



Vietnam

Salary Guide 2025





About PERSOLKELLY Vietnam

PERSOLKELLY Vietnam, formerly known as First Alliances, is a leading HR agency in Vietnam with 26 years of experience. Our team of over 200 professional recruiters and HR consultants in Ho Chi Minh City and Hanoi provides comprehensive Payroll Solutions, Staffing, and Recruitment Services across ten specialised industries and functions. We help our customers solve their workforce challenges to achieve more.

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Methodology: Salary figures included in the 2025 Vietnam Salary Guide are derived by combining the expert market knowledge of senior recruitment professionals within the PERSOLKELLY Vietnam network, as well as job placement data recorded on the PERSOLKELLY Vietnam database.



13 market coverage
across APAC, with
80+ offices

Global Reach

We are one of the leading staffing, recruitment and HR solutions providers in the Asia-Pacific region. Built on a legacy of innovation that dates back to the start of the modern staffing industry, PERSOLKELLY has a depth and breadth of expertise across diverse industries.

Our team of specialists takes a collaborative approach to understand your unique challenges, leading to better relationships and results.

And our dynamic, fresh-thinking is paired with a focus on quality, creating greater value for your business.

With PERSOLKELLY, you get the strength and support of an organisation that has successfully been delivering this value across the APAC region for decades.

Gain access to much more...



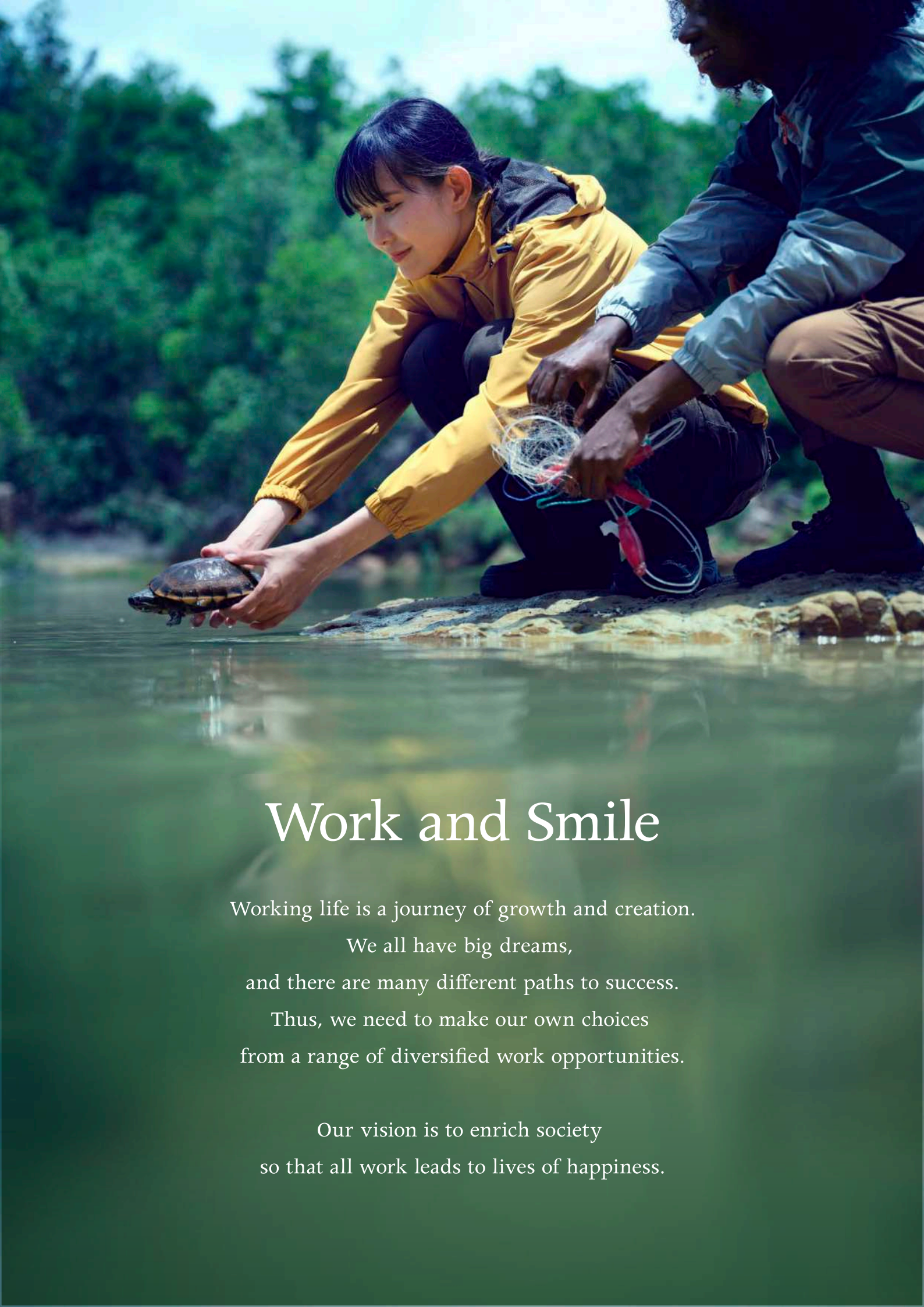
**Regional and
global networks**



**Access to our suite
of proprietary
technology**



**Database of over
650k candidates**



Work and Smile

Working life is a journey of growth and creation.

We all have big dreams,
and there are many different paths to success.

Thus, we need to make our own choices
from a range of diversified work opportunities.

Our vision is to enrich society
so that all work leads to lives of happiness.

Unveiling New Potential in Vietnam's Labor Market for 2025

Vietnam's labor market is undergoing significant transformation, influenced by economic resilience, shifting workforce demographics, and rapid technological advancements. This 2025 Salary Guide offers an analytical perspective on hiring trends, salary insights, and sector-specific developments to assist HR leaders and businesses in navigating this dynamic employment landscape.

An aerial photograph of a city, likely Hanoi, Vietnam, showing a dense urban landscape with numerous high-rise buildings, a major multi-lane highway with traffic, and a large, modern stadium with a white, curved roof in the foreground. The sky is clear and blue.

ECONOMIC INSIGHTS: A STEADY RECOVERY PATH

Vietnam's economic performance in 2024 demonstrated remarkable resilience amidst global uncertainties. The nation recorded a 7.09% GDP growth, driven by strong industrial production, service sector contributions, and significant growth in exports and trade surplus. Foreign direct investment (FDI) increased domestic consumption, and investment momentum further supported this performance.

However, several challenges emerged that tempered the optimistic outlook. The real estate sector continued to struggle with tightened credit policies, slow public investment disbursement, and declining buyer confidence, leading to delays in construction projects and constrained liquidity. Hospitality and tourism, while showing signs of recovery, remained below pre-pandemic levels as global economic uncertainties and reduced international travel demand weighed heavily on the sector. Additionally, industries closely linked to these sectors, such as logistics, retail, and construction, faced ripple effects from slower growth and reduced spending power.

These challenges underscored the need for adaptive strategies as businesses navigated a complex and evolving economic landscape.

FORECAST FOR 2025

Vietnamese government has set an ambitious 8% GDP growth target for 2025, focusing on digital economy expansion, green energy, and high-tech manufacturing. However, international forecasts from UOB and IMF project a more cautious 7.0 - 7.5%, reflecting global trade uncertainties and economic challenges. Despite these differing outlooks, Vietnam continues to position itself as a leading investment destination in Southeast Asia.

At the same time, the anticipated trade policies under the Trump administration could introduce tariff-related uncertainties, impacting multiple industries.

Manufacturing stands out as both a challenge and an opportunity, with industries such as electronics, textiles, machinery, and automobiles facing potential cost pressures and supply chain disruptions. Yet, Vietnam's position as a manufacturing hub is expected to strengthen as companies relocate operations from China to avoid trade restrictions. This trend is driving demand for industrial real estate, particularly for factories and warehouses.

Vietnam's green energy sector, led by solar and wind projects, is fueling demand for engineers, sustainability experts, and project managers.

Technology and electronics are poised for growth as global companies diversify their supply chains, with Vietnam emerging as a key player in semiconductor packaging and electronics assembly. Textiles and apparel, while exposed to export tariffs, are also set to gain from production relocation efforts. Logistics and supply chain industries are evolving to support these changes, meeting increased demand for shipping and warehousing solutions.

Additionally, agriculture and food processing exports, such as seafood, rice, and coffee, may face market fluctuations due to trade policy shifts. Real estate and construction, although still struggling with domestic challenges, are seeing recovery signs in industrial real estate driven by the manufacturing boom. Hospitality and tourism, while less directly affected by trade policies, are expected to recover gradually with ongoing government-led initiatives.

Vietnam's economic resilience and strategic positioning provide a strong foundation to navigate these challenges, ensuring its continued growth in a dynamic global market.

LABOR HIRING TRENDS IN 2025: A FOCUS ON EMERGING INDUSTRIES

As Vietnam's economy continues its recovery and growth trajectory into 2025, several key industries are rising rapidly, creating an evolving demand for specific labor skill sets. Below are the top industries driving the hiring trends, which will shape the labor market in 2025:

Sustainable and Digital Infrastructure

Vietnam is advancing its digital and sustainable infrastructure through supportive government policies and strategic investments. The recently approved Decision No. 1132/QĐ-TTg, issued on October 9, 2024, outlines Vietnam's Digital Infrastructure Strategy to 2025 with a vision to 2030.

