



China
**SALARY
GUIDE**
2023

Work and Smile





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PERSOLKELLY is one of the leading Human Resources solutions specialists in the Asia Pacific region, providing comprehensive end-to-end workforce solutions. Headquartered in Singapore, PERSOLKELLY spans over 45 offices across 13 markets, including: Australia, China, Hong Kong, India, Indonesia, Korea, Malaysia, New Zealand, Philippines, Singapore, Taiwan, Thailand and Vietnam.

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PERSOLKELLY Consulting 为在华日企提供全方位的人事劳务咨询服务，作为企业的合作伙伴，在人事劳务领域协助企业解决人员与组织问题。PERSOLKELLY Consulting 现于上海、北京、广州、深圳和中国香港设有五个分支机构，业务内容涵盖人才中介、猎头、RPO、培训、人事劳务咨询等综合人力资源服务。

PERSOLKELLY CONSULTING provides comprehensive workforce consulting services for Japanese companies in China. We assist in solving HR personnel and organisational challenges. PERSOLKELLY Consulting has five branches in Shanghai, Beijing, Guangzhou, Shenzhen and Hong Kong.

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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.



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Methodology: Salary figures included in the 2023 China Salary Guide are derived by combining the expert market knowledge of senior recruitment professionals within the PERSOLKELLY China network, as well as job placement data recorded on the PERSOLKELLY China database.

前言 Preface

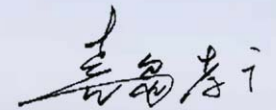
China's economy and business landscape took a major blow in 2022. COVID-19 outbreaks prompted its major cities to initiate lockdowns and shut businesses for an extended period. Additionally, record high temperatures and severe drought led to power shortages, with some factories forced to shut down in the summer.

To counter the economic slowdown, China's government launched a range of stimulus measures. This included a making 1 trillion RMB of funds available for infrastructure projects, cutting central bank interest rates, and prioritising domestic circulation economic strategies.

The adoption of Cloud, Big Data, e-commerce, robotics and Artificial Intelligence will remain high priorities for corporations in 2023, in line with a growing trend over the previous years. China's government is likely to maintain loose monetary policy to boost growth, enhance self-reliance in the supply chain, and continue its "common prosperity" drive.

In 2023, many companies will adapt their workforce to deal with accelerating technology integration and demographic changes. They plan to expand the use of contractors for specialised work, with a significant number of companies relocating certain functions to low-cost locations, and implementing changes to their value chains and workforce size due to factors that go beyond technology. PERSOLKELLY expects a higher percentage of Chinese students to return to China for employment in 2023.

The top soft skills employers will look for in 2023 include critical and analytical thinking, problem solving, self-management, active learning, resilience, stress tolerance and flexibility. Many companies will require a substantial percentage of their employees to either reskill or upskill. Talent with updated and niche skill sets will continue to be in high demand going forward.



Takahiro Kijima

Head of PERSOLKELLY Consulting



Finance & Accounting

财务

从算盘到计算机，从手工记账到ERP软件，从SSC（共享服务中心）到EDC（企业数据中心），新技术为财务工作带来便利的同时，也带来了新的挑战。近几年，在全面数字化的浪潮之下，企业也开始构建数据中心，财务的工作也面临以下新的转变：

从流程驱动转向数据驱动：财务部门未来可能会面临非常复杂的数字化决策场景，包括各种不同类型，不同维度的报表，企业任何的决策都需要提供数据支持。财务部门要采集企业各个环节的数据，包括内部数据、外部数据、交易数据、行为数据、结果数据、感知数据等。

从传统财务职能转变为“财务核算+财务管理+运营管理”：财务部门的职能包括财务会计和管理会计，而后者离不开企业运营管理的支撑。因此随着财务部门掌握数据资产，CFO与COO（首席运营官）也将逐渐融合。



Technological advancements have led to the evolution from abacus to computer, manual bookkeeping to ERP (Enterprise Resource Planning) software, and SSC (Shared Service Centre) to EDC (Enterprise Data Centre), bringing convenience to finance and accounting. But alongside these shifts came new challenges. The waves of comprehensive digitalisation have driven enterprises to build data centres and given rise to changes in the roles within the finance department.

In recent years, there has been a transition from a process-driven management to one that is data-driven. Highly complex digital decision-making scenarios of the future include financial reports of various types and dimensions and end-to-end data support across an enterprise. Due to this, the finance department needs to collect data on all aspects of the business, including internal data, external data, transaction data, behavioural data, result-related data, and perception data.

Secondly, there is a transition from traditional functions to a combination of financial accounting, financial management, and operation management. The responsibilities of the finance department now include financial accounting and management accounting, the latter of which is inseparable from operation management. Therefore, as the finance department takes over data asset management, the roles of CFO and COO will eventually merge into one.

Finance & Accounting 财务

► Annual Salary (RMB)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
	CFO	首席财务官	MBA	20+	2.0M6.0M
	Finance Director	财务总监	Master / Bachelor	15+	1.0M2.0M
	Finance Controller	财务总监	Master / Bachelor	15+	800K1.2M
	Digitalisation Director	信息化总监	Master / Bachelor	15+	1.0M4.0M
	Digital Finance Manager	信息化财务经理	Master / Bachelor	6+	400K600K
	Finance Manager / Senior Manager	财务 / 高级财务经理	Bachelor	10+	600K1.0M
	Treasury Director	资金总监	Master / Bachelor	10-15	1.0M2.0M
	Tax Director	税务总监	Master / Bachelor	15+	800K1.5M
	Tax Manager / Senior Manager	税务 / 高级税务经理	Bachelor	10+	500K1.0M
	Treasury Manager / Senior Manager	资金 / 高级资金经理	Bachelor	10+	600K1.0M
	FP&A Director	财务分析总监	Master / Bachelor	12+	1.0M2.0M
	FP&A Manager / Senior Manager	财务计划与分析经理 / 高级经理	Bachelor	10+	600K1.0M
	Finance BP (Director)	财务业务总监	Master / Bachelor	10+	1.0M2.0M
	SSC Controller / Director	共享中心总监	Master / Bachelor	12+	800K1.5M
	Accounting Manager / Senior Manager	会计经理	Bachelor	10+	600K1.0M

Finance & Accounting 财务

► Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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Internal Audit Director	内审总监	Master / Bachelor	12+	1.0M	2.0M
Internal Audit Manager / Senior Manager	内审 / 高级内审经理	Bachelor	10+	400K	1.2M
Internal Control Manager / Senior Manager	内控 / 高级内控经理	Bachelor	10+	600K	1.2M
Compliance Manager / Senior Manager	合规 / 高级合规经理	Bachelor	10+	500K	1.0M
Credit Manager / Senior Manager	信用 / 高级信用总监	Bachelor	10+	400K	850K
 M&A Director	投资并购总监	Master / Bachelor	10+	1.0M	2.0M
Plant FC	工厂财务总监	Bachelor	10+	600K	1.0M
Plant FM	工厂财务经理	Bachelor	10+	400K	800K



Human
Resources

人力资源

存

量竞争环境下，企业的业务增长与持续盈利目标离不开组织人效管理和创新转型，人力资源成为重要角色。

VUCA时代下，多变的商业环境对人力资源管理提出更高要求。除招聘、薪酬、绩效考核等传统职能外，HR还需要担任业务合作伙伴的角色。只有具备战略视野，业务视角，敏捷思维的HR才能在危机中抓住机遇，逆流而上，重塑人力资源管理价值。

人力资源数字化转型不仅仅是为了做好HR基础运营，更是为赋能业务。将HR的精力释放出来，去聚焦业务赋能业务。

除此之外，后疫情时代内循环下的企业文化建设、组织变革与赋能也成了重中之重。

In today's increasingly competitive business environment, where enterprise growth and sustainable profitability are inseparable from organisational efficiency, innovation and transformation, the role of human resources has become more critical.







The ever-changing business environment has increased demand for human resource management in the era of VUCA (Volatility, Uncertainty, Complexity, and Ambiguity). In addition to traditional responsibilities such as recruitment, compensation, and performance appraisal, HR also needs to function as a business partner. Strategic vision, business perspective, and agile thinking are essential skills to enable HR talent to seize opportunities in times of crisis, forge ahead amidst adversity, and reshape the value of human resource management.

The digital transformation of human resource management not only enhances the fundamental performance of the department functions, but, more importantly, helps empower employees across all business operations.

As China adopts the dual cycle development model, in which domestic and overseas markets reinforce each other, enterprises will prioritise building a successful corporate culture, organisational reform and empowerment.




Human Resources 人力资源

► Annual Salary (RMB)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
CHRO	首席人力资源官	MBA	15+	2.0M	5.0M
HRVP	人力资源副总裁	MBA	15+	1.2M	3.0M
HR Director	人力资源总监	MBA	15+	1.0M	1.5M
 Senior HR Business Partner	高级人力资源业务伙伴	Bachelor	10+	800K	1.5M
 HR Business Partner	人力资源业务伙伴	Bachelor	7+	400K	800K
Senior HR Manager	高级人力资源经理	Bachelor	10+	600K	1.0M
Senior Digitalisation Manager	高级数字化经理	Bachelor	10+	500K	1.2M
Digitalisation Manager	数字化经理	Bachelor	8+	400K	800K
Change Management Manager	变革管理经理	Bachelor	10+	600K	1.2M
HR Manager	人力资源经理	Bachelor	8+	400K	600K
Plant HR Manager	工厂人事经理	Bachelor	8+	400K	600K
 C&B Director	薪酬福利总监	Bachelor	10+	800K	1.5M
 Comp Manager	薪酬经理	Bachelor	8+	400K	600K
 Benefits Manager	福利经理	Bachelor	8+	400K	600K
 Rewards Manager	奖励管理经理	Bachelor	8+	400K	600K

Human Resources 人力资源

► Annual Salary (RMB)

		QUALIFICATION		EXPERIENCE (YEARS)	MIN	MAX
	Talent Acquisition Director	招聘总监	Bachelor	10+	650K	2.0M
	Senior Talent Development Manager	资深人才发展经理	Bachelor	10+	650K	1.5M
	Talent Development Manager	才发展经理	Bachelor	8+	400K	800K
	Senior Talent Management Manager	资深人才管理经理	Bachelor	10+	650K	1.5M
	Talent Management Manager	人才管理经理	Bachelor	8+	400K	800K
	Senior Learning & Development Manager	资深学习和发展经理	Bachelor	10+	650K	1.5M
	Learning & Development Manager	学习和发展经理	Bachelor	10+	400K	800K
	Senior OD Manager	资深组织发展经理	Bachelor	10+	600K	1.5M
	OD Manager	组织发展经理	Bachelor	8+	400K	800K
	Senior Training Manager	资深培训经理	Bachelor	10+	650K	1.0M
	Training Manager	培训经理	Bachelor	8+	400K	600K
	Senior Employee Relationship Manager	员工关系经理	Bachelor	8+	650K	1.0M
	Employee Branding Manager & Communciations Manager	雇主品牌传播经理	Bachelor	8+	400K	800K



Chemical
Industry

化工

2022年上半年国际局势剧变，化工行业面临严峻的全球挑战。乌克兰战争的爆发加剧了能源紧缺，继而引发原材料价格飙升，上海二季度因疫情封控，多数生产企业停产数周，导致企业整体招聘需求减少，招聘节奏放缓，候选人们跳槽也比以往更谨慎。复工复产之后，企业和人才逐步恢复信心，加之政府大力推进，明年的招聘市场预期会好于今年。

2022年化工行业并购案例依然很多，企业为了提高在市场上的竞争优势在积极调整业务线。公司业务调整必然带来一些组织架构与人员调整。

热门化工应用领域：医疗/新能源汽车/电子半导体等领域。自从疫情爆发以来，医药及医疗器械行业蓬勃发展，面向医疗行业的人才需求激增；新能源汽车与电子半导体行业持续火爆，招聘量有增无减。

国内企业的吸引力不断增强：越来越多的候选人和高端人才开始关注国内企业，国内企业能为其提供旗鼓相当的薪资以及可供施展才华的平台，但在企业文化、人员素质、工作地点等方面，候选人仍有一些顾虑。值得注意的是，国内企业在新能源汽车全产业链上表现出不凡优势，人才吸引力同外企相比略胜一筹。

竞业协议：竞业协议普及度及覆盖面呈扩大化趋势，从技术岗位延伸到技术支持，进而扩大到销售岗位。竞业协议渐成企业招聘与候选人跳槽的隐形障碍。

给到候选人们的一些建议：

- 1 在立足现有工作基础上，积极关注新市场和新应用的发展趋势，尽可能将自身经验积累与新的行业机遇联系起来，争取在激烈的人才竞争中，成为各家公司争相聘请的复合人才。
- 2 “积极拥抱变化”永远是优秀候选人的特质，建议候选人朋友们怀着积极的心态去迎接挑战。

Drastic shifts in the international economic situation and geopolitical crises in the first half of 2022 resulted in severe challenges to the chemical industry worldwide. The Russian-Ukraine war aggravated resource scarcity, which has led to the soaring cost of raw materials. When Shanghai went into lockdown to curb further Covid-19 outbreaks in the second quarter of 2022, most production companies were forced to shut down for several weeks. As a result, there was reduced recruitment demand. Candidates switched jobs more cautiously. Fortunately, with the resumption of work and production, businesses and talents have gradually become more optimistic about the overall situation. With the added policy support from the Chinese government, the Chemical industry's recruitment market is expected to improve next year.

Mergers and acquisitions still proliferate in the Chemical industry in 2022. To gain a competitive edge, companies have been actively modifying their business lines, inevitably leading to organisational structure and personnel adjustment.

Chemical applications have been popular in healthcare, electric vehicles, semiconductors, and other fields. Since the start of the pandemic, the pharmaceutical and medical device markets have been booming, fuelling the surging demand for healthcare talents. The electric vehicle and semiconductor markets have been flourishing, too, which has strengthened recruitment growth.

The attractiveness of domestic Chinese companies continues to increase. A growing number of candidates and top talent have directed their attention to these firms, which can provide salaries as competitive as foreign companies as well as good environments to display their skills. However, candidates are not confident about some aspects, such as the corporate culture and workplace location. Chinese electric vehicle manufacturers, in particular, have developed competitive advantages thanks to their successful industry reputation on the world stage and overtaken their foreign counterparts in terms of talent attraction.

Non-compete agreements have steadily gained popularity and are widely used, extending from technical jobs to technical support and sales. These agreements have become an invisible obstacle over time to recruitment companies and job-hopping candidates.

Given these factors, candidates should do their best in their current roles and stay updated on the latest developments in new markets and new applications. It would be beneficial to look into matching work experience to upcoming industry opportunities and developing the expertise companies demand to stay ahead in the job market. Additionally, outstanding candidates are individuals that are willing to embrace change and maintain a positive outlook in the face of evolving challenges.

► Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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MANAGEMENT 管理

VP / Managing Director	亚太区副总裁 / 执行总经理	Bachelor / MBA	20+	2.0M	4.0M
APAC BU Director	亚太区业务部门总监	Bachelor / MBA	20+	1.5M	2.5M
General Manager	总经理	Bachelor / MBA	18+	1.0M	3.0M

SALES & MARKETING 销售与市场

 Sales Director	销售总监	Bachelor / MBA	15+	1.0M	2.0M
Channel Manager	渠道经理	Bachelor	8+	500K	800K
Sales Manager	销售经理	Bachelor	8+	400K	800K
Account Manager	客户经理	Bachelor	5+	200K	500K
 Business Development Manager	业务开发经理	Bachelor / MBA	6+	400K	1.0M
Marketing Director	市场总监	Bachelor / MBA	15+	1.0M	2.5M
 Strategic Marketing Manager	战略经理	Bachelor / MBA	10+	800K	1.5M
Commercial Excellence	商务优化	Bachelor / MBA	8+	800K	1.2M
E-commerce Director	电商总监	Bachelor / MBA	8+	1.0M	2.0M
Digital Marketing Manager	数字营销	Bachelor / MBA	5+	500K	1.0M
Market Analyst	市场分析	Bachelor / MBA	5+	300K	500K

► Annual Salary (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

SALES & MARKETING 销售与市场

Marketing Manager - 4P	市场经理	Bachelor / MBA	10+	500K	1.0M
Marketing Communications Manager	市场传播经理	Bachelor	8+	400K	800K
Product Manager	产品经理	Bachelor / Master	5+	300K	700K



R&D 研发

 R&D Director	研发总监	Master / PhD	15+	1.2M	2.5M
 R&D Manager	研发经理	Master / PhD	10+	500K	1.2M
 Scientist	技术专家	Master / PhD	5+	300K	800K
Application Development	应用开发	Master / PhD	8+	500K	800K
Senior Chemist	资深研究员	Master / PhD	5+	200K	600K
Chemist	研究员	Bachelor / Master	5+	150K	400K
Innovation Project Manager	创新项目经理	Bachelor / Master	8+	400K	800K
Technical Service Director	技术服务总监	Bachelor / Master	10+	1.0M	1.5M
 Technical Service Manager	技术服务经理	Bachelor / Master	10+	500K	800K

► Annual Salary (RMB)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
OPERATIONS 运营					
Operations Director	运营总监	Bachelor	18+	1.0M	2.5M
Plant Manager	工厂厂长	Bachelor	15+	700K	1.2M
Engineering Manager	工程经理	Bachelor	12+	400K	800K
Quality Director	质量总监	Bachelor	15+	700K	1.2M
Tolling Manager	代加工制造经理	Bachelor	8+	300K	600K
Production Manager	生产经理	Bachelor	12+	300K	500K
Maintenance Manager	维修经理	Bachelor / Master	10+	300K	500K
AI Expert	人工智能专家	PhD	2+	400K	800K
Process Optimisation Manager	工艺优化经理	Master / PhD	8+	400K	1.0M
Process Safety	工艺安全	Bachelor / Master	8+	400K	800K
 EHS Manager	安全环境健康经理	Bachelor	8+	300K	600K
 Lean / Six Sigma Manager	精益经理	Bachelor	8+	400K	800K
Product Stewardship / Regulation	合规	Bachelor	8+	400K	800K

► Annual Salary (RMB)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
PROJECT 项目					
Project Manager	项目经理	Bachelor / Master	12+	600K	1.0M
Contract Manager	合同经理	Bachelor / Master	8+	500K	1.0M
Project Control	项目控制	Bachelor	8+	500K	800K
Project Engineer	项目工程师	Bachelor	5+	300K	600K
 Process Expert	工艺专家	Bachelor / Master	10+	500K	1.0M
Commissioning Expert	开车专家	Bachelor / Master	10+	500K	1.0M
SUPPLY CHAIN MANAGEMENT (SCM) 供应链					
Supply Chain Director	供应链总监	Bachelor / CPIM	15+	1.0M	2.5M
Supply Chain Manager	供应链经理	Bachelor / CPIM	10+	500K	1.2M
Procurement Director	采购总监	Bachelor / CPSM	15+	800K	1.5M
Procurement Manager	采购经理	Bachelor	10+	600K	800K
Supply Chain Excellence	供应链优化	Bachelor	8+	400K	800K
 Planning Leader	供应需求计划	Bachelor / Master	10+	500K	750K
Category Manager	品类经理	Bachelor / CPSM	8+	300K	600K
Logistics Director	物流总监	Bachelor	15+	800K	1.2M

► Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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SUPPLY CHAIN MANAGEMENT (SCM) 供应链

Logistics Manager	物流经理	Bachelor	8+	400K	600K
Customer Services Manager	客户服务经理	Bachelor	8+	400K	600K
Trade Compliance Manager	贸易合规经理	Bachelor / Master	8+	500K	1.0M

SUSTAINABILITY 可持续

Sustainability Manager (CSR)	可持续经理（企业社会责任）	Bachelor / Master	8+	300K	600K
BD Manager, Sustainability	业务战略经理, 可持续性	Bachelor / MBA	8+	600K	1.5M

A person wearing a white cleanroom suit, hood, and mask is holding a large, circular silicon wafer. The wafer has a grid of small, square chips on its surface. The background is a cleanroom environment with computer monitors and equipment.

Advanced Manufacturing

先进制造

2022年先进制造业招聘市场：上半年因国际局势突变以及上海的疫情封控，中国经济受到极大冲击，国内各地疫情反复，企业招聘速度放缓。下半年复工复产后，招聘市场逐步恢复正常。但外部大环境的不确定性因素依然存在，企业与候选人们仍需适应“新常态”的经济环境。

数字化技术人才依然紧缺：企业数字化转型继续深化，人才培养的周期性使得数字化人才仍存在缺口。熟悉产品或数字化场景，同时拥有数字化技能的人才依然紧俏。

电子半导体技术人才仍然紧缺：虽然半导体投资的热度略有下降，但招聘热度依然不减。拥有良好教育背景并受过良好技术训练的候选人们，企业仍旧求贤若渴。

国内国外经济双循环：受全球贸易战与俄乌战争的影响，国内经济加速循环。候选人朋友们在选择新机会时，需谨慎选择对中国经济没有信心的企业。

给到候选人们的一些建议：

- 1、个人能力包含专业能力、沟通能力、管理能力、决策能力等，候选人们（特别技术型人才）如希望在职场上走得更远，需要全面提升能力，走复合型人才路线。
- 2、“积极拥抱变化”永远是优秀候选人们的特质，建议候选人朋友们怀着积极的心态去迎接挑战。

Economic volatility, geopolitical crises and Shanghai's lockdown all had a significant impact on the Advanced Manufacturing market in the first half of 2022 .

The repeated Covid-19 outbreaks in many locations countrywide forced companies to scale back recruitment. After the resumption of work and production in the second half of 2022, the recruitment market has gradually resumed its normal pace. Uncertainties in the external environment, however, still exist. Companies and candidates, therefore, need to adapt to the post-epidemic “new normal” economic environment.




Digital talent is still in short supply. As companies seek to deepen digital transformation, they are urgently seeking talent with a deep understanding of digital products and digital skills. There is a shortage in the supply of such talent due to the time required for candidates to gain training and expertise in these new fields.

Technical talent in the semiconductor sector is also lacking. Despite the market seeing slightly reduced investment in semiconductors, recruitment in this sector has remained active. Companies are eagerly seeking talent with good educational backgrounds and technical training.

Due to the global trade war and the Russia-Ukraine conflict, China has accelerated its dual cycle development model. Candidates should be cautious when considering career opportunities at companies with low confidence in China's economy.

Candidates, especially technical talent, should improve their personal skills, including professional skills, communication skills, management skills, and decision-making skills to help advance in their career. Outstanding candidates will be those willing to embrace changes and stay positive in the face of challenges.

► Annual Salary (RMB)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
MANAGEMENT 管理					
Deputy CEO	副首席执行官	EMBA / MBA	25+	2.0M	6.0M
VP / Managing Director	副总裁 / 执行总经理	EMBA / MBA	20+	1.5M	4.0M
General Manager	总经理	MBA / Bachelor	20+	950K	2.5M
BU Head	业务部门总监	MBA / Bachelor	15+	750K	1.8M
PRODUCT DEVELOPMENT 产品研发					
R&D VP	研发副总	PhD / Master	20+	1.0M	1.8M
R&D Director	研发总监	PhD / Master	20+	800K	1.5M
Mechanical Manager	机械经理	Master / Bachelor	8+	400K	800K
 Hardware Manager	硬件经理	Master / Bachelor	8+	500K	1.0M
Hardware Engineer	硬件工程师	Master / Bachelor	3+	300K	600K
Power Electronics Engineer	电力电子工程师	Master / Bachelor	3+	300K	600K
 Embedded Software Manager	嵌入式软件经理	Master / Bachelor	10+	500K	1.2M
Embedded Software Engineer	嵌入式软件工程师	Master / Bachelor	3-10	300K	600K
Embedded Test Engineer	嵌入式测试工程师	Master / Bachelor	3-10	250K	500K
 Computer Visual Engineer	计算机视觉工程师	Master / Bachelor	5+	350K	800K
Thermal Management Engineer	热管理工程师	Master / Bachelor	5+	250K	500K

► Annual Salary (RMB)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
DIGITALISATION & IOT 数字化与物联网					
	Digital Transformation Head	企业数字化转型负责人	PhD / Master	12+	1.2M2.5M
	Digital Manufacturing Head	数字化制造总监 / 数字化工厂负责人	PhD / Master	8+	800K1.8M
	R&D Director, Digitalisation	数字化平台研发负责人	PhD / Master	12+	1.2M2.0M
	Manager / Architecture, Digitalisation	数字化研发经理 / 架构师	PhD / Master	10+	600K1.2M
	AI Director / Expert	人工智能总监 / 专家	PhD / Master	8+	1.5M3.0M
	Senior AI Engineer	人工智能资深工程师	PhD / Master	5-10	500K1.0M
	Director, Big Data	大数据总监	PhD / Master	8+	800K1.5M
	R&D Manager, Cloud Platform	云平台研发经理	Master / Bachelor	8-20	600K1.2M
	Software Engineer, Cloud Platform	云平台软件工程师	Master / Bachelor	3-10	300K600K
	Cyber Security Director	网络安全总监	PhD / Master	10+	1.0M2.0M
	Product Manager, IOT	物联网产品经理	Master / Bachelor	6-15	400K800K
	Digital Consultant	数字化咨询顾问	Master / Bachelor	10+	500K1.2M

► Annual Salary (RMB)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
IC DESIGN 芯片设计					
IC Design Director	芯片设计总监	PhD / Master	12+	1.0M	1.8M
IC Architect	芯片架构师	PhD / Master	8+	600K	1.5M
 IC Design Engineer	芯片设计工程师	Master / Bachelor	3+	400K	1.2M
 IC Verification Engineer	芯片验证工程师	Master / Bachelor	3+	400K	1.2M
Digital Backend Design Engineer	数字后端设计工程师	Master / Bachelor	3+	300K	1.0M
Analog Layout Engineer	模拟版图工程师	Master / Bachelor	3+	250K	800K
FPGA Engineer	FPGA 工程师	Master / Bachelor	3+	300K	1.0M
IC Test Engineer	芯片测试工程师	Master / Bachelor	3+	250K	600K
ATE Test Engineer	ATE 测试工程师	Master / Bachelor	3+	300K	800K
PCB Layout Engineer	PCB Layout 工程师	Master / Bachelor	3+	250K	600K


► Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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SALES & MARKETING 销售和市场

General Manager - Sales	销售总经理	Master / Bachelor	20+	1.0M	2.0M
Sales Director	销售总监	Master / Bachelor	15+	700K	1.4M
Sales Manager	销售经理	Bachelor	8+	300K	500K
Channel Manager	渠道销售经理	Bachelor	10+	300K	500K
 Key Account Manager	大客户经理	Bachelor	5+	300K	600K
Marketing Director	市场总监	Master / Bachelor	15+	800K	1.5M
Digital Marketing / Social Media Manager	数字化营销经理	Master / Bachelor	8+	500K	800K
E-Commerce Manager	电商经理	Master / Bachelor	5+	400K	800K
 Marketing Manager	市场经理	Bachelor	5+	400K	600K
Business Development Manager	业务拓展经理	Bachelor	5+	500K	1.0M
Product Marketing Manager	产品市场经理	Bachelor	5+	500K	800K
Marketing Communications Manager	市场传媒经理	Bachelor	5+	300K	600K

► Annual Salary (RMB)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
OPERATIONS 运营					
Operations Director	运营总监	MBA / Bachelor	15+	600K	1.5M
Operations Manager	运营经理	Master / Bachelor	10+	450K	800K
Engineering Director	工程总监	Master / Bachelor	15+	600K	1.2M
Engineering Manager	工程经理	Master / Bachelor	10+	400K	700K
 Lean Manufacturing Manager	精益生产经理	Bachelor	8+	400K	1.0M
Production Director	生产总监	Master / Bachelor	10+	450K	800K
Automation Manager	自动化经理	Bachelor	8+	300K	600K
Quality Director	质量总监	Master / Bachelor	15+	650K	1.2M
Quality Manager	质量经理	Bachelor	8+	300K	600K
EHS Manager	EHS 经理	Master / Bachelor	10+	300K	500K
Maintenance Manager	维修经理	Master / Bachelor	10+	250K	500K
Facility Manager	厂务设施经理	Master / Bachelor	10+	250K	500K
Project Director	项目总监	Master / Bachelor	15+	600K	1.2M

► Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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SUPPLY CHAIN MANAGEMENT (SCM) 供应链

Supply Chain Director	供应链总监	MBA / Bachelor	15+	800K	1.5M
Supply Chain Manager	供应链经理	Bachelor	12+	500K	1.0M
Sourcing Director	采购总监	MBA / Bachelor	12+	500K	1.2M
 Sourcing & Purchasing Manager	采购经理	Bachelor	8+	400K	800K
Logistics Director	物流总监	MBA / Bachelor	12+	500K	1.2M
Logistics Manager	物流经理	Bachelor	8+	400K	800K
Planning Manager	计划经理	Bachelor	8+	400K	800K
Optimisation Manager	流程优化经理	Bachelor	8+	500K	1.0M

A young woman with brown hair tied in a bun, wearing a denim jacket over a white top, is smiling while working on a laptop. She is standing behind a white table. On the table, there are several stacked cardboard boxes, some with red circular logos. In the background, there are more stacks of cardboard boxes on a shelf and a vase with pink flowers. The scene is brightly lit, suggesting a modern office or warehouse environment.

FMCG /
E-Commerce/
Luxury Brand

快消 / 电商 /
奢侈品

2022年，受全球疫情的持续影响、消费动力有待恢复，整体消费行业仍将面临较大概率的不确定性。得益于国内疫情的有效控制，我国消费的基础仍然稳健，给予跨国消费品公司更大的信心，在中国市场加注了更多的资源倾斜。跨国消费品公司从收购品牌向重投上下游生物科技、人工智能等掌握着某种资源或者核心技术的企业转变。疫情所带来的出行和物流限制依旧给更多的国货品牌在线上渠道的孵化带来了新的机会点。疫情的控制带来了线下渠道的解封；社交电商（抖音、快手、小红书）新渠道的铺设进驻，帮助行业冲破疫情带来的低谷重新迎来新一波的增长。

跨国消费品公司继续加大在数字化渠道的资源预算，更快的投入新兴渠道，和渠道共同成长，吸引更多流量收获更大体量。招聘方向从原来单一的行业内人才流动变化为跨行业、跨渠道、跨维度（工作内容维度）的开放式人才招聘模式，更多地出现因人设岗的现象。

线下渠道逐渐不再是跨国消费品集团大众线品牌的主要售卖渠道，但对于高端美妆和奢侈品而言线下渠道占比依然大于线上。随着百货、卖场等渠道各自向线上以及私域方向的打通，给线下销售、谈判等方向带来了更多的选择和可能性。

国货品牌继续和互联网销售平台一起寻求并带动更多商业以及合作模式。同时因为去年一年的市场用户、口碑积累，更多之前只在线上售卖的品牌寻求多元线下发展模式。通过开设自营店铺、经销商、代理商以增加品牌曝光率和客流量，短时间收回开业成本，并持续争取更多的市场份额。国货品牌由于拥有审批流程短、国内新兴渠道接受度高的优势，在招聘方向

上依旧是多点开花。与跨国消费品公司不同，国货品牌更乐于自己培养隶属于公司内部的运营团队，而不是选择外包。这给目前在乙方公司工作，且希望拥有品牌方视野的候选人带来了更多的机会和可能。

互联网平台的发展放缓，独有的工作划分和内部合作模式给市场带来了更多全面型人才，从一味地从品牌方吸取人才变成了互联网人才反哺品牌方的趋势，因为拥有对于平台更高的熟悉度，从而可以帮助品牌方在平台上带来更多资源置换的可能，从而收获更多的生意。

疫情的进一步控制会让全球更多的消费品市场打通地域以及距离的壁垒，未来的市场会更加的蓬勃，模式会更加的多样。招聘市场也会变得更加的多元化，会有越来越多的候选人冲破行业的限制，带动品牌和品牌之间的异业合作，用人需求也会变得更加开放。

给候选人的建议：

- 保持开放心态，积极应对行业发展的不确定性。
- 做好本职工作的同时，也随时关注市场的招聘需求变化。候选人市场竞争力也受到招聘市场供需关系影响。
- 好的机会是风险和机遇共存。

Due to repeated Covid-19 outbreaks globally in 2022, growth in consumer spending has slowed, creating volatile conditions for the consumer goods industry. However, with effective epidemic prevention and control in China, the spending power of domestic consumers has remained strong. This has consolidated the confidence of multinational consumer goods companies in the Chinese market and motivated them to further expand their investment.

