fluent in German, and there is a lot of demand for candidates that speak Scandinavian languages, French, Italian, Spanish, Polish and Dutch. Naturally, English is the most common foreign language and is essential for people that want to work in SSCs.

Gross monthly salaries, currency: HUF

HUNGARY			
Level of expertise	Language knowledge	Min	Max

CUSTOMER SERVICE

Junior (0-1 years)	With English	260 000 Ft	330 000 Ft
Regular (1-3 years)		300 000 Ft	380 000 Ft
Senior (3+ years)		380 000 Ft	450 000 Ft
Junior (0-1 years)	With English and core language (eg. Spanish, French, German, Italian)	300 000 Ft	350 000 Ft
Regular (1-3 years)		330 000 Ft	400 000 Ft
Senior (3+ years)		400 000 Ft	480 000 Ft
Junior (0-1 years)	With English and non-core language (eg. Dutch, Polish, Nordic, Czech, Portuguese)	340 000 Ft	380 000 Ft
Regular (1-3 years)		350 000 Ft	450 000 Ft
Senior (3+ years)		450 000 Ft	500 000 Ft
Team Leader	With English	450 000 Ft	800 000 Ft
Manager		800 000 Ft	1 200 000 Ft

ORDER ENTRY CLERK

Junior (0-1 years)	With English and core language (eg. Spanish, French, German, Italian)	300 000 Ft	350 000 Ft
Regular (1-3 years)		330 000 Ft	400 000 Ft
Senior (3+ years)		400 000 Ft	480 000 Ft
Junior (0-1 years)	With English and non-core language (eg. Dutch, Polish, Nordic, Czech, Portuguese)	340 000 Ft	380 000 Ft
Regular (1-3 years)		350 000 Ft	450 000 Ft
Senior (3+ years)		450 000 Ft	500 000 Ft

HUNGARY			
Level of expertise	Language knowledge	Min	Max

TECHNICAL SUPPORT (ALL PLATFORMS)

Level 1	With languages (English or German or French, etc.)	300 000 Ft	400 000 Ft
Level 2		380 000 Ft	450 000 Ft
Level 3		450 000 Ft	550 000 Ft
Team Leader		450 000 Ft	650 000 Ft
Supervisor/Coach/Quality		450 000 Ft	550 000 Ft

PROCUREMENT

Operational	With languages (English or German or French, etc.)	320 000 Ft	400 000 Ft
Strategic		400 000 Ft	550 000 Ft
Manager		700 000 Ft	1 200 000 Ft

HUMAN RESOURCES

HR ADMINISTRATOR

Junior (0-3 years)	With languages (English or German or French, etc.)	300 000 Ft	380 000 Ft
Senior (3+ years)		380 000 Ft	450 000 Ft

HR BUSINESS PARTNER

Junior (0-3 years)	With languages (English or German or French, etc.)	450 000 Ft	550 000 Ft
Senior (3+ years)		550 000 Ft	700 000 Ft
Team Lead		700 000 Ft	850 000 Ft

SHARED SERVICE CENTRES |

HUNGARY			
Level of expertise	Language knowledge	Min	Max
HR OPERATIONS MANAGER			
	With languages (English or German or French, etc.)	800 000 Ft	1 200 000 Ft
RECRUITMENT			
Junior (0-2 years)	With languages (English or German or French, etc.)	300 000 Ft	350 000 Ft
Senior (2+ years)		400 000 Ft	550 000 Ft
Team Lead		500 000 Ft	600 000 Ft
Manager		750 000 Ft	900 000 Ft
COMPENSATION & BENEFIT			
Junior (0-3 years)	With languages (English or German or French, etc.)	350 000 Ft	400 000 Ft
Senior (3+ years)		400 000 Ft	450 000 Ft
LEARNING & DEVELOPMENT			
Junior (0-3 years)	With languages (English or German or French, etc.)	350 000 Ft	450 000 Ft
Senior (3+ years)		600 000 Ft	800 000 Ft
PAYROLL			
Junior (0-3 years)	With languages (English or German or French, etc.)	350 000 Ft	500 000 Ft
Senior (3+ years)		450 000 Ft	650 000 Ft
Manager		600 000 Ft	800 000 Ft

HUNGARY			
Level of expertise	Language knowledge	Min	Max
FINANCE			
AP			
Junior (0-2 years)	With languages (English or German or French, etc.)	320 000 Ft	420 000 Ft
Senior (2+ years)		420 000 Ft	500 000 Ft
Team Lead		600 000 Ft	750 000 Ft
Manager		800 000 Ft	1 200 000 Ft
AR			
Junior (0-2 years)	With languages (English or German or French, etc.)	330 000 Ft	450 000 Ft
Senior (2+ years)		450 000 Ft	520 000 Ft
Team Lead		600 000 Ft	770 000 Ft
Manager		800 000 Ft	1 200 000 Ft
GL			
Junior (0-2 years)	With languages (English or German or French, etc.)	380 000 Ft	480 000 Ft
Senior (2+ years)		480 000 Ft	650 000 Ft
Team Lead		700 000 Ft	900 000 Ft
Manager		850 000 Ft	1 300 000 Ft

Gross monthly salaries, currency: HUF

HUNGARY			
Level of expertise	Language knowledge	Min	Max

REPORTING

Junior (0-2 years)	With languages (English or German or French, etc.)	380 000 Ft	500 000 Ft
Senior (2+ years)		500 000 Ft	700 000 Ft
Team Lead		700 000 Ft	900 000 Ft
Manager		850 000 Ft	1 300 000 Ft

COLLECTION

Junior (0-2 years)	with languages (English or German or French, etc.)	320 000 Ft	450 000 Ft
Senior (2+ years)		450 000 Ft	520 000 Ft
Team Lead		550 000 Ft	700 000 Ft

INTERCOMPANY ACCOUNTING

Junior (0-2 years)	With languages (English or German or French, etc.)	350 000 Ft	450 000 Ft
Senior (2+ years)		450 000 Ft	580 000 Ft

TAX

Junior (0-2 years)	With languages (English or German or French, etc.)	380 000 Ft	480 000 Ft
Senior (2+ years)		480 000 Ft	650 000 Ft
Team Lead		650 000 Ft	900 000 Ft
Manager		800 000 Ft	1 300 000 Ft

HUNGARY			
Level of expertise	Language knowledge	Min	Max

BILLING

Junior (0-2 years)	With languages (English or German or French, etc.)	320 000 Ft	400 000 Ft
Senior (2+ years)		420 000 Ft	480 000 Ft
Team Lead		500 000 Ft	650 000 Ft

STATUTORY ACCOUNTING

Junior (0-2 years)	With languages (English or German or French, etc.)	400 000 Ft	500 000 Ft
Senior (2+ years)		500 000 Ft	650 000 Ft
Team Lead		700 000 Ft	900 000 Ft

CREDIT ANALYSIS

Junior (0-2 years)	With languages (English or German or French, etc.)	320 000 Ft	450 000 Ft
Senior (2+ years)		450 000 Ft	520 000 Ft
Team Lead		550 000 Ft	700 000 Ft

BUSINESS PROCESS SPECIALIST

	With languages (English or German or French, etc.)	600 000 Ft	750 000 Ft
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FINANCE MANAGER

	With languages (English or German or French, etc.)	1 000 000 Ft	1 500 000 Ft
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Technology is developing at break-neck speed and the demand for IT candidates on the labour market is following this trend. Hungary's need, and market demand, for qualified IT experts is the highest in CEE.