Key initiatives under this strategy include the development of Direct Power Purchase Agreements (DPPAs), which facilitate renewable energy adoption and reduce barriers for investors. In addition, investments in logistics,

transportation, and energy infrastructure aim to cut costs and enhance efficiency. These efforts not only create opportunities for foreign and local investors but also open pathways for high-skilled employment in emerging sectors like technology and renewable energy.

Hiring Insights:

As technology continues to evolve at a rapid pace, it's important for businesses and individuals to stay informed. As digital transformation accelerates, the demand for **AI, Data, machine learning experts, cloud architects** and **security engineers** will rise. With increased cybersecurity risks, specialists will be in high demand.

The growth of the renewable energy sector, particularly in solar and wind, will fuel opportunities for skilled engineers. Roles like **sustainability officers** and **energy efficiency consultants** will guide companies toward carbon reduction, while the scaling of energy projects will drive demand for **project and construction managers** with expertise in green infrastructure.

E-Commerce and Logistics

Fueled by the rising usage of the internet and smart devices, a burgeoning middle class, and the shift towards online shopping, Vietnam's e-commerce and logistics sectors are experiencing explosive growth. The retail e-commerce market in Vietnam is projected to surpass **\$25 billion USD in 2024**, representing a 20% year-on-year growth, according to the Ministry of Industry and Trade. Within Southeast Asia, Vietnam's e-commerce market now ranks third, trailing only Indonesia (\$65 billion USD) and Thailand (\$26 billion USD).

E-commerce accounts for over 60% of Vietnam's digital economy, emerging as one of the nation's primary growth engines alongside online tourism. The country ranks among the top ten fastest-growing e-commerce markets globally, driving

economic growth and accelerating digital transformation for businesses.

Hiring Insights:

The rapid expansion of e-commerce has significantly increased the demand for qualified professionals in the field. The sector's growth has fueled the need for logistics and supply chain experts to optimise distribution networks and digital marketing specialists to manage expanding online platforms. Additionally, with a growing emphasis on customer satisfaction, there is a rising demand for customer experience professionals to meet evolving consumer expectations across both urban and rural markets.

CONCLUSION

Vietnam's labor market is on a growth trajectory, presenting unique opportunities for businesses to harness emerging trends and for professionals to align their skills with high-demand sectors.

As we navigate 2025, this outlook offers a roadmap to understanding the trends, opportunities, and challenges within Vietnam's dynamic labor landscape. Our commitment at PERSOLKELLY remains to empower businesses with actionable insights and foster success in the journey of workforce transformation.

We hope you find this information a valuable input into your business decisions in 2025.

Work and Smile



CONG ONG

*Head of Regional Business Group (Indonesia, Taiwan, Thailand & Vietnam), PERSOLKELLY
Country Head, PERSOLKELLY Vietnam*

Our Capabilities

2

Offices in Hanoi &
Ho Chi Minh City

3,000+

Contractors deployed
every day

10

Industries & Specialisations

11,000+

Payees

210+

Seasoned Professionals

420,000+

Candidate database

1,000+

Permanent positions
placed in each year

2 Million+

Payroll transactions
have been conducted

26

Years of
Operation

Hanoi

Ho Chi Minh
City

Our Services

Executive Search & Selection

As leading HR agency in Vietnam with deep local expertise and global insights, we deliver outstanding executive search and selection services, specializing in identifying and securing top-tier talent to drive your organisation's success.

Our Industries and Specialisations



Accounting



Banking &
Finance



Consumer
Goods



Industrial



IT & Telecoms



Healthcare



HR &
Corporate
Functions



Logistics &
Supply Chain



Real Estate
Construction &
Hospitality



Japan Desk &
Korea Desk



Our Services

HR Outsourcing Solutions

Enhance your operational efficiency and scale your business seamlessly with our HR outsourcing services. We provide flexible, end-to-end solutions tailored to meet your workforce needs, enabling you to focus on your core business objectives.

Our Expertise



Staffing

Manage the entire hiring process for peak seasons or temporary workforce needs.



Payroll Parking

Streamline employee management and payroll procedures.



Payroll Outsourcing

Eliminate your administrative burden with end-to-end payroll management.

Other Ad-hoc Labor Services



Personal Income Tax Management (Monthly, Quarterly, Yearly, PIT Finalization)



Work Permits, Temporary Residence Cards, Working Visa Processing



Internal Labor Regulations Registration



Labor Collective Agreement Registration



Entity Trade Union Registration



Employee Background Screening



Employee Health Check Coordination



SMUI/PIT/Salary Calculation Advisory



Endorsements from Clients

HITACHI

We had outstanding experience with PERSOLKELLY Vietnam's Staffing service. Proactive approach and unwavering commitment to customer satisfaction.

Ms. Glaiza

Associate VP – HR APAC

Lonza

We are highly satisfied with PERSOLKELLY Vietnam's Staffing service. We value this partnership, appreciate their determined assistance and expertise provided.

Ms. Miera

*Associate Director HR –
SEA & Oceania*

Boston Scientific

PERSOLKELLY Vietnam's Staffing service is professional and efficient. They showed remarkable dedication and seamlessly integrated into our team.

Ms. Xu Weizhe

*Principal Data Analytics
Specialist – ASEAN & Japan*



PERSOLKELLY Vietnam impressed us with their exceptional services. Their professionalism, tailored solutions, and unwavering commitment made a significant difference in streamlining our operations.

Ms. Huong Nguyen

Acting HR Manager



PERSOLKELLY Vietnam has consistently delivered exceptional Recruitment services tailored to our needs. Their dedication, professionalism, and expertise in sourcing top talent make them an invaluable partner.

Ms. My Tran

Global Recruitment Manager



Get in touch
with us today



Accounting

As we move into 2025, it's clear that the recruitment landscape for Finance and Accounting positions in Vietnam has evolved significantly over the past year. Key trends that shaped this sector include:

Digital Proficiency:

There was a high demand for candidates skilled in financial technologies (FinTech) and data analytics, as companies sought professionals to enhance financial processes through technology.

Compliance and Risk Focus:

Expertise in compliance and risk management became increasingly important due to growing regulatory complexity, making these professionals highly sought after.

Soft Skills Importance:

Employers prioritised candidates with strong communication, teamwork, and adaptability, recognising that these soft skills are essential for effective collaboration and a positive workplace culture.

Sustainability Expertise:

Knowledge of Environmental, Social, and Governance (ESG) criteria gained traction, with rising demand for finance professionals capable of navigating sustainability reporting.

Flexible Work Options:

The continued shift to hybrid work models was notable, with job seekers favoring flexibility, prompting companies to offer remote work options to attract talent.

Talent Shortages: The market faced a shortage of qualified finance professionals, leading organisations to invest in training and development to fill critical roles effectively.

In summary, 2024 highlighted a strong emphasis on digital skills, compliance expertise, and soft skills in the recruitment of Finance and Accounting professionals in Vietnam, setting the stage for ongoing developments in 2025.

TOP 10 IN-DEMAND SKILLS



Management Accounting



Financial Reporting



Internal Control



Tactical Planning



Data Analytics



Strategic Thinking



Business Acumen



Stakeholder Relation



Professional Ethics



Taxation

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

INTERNAL ACCOUNTING & FINANCE

Chief Financial Officer	12 - 20	7,000	10,000
Finance Director	12 - 20	4,000	8,000
Financial Controller	10 - 15	4,000	7,000
Senior Finance Manager	10 - 15	3,000	5,000
Finance Manager	8 - 12	2,000	4,000
FP&A Manager	8 - 12	2,500	4,500
Financial Analyst	2 - 6	1,200	2,000
Internal Audit Director	10 - 20	5,000	8,000
Internal Audit Manager	6 - 12	3,000	5,000
Treasury Manager	6 - 12	2,000	4,000
Tax Manager	6 - 12	2,000	4,000
Chief Accountant / Accounting Manager	6 - 12	2,000	3,000
Deputy Chief Accountant / General Accountant	5 - 8	1,000	1,700
Account Receivable / Account Payable / Accounting Executive	2 - 4	700	1,000

EXTERNAL FINANCIAL SERVICES*

Partner (Expat)	15-20	20,000	40,000
Director Level (Expat)	10 - 15	10,000	15,000
Director Level (Local)	10 - 15	5,000	8,000
Manager Level (Expat)	8 - 10	4,500	7,000
Manager Level (Local)	8 - 10	2,500	4,000
Assistant Manager Level (Local)	5 - 8	1,500	2,500

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

MANAGEMENT CONSULTING SERVICES

Director	15 - 20	8,000	15,000
Manager	10 - 15	4,000	8,000
Senior Consultant	6 - 10	3,000	5,000
Consultant	5 - 7	1,500	3,000



BANKING & FINANCE

As we move into 2025, the Banking & Finance sector faces an increasingly competitive talent landscape, shaped by rapid digital transformation, regulatory changes, and the growing need for specialized skill sets. The sector is undergoing significant shifts as financial institutions adopt new technologies, streamline operations, and respond to evolving customer expectations. Employers are placing heightened emphasis on roles in areas such as risk management, financial analysis, regulatory compliance, and fintech innovation. Simultaneously, skills in data analytics, cybersecurity, and digital tools have become critical to meet the demands of a technology-driven industry.

Professionals with expertise in automation, machine learning, and AI-driven finance solutions are particularly well-positioned to thrive, as these innovations play an integral role in improving efficiency and decision-making processes. Salaries in the sector are projected to see moderate but steady growth, with compensation premiums likely for individuals possessing advanced technical skills and niche expertise.