Meanwhile, there has been a shift in the focus from acquisition to re-investment in upstream and downstream companies, specifically towards companies that specialise in biotechnology or Artificial Intelligence or those that possess the resources or core technologies they need. Though the epidemic has restricted travel and logistics companies, it has created vast new e-commerce opportunities for a growing number of Chinese consumer goods brands.

Also, effective epidemic control revived offline channels. The development of social platforms and e-commerce platforms such as TikTok, Kuaishou, and Xiaohongshu has empowered the industry to overcome the consumer spending decline and ushered in a new round of growth.

Multinational consumer goods companies continue to increase budgets and investments for emerging digital channels. They seek to attract more traffic and gain greater transaction volume. The recruitment model has undergone a shift from talent flow within the industry

to an open talent recruitment model across industries, channels, and professions. More employers have chosen to shape their workplace and culture according to the characteristics of their employees.

Offline channels are no longer the major sales channels for the mass-market products of multinational consumer goods companies. However, for high-end beauty and luxury goods, offline channels drive more sales than online channels. The expansion of department stores and malls into online channels and private domains has unlocked more choices and possibilities for offline sales and negotiations.

Chinese consumer goods brands continue to work with online sales platforms to develop more business and cooperation models. Based on the accumulation of users and word-of-mouth reputation in the past year, an increasing number of brands that used to sell online only now seek a diversified offline development model. By opening self-operated stores, working with third-party dealers, and increasing brand exposure and traffic flow, they have managed to recover costs in a short timeframe and gain more market share.

Benefiting from short approval processes and a high acceptance of the domestic emerging channels, Chinese consumer goods brands continue to offer job vacancies in various positions. Unlike multinational consumer goods companies, Chinese companies are more receptive to building in-house operations teams rather than outsourcing. This creates more career

opportunities for candidates who are currently working for Enterprise B and wish to switch over to work for Enterprise A.

Internet platforms have slowed their pace of growth, and through their unique work division approaches and internal collaboration models, have cultivated an increasing number of all-round talents. Instead of relying on the talents of the brands, Internet platforms have begun to contribute talents towards the brands. These talents are more familiar with the platforms and are thus able to create more online opportunities for the brands, helping them attain more transactions.





As the pandemic is brought under control further, more consumer goods markets worldwide are expected to break the boundaries of regions and distances. This will give rise to flourishing markets, diverse models, and a more diversified recruitment market in the future. A growing number of candidates will break through the constraints of industries, promote cross-sector cooperation between brands, and drive the recruitment demand towards openness.

Candidates should therefore keep an open mind and better prepare themselves for the uncertainties within the industry. They should perform at optimum in their current position and constantly update themselves on the changes in the recruitment market. A candidate's competitive edge is also subject to the supply and demand of the recruitment market, and even so, good opportunities can be accompanied by risks.

► Annual Salary (RMB)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
RETAIL & LUXURY 零售 & 奢侈品					
General Manager	总经理	Master	20+	2.0M	5.0M
Marketing Director	市场总监	Master	15+	1.0M	2.5M
Marketing Manager	市场经理	Bachelor	8+	500K	900K
Digital Manager	数字营销经理	Bachelor	6+	450K	700K
PR Manager	公关经理	Bachelor	8+	400K	600K
Business Development Director	全国店铺开发总监	Master	15+	800K	1.8M
Business Development Manager	开发拓展经理	Bachelor	5+	400K	800K
Operation Director	营运总监	Master	15+	1.0M	2.0M
Retail Manager	全国零售经理	Bachelor	10+	650K	1.5M
Area Manager	区域经理	College	8+	300K	600K
National Training Manager	全国培训经理	Bachelor	10+	400K	800K
Merchandising Director	商品总监	Master	12+	700K	1.5M
Merchandising / Buying Manager	商品经理	Bachelor	10+	450K	800K
Buyer / Merchandiser	买手	Bachelor	3+	200K	500K
Visual Merchandising Manager	视觉陈列经理	Bachelor	8+	350K	800K
Area VM	区域陈列	Bachelor	5+	200K	400K

► Annual Salary (RMB)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
RETAIL & LUXURY 零售 & 奢侈品					
Designer	设计师	College	3-5	150K	300K
Chief Designer	主设计师	College	6-8	300K	500K
Franchisee Director	批发总监	Bachelor	15+	700K	1.8M
Regional Sales Manager	大区销售经理	Bachelor	10+	400K	700K
Area Sales Manager	区域销售经理	College	7+	200K	400K
CRM Manager	客户关系经理	Bachelor	10+	300K	800K
Customer Service Manager	顾客服务经理	Bachelor	10+	300K	800K
FMCG 快速消费品					
General Manager	总经理	Bachelor / Master	15+	2.5M	5.0M
National Sales Director	全国销售总监	Bachelor	15+	1.2M	2.5M
Regional Sales Manager	大区销售经理	Bachelor	8+	500K	850K
 Key Account Director	大客户总监	Bachelor	10+	1.2M	2.5M
 Key Account Manager	大客户经理	Bachelor	5+	300K	600K
 Trade Marketing Director	通路营销总监	Bachelor	8+	1.0M	2.0M
 Trade Marketing Manager	通路营销经理	Bachelor	5+	300K	600K








► Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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FMCG 快速消费品

	E-commerce Director	电商总监	Bachelor	8+	1.0M	2.0M
	E-commerce Manager	电商经理	Bachelor	3+	300K	850K
	Marketing Director	市场总监	Master	15+	1.2M	2.5M
	Marketing Manager	市场经理	Bachelor	8+	500K	900K
	Brand Manager	品牌经理	Bachelor	5+	350K	600K
	Assistant Brand Manager	助理品牌经理	Bachelor	3-5	200K	350K
	PR Manager	公关经理	Bachelor	5+	300K	550K
	Supply Chain Director	供应链总监	Master	15+	900K	1.8M
	Supply Chain Manager	供应链经理	Bachelor	10-15	500K	800K
	Planning Manager	计划经理	Bachelor	6+	300K	650K
	CRM Manager	客户关系经理	Bachelor	5-10	350K	750K
	Regional Training Manager	地区培训经理	Bachelor	3-8	250K	400K
	Purchasing Director	采购总监	Master	15+	900K	1.5M

► Annual Salary (RMB)


		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
COSMETICS 化妆品					
Brand GM	品牌总经理	Bachelor / Master	12+	2.5M	5.0M
National Sales Director	全国销售总监	Bachelor	10+	1.2M	2.0M
Regional Sales Director	区域销售总监	Bachelor	10+	800K	1.2M
Regional Sales Manager	大区销售经理	Bachelor	8+	450K	800K
Area Manager	区域销售经理	College	5+	300K	450K
Sales Training Director	销售培训总监	Bachelor	10+	600K	1.5M
Sales Training Manager	销售培训经理	Bachelor	6+	300K	800K
Regional Training Manager	大区培训经理	College	6+	350K	800K
 E-commerce Director	电商总监	Bachelor	8+	1.5M	3.0M
 E-commerce Senior Manager	电商资深经理	Bachelor	6+	600K	1.0M
 E-commerce Manager	电商经理	Bachelor	4+	400K	650K
 E-commerce AM	电商副经理	Bachelor	2+	300K	400K
 Marketing Director	市场总监	Bachelor	8+	1.2M	2.0M
 Marketing Manager	市场经理	Bachelor	5+	400K	1.0M
 Marketing AM	市场副经理	Bachelor	3+	250K	400K

► Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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COSMETICS 化妆品

Business Development Director	开发总监	Bachelor	15+	700K	1.5M
Business Development Manager	开发经理	Bachelor	7+	350K	800K
CRM Manager	客户关系管理经理	Bachelor	5+	350K	850K
CRM AM	客户关系管理副经理	Bachelor	3+	250K	400K



High-Tech & Information Technology

高科技 与互联网

2022年中国的产业经济走向产业智能革命的未来列车：通过新硬件革命、新材料革命、大数据革命，形成工业革命和互联网革命的一次巨大融合，对于IT互联网行业来说，大数据、人工智能、云计算、芯片等新兴技术必将在更多的领域广泛应用，IT互联网的发展前途广阔。

IT互联网行业对于人才的需求稳定上升，鉴于2022年上半年国家“双减”政策的影响，互联网在线教育和素质教育公司从 TO C 转为面向正规教育机构的 TO B 服务提供商，从业人才流向素质教育、游戏等多种行业，但不论转型与否此前资本热捧的局面很难再现，市场需求极度萎缩。加之2019年以来疫情的影响，互联网行业整体以保守姿态，稳定度过“寒冬”的姿态为主，不少头部“大厂”的招聘需求暂停甚至裁员。但于此同时IT互联网行业的出海项目依旧有较大的投入，由此也不断催生新的岗位需求。

整体而言，IT互联网行业的核心岗位招聘依然保持强劲势头，众多企业高薪挖掘优秀人才，由此 预测2023年以下岗位方向在未来会更加有前景：

- 1 核心岗位招聘需求依然强劲，分别是：芯片研发、运维支持、前端开发、测试工程师、产品经理、数据工程师、移动开发、人工智能。其中软件工程师岗位平均年薪在240K以上，稳坐高薪榜首，岗位需求稳定，人才缺口大。
- 2 随着数据挖掘、机器学习等技术在行业之中成为燎原之火。精通算法的人才有着很好的职业发展。算法工程师是唯一进入招聘职位数排名前20的人工智能类岗位，目前平均年薪达300K。
- 3 从求职竞争的角度来看，UI设计岗位以及产品经理岗位是竞争最激烈的，有数据显示一个岗位的竞争者就接近30人。
- 4 用户研究、用户增长、数据分析人才也将在之后的人才竞争中占得一席之地。

China's industrial economy ushered in the industrial intelligence revolution in 2022. New hardware, new materials, and Big Data brought about an unprecedented integration of the industrial revolution with the Internet revolution. The IT industry embraces a bright future with more wide-ranging applications of Big Data, Artificial Intelligence, Cloud, chips, and other emerging technologies.

The demand for talents in the IT industry has been growing steadily. After China launched the "Double Reduction" education policy in the first half of 2022, online education and quality education companies have changed from B2C to B2B service providers for formal education institutions. Their employees have since switched jobs to quality education, gaming, and many other industries. However, it is hard to replicate the previous investment boom, regardless of a successful transformation or otherwise.


The market demand has, on the other hand, shrunk dramatically. The Covid-19 outbreak in 2019 exacerbated the situation and forced the Internet industry to stay conservative and strive to survive the "cold winter". As a consequence, many top industry players suspended recruitment and laid off employees. However, investment in the overseas projects of IT companies has remained active and generated new job demands.

Overall, the recruitment of core positions in the IT industry has maintained strong momentum. Many companies are willing to offer high salaries to attract the desired talents. It is predicted that the following positions will be most in demand in 2023:

- 1) The recruitment demand for core positions is still strong, namely chip R&D, operation and maintenance support, front-end development, test engineer, product manager, data engineer, mobile development, and artificial intelligence. Among them, the average annual salary of software engineers is more than 240,000 RMB, which retains the top of the high-paying list. The job demand is stable, but talent is in short supply.
- 2) As data mining, machine learning, and other IT technologies gain wider use in the industry, algorithm experts are offered great opportunities for career advancement. At present, the algorithm engineer role is the only Artificial intelligence position that ranks among the top 20 recruitment positions, with an annual salary of 300,000 RMB on average.
- 3) As for the competition in the job market, User Interface designer and product manager roles are the most competitive positions. According to relevant data, the number of competitors for one position is up to 30.
- 4) User research, user growth, and data analysis talents will have a niche in the future job market.

High-Tech & Information Technology 高科技与互联网

► Annual Salary (RMB)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
SOFTWARE 软件					
CEO	首席执行官	MBA / Master	7-15	3.0M	8.0M
CIO	首席信息官	PhD / Master	7-15	1.2M	3.0M
CTO	首席技术官	PhD / Master	7-15	3.0M	5.0M
VP of R&D	研发副总裁	Master / Bachelor	7-15	1.5M	3.0M
 R&D Director	研发总监	Master / Bachelor	7-15	800K	1.5M
R&D Manager	研发经理	Bachelor	5-10	500K	800K
R&D Team Leader	软件研发组长	Bachelor	5-10	400K	600K
Software Engineer	软件研发工程师	Bachelor	2-7	200K	350K
System Architecture	系统架构师	Bachelor	5-10	600K	900K
Datawarehouse Engineer	数据库开发工程师	Bachelor	3-10	450K	800K
Java Developer	Java工程师	Bachelor	3-7	400K	1.0M
 Algorithm Engineer	算法工程师	Master / Bachelor	3-10	500K	2.0M
Search Engine Development Engineer	搜索引擎工程师	Bachelor	3-7	300K	800K
Front-end Designer	前端工程师	Bachelor	3-7	400K	1.5M
Perl / PHP Software Engineer	Perl / PHP 软件工程师	Bachelor	2-7	200K	500K
UE / UI Engineer	用户体验 / 用户界面工程师	Bachelor	2-7	180K	600K

High-Tech & Information Technology 高科技与互联网

► Annual Salary (RMB)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
SOFTWARE 软件					
HTML Designer	HTML 工程师	Bachelor	3-7	180K	350K
Web Architect	网页架构师	Bachelor	2-7	240K	550K
Web Designer	网页设计师	Bachelor	2-7	180K	300K
Project Manager	项目经理	Bachelor	3-10	300K	700K
Service Delivery Manager	服务交付经理	Bachelor	7-15	200K	550K
ERP Consultant	ERP 实施顾问	Bachelor	3-10	150K	600K
Technical Support Engineer	技术支持工程师	Bachelor	3-10	180K	300K
Testing Engineer	测试工程师	Bachelor	2-7	200K	600K
HARDWARE 硬件					
Hardware Director	硬件研发总监	PhD / Master	8-20	700K	2.2M
Hardware Manager	硬件研发经理	PhD / Master	5-15	500K	2.0M
Hardware Engineer	硬件研发工程师	PhD / Master	3-10	300K	1.5M
Architect	架构师	Master / Bachelor	5-10	300K	700K
Board Engineer	电路板工程师	Master / Bachelor	2-5	180K	350K
Field Service Engineer	现场服务工程师	Master / Bachelor	2-5	180K	350K



High-Tech & Information Technology 高科技与互联网

► Annual Salary (RMB)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
HARDWARE 硬件					
Helpdesk Engineer	服务台工程师	Master / Bachelor	2-5	120K	250K
Mechanical Engineer	硬件工程师	Master / Bachelor	2-5	230K	350K
PCB Layout Engineer	PCB 布局工程师	Master / Bachelor	2-5	220K	300K
Storage Solutions Engineer	库存解决方案工程师	Master / Bachelor	2-5	150K	350K
System Administrator	系统管理员	Master / Bachelor	2-5	150K	300K
Testing Engineer	测试工程师	Master / Bachelor	2-5	150K	300K
INTERNET 互联网					
CEO	首席执行官	MBA / Master	7-15	2.0M	15.0M
CMO	首席市场官	Master / Bachelor	8-15	1.2M	5.0M
CGO	首席增长官	Master / Bachelor	10-15	1.5M	3.0M
CLO	首席法务官	PhD / Master	10-20	4.5M	6.0M
Marketing Director	市场总监	Master / Bachelor	5-13	800K	1.6M
Operations Director	运营总监	Master / Bachelor	5-10	400K	1.5M
Product Director	产品总监	Master / Bachelor	5-10	700K	1.5M
PR Director	公关总监	Master / Bachelor	5-8	400K	1.5M