The skills of Hungarian IT professionals are recognized the world over and sought-after by international companies. In the past few years many global corporations have decided to relocate their IT operations to Hungary with the aim of absorbing local talent. Growth potential is higher than market supply, which creates a huge window of opportunity for both native candidates and graduates, as well as candidates that want to relocate to Hungary.

Employers are seeking talent for a diverse range of roles, which proves that the sector has matured enough to focus on entire cycles of product development, advanced infrastructure and IT services. Among the most sought after professionals are: Web/desktop/mobile developers, information security specialists and system support professionals as well as people working in BI and database areas (data scientists and data modelling). There is a constant demand for talented developers and testers.

Flexibility in employment and employer branding are key directions for companies operating in this field. It is also very important to bear in mind that IT can-

didates are very conscious of non-financial benefits as well. The questions that candidates ask most frequently are about the technological stack, the details of the position, what makes the team unique, the atmosphere at the company, and the methodologies that are used for product development. We also recognize the correlation between shorter hiring processes and their overall success rate. Put simply, these candidates are in demand and they know it. They expect to be well informed and want a transparent and quick recruitment process.

Gross monthly salaries, currency: HUF

HUNGARY			
	Language knowledge	Min	Max

SERVICE DESK

Technical Support 1st Line	With English	250 000 Ft	360 000 Ft
Technical Support 2nd Line		300 000 Ft	450 000 Ft
Technical Support 3rd line		450 000 Ft	750 000 Ft
Service Desk Leader		600 000 Ft	850 000 Ft
Service Desk Manager		700 000 Ft	950 000 Ft

NETWORK OPERATION CENTER

Network Analyst	With English	450 000 Ft	650 000 Ft
Network Engineer		750 000 Ft	1 000 000 Ft
Network Support Lead		850 000 Ft	1 300 000 Ft
Network Manager		900 000 Ft	1 300 000 Ft

SECURITY OPERATION CENTER

Security Analyst	With English	550 000 Ft	850 000 Ft
Network Security Engineer		800 000 Ft	1 200 000 Ft
Security Manager		1 000 000 Ft	1 600 000 Ft

HUNGARY			
	Language knowledge	Min	Max

SAP

SAP Functional Consultant (FI/CO, HCM, PP, MM, SD)	With English	750 000 Ft	1 400 000 Ft
SAP Support Consultant / Analyst		650 000 Ft	900 000 Ft
BI / Warehouse Consultant		800 000 Ft	1 500 000 Ft
SAP Basis Consultant		800 000 Ft	1 500 000 Ft
ABAP Programmer		1 000 000 Ft	1 600 000 Ft

APPLICATIONS MANAGEMENT

Application Support Specialist (support)	With English	550 000 Ft	900 000 Ft
Application Support Engineer (support/development)		700 000 Ft	1 200 000 Ft
SharePoint Expert		900 000 Ft	1 400 000 Ft
Application Support Manager		1 000 000 Ft	1 500 000 Ft

HUNGARY			
	Language knowledge	Min	Max

SYSTEM AND INFRASTRUCTURE MANAGEMENT

System Administrator Windows	With English	280 000 Ft	550 000 Ft
System Administrator Linux/ Unix		320 000 Ft	650 000 Ft
Oracle Database Administrator		700 000 Ft	1 500 000 Ft
MSSQL Database Administrator		700 000 Ft	1 300 000 Ft
Database Developer		800 000 Ft	1 500 000 Ft
Infrastructure Manager		900 000 Ft	1 300 000 Ft

PROCESS MANAGEMENT

Incident Manager	With English	650 000 Ft	1 000 000 Ft
Problem Manager		650 000 Ft	1 000 000 Ft
Change Manager		650 000 Ft	1 000 000 Ft
Service Delivery manager		1 100 000 Ft	1 800 000 Ft
Capacity/Avalability Manager		950 000 Ft	1 500 000 Ft

PROJECT MANAGEMENT

Project Manager	With English	650 000 Ft	1 600 000 Ft
Program Manager		900 000 Ft	2 000 000 Ft

CROSS-FUNCTIONAL POSITIONS

Enterprise Solution Architect	With English	900 000 Ft	1 400 000 Ft
Solution Architect (software)		900 000 Ft	1 400 000 Ft
Business Analyst		500 000 Ft	1 200 000 Ft

HUNGARY			
	Language knowledge	Min	Max

SOFTWARE DEVELOPMENT

Embedded Software Development Engineer (C/C++)	With English	650 000 Ft	800 000 Ft
Senior Embedded Software Development Engineer (C/C++)		800 000 Ft	1 300 000 Ft
Java Software Development Engineer		550 000 Ft	800 000 Ft
Senior Java Software Development Engineer		800 000 Ft	1 500 000 Ft
Front-end Software Development Engineer		550 000 Ft	800 000 Ft
Senior Front-end Software Development Engineer		800 000 Ft	1 500 000 Ft
.Net/C# Software Development Engineer		550 000 Ft	900 000 Ft
Senior .Net/C# Software Development Engineer		850 000 Ft	1 300 000 Ft
Software Development Manager		1 100 000 Ft	1 500 000 Ft

QUALITY ASSURANCE/TESTING

QA Engineer (manual)	With English	450 000 Ft	800 000 Ft
QA Engineer (automation)		550 000 Ft	900 000 Ft
QA Team Lead		800 000 Ft	1 100 000 Ft
Test Manager		900 000 Ft	1 400 000 Ft

ENGINEERING |

Gross monthly salaries, currency: HUF

In recent years, the demand for engineers has grown significantly and notice substantial demand for professionals across industries including automotive, electrical, environmental, metals, and plastics.

There have been remarkable changes in the field of R&D. More and more companies are starting research and development activities in Hungary alongside their manufacturing. Existing R&D centres are growing as well and due to these changes salaries are also increasing.

As manufacturers are continuously migrating new functions to Hungary, the market is showing more interest in experienced project and NPI engineers, as well as in process and quality improvement professionals. Being able to speak English is a must in all of these positions.