In addition to competitive salaries, companies are increasingly prioritizing non-monetary incentives such as flexibility, remote working options, and robust career development programs. These offerings are essential for attracting and retaining top-tier talent in a dynamic

and fast-changing market. As employees seek roles that align with both professional goals and work-life balance, organizations are re-evaluating their talent strategies to ensure they remain competitive, resilient, and well-prepared for the future of finance.

TOP 10 IN-DEMAND SKILLS



Data Analytics



Investment Analysis



Sustainable Finance



Risk Management



Fintech Expertise



Digital Literacy



Cybersecurity



Adaptability



Regulatory Compliance



Customer Relationship Management

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

BANKING

BOARD OF MANAGEMENT

CEO	15+	20,000	40,000
Deputy CEO	10+	12,000	27,000

FRONT OFFICE - RETAIL BANKING

Head of Retail Banking	10+	7,000	14,000
Branch Director / Manager	6 - 8	3,000	7,000
Transaction Manager	6 - 8	2,500	4,000
Regional Sales Director / Manager	8 - 10	4,000	6,000
(Provincial) Retail Sales Manager	6 - 8	2,000	3,000
Retail Team Leader / Supervisor	5 - 7	1,000	2,000
Retail Senior Relationship Manager	3 - 5	700	1,500
Retail Relationship Manager	0 - 2	400	700

FRONT OFFICE - CORPORATE BANKING

Head of Corporate Banking	10+	7,000	15,000
Head of Sales	7 - 10	6,000	9,000
Regional Sales Director	8 - 10	5,000	8,000
Business Center Director	8 - 10	3,500	5,000
Senior Relationship Manager	4 - 8	3,000	5,000
Relationship Manager	2 - 5	1,500	3,500
Assistant Relationship Manager	0 - 2	500	1,000

OPERATION DEPARTMENT

Operations Manager	7+	3,000	4,500
Senior Operations Officer	3 - 5	1,000	1,500
Operations Officer	2 - 3	500	800

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

CREDIT APPROVAL DEPARTMENT

Head of Credit Approval	8+	4,000	6,000
Credit Manager	6+	2,000	3,000
Senior Credit Officer / Specialist	4 - 6	1,500	2,000
Credit Approval Officer	2 - 4	500	1,200

RISK MANAGEMENT DEPARTMENT

Risk Management Director	8+	5,000	9,000
Risk Management Manager	4 - 8	3,000	4,500
Senior Risk Management Officer	3 - 5	1,000	1,500
Risk Management Officer	2 - 4	600	900

INTERNAL AUDIT DEPARTMENT

Internal Audit Director	10+	5,000	10,000
Internal Audit Manager	7 - 10	3,000	6,000
Internal Audit Specialist	5 - 7	1,500	3,000
Internal Audit Officer	2 - 5	800	2,000

COLLECTION DEPARTMENT

Head of Collection	8-15	5,000	15,000
Collection Manager	5 - 7	2,500	4,500
Collection Specialist / Officer	3 - 5	600	1,000

TREASURY DEPARTMENT

Head of Treasury	10+	8,000	15,000
Deputy Head of Treasury	8 - 10	4,000	7,000
Senior Treasury Sales	6 - 8	1,000	1,500
Treasury Officer	4 - 5	700	1,200

TRANSACTION BANKING DEPARTMENT

Head of Transaction Banking	12 - 20	8,000	15,000
Transaction Banking Manager	8 - 12	5,000	8,000

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

CONSUMER FINANCE

SALES DEPARTMENT

National Sales Director	8 - 10	5,500	8,500
Regional Sales Manager	5 - 7	3,500	5,500
District Sales Manager / Hub Manager	3 - 4	1000	2,500

RISK AND COLLECTION DEPARTMENT

Head of Collection	7 - 10	3,500	7,000
Security Manager	5 - 7	1,200	2,000
Field Collection Manager	5 - 7	1,500	2,500
Underwriting Manager	5 - 7	1,500	2,800
Anti - Fraud Manager	5 - 7	1,500	2,500

QUALITY ASSURANCE DEPARTMENT

Head of Quality Assurance	8 - 10	3,500	5,500
Project Manager	5 - 7	2,000	3,000

OPERATION DEPARTMENT

Head of Telesales	6 - 8	3,500	5,000
Operations Manager	5 - 7	2,500	3,500
Call Center Manager	5 - 7	2,000	3,000
Telesales Manager	4 - 6	1,500	3,000
Customer Service Manager	5 - 7	1,500	2,500

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

FUND MANAGEMENT

Investment Director	10 - 15	8,000	15,000
Senior Investment Manager	7 - 8	5,000	7,000
Investment Manager	5 - 7	3,000	4,500
Investment Officer	2 - 3	1,000	1,800
Investor Relation Officer	4 - 6	1,000	2,000
Head of Research	10 - 15	6,000	10,000
Senior Research Manager	5 - 8	3,000	5,000
Senior Research Analyst	3 - 5	1,000	1,500
Research Analyst	0 - 4	600	1,000
Trading Manager	4 - 8	1,500	2,800
Regulatory Affairs Specialist	5+	1,200	1,700

SECURITIES

Head of Research	10+	5,000	10,000
Senior Research Manager	5 - 10	2,500	3,500
Senior Research Analyst	4 - 8	1,200	1,600
Research Analyst	0 - 4	600	1,200
Trading Manager	4 - 8	1,800	2,800
Regulatory Affairs Specialist	10+	1,800	3,500
Senior Investment Banking Manager	7+	2,000	4,000
Brokerage Manager	7 - 10+	2,000	4,000
Brokerage Branch Director	10+	4,000	6,000
Brokerage Branch Deputy Director	10+	2,000	4,000

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

LIFE INSURANCE

BANCASSURANCE

Head of Bancassurance	10 - 15	6,000	9,000
Senior Manager	7 - 10	3,000	4,000
Relationship Manager	5 - 7	800	1,800
Relationship Officer	1 - 3	550	900

AGENCY

Agency Director	10 - 15	5,000	8,500
Senior Manager	7 - 10	3,000	4,500
Manager	5 - 7	1,700	3,000
Insurance Specialist / Officer	1 - 2	500	700

UNDERWRITING

Head of Underwriting	10 - 15	5,000	7,000
Manager	7 - 10	2,500	4,000
Assistant Manager	5 - 7	1,500	2,500
Executive	3 - 5	1,200	1,700

CLAIM

Head of Claim	10 - 15	3,500	5,500
Senior Manager	7 - 10	2,000	3,000
Manager	5 - 7	1,500	2,200
Assistant Manager	2 - 3	1,200	1,700

ACTUARIAL

Chief Actuary	10 - 15	8,500	15,000
Senior Manager	7 - 10	3,500	6,500
Manager	5 - 7	2,500	4,000
Actuary Officer	2 - 3	1,000	1,800

PRODUCT

Head of Product Management	10 - 15	6,000	8,500
Head of Product Solution	7 - 10	3,500	5,500

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

NON - LIFE INSURANCE

SALES & MARKETING

Sales Director	10 - 15	2,500	3,500
Sales Manager	7 - 10	1,500	2,500
Deputy Sales Manager	7 - 10	1,200	1,800
Senior Sales Executive	3 - 5	800	1,200
Sales Executive	1 - 2	600	900

UNDERWRITING

Head of Underwriting	10 - 15	3,500	6,000
Underwriting Manager	7 - 10	2,500	3,800
Assistant Underwriting Manager	5 - 7	1,000	2,000
Underwriting Executive	1 - 2	600	1,000

CLAIM

Head of Claim	10 - 15	4,000	6,500
Manager	7 - 10	2,000	3,300
Assistant Manager	5 - 7	1,000	2,000
Claim Executive	1 - 2	500	800



Construction & Real Estate

In 2025, the Real Estate & Construction sector is witnessing a sustained and growing demand for skilled professionals, driven by significant urban development projects, large-scale infrastructure upgrades, and a heightened focus on sustainable construction practices. As cities expand and governments prioritise modernisation, the industry is evolving rapidly, requiring specialised expertise to meet complex project demands. Key roles such as project managers, site engineers, cost estimators, and sustainability consultants are in particularly high demand, as organisations seek professionals who can efficiently oversee projects, manage budgets, and implement innovative solutions.

The emphasis on green construction and environmentally conscious building practices has increased the need for professionals skilled in areas like energy-efficient design, sustainable material use, and waste reduction strategies. Additionally, digital project management tools and advanced engineering techniques are becoming essential to streamline workflows and improve project outcomes.

To attract and retain top talent in this dynamic and competitive environment, companies are placing greater focus on creating appealing workplace conditions. This includes offering flexible work arrangements, remote collaboration options, and clear pathways for

career advancement. Robust professional development programs, mentorship opportunities, and skills training are also being prioritised, ensuring employees remain equipped to navigate industry changes while driving innovation and delivering sustainable growth for the sector.