High-Tech & Information Technology 高科技与互联网

► Annual Salary (RMB)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
INTERNET 互联网					
	Branding Director	品牌总监	Master / Bachelor	5-8	400K1.2M
	Design Director	设计总监	Master / Bachelor	7-15	500K1.0M
	User Growth Director	用户增长总监	Master / Bachelor	3-8	500K1.0M
	Content Marketing Director	内容营销总监	Master / Bachelor	4-7	600K1.5M
	Business Analyst Director	商业分析总监	Master / Bachelor	8-12	800K1.2M
	Business Director	商务总监	Bachelor	5-8	500K1.2M
	Planning Manager	策划经理	Bachelor	2-10	240K500K
	Product Manager	产品经理	Master / Bachelor	2-7	200K1.0M
	Operations Manager	运营经理	Bachelor	3-7	200K800K



**Healthcare &
Life Sciences**

**医疗保健
与生命科学**

2022年上半年，受大环境，市场，疫情等多方影响，医疗大健康行业增速放缓，企业与资本在不确定中摸索，寻求机遇和发展。

国内城市受疫情封控影响，对企业内各环节，如供应链，生产研发，临床，市场等带来挑战。商业化版图扩张速度减慢，企业将重心放在研发与管理，韬光养晦，以待厚积薄发。外资企业将策略与本土化相结合，无论是从原料，研发，生产，渠道都以市场为导向，贴近市场，降本增效；国内企业从研发和商业两个角度，加强企业竞争力，同步的，“出海”也成为了一个绕不开的话题。开源节流已成为企业间最核心的诉求，保利润，稳现金流，成为最为重要的工具。

与此同时，受国际经济政治环境因素影响，中国医疗企业上市节奏放缓，行业热度回归理性，驱使机构回归投资本质——洞悉行业真实情况，从而筛选出真正值得投入的踏实型企业。

寒冬之下，对医疗行业的内在潜力与创新活力提出更高要求。就外资企业而言，想要继续参与中国市场，加强本土化建设势在必行，并在此基础上结合中国特色加快创新。本土医疗企业方面，LICENSE-IN模式不再吃香，转而考验企业自身创新研发能力。商业化方向也从全球转为东南亚等新型市场，达到更为实际的目标。

“山雨欲来风满楼”，走过艰苦卓绝之路的企业，才会在下一个上升周期中，有别样的风采！

Due to the pandemic, the sluggish market, and many other external factors, the healthcare industry experienced a downturn in the first half of 2022. Healthcare companies and investors have been seeking growth opportunities amidst these uncertainties.

Pandemic prevention and control measures, such as various lockdowns, have posed challenges to Healthcare companies. This includes the supply chain, production, R&D, clinical application, and marketing.

While healthcare companies are moderating the expansion of their commercialisation roadmap, they are also shifting focus towards R&D and management to accumulate strength for future opportunities. Foreign-funded companies have integrated strategies with localisation and aligned with the market situation on raw materials, R&D, production, and channels. They seek to reduce costs and increase efficiency.

Chinese companies have striven to enhance competitiveness in R&D and business operations. They have been actively seeking for opportunities in the overseas markets. The core strategy is to increase income and reduce expenditure. The

most vital measures are on maintaining profits and stabilising cash flow.

Meanwhile, given the impact of international economic and geopolitical disruption, Chinese healthcare companies have slowed down their IPOs.

For foreign-funded companies that seek to expand into the Chinese market or consolidate their presence, it is essential to strengthen localisation and accelerate innovation while taking into consideration Chinese characteristics.







The “cold winter” posed higher requirements for the growth potential and innovation capacity of healthcare companies. For local healthcare companies, licence-in is no longer popular. Innovation and R&D capacity have become crucial. The direction of commercialisation has also shifted from the global market to new emerging markets such as Southeast Asia to achieve more robust results.

As the Chinese saying goes, a rising wind forebodes a coming storm. A company that survives the ups and downs is more likely to set itself apart from competitors in the next growth cycle.







► Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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PHARMACEUTICAL 制药

	Country GM	总经理	Bachelor	15+	4.0M	6.0M
	BU Head	事业部总经理	Bachelor	15+	3.0M	5.0M
	National Sales Director	全国销售总监	Bachelor	15+	2.0M	2.5M
	Regional Sales Manager	大区销售经理	Bachelor	12+	800K	1.2M
	District Sales Manager	地区销售经理	Bachelor	8+	400K	550K
	Commercial Manager	商务经理	Bachelor	6+	400K	550K
	KA Manager	大客户经理	Bachelor	8+	400K	600K
	Commercial Excellence Director	业务效能总监	Bachelor	12+	1.2M	1.5M
	SFE Manager	销售效益经理	Bachelor	8+	500K	700K
	Sales Training Manager	销售培训经理	Bachelor	8+	500K	700K
	Strategy & Alliance Director	战略及合作总监	Bachelor	12+	1.3M	1.8M
	Strategy Planning Manager	战略规划经理	Bachelor	6+	800K	1.2M
	BD Director	业务开发经理	Bachelor	10+	1.8M	2.5M
	Marketing Director	市场总监	Bachelor	15+	1.5M	2.5M
	Marketing Manager	市场经理	Bachelor	8+	700K	1.0M
	Senior Product Manager	资深产品经理	Bachelor	8+	700K	900K

► Annual Salary (RMB)

			QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
PHARMACEUTICAL 制药						
	Product Manager	产品经理	Bachelor	5+	350K	650K
	Medical Affairs Director	医学事务总监	Bachelor	15+	1.8M	2.0M
	Sr.Medical Affairs Manager	资深医学事务经理	Bachelor	10+	800K	1.2M
	Medical Advisor	医学事务顾问	Bachelor	6+	500K	700K
	Medical Science Liaison	区域医学联络官	Bachelor	4+	300K	500K
	Clinical Research Manager	临床研究经理	Bachelor	8+	500K	700K
	Clinical Project Manager	临床研究项目经理	Bachelor	6+	400K	550K
	Clinical Research Associate	临床监查员	Bachelor	3+	200K	300K
	R&D Director	研发总监	Bachelor	15+	2.5M	3.5M
	Research Project Manager	研发项目经理	Bachelor	10+	600K	1.0M
	Operation Director	生产总监	Bachelor	15+	1.5M	2.0M
	Quality Manager	质量经理	Bachelor	6+	400K	700K
	Regulatory Director	注册总监	Bachelor	15+	1.8M	2.5M
	Regulatory Manager	注册经理	Bachelor	8+	450K	700K
	Government Affairs Director	政府事务总监	Bachelor	15+	1.8M	2.5M
	Government Affairs Manager	政府事务经理	Bachelor	8+	500K	800K

Healthcare & Life Sciences 医疗保健与生命科学

► Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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MEDICAL DEVICES 医疗设备

Country GM	总经理	Bachelor	15+	3.0M	5.0M
BU Head	事业部总经理	Bachelor	15+	2.0M	3.5M
 National Sales Director	全国销售总监	Bachelor	15+	1.5M	2.5M
Regional Sales Manager	大区销售经理	Bachelor	12+	600K	900K
District Sales Manager	地区销售经理	Bachelor	8+	400K	600K
Commercial Manager	商务经理	Bachelor	6+	400K	600K
KA Manager	大客户经理	Bachelor	8+	300K	500K
 Marketing Director	市场总监	Bachelor	15+	1.3M	1.8M
Marketing Manager	市场经理	Bachelor	8+	700K	1.0M
Senior Product Manager	资深产品经理	Bachelor	8+	500K	700K
Product Manager	产品经理	Bachelor	5+	350K	500K
 Medical Affairs Director	医学事务总监	Bachelor	15+	1.2M	1.8M
Senior Medical Affairs Manager	资深医学事务经理	Bachelor	10+	600K	800K
 Clinical Research Manager	临床研究经理	Bachelor	8+	500K	800K
R&D Director	研发总监	Bachelor	15+	1.5M	2.0M

Healthcare & Life Sciences 医疗保健与生命科学

► Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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MEDICAL DEVICES 医疗设备

Research Project Manager	研发项目经理	Bachelor	10+	600K	1.0M
Operations Director	生产总监	Bachelor	15+	1.2M	1.8M
Quality Manager	质量经理	Bachelor	6+	400K	700K
Regulatory Director	注册总监	Bachelor	15+	1.2M	1.8M
Regulatory Manager	注册经理	Bachelor	8+	450K	700K
Government Affairs Director	政府事务总监	Bachelor	15+	1.5M	2.0M
Government Affairs Manager	政府事务经理	Bachelor	8+	500K	700K
Channel Management Director	渠道管理总监	Bachelor	12+	800K	1.2M
Channel Management Manager	渠道管理经理	Bachelor	8+	400K	600K
 Strategy Planning Manager	战略规划经理	Bachelor	6+	800K	1.2M
M&A Manager	收并购经理	Bachelor	10+	800K	1.2M

Healthcare & Life Sciences 医疗保健与生命科学

► Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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HEALTHCARE SERVICE 医疗服务

Director Of The Hospital	医院院长	Master	20+	1.0M	2.0M
Head Of Nursing Department	护理部主任	Bachelor	15+	300K	600K
Chief Medical Officer	医疗总监	PhD, MD	15+	800K	1.8M
Director, Hospital Operations	医院运营总监	Bachelor	15+	500K	800K
Family Doctor	全科医生	MD	10+	600K	1.0M
Lab Manager	检验科经理	Bachelor	10+	400K	600K





**Design &
Property**

设计及房地产

2022年，城镇化进程加快和中国经济多年积累成果带来的住房升级换代需求将各大中心城市的房地产市场推向纵深发展。房地产市场供给在逐步优化，多主体供应、多渠道保障、租售并举的房地产市场供给格局在逐步形成，新的发展模式正在探索中成型。企业最大限度地降低企业投资风险与经营成本，提高企业竞争力；并运用多种数据分析技术，对行业发展趋势进行预测，以便企业能及时抢占市场先机。再者，房地产行业进入稳步发展期，房企想要快速增长，也更多需要依靠外延并购等方式来快速扩充规模。

商业地产

2022随着国内疫情缓解，不确定性下降，叠加“稳定房地产市场”政策逐步发力，预计接下来商业地产投资增速和需求增速将逐月修复。整体来看，商业地产市场仍面临弱现实、强预期的局面。从当下的商业地产市场表现来看，已经进入一个新阶段。

新的市场形势下，商业地产成为行业转型升级和企业寻求利润增长点的重要赛道，开启新世代下向新的发展模式转型升级的新路径。商业地产新世代就是产品为王、品质为王、运营为王的时代。商业地产新世代面临五个趋势：一是从增量时代转向存量时代；二是从重度开发转向重度运营；三是从资产增值转向资产管理；四是从规模导向转向盈利导向；五是从粗放经营转向精细经营。

产业地产

去年面对全新的全球政经环境挑战，我国积极构建以国内大循环为主体、国内国际双循环相互促进的新发展格局以应对充满不确定性且深刻、复杂的国内国际环境，产城必然是行业探索未来出路的核心方向。

目前各地方针对产业地产的扶持政策，越来越完善，促使产业地产转型升级发展。产业地产的运作模式，开发、运营、管理，设计、融资、招商每一个环节都是举足轻重的表现，一些互补性较强的参与者们会考虑各取所需的联合起来，融合发展1+1>2的战略。总体来看，目前产业正处于数字化应用初期阶段，产业是数字化发展的重要载体，在招商、运营管理、增值服务、客户开发、维护售后上还有很大的应用发展空间，预计在产业地产会进一步朝数字化运营的智慧园区方向进行发展。

十八届五中全会把绿色发展纳入“创新、协调、绿色、开放、共享”五大发展理念并加以系统化，高度融入长远的发展规划之中。产业运营的发展不是建立在对生态环境牺牲的基础上，一些高能耗、高排放、高污染、粗放式、低效率对生态环境有影响的产业发展模式被逐步淘汰，节能减排、生态化发展、绿色环保运营在会迎来一定的发展。

产业地产是一个综合性的形式，随着科技的发展，不能忽视线上的渠道，需要在升级的基础上融合线上进行发展。

新兴产业是产业地产领域的宠儿，也是产业地产未来发展的核心。新兴产业有具有高附加值、高土地利用效率的特点，新兴的产业会获得产业园区的青睐，预计下半年会形成一批以新兴产业为代表的产业集群。

县域市场具有土地价格优势、产业原料优势、人力资源优势等区位优势，不少县域市场开始展现出产业亮点，发挥出产业潜力，释放土地价值。

2022 witnessed the vertical and in-depth development of the real estate market in major cities across China, driven by the accelerated urbanisation process and the demand for housing upgrading brought about by the country's economic development over the past years. The supply in the real estate market has been gradually optimised. This supply pattern is characterised by multiple suppliers, multi-channel guarantee, and combination of rental and sales. As the supply pattern has taken shape the exploration into a new development model has made steady headway.

Enterprises have tried every mean possible to minimise investment risks and operating costs while improving competitiveness. They have been leveraging a variety of data analysis technologies to predict industry trends and seize market opportunities ahead of competitors. As the real estate industry ushers in the stage of steady growth, real estate developers that seek rapid growth need to leverage on mergers and acquisitions to scale quickly.

Commercial Real Estate

As the pandemic situation improves, uncertainties decrease, and the Chinese government implements policies to stabilise the real estate market, investment in commercial real estate and demand for commercial real estate are projected to recover month by month. However, commercial real estate is still facing the dilemma between a weak situation and a strong prediction. As shown in the current situation in the commercial real estate market, a new stage has already begun.

Under the new market conditions, commercial real estate has become an important channel for the industry to achieve transformation and upgrading and real estate

companies to seek for profit growth. It has offered a new means to develop a new business model in the new era, one which is characterised by great product emphasis, quality, and operation.

Five trends are expected to take shape in the new era of commercial real estate: first, a shift from the incremental era to the stock era; second, a shift from intensive development to intensive operation; third, a shift from asset appreciation to asset management; fourth, a shift from scale-oriented strategy to profit-oriented strategy; and fifth, a shift from extensive operation to refined operation.

Industrial Real Estate

To adapt to the volatile, unfathomable, and complex international economic and political environment last year, China launched the new “dual-cycle” development paradigm. This paradigm allows domestic and overseas markets to reinforce each other, with the domestic market as the mainstay. In this context, City-Industry has become inevitable for the industry to find a way out.

Continuous improvement in the policy support for industrial real estate in various places across China has driven industrial real estate to accelerate transformation and upgrades. Every step of the operation mode of industrial real estate is of great importance, including development, operation, management, design, financing, and investment promotion. Some complimentary players are likely to team up for a 1+1 > 2 outcome.

Overall, the industry is in the early stage of digital transformation with substantial room for further growth in investment, operation management, value-added services,

customer development, maintenance, and after-sales service. It is predicted that industrial real estate will take a further step towards digitally operated smart parks.

The Fifth Plenary Session of the 18th CPC Central Committee incorporated green development into the five development concepts - innovation, coordination, greenness, openness and sharing - and integrated it systematically into the long-term development plan. Industrial operations should not proceed at the cost of ecological damage. Industrial development models with high energy consumption, high emissions, high pollution, extensive growth, low efficiency, and a negative impact on the ecological environment will be phased out. These models will be replaced by energy conservation, emission reduction, ecological development and green operations.

Industrial real estate is a comprehensive form. In view of the technological advancements, it is essential to deploy online channels and integrate these channels for further development based on upgrading.