There are also some areas that are more specialised, like injection moulding, the metal industry, PLC - CNC - or robot technology. Even though not that many companies are looking for professionals in these fields, they are still facing a challenging situation. As these companies are often far from the capital, they have to offer very attractive packages to convince candidates to leave their current positions and relocate.

Besides production, logistics is also a fast growing area. Recently, we have been receiving more and more requests to help set up distribution centres and to help expand manufacturers' growing logistics teams.

The question of location is very important in manufacturing. In the past, the majority of manufacturers were located in western and central Hungary and these parts of the country had the best salaries as well. Now this has changed, and there are no longer significant differences in the salaries or other benefits in eastern of western Hungary, or even around Budapest. Plants all over Hungary are looking for employees and are trying to outdo their competitors in terms of salaries, cafeteria, bonuses and relocation packages.

HUNGARY			
Level of expertise	Language knowledge	Min	Max
PROCESS ENGINEER			
Junior	With English	300 000 Ft	480 000 Ft
Senior		460 000 Ft	750 000 Ft
Manager		550 000 Ft	900 000 Ft
QUALITY ENGINEERING			
Junior	With English	380 000 Ft	550 000 Ft
Specialist		550 000 Ft	850 000 Ft
Manager		600 000 Ft	1 200 000 Ft
DESIGN ENGINEER			
Junior	With English	320 000 Ft	480 000 Ft
Senior		450 000 Ft	700 000 Ft
Team Leader		700 000 Ft	900 000 Ft
MAINTENANCE ENGINEER			
Junior	With English	310 000 Ft	550 000 Ft
Senior		450 000 Ft	650 000 Ft
Manager		600 000 Ft	1 200 000 Ft
PRODUCTION			
Shift Leader	With English	320 000 Ft	480 000 Ft
Manager		550 000 Ft	900 000 Ft
Managing Director		1 300 000 Ft	2 500 000 Ft
ENVIRONMENT, HEALTH & SAFETY			
Coordinator	With English	320 000 Ft	500 000 Ft
Manager		530 000 Ft	900 000 Ft

SUPPLY CHAIN MANAGEMENT |

Gross monthly salaries, currency: HUF

HUNGARY			
Level of expertise	Language knowledge	Min	Max
DEMAND PLANNER			
Junior	With English	300 000 Ft	420 000 Ft
Senior		420 000 Ft	550 000 Ft
WAREHOUSE MANAGER			
	With English	300 000 Ft	750 000 Ft

HUNGARY			
Level of expertise	Language knowledge	Min	Max
TRANSPORTATION PLANNING/ FREIGHT FORWARDER			
Junior	With English	280 000 Ft	350 000 Ft
Senior		350 000 Ft	550 000 Ft
Team Leader		450 000 Ft	600 000 Ft
PROCUREMENT			
Operative Buyer	With English	350 000 Ft	500 000 Ft
Strategic Buyer		500 000 Ft	800 000 Ft
Manager		600 000 Ft	1 200 000 Ft

MARKETING |

Gross monthly salaries, currency: HUF

Marketing roles have evolved exponentially in the last year. Marketing is now deeply embedded in technology, from programmatic advertising to digitalized outdoor and press. It is becoming more and more analytical and competitive, and the word “creativity” has taken on a completely new layer of meaning in this heavily socialized digital media environment.

We are seeing trends in specializations in the diverse field of online marketing. There is also a great deal of demand for professionals with a general skill set including social media, SEO, PPC, CPA, CPL, while programming experts are also very sought-after at corporations and agencies alike. Companies are starting to recognise the importance of employer branding, although sometimes there is no clear boundary between HR and marketing in this particular field. Marketers are harder to reel in using employer branding. They are in the field and they know the tricks of the trade so they need to be approached with special focus and sensitivity. It is not at all easy to convince them with clichés or spiel. Their analytical skill-set enables them to actively and successfully question claims and also means that they have a more inquisitive mind-set.

The Hungarian market has a lot to offer potential talent in this field, although companies have to offer very appealing conditions to keep their best experts. Beyond a competitive compensation package, which often includes home office and professional training, specialists are more willing to engage with projects and companies that provide more creative and budgeting freedom. One of the key motivators for marketers, especially in digital media, is the technical stack and agility of the organization to recognize and implement creative ideas in real life. This is similar to the expectations of IT professionals, where not only the compensation package matters, but increasingly, the tools and mind-set that will influence marketers and make them successful in the role.

HUNGARY			
Level of expertise	Language knowledge	min	max
MARKETING ASSISTANT			
Fresh Graduate	without language	200 000 Ft	250 000 Ft
Junior		230 000 Ft	300 000 Ft
Fresh Graduate	with English	220 000 Ft	280 000 Ft
Junior		250 000 Ft	330 000 Ft
MARKETING SPECIALIST			
Junior	with English	300 000 Ft	400 000 Ft
Senior		430 000 Ft	600 000 Ft
DIGITAL / ONLINE MARKETING			
Junior	with English	330 000 Ft	430 000 Ft
Senior		450 000 Ft	580 000 Ft
MARKETING MANAGER			
Junior	with English	750 000 Ft	1 000 000 Ft
Senior		1 000 000 Ft	1 200 000 Ft

Nowadays it is hard to find companies that employ salespeople who only have a basic knowledge about, and skill for, selling. In recent years, due to developments in technology and the more specific and integrated nature of products and services, this recruitment strategy has changed. Employers have realized they need experts who not only have a “sales attitude” but who also have deep technological knowledge in their field. Now sales experts have to be specialists in other areas as well. We are seeing this trend across many sectors including FMCG, IT, agriculture and engineering.

Sales engineers are the technical link in the sales chain for technology related products and services and they are sometimes called field consultants, sales representatives or area sales managers. Sales engineers can explain the technical side of how a particular product meets the customer’s specific need. Sales engineers need a strong technical knowledge along with outstanding communication skills to be able to understand the needs of the customer and communicate these needs clearly to the engineers responsible for production or R&D. Fluent English or German is needed depending on the parent company and the clients.

This need for this kind of role is unquestionable and interest in sales engineers is high. As there is a shortage of candidates, companies are sometimes considering

other options. One of these options is to train engineers – in house – who are interested in business and have the potential to develop. The length of the training process depends on the communication skills and sales acumen of the candidates, but this is certainly a longer-term investment.

On the candidates’ side, market demand is outpacing the amount of talent available. This is why it is strategically essential for companies to build their brands as employers. We have observed that direct search is the most effective way to find sales engineers. When supported by a well planned and executed employer branding strategy and a targeted message, encompassing a clear career path and the unique selling point of the organization, or employer value proposition, this effort is much more efficient.

The salaries of sales engineers vary depending on a range of factors, including experience, language knowledge and the sector in which the company is operating.