TOP 10 IN-DEMAND SKILLS



Sustainable Development



Digital Marketing



PropTech (Property Technology)



Project Management



Market Research



Customer Experience



Digital Guest Services



Crisis Management



Sustainability Expertise



Health and Safety Management

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

REAL ESTATE DEVELOPMENT

EXECUTIVE

General Director (Expat)	15+	18,000	30,000
General Director	15+	10,000	20,000
Deputy General Director - Project Management (Expat)	10+	10,000	15,000
Deputy General Director - Project Management	10+	7,000	10,000
Deputy General Director - Investment	10+	8,000	10,000

SALES & MARKETING

Head of Sales & Marketing	10+	6,000	10,000
Sales Director	10+	4,000	6,000
Sales Manager	5+	2,000	3,000
Head of Commercial Leasing	10+	5,000	7,000
Digital Marketing Manager	5+	2,000	3,000
Retail Leasing Manager	5+	2,000	3,500
Digital Marketing Director	10+	4,000	6,000
Office Leasing Manager	5+	2,000	3,000
Customer Service / After Sales Director	10+	2,500	4,000
Customer Service / After Sales Manager	5+	1,500	2,500
Marketing Director	10+	4,000	6,000
Marketing Manager	5+	2,000	3,000
PR and Communications Manager	5+	2,000	3,000

PROJECT MANAGEMENT & DEVELOPMENT

Project Director (Expat)	15+	8,000	12,000
Project Director	15+	4,000	7,000
Project Manager	10+	2,500	4,000
Government Affair Director	10+	7,000	10,000
General Affair Manager	10+	2,000	4,000
Project Development Director	10+	4,000	8,000
Project Development Manager	7+	3,000	4,000
Planning Manager	7+	2,500	4,000

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

REAL ESTATE DEVELOPMENT

PROJECT MANAGEMENT & DEVELOPMENT

Investment Director	10+	4,000	8,000
Investment Manager	7+	2,500	4,000
Investor Relations Manager	7+	2,500	4,000
Fund Management Director	10+	4,000	8,000
Capital Market Management	7+	2,500	4,500
Asset Director	10+	4,000	8,000
Asset Manager	7+	2,500	4,000
Business Development Manager	7+	3,000	4,000
Head of Property Management	10+	5,000	7,000
Township Manager	7+	2,000	3,000
Property Manager	5+	2,000	3,000
Project Legal Director	10+	5,000	7,000
Project Legal Manager	7+	2,000	3,000
Project Legal Executive	3+	1,000	1,500
Design Director (Expat)	12+	7,000	10,000
Design Director	10+	5,000	7,000
(Concept) Design Manager / Chief Architect	5+	4,000	5,000
Head of Landscape Design	10+	5,000	7,000
Landscape Manager	5+	2,000	3,000
Urban Planning Manager	10+	2,000	3,000
MEP Director	10+	3,000	5,000
MEP Design Manager	5+	2,000	3,000
MEP Manager	5+	2,000	3,000
Construction Manager	5+	2,000	3,000
QA/QC Manager	5+	2,000	3,000
HSE Manager	5+	2,000	3,000
Cost & Contract Director	10+	5,000	7,000
QS Manager	5+	2,000	3,000

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

REAL ESTATE DEVELOPMENT

General Director (Expat)	10+	10,000	20,000
General Director	10+	8,000	15,000
Head of Industrial Leasing	10+	5,000	7,000
Industrial Leasing / Sales Manager	7+	3,000	5,000
Industrial Leasing / Sales Executive	3+	1,500	2,500
Business Development Director	10+	7,000	10,000
Key Account Manager	5+	3,000	4,500
Business Development Manager	5+	3,000	4,500

REAL ESTATE SERVICES

REAL ESTATE & PROPERTY SERVICES

Associate Director - Sales	10+	4,000	5,000
Associate Director - Valuation & Advisory Services	10+	4,000	5,000
Associate Director - Research	10+	4,000	5,000
Head of Commercial	10+	4,000	5,000
Sales Manager	5+	2,000	3,000
Valuation & Advisory Service Manager	5+	2,000	3,500
Research Manager	5+	2,000	3,500
Leasing Manager	5+	2,000	3,000
Project Marketing Manager	5+	2,000	3,500
Marketing & Communications Manager	5+	2,000	3,500

PROJECT MANAGEMENT

Project Director	10+	3,500	7,000
Project Manager	7+	2,000	3,500
QA / QC Manager	5+	1,500	2,500
QS Manager	5+	1,500	3,000
HSE Manager	5+	1,500	3,000
MEP Manager	5+	1,500	3,000

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

REAL ESTATE SERVICES

CONSTRUCTION FIRM

Head of Project Management / Project Director	15+	4,500	7,000
Business Development Director	10+	3,000	5,000
Cost & Contract Manager	7+	2,000	3,000
Project Manager	5+	3,000	5,000
Construction Manager	5+	2,000	3,000
QA / QC Manager	5+	1,500	2,500
QS Manager	5+	2,000	3,000
HSE Manager	5+	1,500	3,000
MEP Manager	5+	1,500	3,000
Site Manager	5+	1,500	3,000

ARCHITECT / INTERIOR

Design Director / Head of Design	15+	5,000	7,000
Design Manager / Chief Architect	7+	3,000	4,500
Business Development Manager	7+	2,000	4,000
Business Development Executive	3+	1,500	2,500
Interior Design Manager	7+	2,000	4,000
Project Manager (Fit-out)	7+	2,000	4,000
Architect	3+	800	1,500
Interior Designer	3+	800	1,500
Drafter	2+	400	500
Revit Drafter	3+	450	1,000
BIM Manager	8+	2,000	3,500
BIM Coordinator	3+	1,000	1,500

OTHERS

Site Expansion Manager	5+	2,000	3,000
Site Expansion Executive	3+	1,000	1,500
Manager	5 - 7	2,200	3,500
Assistant Manager	2 - 3	1,700	2,200



Consumer Goods

Vietnam's retail and consumer goods sectors are experiencing dynamic growth, driven by rising disposable incomes, urbanisation, and changing consumer behavior. Post-COVID-19, the retail industry has rebounded strongly, with essential products like personal care, food, and hygiene dominating consumer demand. Inflation has influenced purchasing patterns, prompting consumers to prioritise necessities over luxury goods.

In 2024, these sectors are seeing robust performance, fueled by Vietnam's economic recovery and strong foreign direct investment, particularly from Japan and Singapore. The country's GDP growth reached 6.42% in the first half of 2024, reflecting a resilient economy.

Government policies promoting business expansion and evolving consumer behaviors are expected to sustain this momentum through 2025.

Talent and Recruitment Trends

Demand for Local Talent:

Companies are adopting localisation strategies, replacing expatriates with Vietnamese employees to enhance sustainability.

Increased Competition for Talent:

Rising job openings are pushing firms to refine recruitment strategies, focusing on career development opportunities to attract candidates.

Mobility and Job Preferences:

The post-Lunar New Year

period remains active for job seekers, with growing interest in freelancing and entrepreneurship.

Hiring Challenges: A tightening labor market has created competition, requiring firms to strengthen employer branding and offer compelling incentives. Looking ahead to 2025, these trends are expected to continue as retailers expand hiring to support digital transformations, improve customer experiences, and meet demand for omnichannel retail solutions. Additionally, the focus on specialised marketing skills, particularly in digital and data-driven strategies, will grow as businesses push for greater technology adoption.

TOP 10 IN-DEMAND SKILLS



Sales Planning



Digital Marketing



Sales/Business Development



Interpersonal/Presentation



Market Research



Negotiation



Leadership



Critical Thinking



Problem Solving/
Creative Thinking



Pressure/
Stress Handling

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

FAST-MOVING CONSUMER GOODS

SALES

Commercial Director	15+	10,000	25,000
Head of Sales	10+	5,000	15,000
Ecommerce Manager	5+	2,000	4,000
Regional Sales Manager	8+	3,500	5,000
Area Sales Manager	3+	1,500	2,500
Modern Trade Head	8+	4,000	8,000
Key Account Manager	3+	1,500	4,000
Sales Operation Manager	8+	3,000	5,000
Route to Market Manager	5+	2,000	4,000
Sales Capability / Training Manager	5+	2,000	4,000

MARKETING

Chief Marketing Officer	10+	8,000	12,000
Marketing Director	8+	7,000	10,000
Head of Trade Marketing	8+	5,000	8,000
Trade Marketing Manager	5+	2,000	5,000
Marketing Manager / Category Lead	5+	3,000	5,000
Senior Brand Manager	5+	4,000	6,000
Brand Manager	5+	2,000	4,000
Assistant Brand Manager	3+	1,500	2,000

E-COMMERCE

Key Account Manager	5+	2,500	4,000
Business Development Manager	5+	2,500	4,000
Marketing Manager	5+	3,000	5,000
Category Manager	5+	3,000	5,000

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

RETAIL

Retail Director / Head of Retail	8+	5,000	7,000
Head of Operation / Operation Director	8+	3,000	6,000
Purchasing Director	8+	3,000	5,000
Purchasing Manager	5+	2,000	3,000
Merchandise / Category Manager	5+	2,000	3,500
Branch Manager	7+	4,000	6,000
Operations Manager	5+	2,000	3,500
Retail Manager	5+	2,000	3,500
Visual Merchandise Manager	5+	1,200	2,000
Store Manager	5+	1,500	3,000
Store Supervisor	3+	800	1,200
Training Manager	5+	1,200	2,000
Merchandiser / Buyer	3+	1,000	1,500

COMMUNICATIONS & MEDIA

Managing Director	10+	6,000	10,000
Head of Client Services / Group of Account	10+	5,000	7,000
Business Development Director	7+	3,000	5,000
Account Director	7+	3,000	5,000
Account Manager	5+	2,000	3,000
Media Director	8+	2,000	5,000
Creative Director	8+	2,500	5,000
Art Director	5+	2,500	5,000
Strategic Planning Director	5+	2,500	5,000
Copywriter	3+	1,000	2,000
Graphic Designer	3+	1,000	2,000
Senior Account Executive	3+	1,200	2,000
Account Executive	3+	800	1,200



Healthcare

The healthcare industry in Vietnam is undergoing a transformative period, driven by economic growth, an aging population, and rising demand for high-quality services. In 2024, Vietnam's healthcare market is heavily reliant on public hospitals, which constitute around 86% of the sector, but many of these facilities struggle with overcrowding and outdated infrastructure. Public hospitals face challenges with insufficient budgets, obsolete equipment, and a shortage of skilled professionals, often leading Vietnamese citizens to seek medical care abroad, contributing to a medical tourism outflow of nearly USD 2 billion annually.