Emerging industries are the most sought-after markets of industrial real estate and are the core of future development of industrial real estate. These industries are characterised by high added-value and high land-use efficiency, for which they will be popular among industrial park developers. A number of industrial clusters represented by emerging industries are expected to take shape in the second half of 2022.

With competitive advantages in land price, industrial raw materials, human resources, and many other regional resources, several provincial markets have shown potential and unleashed true land value.

► Annual Salary (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

DEVELOPER 开发商

LEASING 招商

Leasing Director	招商总监	Bachelor	8+	650K	1.5M
Leasing Manager	招商经理	Bachelor	4+	300K	650K

MARKETING 市场

 Marketing Director	市场总监	Bachelor	15+	700K	1.5M
 Marketing Manager	市场经理	Bachelor	8+	350K	650K
 CRM Manager	CRM经理	Bachelor	8+	350K	600K
Market Communications Manager	市场推广经理	Bachelor	8+	350K	600K

PROPERTY MANAGEMENT 物业管理

Property Director	物业总监	Bachelor	12+	600K	1.3M
Property Manager	物业经理	Diploma	8+	300K	600K

DESIGN MANAGEMENT 设计管理

Head of Design	设计总监	Bachelor	15+	800K	1.5M
Architectural Design Director	建筑设计总监	Bachelor	10+	700K	1.4M
Architectural Design Manager	建筑设计经理	Bachelor	6+	400K	700K

► Annual Salary (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

DEVELOPER 开发商

DESIGN MANAGEMENT 设计管理

M&E Design Director	机电设计总监	Bachelor	10+	600K	1.5M
M&E Design Manager	机电设计经理	Bachelor	6+	400K	600K
Interior Design Director	室内设计总监	Bachelor	10+	650K	1.2M
 Interior Design Manager	室内设计经理	Diploma	6+	400K	650K

ENGINEERING MANAGEMENT 工程管理

Head of Engineering	工程部总监	Bachelor	10+	900K	1.8M
Director, Civil Engineering	土建工程总监	Bachelor	10+	650K	1.2M
Manager, Civil Engineering	土建工程经理	Diploma	6+	350K	650K
M&E Director	机电工程总监	Bachelor	10+	650K	1.4M
M&E Manager	机电工程经理	Diploma	6+	350K	650K
Fit-out Director	精装工程总监	Bachelor	10+	600K	1.2M
Fit-out Manager	精装工程经理	Diploma	6+	350K	600K

► Annual Salary (RMB)

QUALIFICATION






EXPERIENCE
(YEARS)

MIN

MAX

DESIGN CORPORATION 设计公司



ARCHITECTURAL DESIGN 建筑设计

	Architect	建筑设计师	Bachelor	5+	180K	350K
	Senior Architect	高级建筑设计师	Bachelor	8+	250K	400K
	Project Architect	项目建筑师	Bachelor	10+	350K	550K
	Associate Director	副总监	Bachelor	15+	450K	600K
	Director 总监	总监	Bachelor	20+	500K	800K

INTERIOR DESIGN 室内设计

	Interior Designer	室内设计师	Diploma+	5+	150K	300K
	Senior Interior Designer	高级室内设计师	Diploma+	8+	250K	400K
	Associate Director	副总监	Bachelor	15+	350K	550K
	Director	总监	Bachelor	20+	450K	700K

BUSINESS DEVELOPMENT & MARKETING 商务及市场

	Business Development Manager	商务经理	Bachelor	7+	200K	550K
	Marketing Manager	市场经理	Bachelor	7+	200K	450K



Automotive | 汽车制造



回顾2022年过去的三个季度，中国乘用车销量整体呈现强势增长的趋势，虽然在疫情影响的3个月里，销量有30%-40%下降，但从2022年6月开始，呈现每月20%以上的增速，中国车企在应对疫情新常态“VUCA”中，展现了优于其它国家的能力。2022年，中国电动车市场有望再次取得16%以上的渗透率，新能源多位一体的补能体系初步形成；出行服务商与生态伙伴跨界融合，寻求更多可持续商业模式；智驾（ADAS）和智联（V2X）技术将逐渐成为消费者选购产品的重要参考因素；城市交通体系智能化建设加快，政府对城市交通效率的调控及交运资源配置逐渐精准。这些趋势，也将在2023年保持发展。

我们预见2023年，在汽车“新四化”的持续推动下，朝着“全球碳中和”的使命努力前进，人才市场将呈现如下几个特点：

- 可持续发展将被更多企业关注，具备全球化ESG实施的人才将被青睐；
- “智能网联”将成为各大汽车制造厂商大力开发的技术核心，“打造硬核研发团队”以及“掌握“芯片”、“EE架构”和“算法”核心技术“将是人才引进业务战略重点；
- 随着电动车的普及和新势力车企市场车辆投放量的递增，“售后服务大体系”将越来越重要，企业需要在壮大售后服务团队的同时，更要考虑如何升级售后服务管理理念。

The overall sales of passenger vehicles have grown remarkably in China in the first three quarters of 2022. Though sales dropped by 30%-40% during the three months when the pandemic outbreaks dampened many business activities, they have since resumed a monthly growth rate of more than 20% since June 2022.

Chinese automobile manufacturers have outperformed their overseas counterparts in response to “VUCA” (volatility, uncertainty, complexity, and ambiguity) in the post-epidemic new normal.

2022 has witnessed the following trends that are likely to prevail in 2023:

First, Chinese electric vehicle manufacturers are expected to penetrate the market by more than 16% once again. Second, a multi-integrated energy supplementation system for new energy vehicles has taken shape. Third, travel service providers and ecological partners have established cross-sector partnerships to find sustainable business models. Fourth, ADAS (Advanced Driver Assistance Systems) and V2X (Vehicle-to-everything) will gradually become important performance indicators when consumers choose products. Fifth, the development

of an intelligent urban transportation system has picked up speed, and the government's regulation of urban transportation efficiency and allocation of transportation resources have gained accuracy .

We predict that the key trends in the automotive industry and the endeavours towards the mission of the global carbon neutrality will endow the recruitment market with the following characteristics by 2023:

- More companies will attach an importance to sustainable development, for which they will need talents with experience in global ESG regulations
- Intelligent connectivity will become the core technology that major auto manufacturers strive to develop. Strategic focuses of talent acquisition will include building a competitive R&D team and grasping core technologies such as chips, EE architecture, and algorithms
- As electric vehicles gain popularity and up-and-coming car companies launch an increasing number of electric vehicles to the market, a comprehensive after-sales service system will become a necessity. Therefore, companies need to build a stronger after-sales service team and more importantly, figure out how to upgrade the after-sales service management concept.

► Annual Salary (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

PARTS SUPPLIERS - TRADITIONAL 零配件供应商-传统

GENERAL MANAGEMENT 管理

Asia President / Managing Director	亚太总裁 / 总经理	MBA	20+	2.5M	5.0M
General Manager - Country	国家总经理	MBA	20+	2.0M	4.0M
CBU General Manager	客户单元总经理	MBA	15+	2.0M	3.0M

OPERATIONS 运营

Plant GM	工厂总经理	Bachelor	15+	800K	1.1M
Operations Director	运营总监	MBA	15+	700K	1.0M
Site Manager	工厂选址经理	Bachelor	8+	300K	500K
Production Manager	生产经理	Bachelor	8+	300K	500K
Quality Director	质量总监	Bachelor	15+	700K	1.0M
Quality Manager	质量经理	Bachelor	8+	300K	500K
Maintenance Manager	维修经理	Bachelor	8+	200K	450K
Industrial Engineering Manager	工业工程经理	Bachelor	8+	250K	450K
Manufacturing Engineering Manager	制造工程经理	Bachelor	8+	300K	500K

► Annual Salary (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

PARTS SUPPLIERS - TRADITIONAL 零配件供应商-传统

SALES & MARKETING & CUSTOMER SERVICES 销售、市场及客服

Sales GM / Sales Director	销售总经理 / 销售总监	MBA	15+	800K	1.5M
Regional Sales Manager	区域销售经理	Bachelor	8+	300K	500K
Product Manager	产品经理	Bachelor	5+	250K	500K
(Key) Account Manager	客户经理 / 大客户经理	Bachelor	6+	300K	650K
After Market Director	售后市场总监	Bachelor	15+	700K	1.3M
After Market Regional Sales Manager	售后区域销售经理	Bachelor	8+	300K	550K
After Market Channel Development Manager	售后渠道发展经理	Bachelor	8+	250K	450K
After Market Channel Marketing Manager	经销商市场经理	Bachelor	8+	250K	450K
Customer Services Senior Manager	客服高级经理	Bachelor	10+	400K	700K
Marketing Director	市场总监	Bachelor	10+	800K	1.8M
Marketing Manager	市场经理	Bachelor	8+	400K	650K
Marketing Intelligence Manager	市场分析经理	Bachelor	8+	300K	550K
Digital Manager	数字营销经理	Bachelor	5+	300K	550K
Brand Manager	品牌经理	Bachelor	8+	250K	550K



► Annual Salary (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

PARTS SUPPLIERS - TRADITIONAL 零配件供应商-传统

SALES & MARKETING & CUSTOMER SERVICES 销售、市场及客服

PR & Communications Manager	公关及传播经理	Bachelor	8+	300K	550K
Channel Marketing Manager	渠道市场经理	Bachelor	8+	300K	550K

Strategy & BD Director	战略发展总监	MBA	10+	700K	1.5M
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PROGRAM 项目

Program Director	项目总监	Master / Bachelor	15+	700K	1.0M
Program Manager	项目经理	Bachelor	8+	400K	650K
Program Engineer	项目工程师	Bachelor	5+	200K	350K

R&D 研发

Engineering Director / R&D Director	工程总监 / 研发总监	PhD / Master	15+	900K	2.0M
Engineering Manager / R&D Manager	工程经理 / 研发经理	PhD / Master	10+	300K	700K
Product Development Manager	产品开发经理	PhD / Master	8+	250K	500K
Application Manager	应用经理	PhD / Master	8+	250K	500K
R&D Engineer	研发工程师	PhD / Master	5+	150K	300K

► Annual Salary (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

PARTS SUPPLIERS - TRADITIONAL 零配件供应商-传统

LEAN & 6 SIGMA 精益 / 六西格玛

Lean / 6 Sigma / CI Director	精益 / 六西格玛 / 持续改进总监	Master / Bachelor	15+	800K	1.5M
Lean / 6 Sigma / CI Manager	精益 / 六西格玛 / 持续改进经理	Bachelor	8+	350K	700K
Master Black Belt	黑带大师	Bachelor	10+	500K	800K
Black Belt	黑带	Bachelor	5+	200K	450K

SUPPLY CHAIN - AUTO PARTS 供应链 - 汽车零部件供应商

Supply Chain Director	供应链总监	Master / Bachelor	15+	700K	1.0M
Supply Chain Manager	供应链经理	Bachelor	10+	400K	650K
Sourcing Director	采购总监	Bachelor	15+	700K	900K
Sourcing Manager	采购经理	Bachelor	6+	400K	700K
Supplier Quality Manager	供应商质量经理	Bachelor	6+	350K	650K
Supplier Development Manager	供应商发展经理	Bachelor	6+	350K	650K
Logistics Manager	物流经理	Bachelor	6+	250K	500K
Procurement Director	采购总监	Bachelor	15+	700K	1.0M
Purchasing Manager	采购经理	Bachelor	6+	250K	550K
Commodity Manager	商品经理	Bachelor	6+	250K	550K

► Annual Salary (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

PARTS SUPPLIERS- E-POWERTRAIN/INTELLIGENT & CONNECTED 零配件供应商 - 三电 智能网联

SPECIAL FUNCTION 独有岗位

Engineering Director	工程总监 / 研发总监	PhD	8+	1.0M	2.5M
Engineering Manager	工程经理 / 研发经理	Master	8+	1.0M	2.5M
 Algorithm Engineer	算法工程师	PhD / Master	5+	350K	600K
Software Engineer	软件工程师	Master	3+	300K	500K
UX Engineer	UX 设计工程师	Bachelor	3+	200K	400K
 Battery Energy Management Manager	电源能源管理经理	Master	7+	400K	700K
 FOTA Engineer	远程升级工程师	Bachelor	3+	300K	450K
Product Planning Director	产品规划总监	Master	10+	800K	2.0M
 Product Manager (APP)	产品经理 (APP)	Bachelor	3+	300K	600K

► Annual Salary (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

CAR MAKERS 整车制造商

GENERAL MANAGEMENT 管理

Asia CEO / Managing Director	亚太首席执行官 / 总经理	MBA	20+	3.5M	6.0M
CDO (Chief Digital Officer)	首席数据官	MBA / PhD	10+	2.5M	4.5M
General Manager - Country	国家总经理	MBA	20+	2.5M	5.0M
 Head of ESG	ESG 负责人	Master	15+	1.0M	2.5M

OPERATION 运营

Plant Manager	工厂经理	Bachelor	15+	800K	1.3M
Manufacturing Manager (Stamping, Painting, Assembling, Welding)	制造经理 (冲压、焊接、涂装、总装)	Bachelor	8+	300K	650K
 Quality Manager	质量经理	Bachelor	10+	300K	650K
 ME Manager	制造工程经理	Bachelor	10+	350K	650K
Senior Engineer (Manufacturing)	高级工程师 (制造类)	Bachelor	5+	150K	300K

SALES & MARKETING 销售及市场

Sales Operation Senior Director / VP	销售及运营高级总监 / 副总裁	MBA / Bachelor	15+	1.0M	2.5M
Regional Business Director	大区业务总监	Master / Bachelor	10+	600K	800K
Regional Sales Director	大区销售总监	Master / Bachelor	10+	600K	700K
Regional Sales Manager	大区销售经理	Bachelor	8+	350K	500K



► Annual Salary (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

CAR MAKERS 整车制造商

SALES & MARKETING 销售及市场

Area Sales Manager	区域销售经理	Bachelor	5+	300K	400K
Fleet Sales Manager	大客户经理	Bachelor	5+	300K	600K
Senior Manager, Sales Planning & Ordering	销售订单计划高级经理	Bachelor	8+	450K	650K
Aftersales Senior Director / VP	售后高级总监 / 副总裁	Bachelor	15+	1.0M	1.8M
Regional Aftersales Director	大区售后总监	Bachelor	10+	700K	900K
Area Aftersales Manager	区域售后经理	Bachelor	6+	300K	450K
Aftersales Technical Support Manager	售后技术支持经理	Bachelor	10+	300K	500K
Parts Business Manager	配件业务经理	Bachelor	6+	300K	500K
Customer Services Manager	客服经理	Bachelor	6+	300K	500K
Warranty Manager	保修经理	Bachelor	6+	400K	500K
Aftersales Promotion / Marketing Manager	售后促销(市场)经理	Bachelor	5+	350K	500K
Training Centre Director	培训中心总监	Bachelor	10+	700K	900K
Technical Master Trainer / Training Manager	技术培训经理	Bachelor	10+	500K	600K
Commercial Training Manager	商务培训经理	Bachelor	6+	400K	600K
CMO / Marketing VP	首席营销官 / 副总裁	MBA	15+	1.5M	2.5M

► Annual Salary (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

CAR MAKERS 整车制造商

SALES & MARKETING 销售及市场

Senior Marketing Manager	高级市场经理	Bachelor	10+	500K	700K
Retail Marketing Senior Manager (National)	经销商零售市场高级经理	Bachelor	8+	400K	650K
Retail Marketing Manager (Regional)	经销商零售市场经理 (区域)	Bachelor	6+	300K	450K
Digital Marketing Manager (Integrated Marketing Manager)	数字营销经理 (整合营销)	Bachelor	5+	300K	650K
Event & Exhibition Senior Manager	活动会展经理	Bachelor	8+	500K	650K
Sponsorship Senior Manager	品牌赞助高级经理	Bachelor	8+	400K	650K
Product Marketing Manager	产品市场经理	Master / Bachelor	6+	350K	600K
Brand Director (Car Series)	品牌总监 (车系)	Bachelor	10+	700K	1.5M
Brand & Product Communications Senior Manager	品牌及产品传播高级经理	Bachelor	8+	500K	700K
Advertising & Media Senior Manager	广告及媒介高级经理	Bachelor	8+	500K	700K
 Consumer Insight Manager	消费者洞察经理	Bachelor	6+	300K	400K
CRM Senior Manager	客户关系高级经理	Bachelor	8+	500K	650K
Loyalty Marketing Manager	客户忠诚度经理	Bachelor	6+	350K	450K
PR Director	公关总监	Master / Bachelor	13+	700K	1.3M