Engineering graduates with good communication and sales skills have good prospects as the demand for technical sales engineers is increasing. Sales engineers start on ~ 10-15% higher salaries than the average fresh graduate and base salaries rise sharply

with increased experience. Base salaries are boosted through commission and performance-related pay. The ratio of base and bonus depends on the sales type; namely, the ratio of hunting sales to farming sales. In general, the basic salary accounts for two-thirds of the total, although it could be lower if client acquisition is the main aim. Bonuses are paid monthly, quarterly (which is most common), half yearly or annually. Candidates often mentioned a well-defined bonus system as a key element when considering changing jobs. The system architecture should balance between the feasibility of targets balanced against motivation and the ability to meet the target. It is recommended to review these systems regularly.

As sales engineers usually split their time between the office and visiting clients, trade shows and conferences, offering a company car is highly recommended, as is a mobile phone and laptop or tablet. It is not worth saving money on these extra benefits as these are a sales engineer’s main tools. As sales engineers’ cars often double up as their offices, providing them an executive car that they can use every day will be well appreciated. The time and money invested in finding and keeping a good sales engineer will be paid back several times over.

Gross monthly salaries, currency: HUF

HUNGARY			
Level of expertise	Language knowledge	Min	Max

SALES REPRESENTATIVE*

Junior	With English	250 000 Ft	300 000 Ft
Senior		350 000 Ft	450 000 Ft
Junior	With English + Engineering backround/ degree	350 000 Ft	450 000 Ft
Senior		450 000 Ft	550 000 Ft

SALES MANAGER**

Manager	With English	750 000 Ft	1 200 000 Ft
Head Of Sales		1 200 000 Ft	2 000 000 Ft
Manager	With English + Engineering backround/ degree	900 000 Ft	1 200 000 Ft
Head Of Sales		1 200 000 Ft	2 000 000 Ft

HUNGARY			
Level of expertise	Language knowledge	Min	Max

KEY ACCOUNT MANAGER**

Junior	With English	400 000 Ft	500 000 Ft
Senior		500 000 Ft	650 000 Ft
Team Leader		600 000 Ft	800 000 Ft
Junior	With English + Engineering backround/ degree	500 000 Ft	650 000 Ft
Senior		650 000 Ft	800 000 Ft
Team Leader		750 000 Ft	900 000 Ft

SALES SUPPORT / ASSISTANT

Fresh Graduate	With English	250 000 Ft	280 000 Ft
Junior		280 000 Ft	350 000 Ft
Senior		350 000 Ft	400 000 Ft

* +bonus ~ 30%

** +bonus ~ 30% + company car

ADMINISTRATION |

Gross monthly salaries, currency: HUF

In recent years, we have seen increased demand for experienced and well-educated assistants. They all need to have good foreign language skills, particularly English or German. This year, candidates for the positions of team and personal assistants are more sought after than last year. Surprisingly, companies are less willing to employ fresh secondary school and university graduates that did not gain any experience while they were studying. Companies are looking for candidates with two or three years of experience, with perfect English or German, good communication skills, and a friendly manner. There is constant demand for candidates for administrative roles, but the large number of fresh graduates helps to satisfy this. Accuracy and the ability to put up with monotonous tasks are the keys for these roles.

Multinational companies remain very attractive for both graduates and experienced candidates who want to utilise their language skills and gain some experience in an international environment. Meanwhile, many candidates would prefer to work for SMEs, where the job description might be more flexible, allowing them to branch out beyond their standard duties and improve their value to the business.

The pace of recruitment for these positions is very often fast. This means that to be successful the recruiter needs a deep knowledge of the organization and needs to understand the different mind-sets of various generations of candidates. Soft skills are key for administrative positions and behavioural based (BEI) personal interviews, job-customized tests, and very clear briefings are the key to success here.

Most companies are aware of increasing competition on the market and are beginning to improve benefits packages and salary terms. Also, opportunities for external trainings (language, computer), or skills development trainings (time-management, touch typing) are desirable for candidates. Work/life balance, opportunities for advancement and challenging work are all important. It is worth spending a bit extra on recruiting an assistant as while it might feel like a bit of a luxury, it often turns out to be a smart move.

HUNGARY			
Level of expertise	Language knowledge	Min	Max
ASSISTANT			
Fresh Graduate	Without language	180 000 Ft	200 000 Ft
Junior		200 000 Ft	250 000 Ft
Senior		350 000 Ft	450 000 Ft
Fresh Graduate	With English	200 000 Ft	250 000 Ft
Junior		250 000 Ft	350 000 Ft
Senior		400 000 Ft	450 000 Ft
PA / EXECUTIVE ASSISTANT			
Junior	With English	330 000 Ft	400 000 Ft
Senior		450 000 Ft	650 000 Ft
OFFICE MANAGER			
Junior	With English	350 000 Ft	400 000 Ft
Senior		400 000 Ft	550 000 Ft
LEGAL ASSISTANT			
junior	With English	330 000 Ft	450 000 Ft
senior		500 000 Ft	600 000 Ft

Nowadays, we are seeing a continuous demand for HR professionals from both corporations and agencies. On the corporate side of HR, a couple of things have changed in the past few years in terms of diversity and functionality. Having assistants to support key employees, managers or teams is becoming more popular among companies whose HR departments that are becoming overloaded. HR assistants are playing an increasingly important role in handling operative tasks, which enables business partners and managers to put more focus on strategic issues. With regard to functionality, most companies have realized the importance of employer branding, which has resulted in new work for corporate HR. Companies still do not always have a dedicated specialist responsible for employer branding, although it is almost always HR's task to position the company by highlighting its appeal.

Agencies are also constantly looking for talent, generally for recruiters at different levels of expertise (such as talent sourcers and recruiting consultants). As professionals on the corporate side specialise in white collar and blue collar HR management, some agencies have also diversified their teams, giving them a broad and deep knowledge of their own sector. The divisional structure also helps to build and maintain better connections with candidates, who are more likely to engage with recruiters that "speak their language". Besides the classic modes of cooperation between firms and agencies, sometimes companies choose a Recruitment Process Outsourcing (RPO) service to speed up their hiring procedure.

In recent years we have seen significant increases to salaries in the HR sector. As junior employees (on both the corporate and agency sides) are usually from generation Y, it is important for them to have a mentor and the potential to learn under less strict conditions. These could include flexible working hours and the possibility to work from home. In terms of challenges, seniors engage most in roles in which they are involved in strategic and developmental planning, and receive a generous compensation package, including extras like a company car and an annual bonus.