Private healthcare is expanding, yet it still faces limitations in competing with the public sector

due to regulatory complexities and high entry barriers. Digital health solutions are gaining traction as both startups and hospitals aim to reduce in-person dependencies. However, startups encounter challenges scaling in the healthcare space due to Vietnam's underdeveloped regulatory framework and slow adoption of technology among public healthcare providers.

Forecasts for 2025 anticipate continued growth, driven by investment in medical equipment and a growing demand for specialised care. With healthcare spending expected to increase, the private sector's involvement will become more prominent. Vietnam's medical device market, largely dependent on imports, is forecasted to grow at a compound annual

growth rate (CAGR) of 9.7%, highlighting opportunities for foreign investors. Furthermore, improvements in digital infrastructure and health technology, including telemedicine and big data integration, are expected to shape the industry's future.

However, the industry will need to address talent shortages, particularly among skilled healthcare workers. Low wages and stressful working conditions are contributing to this challenge, pushing many professionals to seek better opportunities elsewhere or in private practice. Efforts to attract and retain medical talent will be crucial to ensuring the sustainability and efficiency of the healthcare system moving forward.

TOP 10 IN-DEMAND SKILLS



Strategic Planning



Time Management



Analytical & Critical Thinking



Leadership & Presentation



Decision-making



Negotiation & Problem-solving



Communication



Teamwork and Collaboration



Cultural Competency



Ethics and Integrity

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

PHARMACEUTICAL & MEDICAL NUTRITION

GENERAL MANAGEMENT

General Manager	18+	15,000	30,000
Head of Business Unit	15+	7,000	11,000

MEDICAL AFFAIRS & CLINICAL RESEARCH

Head of Medical Affairs	18+	6,000	10,000
Medical Affairs Manager / Advisor	7+	3,500	6,000
Medical Science Liaison	3+	1,000	2,000
Head of Clinical	10 - 15	4,500	6,000
Clinical Research Manager	5 - 10	2,000	4,000
Clinical Research Associate	3 - 5	1,500	2,500

REGULATORY AFFAIRS & QUALITY ASSURANCE

Head of Regulatory Affairs	15+	5,000	7,000
Regulatory Affairs Manager	10+	2,200	4,000
Senior Regulatory Affairs Executive	5 - 10	1,500	3,000
Regulatory Affairs Executive	3 - 5	800	1,700
QA Manager	10+	2,500	4,500
QA Executive	5+	1,000	1,500

MARKETING

Head of Marketing	12+	4,000	8,000
Group Product Manager	10+	3,000	6,000
Senior Product Manager	6 - 10	2,500	5,000
Product Manager	5 - 12	2,000	3,500
Product Executive	3 - 6	800	1,500

MARKET ACCESS

Head of Market Access	12+	5,000	9,000
National Key Account Manager	10+	4,000	6,000
Regional Key Account Manager	7 - 10	3,000	4,000
Key Account Manager	3 - 10+	1,500	3,500
Key Account Specialist	1 - 5	1,000	1,500

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

PHARMACEUTICAL & MEDICAL NUTRITION

SALES

Head of Sales	15+	6,000	9,000
Second Line Manager	8+	3,000	5,000
First Line Manager	5 - 10	2,000	3,600

COMMERCIAL EXCELLENCE

Head of Commercial Excellence	15+	5,000	10,000
SFE Manager	8+	2,500	4,500
Head of Training	10+	4,000	6,000
Sales Force Training Manager	7+	2,000	4,000

MEDICAL DEVICE | HOSPITAL | CLINIC

MEDICAL DEVICE

Business Unit Head	15+	N/A	8,000
Senior Product Manager	10+	3,200	4,000
Product Manager	7+	2,500	3,500
Product Specialist	2 - 5	800	1,600
Sales Director	12+	4,000	6,000
Sales Manager	10+	2,000	4,000
Sales Executive	2 - 7	800	2,000
Service Manager	7+	2,000	3,500
Service Engineer	2 - 7	800	1,700
Application Specialist	2 - 7	800	1,500

HOSPITAL | CLINIC

Chief Operations Officer	15+	5,000	8,000
Operations Manager	7+	2,500	5,000
Head of Marketing	10+	3,000	5,000
Doctor	5 - 10	2,000	4,000
Chief Nurse	10+	1,500	3,000
Nurse	2 - 5	800	1,200



Hospitality

Vietnam's hospitality and tourism industry is poised for remarkable growth, positioning itself as a key driver of the nation's economy. By 2025, Vietnam aims to attract 25-28 million international visitors and 130 million domestic tourists, contributing an estimated 13-14% to the national GDP. This ambitious target is expected to create approximately 6.3 million jobs, including 2.1 million direct positions, further highlighting the sector's role in job creation and economic development. The rising demand for diverse talent across all career levels underscores the industry's rapid resurgence and expansion.

New hotels, entertainment complexes, and luxury resorts are set to open across major urban hubs like Ho Chi Minh City and Hanoi, as well as in emerging tourist destinations such as Da Nang and Phu Quoc. Business travel is also gaining momentum, fueled by higher disposable incomes, an evolving corporate landscape, and increasingly flexible work environments that encourage domestic and international business trips.

Meanwhile, younger travelers are driving new trends in tourism, favoring experiential journeys, culinary adventures, wellness retreats, and extended "workation" stays that combine

work and leisure. In tandem, Vietnam is making sustainability a priority by promoting eco-friendly tourism practices, including initiatives to reduce single-use plastics and non-biodegradable waste in tourist zones, accommodations, and service facilities, ensuring long-term growth in harmony with environmental preservation.

TOP 10 IN-DEMAND SKILLS



Strategic Planning



Operation Management



Sales and Marketing



Customer-focused Service



Productivity Improvement



Leadership



Personal Development



Problem-solving



Time Management



Presentation

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

HOTEL

EXECUTIVE

General Manager (Expat)	15+	7,000	12,000
General Manager	15+	4,000	6,000
Executive Assistant Manager	10+	1,500	3,500

F&B AND KITCHEN

Executive Chef (Expat)	15+	4,000	8,000
Executive Chef	15+	2,000	4,000
Executive Sous Chef	10+	1,500	2,500
Director of Food and Beverage (Expat)	10+	4,000	7,000
Director of Food and Beverage	10+	2,000	4,000
Food and Beverage Manager	7+	1,500	2,500
Pastry Chef (Expat)	7+	3,000	5,000
Pastry Chef	7+	1,000	2,000

SALES & MARKETING

Group Director of Sales & Marketing (Expat)	15+	6,000	9,000
Director of Sales & Marketing (Expat)	10+	4,000	7,000
Director of Sales & Marketing	10+	3,000	6,000
Director of Sales	7+	2,500	4,000
Sales Manager	5+	1,000	2,500
E-Commerce Manager	5+	1,000	2,000
Marketing Communications Manager	5+	1,500	2,500
Digital Marketing Manager	3+	1,500	2,500

OPERATION

Director of Rooms	10+	2,000	4,000
Executive Housekeeper	10+	1,500	2,000

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

F&B CHAINS

General Manager	10+	3,000	9,000
Operations Director	10+	2,500	5,000
Operations Manager	7+	2,000	3,000
Area Manager / District Manager	5+	1,000	2,000
Restaurant Manager / Store Manager	3+	700	1,400
Marketing Director	10+	3,000	6,000
Marketing Manager / Brand Manager	5+	1,500	3,000
QA Manager	10+	1,800	4,000
R&D Manager	7+	2,000	4,000
R&D Chef	10+	2,000	4,000
Head Chef / Executive Chef	10+	2,000	4,000

RECREATION

GOLF

Director of Golf Membership	10+	2,500	4,500
Golf Sales Manager	5+	1,000	2,000
Golf Club Manager	5+	1,500	2,500

GAMBLING

Operations Manager (Expat)	7+	5,000	7,000
Premium Marketing Manager (Expat)	7+	3,500	5,000
Business Development Manager (Expat)	7+	3,000	5,000
Guest Services Manager	5+	1,500	2,500

SPA & FITNESS

Fitness Club General Manager	10+	2,000	4,800
Spa Therapist (Expat)	7+	1,700	3,500
Fitness Manager (Expat)	7+	3,000	4,000
Spa Therapist (Local)	7+	800	1,600
Fitness Manager (Local)	7+	1,200	2,000

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

BPO SERVICES

Call Center Director	10+	3,000	5,000
Call Center Manager	7+	2,000	3,000
Customer Services Manager	7+	2,000	3,000
Customer Services Supervisor	7+	1,500	2,000
Data Analyst	7+	800	1,200
QA Lead	5+	1,200	1,500
Senior Operations Manager	10+	4,000	5,000
Operations Manager	7+	2,500	3,500

TRAVEL & TOURISM

General Manager	15+	2,000	3,000
Director of Business Development	10+	1,800	2,000
Director of Operations	10+	1,800	2,000
Director of Contracting	10+	1,700	2,000
Director of Sales	10+	1,700	2,000
Business Development Manager	5+	1,000	1,300
Operations Manager	5+	1,000	1,300
Contracting Manager	5+	1,000	1,300
Sales Manager	5+	1,000	1,300





HR & Corporate Functions

The role of HR professionals is undergoing a profound transformation driven by changes in workforce dynamics and advancements in technology. As automation streamlines routine administrative tasks, HR leaders are increasingly expected to adopt a more strategic and tech-savvy approach to managing a dynamic and diverse workforce. This evolution positions HR as one of the most sought-after professions, shifting from traditional administrative responsibilities to becoming trusted workforce advisors and organisational change agents.