► Annual Salary (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

CAR MAKERS 整车制造商

NETWORK MANAGEMENT 经销商网络管理

Network Director	网络总监	Master / Bachelor	13+	700K	1.0M
Network Planning Senior Manager	网络规划高级经理	Bachelor	8+	500K	650K
Network Operation Senior Manager	网络运营高级经理	Bachelor	8+	500K	650K
Network Development Senior Manager	网络发展高级经理	Bachelor	8+	500K	650K

R&D 研发



R&D Director (Traditional)	研发总监 (传统)	PhD / Master	15+	900K	2.0M
R&D Director (Connected Car Services)	研发总监 (车联网)	PhD / Master	10+	1.0M	3.0M
R&D Manager	研发经理	PhD / Master	10+	400K	600K
Program Director	项目总监	PhD / Master	13+	600K	1.0M
E&E Manager	电子电器经理	PhD / Master	8+	300K	550K
BIW Manager	白车身开发经理	PhD / Master	8+	300K	550K
Chief Engineer	总工程师	PhD / Master	10+	500K	900K
Model Design Director	造型设计总监	PhD / Master	10+	900K	2.0M
Trial & Test Manager	试制试验经理	PhD / Master	8+	350K	550K
Dimension Engineering Manager	尺寸工程经理	PhD / Master	8+	300K	550K



► Annual Salary (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

CAR MAKERS 整车制造商

R&D 研发

General Layout Supervisor	总布置主管	PhD / Master	5+	250K	350K
Vehicle Safety Performance Manager	整车安全性能经理	PhD / Master	8+	350K	550K
Platform Director	平台总监	PhD / Master	10+	600K	900K
System Integration Manager	系统集成经理	PhD / Master	8+	300K	550K
Senior Engineer	高级工程师	PhD / Master	5+	150K	300K

SUPPLY CHAIN - CAR MAKER 供应链 (汽车制造商)

Supply Chain Director / VP	供应链总监 / 副总裁	Master / Bachelor	15+	900K	2.0M
Supply Chain Manager	供应链经理	Bachelor	10+	450K	700K
Sourcing Director	采购总监	Bachelor	15+	850K	2.0M
Sourcing Manager	采购经理	Bachelor	5+	400K	800K
Supplier Quality Manager	供应商质量经理	Bachelor	5+	400K	700K
Supplier Development Manager	供应商发展经理	Bachelor	5+	300K	500K
Logistics Director	物流总监	Bachelor	10+	650K	900K

► Annual Salary (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

CAR MAKERS 整车制造商

SUPPLY CHAIN - CAR MAKER 供应链 (汽车制造商)

Logistics Manager	物流经理	Bachelor	5+	250K	500K
Procurement Director	采购总监	Bachelor	15+	850K	1.4M
Purchasing Manager	采购经理	Bachelor	5+	300K	550K
Commodity Manager	商品经理	Bachelor	5+	300K	450K

DEALERSHIP 经销商门店

GENERAL MANAGEMENT 管理

General Manager	总经理	MBA / Bachelor	15+	800K	1.5M
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SALES 销售

Sales Manager	销售经理	Bachelor	10+	400K	500K
Exhibition Manager	展厅经理	Bachelor	8+	350K	450K
Sales Supervisor	销售主管	College	6+	200K	350K
Sales Coordinator Supervisor	销售协调主管	College	6+	200K	250K
Second-hand Supervisor	二手车主管	College	6+	200K	350K

► Annual Salary (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

DEALERSHIP 经销商门店

SALES & MARKETING 市场

Marketing Manager	市场经理	Bachelor	8+	300K	400K
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Customer Relationship Management Supervisor	客户关系管理主管	Bachelor	5+	250K	350K
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AFTER SALES 售后

After Sales Manager	售后经理	Bachelor	10+	250K	450K
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Service Manager	服务经理	Bachelor	8+	200K	400K
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Workshop Manager	车间经理	College	8+	180K	350K
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Body & Paint Manager	钣金喷漆经理	College	8+	180K	300K
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Parts Manager	配件经理	College	8+	250K	350K
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Technical Supervisor	技术主管	College	6+	150K	250K
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Marketing Professional Services

营销
专业服务

市场营销领域近5年来随着数字媒体和大数据的驱动，以及消费者对品牌的期望越来越高的背景下，在公司服务模式上相比过去10年，发生了颠覆性变化。如今的市场营销呈现如下几个特点：

- **分析ROI途径更有效：**AI接管传统营销业绩表现分析。
- **个性化进入一个新水平：**ABM (ACCOUNT-BASED MARKETING) 的核心是精准数据分析以及个性化的内容创作，CONTENT MARKETING的关注度将逐渐超越MASS COMMUNICATION。如何运用好BGC，PGC和UGC将成为CMO的战略部署。
- **传播渠道新思考：**行业的趋势变化倒是营销人对于传播渠道必须做出新的思考。随着无人驾驶车辆的量产化，司机将拥有更多自由关注时间，车内营销将是新渠道。
- **营销人必须是咨询顾问：**正因为如今市场投放的效果可以更加精准地得到，CMO必须是产品和服务的优化建议贡献者。

回首2022年，更多企业开始自建创意团队进行品牌传播和市场营销。随着消费者对于品牌的要求变得越来越苛刻，广告主和广告公司们都着力部署“内容营销”领域。与此同时，BAT从媒介的下游方走向上游，进入4A的领地。电商从渠道变为品牌和MNC，都在不断搅动广告行业的人才流动。咨询公司跨界广告行业，广告公司也着手为客户提供业务转型咨询服务。

Driven by the development of digital media and Big Data as well as the increasingly high expectations of consumers over the past five years, professional marketing services have undergone fundamental changes in their service model compared to a decade ago. At present, professional marketing services show the following characteristics:

- **More effective ROI analysis approach:** AI replaces the conventional approach to sales performance analysis.
- **A higher level of personalised service:** The core of Account-Based Marketing lies in accurate data analysis and personalised content creation. Content Marketing will gradually overtake Mass Communication. One of the strategic focuses of CMO will be the effective utilisation of BGC (Business Generated Content), PGC (Professionally Generated Content), and UGC (User Generated Content).
- **Emergence of new communication channels:** Recent trends in the industry have forced marketing professionals to explore new communication channels. With the mass production of unmanned vehicles, drivers will be allowed to direct more attention to time, and in-car marketing will prevail.

- **A marketing professional and also a consultant:** Now that the effect of marketing can be predicted more accurately, CMOs are expected to contribute valuable suggestions for product and service optimisation.

An increasing number of companies have set out building creative teams for branding and marketing in 2022. As consumers pose more stringent demands from brands, advertisers and advertising companies have begun to deploy content marketing. Meanwhile, MAT has moved from downstream to upstream media and entered the 4A dynamic, while ecommerce has evolved from a channel to brand and MNC.

These changes have affected talent flow in the advertising industry. Consulting companies are now engaged in advertising services while advertising companies begin to provide business transformation consulting services.

Marketing Professional Services 营销专业服务

► Annual Salary (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

ADVERTISING COMMUNICATIONS & MEDIA DIGITAL AGENCY 广告传播传媒数字服务公司 (业务支持职能职位除外)

LEADING 4A AGENCY 传统4A创意

China CEO	中国区首席执行官	MBA	15+	2.0M	4.0M
Client Services Director	客户服务总监	Bachelor	10+	1.0M	1.5M
Business Director	业务总监	Bachelor	10+	1.0M	1.5M
 Group Account Director	客户群总监	Bachelor	10+	800K	1.5M
Senior Account Director	高级客户总监	Bachelor	7+	600K	750K
Account Director	客户总监	Bachelor	5+	300K	550K
Executive Creative Director	执行创意总监	Bachelor	10+	1.0M	2.0M
Group Creative Director	创意群总监	Bachelor	9+	800K	1.0M
 Senior Creative Director	高级创意总监	Bachelor	7+	550K	700K
Senior Art Director	高级美术指导	Bachelor	5+	300K	450K
 Planning Director	策略总监	MBA	7+	600K	1.0M

DIGITAL & IMC 数字整合营销

China CEO	中国区首席执行官	MBA	13+	2.0M	4.0M
Business Director	业务总监	Bachelor	8+	800K	1.5M
Group Account Director	客户群总监	Bachelor	8+	700K	1.5M

Marketing Professional Services 营销专业服务

► Annual Salary (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

ADVERTISING COMMUNICATIONS & MEDIA DIGITAL AGENCY 广告传播传媒数字服务公司 (业务支持职能职位除外)

DIGITAL & IMC 数字整合营销

Senior Account Director	高级客户总监	Bachelor	6+	500K	700K
Media Director	媒介总监	Bachelor	8+	450K	500K
 Planning Director	策划总监	Bachelor	8+	450K	600K
SEM Director	搜索营销总监	Bachelor	8+	300K	550K
 Content Director	内容总监	Bachelor	8+	400K	700K
Creative Director	创意总监	Bachelor	5+	400K	600K

LIVE COMMUNICATION AGENCY 线下传播服务

China General Manager	中国区总经理	MBA	16+	1.8M	3.0M
Business Director	业务总监	Bachelor	10+	700K	900K
Senior Account Director	高级客户总监	Bachelor	8+	500K	700K
Account Director	客户总监	Bachelor	6+	350K	500K
Creative Director	创意总监	Bachelor	8+	400K	600K
Production Director	物料总监	Bachelor	8+	400K	550K
Project Manager	搭建项目经理	Bachelor	5+	250K	400K

Marketing Professional Services 营销专业服务

► Annual Salary (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

STRATEGY / PROFESSIONAL TECHNOLOGY CONSULTING AGENCY 战略/专业领域技术咨询服务 (业务支持职能除外)

MANAGEMENT CONSULTING 管理咨询

Managing Partner	管理合伙人	MBA	20+	4.0M	6.0M
Senior Partner	高级合伙人	MBA	15+	3.0M	4.5M
Partner	合伙人	MBA	10+	2.0M	3.5M
Principal	董事	MBA	8+	1.5M	2.0M
Project Manager	项目经理	MBA	6+	1.0M	1.5M
 Consultant	顾问	MBA	4+	800K	1.2M
Associate	助理	Master	2+	400K	600K

DATA RESEARCH FIRM 数据研究

 Senior Client Director	高级客户总监 (行业总监)	Bachelor	10+	600K	1.0M
Client Director	客户总监	Bachelor	8+	400K	650K
BD Director	业务拓展总监	Bachelor	8+	400K	650K
Consultant	顾问	Bachelor	5+	200K	350K
Research Manager	调研经理	Bachelor	6+	350K	500K

► Annual Salary (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

STRATEGY / PROFESSIONAL TECHNOLOGY CONSULTING AGENCY 战略/专业领域技术咨询服务 (业务支持职能除外)

SPECIFIC INDUSTRY SOLUTION CONSULTING - AUTOMOTIVE 细分行业解决方案咨询-汽车

Regional Operations Director	大区运营总监	MBA	15+	1.0M	2.0M
Technical Director	技术方案总监	Master	10+	600K	800K
Project Manager	项目经理	Bachelor	8+	400K	500K
Project Engineer	项目工程师	Bachelor	3+	200K	350K
Sales Director	销售总监	Bachelor	10+	600K	1.0M





Banking & Financial Services

银行业与金融服务

商业银行

2022年，新冠疫情与全球政治经济格局复杂演变，银行业的中长期增长面临极大挑战。全球银行普遍从去年开始转变多年的保守姿态，更加主动地应对持续的疫情影响，同时以前所未有的速度和力度创新整个银行运营系统。数字创新的重点也从改善提高转向革新重塑，而且服务功能也更聚焦人性化关怀。

随着众多金融支持政策出台以及资管新规过渡期落下帷幕，对于商业银行来说，深化数字化转型、推动绿色金融、赋能财富管理等也将成为新的业务增长点，如何在数字化时代擘画新增长均是业界关注的焦点。

随着资管新规“过渡期”终结，财富管理行业就此告别野蛮生长和无序竞争，正式开启大财富、大资管时代的新纪元。背靠母行，在客户、渠道方面有着先天优势的银行理财子公司，有望成为未来资管市场的主导力量，深刻改变资管行业的市场格局。业内专家认为，步入全新发展阶段的理财子公司，直面“大资管”竞争，下一步亟待建立核心竞争力，突破在资金端、资产端和运营端的发展困境，引领资管行业高质量发展。

保险

保险行业发展趋势

2023年数字化转型、康养结合、高净值客户业务是保险公司的发展重心。不少保险公司都在充实自己的科技团队，从上而下地开展数字化转型，打造自己的数字化中台，打通所有业务流程，实现全线上业务操作。头部保险公司为了提供更好的增值服务，吸引高端人群，纷

纷成立了健康管理和养老板块，期望能在跨境医疗服务、重疾一体化服务、健康养老服务等方面提供优质的产品和服务，以提升自身产品的价值。

保险业务的发展整体处于良性发展阶段，机遇与挑战并存。

证券和资管

内资券商：在行业限薪政策及国内疫情防控政策的共同因素下，2022年自Q2起，券商多业务条线均采用比较谨慎的运营策略。券商的传统几块主营业务均受到了不小的影响。涉及资产管理，券商投行，财富管理等。另外，对标于去年不少平台在信息科技上的投入，今年，仅剩少量中大型机构，依然对这块持有积极乐观的态度。而对于合规、风控等中后台运营条线，则更多以替代型招聘为主。

外资券商：相比于内资券商的谨慎策略，外资券商面临的市场挑战更加直接。首当其冲的是牌照的发放，本预计在2022上半年进行场检以及预计牌照发放的公司普遍都因为牌照和场检，暂缓暂停甚至取消了招聘，仅存的招聘需求基本都为搭建符合监管牌照要求核心团队的刚需职位。

在资管板块，面对当前大环境，内资公募基金及券商资管不得不把主要投资标的，从权益转向固收及FOF产品，精通大类资产配置等方向人才，则得到更多的关注及拥护。在此环境下，大型保险资管及银行理财子公司获得了比往年更多的机会。当然也不乏部分头部公募/券商机构，逆势物色优质的权益投资的人才，为下一个周期拐点来临之时，做好充足的准备。与此同时，多数外资资管依旧处于等候牌照状态，招聘普遍较缓。已获牌照的公募（如贝莱德）会借此时机在市场中大量扩军，目前看来此板块竞争相对激烈。

私募股权投资/风险投资

2022年，伴随疫情的反复和国际形式的不确定性，PE&VC行业也同样受到了较大影响。

募资端来看：2022上半年新成立基金2701支，同比下降7.2%。募资总规模仅为7724亿元，同比下降10.3%。存量市场下基金募资的“马太效应”进一步放大，拥有出色TRACK RECORD的头部基金依然能获得超募。同时，大额的基金，政策引导向基金频频设立，以国企/央企，政府引导基金为代表的国资出资依然保持活跃，稳定了PE&VC的募资端。

投资端来看：上半年中国股权投资市场投资总额3149亿元，同比大幅下降54.9%。在疫情反复和国际形势严峻复杂的多重因素影响下，中国股权投资市场明显放缓了投资节奏。

从行业来看：IT，半导体及电子设备，生物技术/医疗健康依然是目前最受欢迎的前三大投资行业，集中度超过了60%。汽车，半导体和清洁技术的投资热度在持续上升。受中美局势和国家政策影响，半导体继续收到了主流基金的青睐。