HUNGARY			
Level of expertise	Language knowledge	Min	Max
HR ASSISTANT			
Fresh Graduate	Without language	230 000 Ft	270 000 Ft
Junior		270 000 Ft	320 000 Ft
Fresh Graduate	With English	250 000 Ft	300 000 Ft
Junior		300 000 Ft	350 000 Ft
RECRUITER*			
Junior	With English	200 000 Ft	300 000 Ft
Senior		350 000 Ft	450 000 Ft
HR SPECIALIST			
Junior	With English	350 000 Ft	400 000 Ft
Senior		400 000 Ft	450 000 Ft
HR GENERALIST			
Junior	With English	400 000 Ft	450 000 Ft
Senior		450 000 Ft	550 000 Ft
HR BUSINESS PARTNER			
	With English	600 000 Ft	800 000 Ft
HR MANAGER**			
	With English	850 000 Ft	1 000 000 Ft
HR DIRECTOR**			
	With English	1 200 000 Ft	1 500 000 Ft

* +bonus 30-50%

** + company car

FINANCE&ACCOUNTANCY |

The finance labour market has changed in the past few years due to the appearance and expansion of business support centres. Formerly, fresh graduates could either choose to apply to a BIG4 firm to become an auditor, or to work in the industry. But now shared service centres have appeared as a third alternative. The rising demand for financial professionals has resulted an intense competition between companies. Previously, brands with great reputations were able to recruit talent almost effortlessly, but now they also need the help of recruitment agencies to maintain growth.

As fewer and fewer organizations are working according to the Hungarian standards, there is an increasing demand for English speaking accountants. This has resulted in significant salary increases for accounting related positions such as payroll clerks. Controlling specialists are also sought after at the moment, although demand and supply is more balanced.

In order to decrease costs, many companies are co-operating with local (Hungarian) service providers instead of outsourcing financial tasks to shared service

centres. Corporations operating at this area are also looking for accounting, tax, payroll and audit specialists. Ensuring their competitive presence on the market, many of them offer work-life balance programs, including flexible working hours, home office and the option to work part-time.

Gross monthly salaries, currency: HUF

HUNGARY			
Level of expertise	Language knowledge	Min	Max

ACCOUNTANT

Fresh grad	With language (English)	280 000 Ft	350 000 Ft
Junior		350 000 Ft	450 000 Ft
Senior		450 000 Ft	600 000 Ft
Chief		600 000 Ft	900 000 Ft
Manager		800 000 Ft	1 000 000 Ft
Fresh grad	Without language	220 000 Ft	270 000 Ft
Junior		270 000 Ft	350 000 Ft
Specialist		350 000 Ft	500 000 Ft
Chief		500 000 Ft	750 000 Ft
Manager		700 000 Ft	900 000 Ft

TAX

Advisor	With language (English)	270 000 Ft	450 000 Ft
Senior		450 000 Ft	650 000 Ft
Manager		700 000 Ft	1 000 000 Ft

AUDIT

Fresh Graduate	With language (English)	240 000 Ft	350 000 Ft
Junior		350 000 Ft	550 000 Ft
Senior		450 000 Ft	650 000 Ft
Manager		700 000 Ft	1 200 000 Ft

HUNGARY			
Level of expertise	Language knowledge	Min	Max

FINANCE

Fresh Graduate	With language (English)	200 000 Ft	250 000 Ft
Junior		250 000 Ft	350 000 Ft
Senior		350 000 Ft	450 000 Ft
Manager		800 000 Ft	1 500 000 Ft
Regional Manager		1 200 000 Ft	2 000 000 Ft

CONTROLLING AND REPORTING

Fresh Graduate	With language (English)	280 000 Ft	350 000 Ft
Junior		350 000 Ft	500 000 Ft
Senior		500 000 Ft	800 000 Ft
Manager		800 000 Ft	1 000 000 Ft
Regional Manager		1 000 000 Ft	1 500 000 Ft

PAYROLL

Fresh Graduate	With language (English)	180 000 Ft	220 000 Ft
Junior		220 000 Ft	350 000 Ft
Specialist		350 000 Ft	450 000 Ft
Team Leader		450 000 Ft	650 000 Ft
Fresh Graduate	Without language	140 000 Ft	180 000 Ft
Junior		180 000 Ft	220 000 Ft
Specialist		220 000 Ft	300 000 Ft
Team Leader		350 000 Ft	500 000 Ft

CLIENTS & PARTNERS INTERVIEWS

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hipa
HUNGARIAN INVESTMENT
PROMOTION AGENCY



Róbert Ésik
President, HIPA

„Companies have come to Hungary mainly because of the technological skills and business knowledge of the local workforce, and also because Hungary offers several other benefits like safety, reliability and good high-tech infrastructure.“

Hungary is a business hub situated at the very heart of Europe. Physically, and in historical, geographical, cultural and economic terms, all destinations are within easy reach. As a full European Union member, businesses that set up here are joining the EU market of more than 500 million people.

The first regional service centres appeared in Hungary in the 1990s and the market is now quite mature. To date, more than 90 companies have established more than 100 operational SSC sites here, employing some 42,000 people, mostly young professionals who speak a variety of languages.

Companies have come to Hungary mainly because of the technological skills and business knowledge of the local workforce, and also because Hungary offers several other benefits like safety, reliability and good high-tech infrastructure.

For business service related activities the main decision making criteria is the availability of a skilled talent pool. In the 2014-15 academic year 271,480 students were enrolled at 67 higher education institutions in Hungary. Business and Law students account for the largest single group, but technical education and IT are also popular faculties. Besides the most common languages (English, German, French, Spanish, Italian) more „exotic“ languages like Swedish, Norwegian, Finnish, Dutch, Japanese, Chinese, Portuguese or Arabic are also available.

Additionally, the Hungarian Government has made a strong commitment to streamlining business processes and increasing the competitiveness of companies located in Hungary. To help achieve this, the Government offers regular consultations via the Hungarian Investment Promotion Agency and also offers a wide-range of incentives, both refundable and non-refundable, either from the Hungarian Government or from EU funds.

The Hungarian Investment Promotion Agency (HIPA) offers free of charge, end-to-end management consultancy services for foreign investors in a one-stop shop service approach. The agency provides tailor-made information packages about the Hungarian business environment and both domestically-financed and European Union co-financed programs and funding opportunities.

HIPA recommends investment locations, organises site and reference visits, B2B events and meetings with experts. HIPA is also actively involved in the preparation of government support for investments.

Besides the services for foreign investors mentioned above, HIPA also promotes re-investment for companies that are already present in Hungary. To this end, HIPA tends to mediate between the Government and companies to ensure the satisfaction of all parties and the future success of the country.

In 2016 positive decisions on 71 investment projects were made with HIPA support. The shared service sector (SSC) continues to be strong with 12 projects and nearly 2,500 new, high-added value jobs.

The favourable image of the Hungarian investment environment among investors seems to be holding steady in 2017. For instance the New York based BlackRock announced that it would set up its newest unit in Budapest, which will operate as an innovation and technology centre. Also, in May 2017, Friesland-Campina announced the establishment of its captive shared services centre in Hungary. The Hungarian team will provide financial services for the EMEA operations of the Dutch dairy company. HIPA was involved from the beginning of both projects, and has supported the companies during the investigation process and is still assisting them since they received favourable decisions.