Automation is revolutionising core HR functions such as payroll, recruitment, and performance management, freeing up time for HR professionals to focus on high-impact strategic initiatives.

The emphasis is shifting towards designing personalised employee experiences that prioritise engagement, well-being, and career development. In this new landscape, remote and hybrid work models are reshaping conventional office environments, compelling HR teams to develop innovative solutions that balance flexibility with productivity.

HR data analytics is emerging as a game-changer, offering actionable insights into workforce trends, performance metrics, and employee sentiment. By leveraging data-driven decision-making, HR can proactively address challenges, optimise workforce performance, and enhance overall employee satisfaction. Additionally, organisations are placing greater importance on diversity, equity,

and inclusion (DEI) initiatives, with HR professionals at the forefront of creating inclusive and equitable workplace cultures.

To thrive in this evolving role, HR professionals must embrace continuous learning, staying ahead of trends in technology, employee expectations, and workplace practices. This strategic shift is not only reshaping HR as a discipline but also enabling organisations to build dynamic, inclusive, and efficient workplaces that cater to the needs of the modern workforce. Ultimately, the adoption of a forward-thinking, employee-centric, and data-driven approach will empower organisations to achieve sustained success in an increasingly competitive business environment.

TOP 10 IN-DEMAND SKILLS



Data Analysis & Reporting



Talent Development



Strategic Workforce Planning



Diversity, Equity and Inclusion (DE&I) Management



Emotional Intelligence



Leadership



Communication



Decision-Making



Business Acumen



Adaptability

→ HR & Corporate Functions

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

HR & ADMIN

HR Director / Head of HR	12+	6,000	12,000
HR Manager	7 - 10	3,000	6,000
HR Business Partner Manager	5 - 8	3,000	5,000
HR Deputy Manager / HR Assistant Manager	5 - 7	2,000	4,000
HR Supervisor	3 - 5	1,500	2,500
HR Executive	1 - 3	400	1,200
Talent Acquisition Manager	5 - 8	2,000	4,500
Recruitment Manager	4 - 6	1,500	3,000
Recruitment Supervisor	3 - 5	1,000	2,000
Recruitment Executive	1 - 3	400	1,200
Total Reward Manager	5 - 8	2,000	4,500
C&B Supervisor	3 - 5	1,000	2,500
Learning & Development Manager	5 - 8	2,000	5,000
Training Manager	4 - 6	2,000	4,500
Training Supervisor	3 - 5	1,000	2,500
Admin Manager	5 - 8	1,500	2,500
Admin Supervisor	4 - 6	400	1,500
Office Manager	4 - 6	1,500	2,500
Executive Secretary	4 - 6	1,200	2,500
Personal Assistant	2 - 4	800	1,500
Receptionist	0 - 2	400	1,000

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

IN-HOUSE LEGAL

Legal Director	12+	7,000	15,000
Legal Manager	8 - 10	5,000	8,000
Assistant Legal Manager / Deputy Legal Manager	7 - 9	3,000	5,000
Legal Executive	2 - 5	800	2,000

LAW FIRM

Managing Partner	10+	8,000	15,000
Partner / Legal Counsel	8 - 10	6,000	10,000
Senior Associate	6 - 8	3,000	6,000
Associate	4 - 6	2,000	4,000
Paralegal	2 - 4	1,000	2,000

COMPLIANCE

Compliance Director	12+	6,000	12,000
Compliance Manager	8 - 10	4,500	6,000
Assistant Compliance Manager	5 - 8	2,500	4,500
Compliance Executive	2 - 6	800	2,500

→ HR & Corporate Functions

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

EDUCATION

CEO	12+	5,000	12,000
Head of Sales	7 - 10	3,000	6,000
Head of Operations	7 - 10	3,000	6,000
Group Center Manager	10+	5,000	8,000
Center Manager	5+	2,000	4,500
Brand / Marketing Manager	5+	2,000	4,000
Education Counsellor	1 - 5	500	2,000
Academic Manager	6 - 10	2,000	4,000
Teacher / Academic Coordinator	3 - 5	500	1,500
Customer Service Supervisor	3 - 5	500	1,500
Front Office Supervisor	3 - 5	500	1,500
Native Teacher	1+	1,500	3,000

IMMIGRATION

Branch Manager	5+	2,000	5,000
Brand Manager	5+	2,000	4,000
Sales Manager	5+	2,000	4,000
Sales Consultant	1 - 4	500	1,500





Industrial

In 2025, Vietnam is on track to become a driving force in the global semiconductor industry, solidifying its position as a critical player in the supply chain. With substantial investments pouring into the sector, the country is rapidly enhancing its manufacturing infrastructure and attracting major multinational corporations eager to capitalise on its potential. This surge in semiconductor production is fueling an unprecedented demand for specialised skills, particularly in areas such as semiconductor engineering, automation, Internet of Things (IoT), and advanced manufacturing technologies. As Vietnam continues to scale its capabilities, the need for a highly skilled workforce becomes increasingly urgent.

At the same time, sustainable manufacturing practices are gaining momentum, reflecting the growing importance of environmental responsibility in industrial operations. Organisations are adopting eco-friendly approaches and resource-efficient technologies to comply with stringent regulatory requirements and align with shifting consumer expectations. Balancing growth with sustainability is becoming a defining challenge and opportunity for companies operating in this rapidly evolving landscape.

PERSOLKELLY is dedicated to bridging the skills gap by connecting organisations with exceptional talent adept in both cutting-edge semiconductor

technologies and sustainable practices. Through our tailored workforce solutions, we empower clients to unlock Vietnam's semiconductor potential, fostering innovation, operational excellence, and long-term sustainable growth. Together, we are enabling Vietnam to emerge as a global leader in the semiconductor revolution while building a future that prioritises environmental stewardship.

TOP 10 IN-DEMAND SKILLS



Semiconductor Engineering



Industrial IoT (Internet of things)



Automations & Robotics



STEM (Science, Technology, Engineering & Mathematics)



Cybersecurity for Industrial Applications



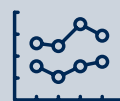
Sustainable Manufacturing Practices



Communication & Collaboration



Leadership in Technological Adaption



Data-Driven Decision Making



Global Market Awareness

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

ENGINEERING

SEMICONDUCTOR / CHIP DESIGN (All functions / roles from Front end, Middle end and Back end)

General Manager (Expat)	15+	7,000	12,000
General Manager	15+	4,000	6,000
General Manager	15+	4,000	6,000
Executive Assistant Manager	10+	1,500	3,500

*Multi bonus will be offered (stock bonus, sign - on bonus exclusive for Managerial levels, annual performance bonus, monthly allowances)

MANUFACTURING

ELECTRICAL / ELECTRONICS

Production Director	15+	3,000	5,000
Production Manager	10+	2,000	3,000
ME Manager (Mechanical Engineering Manager)	10+	2,000	3,000
EE Manager (Electrical Engineering Manager)	10+	2,000	3,000
TE Manager (Test Engineering Manager)	10+	2,500	3,500
TE Engineer (Test Engineering)	2 - 5	1,200	2,000
SMT Manager	10+	3,000	4,000
SMT Engineer	2 - 5	1,000	1,500
PE Manager (Process Engineering Manager)	10+	1,800	3,000
Process Engineer	2 - 5	1,000	1,500
QA/QC Manager	10+	2,000	3,000
QA/QC Engineer	2 - 5	800	1,200
Supplier Quality Manager	10+	2,500	3,500
Supplier Quality Engineer	2 - 5	1,200	2,000
Equipment / Maintenance Manager	10+	1,500	2,500
Equipment / Maintenance Engineer	2 - 5	800	1,200
Automation Manager	10+	2,000	3,000
Automation Engineer	10+	700	1,000
IE Director	15+	2,000	3,000
IE Manager	8+	1,500	3,000
IE Engineer	2 - 5	1,000	1,500
HSE Manager	8+	1,800	3,000

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

MANUFACTURING

GARMENT

General Manager / Chief Representative / Operations Director	15+	5,000	10,000
Factory Manager (Director) / Production Director	15+	4,000	7,000
Production Manager	10+	2,500	4,000
Product Development Manager	10+	2,500	3,500
Product Developer	3-8	800	1,500
Merchandising Manager	10+	2,500	4,500
Senior Merchandiser	5 - 8	1,500	2,000
Merchandiser	3 - 8	800	1,200
Technical Manager	10+	3,500	5,000
Technical Designer	3 - 8	800	1,500
3D Design Manager	10+	3,000	5,000
Sourcing Manager	12+	3,000	5,000
Sample Manager / Sampling Manager	10+	2,000	4,000
Garment Technician	3 - 8	800	1,500
Planning Manager	10+	2,500	4,000
Pattern Manager	10+	2,000	3,500
Pattern Maker	3 - 8	800	1,300
Colorist	3 - 8	700	1,500
Cutting Manager	10+	2,000	3,000
Lab Manager	10+	2,500	4,000
Lab Technician	5 - 8	1,500	2,000
Dyeing Manager	10+	3,000	5,000
Finishing Manager	10+	1,500	2,500
Sewing Manager	10+	1,500	2,500
CSR - Corporate Social Responsibility Manager	10+	2,500	4,000
Sustainability Manager	10+	3,000	8,000
QA / QC Manager	10+	2,000	3,500
QA / QC Inspector	5 - 8	800	1,500
Maintenance Manager	10 - 20	2,000	3,500
IE manager	10+	2,500	3,500
Manufacturing Excellence Director	15+	5,000	7,000
Manufacturing Excellence Manager	10+	4,000	6,000
Chief Mechanic	10+	2,500	4,000
Sales Manager / Business Development Manager	10+	2,000	3,000