从地域数字来看：北上深江浙五地案例数依然领先。北上深等一线城市较之去年均有明显的下降，值得注意的是无锡，合肥，武汉等二三线城市逆势增长。

最后从退出情况来看，2022年市场整体退出交易总量明显下降。其中受美股上市监管趋严等原因影响，上半年美股方面无被投企业IPO，而A股退出渠道依然相对顺畅，科创板和创业板融资额不断上升。先进制造的IPO数量最多，其次是医疗健康，而互联网项目的IPO大幅减少，我们正在见证着行业的历史交替。

PE&VC行业在2022年遭遇了一定的挫折，但其在企业的发展过程中起到的作用依然不可替代，超过70%的上市公司在不同的成长阶段中都受到过PE&VC行业的支持，我们也将持续和投资行业的人才保持紧密的沟通和联系，伴随行业一同成长。

金融科技

随着疫情对市场经济的持续影响，数字化转型的字眼也成为各个机构关注的重点。同时金融科技如何更好地注入实体经济，也成为行业共同瞩目的关键议题。

随着人工智能、区块链、云原生和物联网等新技术应用的成熟，金融科技逐渐演进为数字金融与实体经济的连接器。因此，推动数实共生，金融科技大有可为。

数字银行方面，改善了很多人的生活品质。人们无需在银行网点排队等候就能办理各类业务。利用AI、大数据和物联网等数字技术，评估金融风险 and 用户需求，提供满足客户最佳利益的个性化服务。

金融数据不再仅仅是支持金融业务开展的一种资源工具，而是已成为了金融业最重要的生产要素之一。数据分析是金融科技行业的重要支柱。

在数据层面，在数据法制逐渐完善的今天，联邦学习和分布式云原生技术，从很大程度上可以提升数据交互效率，优化数据计算架构。

趋势方面，在金融数字化大背景下，基于零信任架构，金融机构在未来将针对远程或移动访问等多元化场景，在多方接入、数据处理、风险控制等方面对访问主体身份进行动态持续的核查和管理，打造安全、高效的金融访问环境，保障金融行业数据安全。

分布式云能够使研发关注点聚焦上层业务逻辑实现，带来对业务的快速支持、创新能力。具体来说，基于分布式架构、微服务架构等，分布式云能提升应用快速开发、部署和迭代升级、应对高并发的能力，实现业务转型和产品创新的快速响应和支持。

在隐私计算的技术加持下，在未来能够打通多种横向数据，促进内外部数据融合，实现合规、有效的数据流通，促进营销、风控、反洗钱、资管等金融场景发展。

在新技术运用方面，数字银行不断加强对大数据、AI、物联网等在业务中的应用，实现风险控制和用户需求分析。

利用相关模型科学化预测客户行为和需求，并通过关联方分析多维度评估，在交叉认证中提高结果精准度。

Commercial Banks

Volatility caused by the complexity of the pandemic and global geopolitical and economic crises have posed massive challenges for the mid- to long-term growth of the banking industry in 2022. Since last year, banks worldwide have become less conservative and more proactive in responding to the continuous impact of Covid-19. They have been innovating the entire bank operating system swiftly and vigorously. The focus of digital innovation has also shifted from improvement to reform, and the focus of service to personalised care.

With the enactment of numerous financial support policies and the end of the transition period for new asset management regulations, the new growth points for commercial banks will lie in deepening digital transformation, promoting green finance, and empowering wealth management. The focus of the banking industry will be deployment for new growth opportunities in the digital era.

The end of the transition period for new asset management regulations will eliminate disorderly growth and competition in the field of wealth management. It will usher in an era of comprehensive wealth and asset management.

Wealth management subsidiaries of banks that rely on the strengths of the parent banks and have competitive advantages with customers and channels

are expected to play a dominant role in the future asset management market and bring a fundamental change to the market. Industry experts point out that for wealth management subsidiaries embarking on a brand-new stage of development and facing competition in the comprehensive asset management service market, the next move should be to build core competency, overcome the challenges in capital, asset, and operation, and usher in high-quality development of the asset management industry.

Insurance

In 2023, the focus of insurance companies will be digital transformation, the integration of health and elderly care services, and high-net-worth customers. Many insurance companies have begun building a stronger technical team, carrying out top-down digital transformation, establishing their own digital middle platforms, and incorporating all business processes into a digital system that takes all business operations online.

To provide better value-added services and attract high-net-worth individuals, leading insurance companies have established health management and senior care services functions. They also seek to increase the value of their products and services through quality cross-border medical services, integrated services for critical illness, and health and senior care services.

The insurance industry has grown steadily as a whole, bring further opportunities and challenges.

Securities and Capital Management

Chinese-funded securities companies:

Under the impact of the industry salary limit and continued pandemic prevention and control in China, securities companies have adopted a more prudent operating strategy for multiple business lines since the second quarter of 2022. These factors have exerted significant impact on the traditional businesses of securities companies, including asset management, brokerage, investment banking, and wealth management. In addition, compared to last year, when many platforms invested heavily in IT, only a select medium and large institutions have remained active and positive towards the sector this year. For mid- and back-end operations such as compliance and risk control, alternative recruitment prevails.

Foreign-funded securities companies:

Compared with Chinese-funded securities companies that adopt prudent strategies, foreign-funded securities companies have been facing more direct market challenges. The first and foremost challenge is the issuance of licences. Companies that were expected to receive on-site inspections and issuance of licences in the first half of 2022 have generally suspended or even cancelled their recruitment plans. This is due to the postponement in licence issuance and on-site inspections, which have only recently opened job vacancies for in-demand positions that constitute the core teams to meet the regulatory requirements for licence issuance.

To adapt to the current situation of the asset management sector, the Chinese public funds, securities, and asset management companies must change their main investment targets from equity to fixed income and Fund of Funds (FOF) products. In this context, talents proficient in major asset allocation and related fields have drawn more attention and support. More opportunities have been created by large insurance and asset management companies and wealth management subsidiaries of banks.

Despite the adverse factors, certain leading public offering and securities companies seek high-quality equity investment talents to get them prepared for the next turning point in the cycle. Meanwhile, most foreign-funded asset management companies are still waiting for the issuance of licences. They have slowed down recruitment as a whole. Licensed IPO solutions providers (such as BlackRock) will take this opportunity to expand their team in the market. For now, the competition in this sector has been intense.

Private Equity and Venture Capital

Repeated Covid-19 outbreaks and uncertainty in the international economic and geopolitical environment have had a significant impact on Private Equity and Venture Capital (PE & VC) in 2022.

For fundraising, the number of new funds established in the first half of 2022 was 2,701, a decline of 7.2% compared to the same period in 2021. The total amount

of funds raised was RMB 772.4 billion, down 10.3% year-on-year. Interestingly, the Matthew Effect of fund-raising in the stock market has magnified further, resulting in top funds with a successful track record still achieving over-raised funds. Many large funds and policy-guided funds have been established. State-owned capital investors represented by state-owned enterprises or central enterprises and policy-guided funds have remained active and stabilised the fundraising of PE & VC.

The total amount of investment in China's equity market for the first half of 2022 was RMB 314.9 billion, a severe decrease of 54.9% year-on-year.

With regards to industry, IT, semiconductors, electronic equipment, biotechnology and health care remain the most popular investment targets, attracting over 60% of investments. Meanwhile, investments in automobiles, semiconductors, and clean technology have continued to rise. Under the impact of the China-US relationship and domestic policies, semiconductors have continued to attract investment from mainstream funds.

In terms of geographical regions, Beijing, Shanghai, Shenzhen, Jiangsu, and Zhejiang have remained in leading positions in on the number of investments. However, an evident decrease was visible in first-tier cities such as Beijing, Shanghai, and Shenzhen compared with the previous year. It is notable that the second- and third-tier cities such as Wuxi, Hefei, and Wuhan have grown amidst adversity.

Finally, for exits, 2022 has witnessed a significant drop in the total number of exit transactions in the China market. Under the impact of the tightening supervision of US stock listings and other factors, no investees have launched IPOs in the US stock market. While the exit channels for A shares have remained rather smooth the amount of financing on the Sci-Tech Innovation Board and ChiNext Index has continued to grow in the first half of the year. Advanced manufacturing has seen the largest number of IPOs, followed by healthcare, while the Internet has experienced a significant decline. In short, a historical turnaround has been taking place in the PE & VC industry.

Despite the setbacks in 2022, PE & VC have still played a key role in promoting the business development of enterprises. More than 70% of listed companies have received support from PE & VC in different growth stages. PERSOLKELLY will continue to deepen communication with talents in the investment industry and strive for mutual growth.

Fintech

The continued impact of Covid-19 pandemic has made digital transformation the core focus of many financial institutions along with successful fintech integration into traditional financial services.

As the application of new technologies such as Artificial intelligence (AI), Blockchain, Cloud and the Internet of Things (IoT) increases and expands, fintech has gradually evolved into a connector between digital finance and the real economy. Therefore, fintech is likely to play a crucial role in advancing the interaction between the digital and real economy.

Digital banking has upgraded the quality of life and financial inclusion for many people. They can now have various transactions processed online instead of queuing up at a bank branch. Digital technologies such as AI, Big Data and IoT are used in assessing financial risks and user needs, and providing personalised customer services.

Financial data is no longer just a resource or tool that is meant to support financial business. It has become one of the defining production factors for the financial industry.

Data analysis plays a vital role in the fintech industry. As data regulations gradually evolve, machine learning and cloud-native technologies can improve the efficiency of data interaction and optimise data computing architecture.

In terms of trends, based on financial digitisation and zero-trust architecture, financial institutions will perform dynamic and continuous verification and management of user identity. The aim is to ensure safe and efficient financial access and data security.

Distributed cloud helps R&D teams focus on enhancing the business logic layer, accelerating business support, and enhancing innovation. It could also improve and accelerate application development, deployment, iteration and upgrades.

With the support of privacy computing, a variety of horizontal data will be incorporated to promote the integration of internal and external data, achieve compliance and effective data flow. This could also promote the development of financial scenarios such as marketing, risk control, anti-money laundering, and asset management.

In terms of applying new technologies, digital banks have continued to strengthen the application of Big Data, AI and IoT in risk control and user needs analysis.

Relevant models will be put to use to scientifically quantify and predict customer behaviour and needs. Related party analysis will also be conducted to perform multi-dimensional evaluations and improve the accuracy of results in cross-certifications.

Banking & Financial Services 银行业与金融服务

► Annual Salary (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

COMMERCIAL BANKING 商业银行

Cash Operations, SVP / D	现金管理运营, SVP / D	Master / Bachelor	15+	700K	1.0M
Cash Operations, VP	现金管理运营, VP	Master / Bachelor	10-15	450K	700K
Cash Operations, AVP	现金管理运营, AVP	Master / Bachelor	5-10	200K	450K
Cash Sales / Trade Sales, MD	现金管理 / 贸易融资销售, D	Master / Bachelor	15+	1.5M	/
Cash Sales / Trade Sales, AVP	现金管理 / 贸易融资销售, AVP	Master / Bachelor	5-8	260K	500K
Cash Sales / Trade Sales, SVP / D	现金管理 / 贸易融资销售, SVP / D	Master / Bachelor	12-15	900K	1.3M
Cash Sales / Trade Sales, VP	现金管理 / 贸易融资销售, VP	Master / Bachelor	8-12	500K	900K
Compliance SVP / D	合规 SVP / D	Master / Bachelor	15+	850K	1.3M
Compliance, AVP	合规, AVP	Master / Bachelor	5-10	320K	520K
Compliance, VP	合规, VP	Master / Bachelor	10-15	520K	850K
Corporate Relationship Manager, AVP	企业客户经理, AVP	Master / Bachelor	5-8	260K	500K
Corporate Relationship Manager, MD	企业客户经理, MD	Master / Bachelor	15+	1.5M	/
Corporate Relationship Manager, SVP / D	企业客户经理, SVP / D	Master / Bachelor	12-15	900K	1.3M
Corporate Relationship Manager, VP	企业客户经理, VP	Master / Bachelor	8-12	500K	900K
Credit Risk, AVP	信用风险, AVP	Master / Bachelor	5-8	320K	520K

Banking & Financial Services 银行业与金融服务

► Annual Salary (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

COMMERCIAL BANKING 商业银行

Credit Risk, SVP / D	信用风险, SVP / D	Master / Bachelor	12-15	850K	1.3M
Credit Risk, VP	信用风险, VP	Master / Bachelor	8-12	520K	850K
Global Markets Sales, AVP	金融市场部销售, AVP	Master / Bachelor	5-8	260K	650K
Global Markets Sales, MD	金融市场部销售, MD	Master / Bachelor	15+	1.5M	/
Global Markets Sales, SVP / D	金融市场部销售, SVP / D	Master / Bachelor	12-15	1.0M	1.5M
Global Markets Sales, VP	金融市场部销售, VP	Master / Bachelor	8-12	650K	1.0M
 Head of Architecture, Director (Banking)	银行IT架构 总监	Master / Bachelor	8+	500K	1.2M
 Head of Developer, VP (Banking)	银行IT开发 副总监	Master / Bachelor	8+	500K	1.0M
 Head of Testing, VP (Banking)	银行IT测试 副总监	Master / Bachelor	8+	400K	800K
Internal Audit, AVP	内审, AVP	Master / Bachelor	5-10	250K	520K
Internal Audit, SVP / D	内审, SVP / D	Master / Bachelor	15+	850K	1.2M
Internal Audit, VP	内审, VP	Master / Bachelor	10-15	520K	850K
Market Risk, AVP	市场风险, AVP	Master / Bachelor	5-8	330K	600K
Market Risk, SVP / D	市场风险, SVP / D	Master / Bachelor	12-15	1.0M	1.5M
Market Risk, VP	市场风险, VP	Master / Bachelor	8-12	600K	1.0M

► Annual Salary (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)




MIN

MAX

COMMERCIAL BANKING 商业银行

Operational Risk, AVP	操作风险, AVP	Master / Bachelor	5-8	300K	450K
Operational Risk, SVP / D	操作风险, SVP / D	Master / Bachelor	12-15	720K	1.3M
Operational Risk, VP	操作风险, VP	Master / Bachelor	8-12	450K	720K
Trade Operations / Loan Operations, AVP	贸易融资 / 贷款运营, AVP	Master / Bachelor	5-10	200K	450K
Trade Operations / Loan Operations, SVP / D	贸易融资 / 贷款运营, SVP / D	Master / Bachelor	15+	700K	1.0M
Trade Operations / Loan Operations, VP	贸易融资 / 贷款运营, VP	Master / Bachelor	10-15	450K	700K
Treasury Operations, AVP	资金运营, AVP	Master / Bachelor	5-10	250K	450K
Treasury Operations, SVP / D	资金运营, SVP D82 / D	Master / Bachelor	15+	750K	1.2M
Treasury Operations, VP	资金运营, VP	Master / Bachelor	10-15	450K	750K

INSURANCE 保险









 Portfolio Manager	投资组合经理	Master / Bachelor	5+	500K	800K
 New Media Marketing Officer	新媒体运营	Master / Bachelor	3+	200K	450K
 Risk Manager	风险管理经理	Master / Bachelor	5+	400K	600K
Chief Distribution Officer	首席渠道官	Master / Bachelor	15+	1.2M	2.0M
Head of Agency Promotion	个险业务负责人	Master / Bachelor	12+	1.0M	1.5M