Hungary is an open economy where particular emphasis is placed on encouraging foreign investment. The Government has made bold structural and organizational changes to contribute the performance of the Hungarian economy. Within this new framework, export development (Hungarian National Trading House Plc.), investment promotion (Hungarian Investment

Promotion Agency) and export financing (Exim) have become institutional parts of the Ministry of Foreign Affairs and Trade.

HIPA was established to provide professional help to foreign companies intending to invest in Hungary. We have a dedicated team to support the implementation of business service related investments and we seek and maintain contacts with potential foreign investors, helping them to prepare and implement strategic investment decisions. We also provide post-decision support and encourage re-investment.

Aside from 'Made in Hungary,' increased attention is being put on 'Invented in Hungary'. In light of this, HIPA is planning to attract high-added value jobs and technology-intensive investments, which means that business services are of the utmost importance.

The Hungarian Government is committed to creating a business friendly environment. The recent reduction in the corporate income tax rate to 9% is an attractive factor for FDI, as is the reduced social contribution tax of 22% (this will be lowered to 20% from 2018).

For future success, it is crucial to define the perfect location from infrastructural and labour perspectives by analysing what university cities can offer compa-

nies. In order to make a well grounded business decision, HIPA supports you by providing the necessary information on the Hungarian market, by organising site visits and by meeting all stakeholders.

Currently the Hungarian shared service market is Budapest-centric, with 70% of SSCs to be found in the capital, although the number of centres in the rest of country is increasing. Companies tend to establish their first sites in Budapest, but for further expansion they consider opportunities in Tier2 Hungarian cities, mainly because of the untapped labour force, less expensive labour and lower rental costs. Larger cities with their own universities, such as Debrecen, Szeged and Pécs can provide great opportunities for new centres that are looking for young, ambitious, qualified and skilled employees who speak foreign languages.

The Hungarian Investment Promotion Agency is based in Budapest, but our scope covers the whole country. We are in close cooperation with local municipalities and investment agencies to promote locations across the country.

Moreover, as HIPA operates under the governance of the Ministry of Foreign Affairs and Trade we are in contact and close cooperation with Hungarian economic attaches working all over the world.



Péter Cseres
International Talent
Acquisition Lead

„When locations were selected for these business-critical activities, the availability of talent was one of the main criteria. This decision proved to be a good one when we had to hire our new employees. We were able to satisfy our high demand for talent through relatively speedy recruitment processes.“

Monsanto has 20,000 plus employees worldwide at 353 facilities in 69 countries. It produces and markets crop seeds, plant biotechnology traits, crop protection chemicals, agriculture biologicals and works on data science. The company’s business language is English.

People around the world depend on agriculture and the hard work of farmers for their most basic needs. With the global population expected to grow by 40% in the next few decades, agriculture will need to become more productive and more sustainable to keep pace with rapidly increasing demands.

Sustainable agriculture is at the core of Monsanto. We are committed to developing the technologies that enable farmers to produce more crops while conserving more of the natural resources that are essential to their success. Producing more. Conserving more. Improving lives. That’s sustainable agriculture. And that’s what Monsanto is all about.

We are focused on empowering farmers - large and small - to produce more from their land while conserving more of the world’s natural resources such as water and energy. We do this with our leading seed brands in crops like corn, cotton, oilseeds and fruits and vegetables. We also produce leading in-the-seed trait technologies for farmers, which are aimed at protecting their yield, supporting their on-farm efficiency and reducing their on-farm costs.

Monsanto has a diverse and inclusive company culture that attracts professionals the world over. We offer meaningful jobs where people have freedom to act and can make a dif-

ference. On the other hand, we have difficulty communicating what we do and how we contribute to a better world, and some people misinterpret our actions. Bearing this in mind, a well-articulated employer brand helps a lot.

We recently completed an organisational transformation in our Europe & Middle-East region. We created an Operational Centre in Amsterdam, centralized back-office activities in Budapest, while only strategic leadership remains in our headquarters in Morges, Switzerland. When locations were selected for these business-critical activities, the availability of talent was one of the main criteria. This decision proved to be a good one when we had to hire our new employees. We were able to satisfy our high demand for talent through relatively speedy recruitment processes.

Monsanto and Bayer have just announced that they have signed a definitive agreement under which Bayer will acquire Monsanto. This transaction brings together two different, but highly complementary businesses to create a global leader in agriculture. The combined business will benefit from Monsanto’s leadership in Seeds and Traits and its Climate Corporation platform, along with Bayer’s broad Crop Protection product line across a comprehensive range of indications and crops in all key geographies. As a result, growers will benefit from a broad set of solutions to meet their current and future needs, including enhanced solutions in seeds and traits, digital agriculture, and crop protection.

Now is a very exciting time at Monsanto.



Anita Lendvay
HR Manager

„Serving small markets in Central Eastern Europe is often challenging and requires entrepreneurship, but we believe that our diverse team gives us an advantage.“

In our Budapest office, we have more than 70 members of staff, the majority of whom are consultants, with the remainder comprising the business support team. Being a global company means that we need people who can speak a variety of different languages. Beyond the common English, German and French, we have Slovenian, Croatian and Romanian speakers as well.

We have strong presence in both Hungary and the surrounding countries, and we expect further growth, both in terms of market share and in a geographical sense as well. Serving small markets in Central Eastern Europe is often challenging and requires entrepreneurship, but we believe that our diverse team gives us an advantage.

There are lots of great professionals on the market and starting the selection process is easy. However, when we are recruiting for our business support team, we have found that the process is becoming faster and faster so we can offer the candidate a package as early as possible. For BCG, interviews are really important for

finding people that fit our culture and collaborative environment. This makes our selection process longer, which unfortunately sometimes results in losing young professionals to faster bidders. At the same time, the presence of fast growing SSCs is pushing salaries up and we have to continuously analyse the market to maintain our competitive compensation packages.

A great location for our business is of utmost importance. This is why we are located in Budapest's city centre, with a spectacular view of the Danube and Buda. This gives us a 'wow effect' and easy access by public transport is another plus. However, parking in the area is a challenge.

We opened our Budapest office exactly 20 years ago, and over these two decades it has become an integral part of BCG's global network, which covers more than 48 countries with 85 offices. As a truly global firm, we always pursue growth opportunities in all fields, whether it's our team, our clients or geographical coverage.



Tamás Zemlényi
Human Resources Leader
Europe/Russia/CIS

„In the chemical business our expectation is mainly in education; specifically, how education systems can prepare fresh graduates for our business. For this we need to widen our target group to take advantage of opportunities offered by employer branding and university marketing.”