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

MANUFACTURING

FOOTWEAR

Chief Representative / General Manager / Operations Director	15+	8,000	12,000
Production Director	15+	6,000	8,000
Production Manager	10+	3,000	5,000
Senior Product Development Manager	10+	5,000	9,000
Product Development Manager / Expert	10+	4,000	5,000
Product Developer	3 - 8	1,500	3,000
Comercialization Manager / Expert	10+	4,000	5,000
Engineering / Technical Manager	10+	3,500	5,000
QA / QC Manager	10+	3,000	4,000
QA / QC Inspector	3 - 8	1,500	2,500
Senior Costing Manager	10+	5,000	7,000
Costing Manager	10+	4,000	5,000
Costing Specialist	3 - 8	1,500	2,500
Planning Manager	10+	2,500	3,500
Supply Chain Manager	10+	4,000	5,000
Supply Chain Specialist	5 - 8	1,800	2,500
Lab Manager	10+	2,500	3,500
Lab Technician	3 - 8	1,300	2,000
Materials Manager	10+	3,500	4,500
Chemical Manager	10+	3,000	4,500
Tooling Manager	10+	4,000	5,000
Sustainability Manager / Senior Manager	10+	5,000	8,000
Fitting Model	5+	1,200	2,800
Sourcing Specialist	3 - 8	1,500	2,000

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

MANUFACTURING

FURNITURE

Chief Representative / Country Manager / General Manager	15+	6,000	10,000+
Sourcing Manager	10+	4,500	7,000
Sourcing Engineer	2 - 5	1,500	2,500
Merchandising Manager	10+	2,500	3,000
Senior Merchandiser	5 - 8	2,000	2,500
Merchandiser	2 - 5	1,000	1,200
Product Development Manager	10+	2,000	3,000
Product Developer	2 - 5	1,000	1,500
QA / QC Manager	10+	2,500	4,000
QA / QC Engineer / Inspector	2 - 5	1,000	1,500
Finishing Manager	10+	1,500	2,500
Finishing Supervisor	7+	1,200	1,500
Sales Manager	10+	1,800	3,000
Sales Executive	2 - 5	800	1,200

RENEWABLE ENERGY

Country Manager	10+	5,000	7,000
Project / Business Development Manager	5+	2,500	4,500
Project / Business Development Executive	3+	1,000	2,000
Technical Manager / Project Manager	5+	2,000	4,000
Project Coordinator	3+	1,000	2,000

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

MANUFACTURING

HEAVY INDUSTRIES (INCL. OIL & GAS, CHEMICAL, SHIP BUILDING ETC.)

General Director	15+	7,000	10,000
Country Manager / General Manager	10+	5,000	7,000
Project Development Manager / Business Development Manager	10+	4,000	6,000
Project Development Executive / Business Development Executive	3 - 8	1,500	2,500
O&M Manager (Operation & Maintenance)	10+	3,500	4,500
HSE Manager	10+	3,000	6,000
Technical Manager	10+	2,500	5,000
Regional Sales Manager / Sales Manager	10+	4,000	8,000
Marketing Manager	10+	3,000	5,000
Project Manager	10+	3,500	6,000
Project Coordinator	3 - 8	1,500	2,500
Site Manager	10+	3,000	5,000
Site Engineer	3 - 72 - 5	1,200	2,000

TECHNICAL TRADING (GENERAL)

Chief Representative / Country Manager / General Manager	15+	7,000	10,000
Sales Director	15+	4,000	7,000
Sales Manager	10+	3,000	5,000
Sales Executive	2 - 5	800	1,600
Key Account Manager	5+	1,200	3,000
Marketing Director	15+	3,500	5,000
Marketing Manager	10+	2,500	3,500
Marketing Executive	2 - 5	800	1,300
Product Manager	10+	2,500	3,500
(Field) Service Manager	10+	2,500	3,500
Service Engineer	2 - 5	1,000	1,800
Application Engineer	2 - 5	1,000	1,800

Included B2B Trading: Commodity, Chemical/Plastics, Automotive, Machinery, E&E, etc

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

MANUFACTURING

GENERAL MANUFACTURING

General Director / General Manager / Operations Director / Operation Manager	15+	7,000	15,000
Factory / Plant Manager	10+	4,000	7,000
Engineering Director	15+	5,000	10,000
Engineering Manager	10+	4,000	6,000
Technical Manager	10+	3,000	4,000
Production Manager	10+	2,000	3,500
Production Supervisor	7+	1,200	1,500
Production Engineer	2 - 5	700	1,300
Shift Leader	5+	900	1,000
Technician / Operator	2 - 5	400	800
Operational Excellence / Continuous Improvement Manager / Lean 6 Sigma Manager"	10+	3,000	5,000
Process Manager	10+	2,500	3,500
Senior Process Engineer	5+	1,800	2,000
Process Engineer	2 - 5	800	1,200
Project Manager	10+	3,000	6,000
Senior Project Engineer	5+	1,500	1,700
Project Engineer	2 - 5	1,000	1,500
Facilities / Maintenance Manager	10+	2,500	3,000
Facilities / Maintenance Supervisor	7+	1,200	1,800
Facilities / Maintenance Engineer	2 - 5	800	1,000
Sustainability Manager	10+	3,000	8,000
HSE Manager	10+	2,000	4,500
HSE Supervisor	7+	1,200	2,000
HSE Executive	2 - 5	800	1,200
Industrial Engineering Manager (IE Manager)	10+	2,500	3,500
IE Engineer	2 - 5	800	1,500
R&D Manager	10+	2,500	4,500
R&D Supervisor	7+	1,500	2,500
R&D Engineer	2 - 5	1,000	1,200
QA / QC Manager	10+	1,800	3,500
QA / QC Supervisor	7+	1,200	1,500
QA / QC Engineer / Inspector	2 - 5	800	1,200



Logistics & Supply Chain

As automation and advanced technology reshape industries, Vietnam's logistics and supply chain labor market is poised for significant transformation, creating a rising demand for tech-savvy professionals adept at managing automated processes, robotics, and data-driven operations. These shifts are driven by the need for greater efficiency, accuracy, and scalability to meet the demands of a rapidly growing economy and a competitive regional landscape.

The increasing complexity of logistics networks, fueled by advanced technology integration and government-led initiatives to expand transportation

infrastructure, calls for a workforce skilled in emerging technologies such as the Internet of Things (IoT), artificial intelligence (AI), and machine learning. These technologies are instrumental in optimising operations, reducing manual interventions, and delivering real-time insights to enhance decision-making. Professionals with expertise in these areas will play a pivotal role in elevating Vietnam's logistics sector, strengthening its position as a key player in the global supply chain.

Additionally, sustainability is becoming a cornerstone of modern logistics. As the sector aligns with global environmental standards, there is a growing need for professionals

knowledgeable in green logistics and eco-friendly practices. Expertise in areas such as carbon footprint reduction, energy-efficient transportation, and sustainable warehousing will be essential as companies strive to balance economic growth with environmental responsibility, unlocking new opportunities for innovation and leadership in the industry.

TOP 10 IN-DEMAND SKILLS



Sustainability and Green Logistics



Last-Mile Delivery Optimization



Digital Transformation and Automation



Strategic Planning



Leadership



Customer-Centric Focus



AI and Machine Learning



Stakeholder Management



Soft Skills in Communication and Collaboration



Analytical & Critical thinking

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

FUNCTIONAL

CUSTOMER SERVICE LOGISTICS

Order Process Management / Customer Service Logistics Manager	10+	1,500	4,000
Order Process Management / Customer Service Logistics Officer	2 - 5	800	1,500

PURCHASING

Purchasing / Sourcing / Procurement / Buyer Manager	10+	2,000	5,000
(Senior) Purchasing / Sourcing / Procurement / Buyer Officer	3 - 8	600	2,000

SYSTEM

ERP / SAP Implementation Leader	5 - 10	1,200	3,500
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PLANNING

Supply Planning / Production Planning Manager	5 - 10	2,000	4,000
Supply Planning / Production Planning Officer	2 - 5	700	1,500
Demand Planning Manager	5 - 10	2,000	7,000
Demand Planning Officer	2 - 5	700	1,500
Logistics Planning Manager	5 - 10	1,500	3,500
Logistics Planning Officer	2 - 5	700	1,500
Material Planning Manager	5 - 10	1,200	3,000

LOGISTICS

Logistics Manager	5 - 10	1,500	4,000
Logistics Officer	2 - 5	600	1,500

SUPPLY CHAIN

Supply Chain Manager	5 - 15	2,000	8,000
Supply Chain Officer	2 - 5	800	1,500

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

FUNCTIONAL

WAREHOUSE

Warehouse Manager	5 - 15	1,200	4,000
Warehouse Officer	2 - 5	700	1,500
Inventory Manager	5 - 10	1,200	3,000
Inventory Officer	2 - 5	700	1,300

WAREHOUSE & LOGISTICS

Warehouse & Logistics Manager	5 - 10	1,200	4,000
Warehouse & Logistics Officer	2 - 5	700	1,500