Globally, the Water & Process Technologies branch of GE has 7,500 employees operating in 130 countries, while in Europe/Russia/CIS region, it has close to 3,000. We have four manufacturing sites in Europe (UK, Belgium, France and Hungary), in CMS (Chemical Monitoring System), ES (Engineering Systems), AI (Analytical Instruments) and IW (Industrial Water).

Out of 3,000 employees 1,400 are operating in the supply chain area: processes, manufacturing, maintenance, quality, EHS, material planning, logistics and customers service in 28 different languages (mainly in English, German, French, Dutch, Italian, Spanish and Russian). The other 1,600 employees work in Customer Fulfilment, Engineering, Services, Sales and support functions such as finance, sourcing, IT, HR, and so on.

As in the renewable energy business, our biggest challenge is innovation and digitalization. In the further development and business development areas we are continuously working on new product implementation in line with our new acquisitions. In the industrial water business, a new market is opening in the Middle East and Russia regions and to best use our capabilities we need to provide the right resources. In the chemical business our expectation is mainly in education; specifically, how education systems can prepare fresh graduates for our business. For this we need to widen our target group to take advantage of opportunities of-

fered by employer branding and university marketing. To attract candidates and to be ready for millennials is definitely a challenge for our business leaders and people managers.

Our business implemented the support function related shared services some time ago. This move split the organization into a shop floor, or production area and a shared services support structure. To maintain balance, we must be sensitive and provide equal development possibilities for both organizations. Additionally, we are concentrating on balancing not only our leadership development programs but also the expert career paths to ensure stable competency growth across the organization. The GE University in Crottonville is well known, as are our award-winning leadership programs. To be ready for new market requirements we need to achieve the same level in the development of our experts and specialist as well.

We have an internal Talent Recruitment Centre of Excellence (TR CoE) team, which supports all the businesses and is like an RPO but internal and centralized. The strength of this set up is definitely the focus and resource allocation. As our TR CoE is the responsible for recruitment, my team can operate in our HR Partnership model and can be a trusted adviser and business partner of their business clients. Delegating daily operations give us room to coach, develop and be part of the strategic decision and business partnering. This is an advan-

tage as well as a disadvantage. As we centralized the recruitment process our TR team is far from the business specific daily operation. This means that we need to focus on training our recruiters to be able to support the business by understanding the business specifications.

In the EU/Russia/CIS region, the location of our headquarters depends on the function. The supply chain headquarter is in Hungary as the biggest manufacturing site is located here. Engineering and sales are mostly in Milan, Italy and in Peterborough, UK. Our centralized support functions are based in Budapest (including customer service and finance).

OUR SELECTION CRITERIA ARE THE FOLLOWING:

- Economic / Political situation - stability
- Labour-market - education, costs, supply
- Available population of the company
- Cost of living
- Logistics and infrastructure

Since mid-2016 we have been in a ramp up within our supply chain operations. WE will on-board more than 300 employees and more than 400 more are planned by mid-2018.

In terms of salaried population the cost effectiveness and productivity is on focus. In order to be a competitive employer, we think it is crucial to have a continuous overview of different sectors of the market and an up to date salary and benefit analysis.

ThermoFisher SCIENTIFIC



Edit Sónyi
HR Manager

„We believe that our location and the overall improvement of our site will make us appealing to candidates in the future as well.“

Erie Scientific Hungary Kft. (Thermo Fisher Scientific Group) has 160 employees in the country. Our main profile is being a producer of high quality microscope slides, and we are recruiting professionals mostly for roles directly connected to manufacturing and supporting activities. Besides production, other divisions of the company, such as regional sales and strategic planners are also based in Hungary.

Production has been present at our premises for 26 years. Our plant is located on the boundary between Budapest and Budaörs. Most of our employees come from the area of South-Buda and from other areas located on the Western side of the capital. Currently, we can say, all of our crucial positions are filled, although in recent years we have faced some difficulties finding the right engineers, maintenance personnel, and forklift - operators.

Since many manufacturing companies are located further from the capital than we are, the fact that we are in the vicinity of Budapest is one of our major advantages. At the same time, the unemployment rate is low in this area and we are experiencing significantly fewer applications for each position than we had three or four years ago. Another benefit is that we are at the first stage of a modernisation process, which is impacting our work environment, machinery and the technology. We believe that our location and the overall improvement of our site will make us appealing to candidates in the future as well.

We find it important to always be up to date with the latest news on the market so we can develop our organization in a way that serves our stakeholders' needs equally. Besides getting advice from general articles, we often participate in salary surveys to get reliable information about regional and industrial trends. The vision of Thermo Fisher Scientific is to become one of the world's most admired companies, and we believe to have reached meaningful progress in the previous years.



Barna Járdány
Chief Product Director

„Being based in Budapest has a great logistical value though as we can reach any part of continental Europe within 24 hours with our trucks, while RE rentals are pretty affordable.”

Intellitix is the leading global provider of technology-driven solutions for festivals and live events. Our game-changing technology helps event organizers reduce costs, increase revenues, and enhance the visitor event experience. RFID technology is reshaping the live event landscape and Intellitix is at the forefront, delivering world-class Access Control, Cashless Payment and Experiential event solutions. Our tailored, market-tested solutions are based on decades of experience in the live event industry. Intellitix works seamlessly with RFID wristband manufacturers, multiple ticketing companies, and event management platforms, offering organizers greater flexibility to work with specialized event partners.

It is difficult to tell how many employees we have, even for me. Five years ago, when we started, we had three people on the payroll. The second year it was 24, and now, after five years it is somewhere over 200. We have our main offices in London and Budapest, three in Canada (Montréal, Toronto and Chatham) and two in the United States (Washington DC and Memphis). We have representative offices in many cities around the World, including Mexico City, Sao Paolo and Ibi-

za. The best answer to give to the question “what are the locations of your operations” is planet Earth. We are everywhere where there is at least temporary power available, as we used to say.

Working with temporary events is always challenging. Being a global provider, we have had to learn different ways of doing business and run our own operations in almost every corner of the World. We had to learn what “this will be ready by tomorrow” means when said by a German or a Mexican.

Festivals are very special from many points of views. This business may provide the most full on work you can do. You work 362 days to make sure that on the other three days, when your festival is actually taking place, everything works super efficiently and your audience goes home wishing that next year’s festival was tomorrow. When you are a supplier to the top 5% of the world’s festival organizers, you don’t make compromises, but max out everything. On the other hand, you have to do this on a weekly basis: The three days of one festival is just one week in your yearly schedule. Your next week is the three big days of another organizer.

Working with sophisticated computer technologies for temporary events is again very challenging. You have to build complex networks, deploy thousands of computers on a greenfield site where at the time you arrive there is nothing but grass. You build your own office, server, power and network in just a few days and there is no chance to test it properly. Everything has to work first go. And it has to work in heavy rain, or tropical heat, under the desert sun or on top of the mountains in minus 15 degrees.