TRANSPORTATION

Transportation Manager	5 - 10	1,500	3,500
Transportation Officer	2 - 5	600	1,200

DISTRIBUTION

Distribution Center Manager	5 - 15	1,300	3,500
Distribution Center Officer	2 - 5	800	1,200

CONSULTING

Supply Chain Managing Consultant	5 - 10	2,500	7,000
Supply Chain Consultant	2 - 5	1,200	2,500
Customs & International Trade Managing Consultant	5 - 10	2,000	6,000
Customs & International Trade Consultant	2 - 5	1,000	2,000

IMPORT EXPORT / CUSTOMS

Import Export Manager / Customs Manager	5 - 10	1,800	4,000
Import Export Officer / Customs Officer	2 - 5	700	1,500

→ Logistics & Supply Chain

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

LOGISTICS SERVICES

LOGISTICS

Logistics Manager	5 - 10	1,500	4,000
Logistics Officer	2 - 5	600	1,500

WAREHOUSE

Warehouse Manager	5 - 10	1,500	4,000
Warehouse Officer	2 - 5	600	1,500
Contract Logistics Operations Manager	5 - 10	2,000	4,000
Solution Manager	5 - 10	2,000	5,000

TRANSPORTATION

Transportation / Delivery Manager	5 - 10	1,300	3,500
Transportation / Delivery Officer	2 - 5	700	1,200
Route Design Manager	10+	1,500	3,000

CUSTOMER SERVICE LOGISTICS

Customer Service Manager	10+	1,500	3,500
Customer Service Officer	2 - 5	700	1,500

CUSTOMS

Customs Manager	10+	1,300	4,000
Customs Officer	2 - 5	700	1,300
Cross Border Manager	10+	1,300	4,000
Air / Sea Freight / International Freight Forwarding Manager	10+	2,000	4,000
Air / Sea Freight / International Freight Forwarding Officer	2 - 5	700	1,300

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

LOGISTICS SERVICES

OPERATIONS

Operations Manager	10+	1,800	5,000
Operations Officer	2 - 5	700	1,500

IMPROVEMENT

Process Innovation / Excellence / Improvement Manager	10+	1,500	3,500
Process Innovation / Excellence / Improvement Officer	2 - 5	800	1,300

SALES

Sales / Commercial Director	15+	4,000	7,000
Sales / Business Development Manager	8+	1,500	3,500
Sales / Business Development Officer	2 - 5	700	1,300
Key Account Manager	5 - 10	2,000	4,000

BRANCH

Branch Manager	12+	4,000	7,000
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DISTRIBUTION CENTER / HUBS

Distribution Center Manager	10+	1,500	3,000
Distribution Center Officer	2 - 5	700	1,500



Information Technology & Telecommunications

As artificial intelligence (AI) becomes increasingly integrated across industries, platforms to manage the legal, ethical, and operational aspects of AI systems will become indispensable. AI systems capable of autonomously planning and executing user-defined goals will revolutionise workflows, but they also bring unique challenges. Ensuring these systems operate transparently, ethically, and securely will require robust governance frameworks and innovative tools.

With the rise of AI-generated content, technologies designed to discern trust and authenticity will be critical. Information

security will play a vital role in mitigating risks associated with AI advancements. Sophisticated security tools will be essential for preventing fraud, safeguarding brand reputation, and curbing the spread of harmful or misleading information. This emphasis on security will also extend to data protection, where Post-Quantum Cryptography is emerging as a groundbreaking method to secure sensitive data against potential quantum computing threats.

The evolution of AI-powered interfaces, such as advanced avatars and chatbots, is making it easier for humans to collaborate

seamlessly with machines. These interfaces not only enhance user experience but also create opportunities for more efficient human-machine partnerships, transforming industries from customer service to healthcare.

The future of the IT industry is exceptionally bright. By embracing cutting-edge technologies, addressing ethical considerations, and nurturing a skilled workforce, the sector is poised to drive innovation, foster growth, and shape a more connected, intelligent world.

TOP 10 IN-DEMAND SKILLS



Artificial Intelligence (AI)



Cybersecurity



Cloud Computing



Data Science and Analytics, Machine Learning



Embedded software



DevOps



Augmented Reality (AR) and Virtual Reality (VR)



Internet of Thing (IoT)



Blockchain



Network and Software Development

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

SOFTWARE COMPANY

CEO	10+	15,000	26,000
CIO / CTO	10 - 15+	8,500	16,000
Technical Director / Head of Engineering	10 - 15+	6,000	9,000
Solution Architect	10+	4,500	6,500
Technical Lead	5 - 10	3,000	5,000
Principal Developer	6 - 10	2,500	3,500
Senior Developer	3 - 7	2,000	3,000
Developer	0 - 3	550	1,500
Data Engineer	1 - 3	1,000	2,000
AI Engineer	3 - 5	1,500	3,000
Security Manager	5 - 10	3,000	5,000
Bridge System Engineer (BrSE)	3 - 5	1,300	2,000
Senior Bridge System Engineer (BrSE)	6 - 10	1,800	3,000
Delivery Manager / Program Manager	8+	2,500	3,500
Project Manager	5 - 10	2,200	3,500
Head of Product	8+	4,000	7,500
Product Manager / Product Owner	5 - 10	2,000	5,000
Business Analyst	2 - 8	1,000	2,500
QA/QC Manager	6+	2,000	3,000
QA/QC Engineer	1 - 6	700	1,800
Senior Tester / Test Lead	3 - 5	900	2,000
Sales Manager / Business Development Manager	5 - 10	1,800	4,000
Sales Executive / Account Manager	2 - 7	700	2,000
ERP / SAP Consultant Lead	5 - 10	1,800	3,500
ERP / SAP Consultant	2 - 5	900	1,800

IT IN - HOUSE

Head of IT / IT Director	10+	2,800	5,000
IT Manager	5 - 10	1,500	3,000
"IT Infrastructure Support / Network / System / Help Desk Support	3 - 8	700	1,500





Japanese Speaking

Japan-Vietnam relations have strengthened significantly over the years, yielding substantial mutual benefits across economic, political, and cultural spheres. This enduring partnership has paved the way for a growing number of Japanese companies expanding their operations in Vietnam, reflecting both nations' shared commitment to deeper economic cooperation. As Japan continues to invest in Vietnam's promising markets, the demand for skilled professionals capable of bridging the two cultures will rise. Specifically, individuals proficient in the Japanese language, knowledgeable about Japanese market intricacies, and culturally attuned to Japan will be increasingly

valued. These competencies are not only essential for effective communication but also for fostering trust and understanding in business operations.

Moreover, cultural alignment plays a pivotal role in achieving long-term organisational success. Japanese businesses often emphasise values such as discipline, respect, and a collaborative work culture, which are crucial for smooth operations and sustainable growth in foreign markets like Vietnam. As more Japanese companies establish themselves in Vietnam, building a workforce that understands and adapts to these cultural nuances becomes imperative. This dynamic

exchange of knowledge and skills not only strengthens bilateral economic ties but also enhances Vietnam's workforce capabilities, further contributing to the country's development. The future of Japan-Vietnam relations, therefore, hinges on cultivating this synergy of cultural and professional expertise.

TOP 10 IN-DEMAND SKILLS



Punctuality



Cooperativeness



Process-oriented



"Ho-Ren-So"
(Inform, Contact, Discuss)



Respect Seniority



Japanese
Language



Culture fit



Communication



Omotenashi
(Business manner)



Creative thinking

→ Japanese Speaking

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

MANUFACTURING

Technical Manager	5 - 10	1,500	3,000
Technical Staff	1 - 3	700	1,300
QA / QC Manager	5 - 10	2,000	3,000
QA / QC Staff	1 - 3	700	1,300
Production Manager	5 - 10	2,000	3,000
Assistant Production Manager	3 - 5	1,200	2,000
Equipment Maintenance Staff	1 - 3	700	1,300

INFORMATION TECHNOLOGY

Programmer Manager	5 - 10	2,800	5,500
Programmer Leader	3 - 5	2,300	5,000
Mobile Team Leader	3 - 5	2,300	5,000
Engineering	1 - 3	1,200	3,000
Operator	1 - 3	1,200	2,000
Communicator	1 - 3	1,000	2,500

TRADING

Sales Manager	3 - 10	2,500	4,000
Sales Staff	1 - 3	600	1,500
Market Research Staff	1 - 3	600	1,500
Logistics Staff	1 - 3	600	1,500

GENERAL AFFAIRS POSITIONS

General Affairs Manager	3 - 10	2,000	3,500
Assistant to Manager	1 - 5	1,000	2,500
Interpreter to Production Manager	1 - 5	600	1,800
Interpreter / Translator	1 - 5	600	1,500
General Affairs Staff	1 - 3	600	1,500

► Salary Range (per month)

EXPERIENCE (YEARS)

MIN (USD)

MAX (USD)

NATIVE JAPANESE POSITIONS

SALES POSITIONS

Manager	5+	2,500	5,000
Assistant Manager	3 - 5	2,000	3,000
Staff	0 - 3	1,500	2,500

PRODUCTION CONTROL / QC POSITIONS

Manager	5+	3,000	6,000
Assistant Manager	3 - 5	2,500	3,500
Staff	0 - 3	2,000	2,500

IT / WEB POSITIONS

Manager	5+	3,000	5,000
Assistant Manager	3 - 5	2,500	3,500
Staff	1 - 3	2,000	3,000

FINANCE

Manager	5+	3,000	5,000
Assistant Manager	3 - 5	2,500	3,500
Staff	1 - 3	2,000	3,000

OTHERS

Accounting Manager	5+	3,000	5,000
Customer Services Staff	0 - 3	1,500	2,500

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