When we started our business, we were alone. We had to explain what RFID stands for. Today, RFID cashless is an everyday term in every festival's language. More and more players are showing up on our Market and more and more giant players see our business as tempting. Big companies, banks, and credit card issuers have figured out that festivals are the perfect medium to make their payment solutions appealing to a young audience. As an independent service provider we have to follow the latest technologies to be able to compete with the huge business power these companies represent. Mobile payment technologies and spooling authorizations are the future of festival payment solutions.

What we do is not taught in any school. While we need IT engineers, coders and technicians, it is very difficult to get these employees into a different mind-set than what they learnt in school. Working in a festival environment is different to working in a nice office. Setting up a server environment, or designing a server environment for a festival is different than doing it in a data centre where losing power or getting covered in dust or rain simply can't happen. Our HR team now has a sixth sense for figuring out which candidates not only have the right professional skills, but are also talented enough to get out of their comfort zones and be creative enough to design and implement technologies nobody meant to be implemented in such an environment.

We have seen two types of employees so far. Those who love us and those who leave us. Working with festivals is a lifestyle. Travelling around the high season between countries and continents, making friends, business relations all around the globe, seeing audiences using your technologies in Australia one week

and in Brazil the next can't be compared to anything else. There is only one reason why festivals exist: to entertain people. People that work for festivals will have their own fair share of making festivalgoers' happiness bigger and better. If you work for us you'll get instant feedback on your work just by looking at all the happy faces in the crowd.

Our HQs are just administrative bases. We travel around the world with our technology and being based somewhere does not mean that much. Being based in Budapest has a great logistical value though as we can reach any part of continental Europe within 24 hours with our trucks, while RE rentals are pretty affordable.

For the last five years we have been able to double our business year on year, and we hope to do the same for another three or four years. Other than making new deals, farming and hunting new clients in the same market, we will also grow through acquisitions and by entering new verticals.



Mónica Jackson
Human Resources Director

„The job market is very competitive and we believe that being a well-known organization or having a famous consumer brand name is not always enough to attract and retain top talent.”

Hilti develops and produces products, systems, software and services that feature cutting-edge technology and provide the construction and energy sectors with outstanding added value. Hilti stands for innovation, quality and direct customer relationships.

Some two-thirds of Hilti's more than 24,000 worldwide employees work directly on behalf of customers in Hilti sales organizations and technical service units. Our employees are the reason for our success in all business areas and the reason why our customers are so enthusiastic. English is our business language, while our global diverse team represent 124 nationalities. Hilti Hungaria Kft. is one of the sales organizations operating in Hungary. Eighty percent of our 130 employees in Hungary work in sales or sales related fields.

The majority of the sales force are account managers (territory sales representatives) who have daily face-to-face contact with our customers. We also have a customer service team, a field engineer and back office engineering team. We provide tailor made services to walk-in customers at our Hilti Centres (stores) in Budapest, in Székesfehérvár and in Győr.

As our main business is with Hungarian construction companies, our sales force uses Hungarian as their main language. More than 60% of our staff speak other languages and 50% of them hold at least a BSc degree, usually in the technical or engineering field, although some of our employees also have marketing and business degrees.

Our support teams are in the field of marketing, finance and HR. All of our colleagues have relevant degrees, and nearly all of them speak business level English, which is essential for their job. Some of them speak a third, or a fourth language as well.

We have been looking back on some exciting and successful years in Hungary in what continues to be a challenging environment. Our 2020 strategy is aimed at sustainable value creation through market leadership and differentiation. This overarching goal is to create enthusiastic customers every day and to build a better long-term future. Guided by the conviction that entrepreneurial growth also generates personal growth, Hilti pursues an employee and performance-oriented corporate culture.

One of the ways that we outperform the market is that we hire great people and help them develop. We need to hire

great people today to be successful tomorrow. The job market is very competitive and we believe that being a well-known organization or having a famous consumer brand name is not always enough to attract and retain top talent. First, we have a very strong corporate culture. Hilti's culture is founded on four key ideas: teamwork, integrity, courage and commitment. We also emphasise self-responsibility, respect for others and tolerance. This means every team member is valued and empowered to grow.

It is also important to mention that Hilti is ranked among the Best Multinational Workplaces category in Europe this year. On top of this, Hilti Hungary was awarded Best Employer in 2011, 2014 and 2015. These awards are clearly great advantage for us in recruiting new professionals. Hilti has revised its brand identity including our career webpage. New content and a fresh design is making the brand more diverse, modern and dynamic, fitting the demands of the millennial generation.

Let's think for a minute of the qualities that make up the best salesperson. Is it their personality, skill level, age or experience? Most likely it is a combination of everything, not to mention their attitude. The best people, the ones we want

for our business usually already have jobs. They need to have some competence, skill or knowledge that differentiates them on the labour market. Essentially, we look for professionals that are better than us. We just don't fill positions because we have to (because they are empty). We look for the right person, with the right attitude that fits our corporate culture, with no compromises. This is where it starts even if it takes months, or even half a year.

At Hilti, we look for professionals who can grow beyond their current role, to mid and top-management roles. Sourcing and identifying these future team leaders right from the beginning of the recruitment process is a clear challenge. We have identified development positions where we hire future leaders, to secure our talent pipeline. This makes recruitment even more complex and the international mobility of the talent pool becomes a challenge.

Hilti's headquarters are in Liechtenstein, where the Hilti family comes from. The Budapest headquarters has been in the 3rd district since Hilti began selling tools in Hungary in 1968, providing remote location working opportunities as well. It is also important to mention that most of our sales and engineering teams work at different locations, from De-

breceň to Szombathely. They live within the impact area of their territory, saving time and money and creating efficiency. They don't visit Budapest headquarters every week or month but rather focus on creating unique experience for their customers daily. They are equipped with all the tools they need to perform in their jobs and they are provided with high level operational support in the field of logistics, finance, credit & collection and other service areas.

We are preparing for the future, looking at least 12 months down the road from a recruitment point of view. The construction and energy industries are booming and further growth is expected in the coming years. Our customers need solutions that save time and money, especially when they are facing a shortage of manpower and increasing wages. This means that having great products, new technologies and outstanding services gives us more opportunity to create enthusiastic customers.

We are continuing to increase our headcount mainly in the sales/engineering field as we have been doing it in the past two years. Considering our 2020 strategy in Hungary, we have achieved our headcount goal in 2017 and keep finding great, engaged people to secure our business for the future.

THANK YOU FOR READING OUR REPORT.

For any recruitment inquiries, including investment project appraisal, expansion consulting, market research and analyses, contact us at your convenience.

With kindest regards,

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