► Annual Salary (RMB)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
INSURANCE 保险					
	Head of Digital Sales	网销业务负责人	Master / Bachelor	12+	800K2.0M
	Head of Bancassurance	银保业务负责人	Master / Bachelor	12+	800K1.2M
	Chief Investment Officer	首席投资官	Master / Bachelor	15+	1.5M2.5M
	Chief Marketing Officer	首席市场官	Master / Bachelor	15+	1.0M1.5M
	Chief Operations Officer	首席运营官	Master / Bachelor	15+	1.0M1.5M
	Actuary Manager	精算经理	Master / Bachelor	5+	300K500K
	Chief Actuary	首席精算师	Master / Bachelor	15+	1.0M1.5M
	Chief Risk Officer	首席风险官	Master / Bachelor	15+	1.0M2.0M
	Head of Claim	理赔负责人	Master / Bachelor	15+	700K1.0M
	Claim Director	理赔总监	Master / Bachelor	15+	800K1.0M
	Head of Underwriting	核保负责人	Master / Bachelor	15+	700K1.0M
	Head of Compliance	合规负责人	Master / Bachelor	15+	1.0M2.0M
	Head of Legal	法务负责人	Master / Bachelor	15+	1.0M2.0M
	Chief Information Officer	首席信息官	Master / Bachelor	15+	1.0M2.0M
	Chief Data Officer	首席数据官	Master / Bachelor	12+	1.0M1.5M
	Head of Health Management	健康管理事业部负责人	Master / Bachelor	12+	700K1.5M

Banking & Financial Services 银行业与金融服务

► Annual Salary (RMB)

			QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
INVESTMENT BANKING AND GLOBAL MARKETS 投资银行与全球金融市场						
	Corporate Finance - Managing Director	董事总经理, 公司金融	Master / Bachelor	15+	3.0M	6.0M
	Corporate Finance - Executive Director	执行总经理, 公司金融	Master / Bachelor	12-15	1.5M	2.5M
	Debt Capital Market - Managing Director	债务资本市场董事总经理	Master / Bachelor	15+	1.2M	2.8M
	Debt Capital Market - Executive Director	债务资本市场执行总经理	Master / Bachelor	12-15	1.0M	1.8M
	Equity Research - Managing Director	股票研究董事总经理	Master / Bachelor	15+	2M	3.5M
	Equity Research - Executive Director	股票研究执行总经理	Master / Bachelor	12-15	1.0M	3.0M
	Head of Asset Management - Managing Director	董事总经理, 资产管理	Master / Bachelor	15+	2.5M	5.0M
	Head of Product Development - Executive Director	执行总经理, 产品开发	Master / Bachelor	15+	800K	1.5M
	Head of Fixed Income - Managing Director	董事总经理, 固定收益	Master / Bachelor	15+	1.0M	3.5M
	Head of Equities - Managing Director	董事总经理, 股票市场	Master / Bachelor	15+	2.5M	6.0M
	Chief Compliance Officer	首席合规官	Master / Bachelor	15+	2.0M	4.0M
	Deputy Head of Compliance, VP	副总裁, 合规副总经理	Master / Bachelor	10+	800K	2.0M
	Head of Internal Audit	内审总监	Master / Bachelor	15+	800K	1.2M
	Chief Financial Officer, Executive Director	执行总经理, 首席财务官	Master / Bachelor	15+	1.5M	5.0M
	Finance Director, VP	副总裁, 财务总监	Master / Bachelor	12+	900K	2.0M

► Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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INVESTMENT BANKING AND GLOBAL MARKETS 投资银行与全球金融市场

Head of Regulatory Reporting, VP	副总裁, 合规报表总经理	Bachelor	12+	600K	900K
Head of Product Control, VP	副总裁, 产品控制总经理	Bachelor	12+	600K	850K
 Head of Operations	运营总经理	Bachelor	15+	1.2M	2.5M
Head of KYC	客户身份验证总经理	Bachelor	12+	600K	1.1M
Head of AML	反洗钱总经理	Bachelor	12+	700K	1.2M

COMMODITIES 大宗商品贸易

General Manager - Managing Director	董事总经理	Bachelor	15+	1.7M	1.9M
Head of Trading - Physical	现货交易总经理	Bachelor	15+	1.4M	1.6M
Head of Trading - Derivatives	衍生品交易总经理	Master / Bachelor	15+	1.7M	2.0M
Head of Sales	销售总经理	Bachelor	15+	1.10M	1.3M
Head of Risk Management	风险控制总经理	Master / Bachelor	15+	1.3M	1.6M
Head of Operations	运营总经理	Bachelor	15+	800K	950K

► Annual Salary (RMB)

			QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
FUNDS 信托/资产管理						
	General Manager, Managing Director	董事总经理	Master / Bachelor	12-15	2.5M	4.5M
	Head of Sales	销售部负责人	Master / Bachelor	12-15	1.4M	2.5M
	Head of Product	产品负责人	Master / Bachelor	10+	1.2M	1.6M
	Chief Investment Officer	首席投资官	Master / Bachelor	15++	3.0M	8.0M
	Head of Equities	股票业务负责人	Master / Bachelor	15++	2.5M	5.0M
	Head of Fixed Income	固定收益业务负责人	Master / Bachelor	15++	2.5M	5.0M
	Head of Multi Asset	多元资产负责人	Master / Bachelor	15++	2.0M	3.5M
	Head of Finance	财务总监	Master / Bachelor	15++	1.8M	4.5M
	Chief Compliance Officer	督察长	Master / Bachelor	15++	1.5M	3.5M
WEALTH 财富管理						
	Chief Executive Officer	首席执行官	Master / Bachelor	20+	2.0M	3.5M
	Head of Product Development	产品开发总经理	Master / Bachelor	20+	800K	1.5M
	Wealth Management, Managing Director	董事总经理, 财富管理	Master / Bachelor	15+	1.0M	3.0M
	Wealth Management, Executive Director	执行总经理, 财富管理	Master / Bachelor	12+	800K	2.0M
	Wealth Management, VP	副总裁, 财富管理	Master / Bachelor	8+	500K	1.0M

► Annual Salary (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

PRIVATE EQUITY INVESTMENT / VENTURE CAPITAL 私募股权投资/风险投资

FRONT OFFICE 前台

Investment - Managing Director	董事总经理, 投资	Master / Bachelor	13+	2.0M	5.0M+
Investment - Executive Director	执行总经理, 投资	Master / Bachelor	12-15	1.3M	2.5M
 Investment - Director	总监, 投资	Master / Bachelor	10+	800K	2.0M
 Investment - VP	副总裁, 投资	Master / Bachelor	8+	600K	1.5M
Investment - Assoc / Sr Assoc	经理, 投资	Master / Bachelor	3-7	400K	800K
Investment - Analyst	分析师	Master / Bachelor	0-3	300K	500K
Fund Raising - Director / ED / MD	执行总经理, 基金募集	Master / Bachelor	12-15	1.0M	3.0M+
 General IR	投资者关系	Bachelor	3-10	400K	1.2M

MIDDLE OFFICE, BACK OFFICE 中台与后台

Post Transaction - Investment Director	投后管理总监	Master / Bachelor	8+	700K	1.5M+
Executive Director - Investment Research	执行总监, 中台研究	Master / Bachelor	8+	700K	1.5M+
Manager - Investment Research	经理, 中台研究	Master / Bachelor	3-8	400K	800K
Fund Accountant	基金会计	Bachelor	3-7	250K	600K
Human Resources	基金HR	Bachelor	2-8	250K	800K

► Annual Salary (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

PRIVATE EQUITY INVESTMENT / VENTURE CAPITAL 私募股权投资/风险投资

MIDDLE OFFICE, BACK OFFICE 中台与后台

 Legal Manager / VP	基金法务	Master / Bachelor	3-8	350K	1.0M
Fund Operations	基金运营	Master / Bachelor	3-8	350K	600K
Fund PR	基金PR	Bachelor	3-8	400K	800K
COO	首席运营官	Master / Bachelor	10+	1.2M	2M+
Risk Control Director	风控总监	Master / Bachelor	10+	700K	1.5M+

FINTECH 金融科技

Chief Risk Officer	首席风控官	Master / Bachelor	10+	1.5M	2.5M
Risk Modelling Director	风险模型总监	Master / Bachelor	10+	800K	1.2M
Product Director	产品总监	Master / Bachelor	10+	800K	1.2M
Chief Technology Officer	首席技术官	Master / Bachelor	10+	1.5M	3.0M
Head of Digital Transformation	数字化转型负责人	Master / Bachelor	10+	1.0M	1.5M
Chief Architect	首席架构师	Master / Bachelor	8+	700K	1.0M
Head of Information Security	信息安全负责人	Master / Bachelor	10+	1.0M	1.5M
AI Director	人工智能总监	Master / Bachelor	10+	800K	1.2M

► Annual Salary (RMB)

			QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
FINTECH 金融科技						
	Security Expert	信息安全专家	Master / Bachelor	10+	700K	1.0M
	Data Governance	数据治理专家	Master / Bachelor	7+	500K	800K
	Data Architect	数据架构师	Master / Bachelor	7+	650K	800K
	Digital Transformation	数字化转型专家	Master / Bachelor	10+	600K	1.2M
	Medical Director	医学专家	Master / Doctor	10+	800K	1.2M
	Health Product Manager	健康管理产品经理	Master / Bachelor	5+	400K	700K

中国区

日资企业 薪酬指南

貿易商社及び物流 贸易进出口、物流

広告・コンサル・商業サービス 广告、咨询、商业服务

IT / 互联网

自動車部品及び機械 汽车零部件及机械

財務人事総務 财务及人事行政

半導体及び電器電子 半导体电子及电器

金融サービス 金融服务



貿易商社
及び物流

貿易进出口、
物流

2022年、面对严峻复杂的外部环境和国内疫情多点散发带来的新挑战，我国持续扩大高水平对外开放，推动外贸稳步增长。

一季度，我国有进出口实绩的外贸企业数量为43.2万家，同比增长5.7%，减税降费、维护产业链供应链畅通、持续优化营商环境等一系列政策“组合拳”靠前发力，有力激发了外贸市场主体活力。国际市场对我国产品需求仍然在扩大。机电产品占出口总值的58.4%，其中太阳能电池和汽车出口同比分别增长100.8%和83.4%。

与此同时，区域全面经济伙伴关系协定（RCEP）生效实施对区域贸易拉动作用正逐步显现，一季度，我国与RCEP其他14个成员国进出口总值超过2万亿元，占同期中国外贸总值的30.4%。

根据海关总署公布的数据显示，2022年上半年中国外贸出口先行指数总体走势和去年保持一致，且相较于2021年上半年显著上升。上半年，中国进出口总值达3.08万亿美元，同比增长10.3%。出口1.73万亿美元，同比增长14.2%。

3月以来，国内疫情多点频发，深圳、上海等“外贸重镇”受到不同程度的影响，或多或少对中国的进出口贸易市场带来了一定影响。上海和深圳等经济发展的首创区域的全球产业链供应链堵点、断点仍然存在，能源及部分原材料价格持续高位运行。美欧等全球主要经济体通胀压力加剧，进一步压缩需求。此外，国际形势不断变化、汇率波动加大等因素也给外贸进出口带来风险和挑战。

当前海外发达国家居民收入增速回落速度缓慢，美欧陷入衰退的风险恰恰反映出全球能源供给紧张背景下的生产困境，从而一方面海外消费需求缺口尽管缓慢降温但仍然较大，另一方面我国能源安全和产业链集群完整性可能持续形成对其他经济体工业产能的替代。7月进口同比2.3%，低于我们预期程度更深，我国产业链替代外部的阶段性特征持续显现。

另一方面、美欧央行加速紧缩对全球消费品需求的抑制作用将逐步开始显现，但全球能源供给仍较紧张，发达经济体工业生产恢复之路并非坦途，我国能源保障和中下游产业链完整性仍将持续形成对海外的供给端生产替代，预计8月至年底出口增速转为回落但幅度可控，进出口仍将对下半年稳增长力度形成稳定的支撑。

貿易商社及び物流 贸易进出口、物流

► Annual Salary (RMB)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
総合商社 综合商社					
営業アシスタント	销售助理	本科	0-5+	80K	128K
営業担当	销售担当	本科	0-5+	142K	247K
営業主管	销售主管	本科	8+	208K	346K
営業マネージャー	销售经理	本科	10+	247K	480K
専門商社、貿易会社 贸易进出口					
営業アシスタント	销售助理	大专 / 本科	0-5+	70K	102K
 営業担当	销售担当	大专 / 本科	2-5+	112K	210K
営業主管	销售主管	大专 / 本科	8+	185K	320K
営業マネージャー	销售经理	本科	10+	235K	440K
貿易担当	贸易专员	大专 / 本科	3-8+	90K	231K

▶ Annual Salary (RMB)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
物流 物流					
物流担当	物流专员	大专	3-5+	90K	200K
物流主管	物流主管	大专 / 本科	8+	145K	265K
物流マネージャー	物流经理	大专 / 本科	10+	205K	420K
倉庫管理	仓库管理	大专	3-5+	80K	148K
倉庫管理主管	仓库管理主管	大专 / 本科	8+	154K	218K
倉庫管理マネージャー	仓库管理经理	大专 / 本科	10+	190K	360K
物流セールス	物流销售担当	大专	3-5+	95K	190K
物流セールス主管	物流销售主管	大专 / 本科	8+	165K	275K
物流セールスマネージャー	物流销售经理	大专 / 本科	10+	220K	390K



広告・コンサル・
商業サービス

广告、咨询、
商业服务

2022年受疫情影响、户外活动受限，人们居家和室内活动时间变多，媒介接触习惯进一步发生改变。很多企业的媒体预算正在提升，在线广告已越来越普遍，而对传统营销及推广服务的需求正在下滑。其中、表现尤为突出的要属互联网广告和视频广告。由于人工智能和大数据技术的辅佐，使得品牌在整个广告生命周期中定位更加精准，通过更丰富的媒体资源和渠道，做到线上线下全方位布局营销，大满贯收获。

在此背景之下，客户管理类岗位依旧是广告公司最大的缺口，设计、策略、文案等也有较大需求，但如果只是单一技能的人才恐怕难以符合市场的要求，拥有多能力的综合人才，才能更游刃有余。整合营销公司等热门赛道深受广告营销人的青睐，选择适合自己的才是最好的。

未来，广告行业，尤其是互联网广告仍将继续被看好。特别是年轻的创业者对于互联网的认知，更能明白其优势，新兴企业在全国遍地开花，后疫情时代，裁员减负使一批成熟人才也踏上创业之路，无疑给广告行业带来无限可能。

随着国家整体经济和信息技术快速发展，各大中小企业面临的市场环境更加复杂，越来越多的企业愿意采用行业专家的信息和见解来促进决策过程，认可专业人士的知识信息服务，而咨询公司专门替客户分析业务策略问题，解决各种商业危机，重要性不可言喻。对招聘的人才需求，也是一如既往的高标准严要求，毕竟没有扎实的理论知识丰富的实战经验，不会有任何客户愿意轻易买单昂贵的咨询费用。优秀的学历背景是敲门砖，洞察能力、沟通和协调能力、逻辑能力、创新能力等各种软性条件的加持，双商在线，是咨询行业欢迎的人选。

疫情第三年，人们逐渐开始习惯口罩相伴的生活，很多消费习惯和生活模式随之改变，网购、直播、在线办公教学的需求仍然存在，服务业运行总体平稳，快递运输业恢复增长，然而不同省市多地的局部封控，导致批发零售、酒店旅游、餐饮等行业增长压力较大，初步显露趋势的消费降级，恐怕还要依靠政府发放消费券等各类稳经济政策来逐渐缓解。而行业的活跃人才，虽然入门门槛低，紧缺的却是懂技术擅管理的专业人才，特别是具有综合能力的高素质多元化人才，深受企业欢迎，人才结构不合理，是行业的突出问题点。

面对百年不遇的新冠，有效的疫情防控是经济社会发展的基础。各行各业紧跟党中央的坚强领导，做好经济发展工作，企业和人才各自努力，一定会等到春暖花开之时。

▶ Annual Salary (RMB)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
広告 广告					
営業アシスタント	销售助理	大专 / 本科	0-5+	60K	100K
営業担当	销售担当	大专 / 本科	0-5+	95K	170K
営業主管	销售主管	大专 / 本科	8+	175K	260K
営業マネージャー	销售经理	本科	10+	266K	480K
営業ディレクター	销售总监	本科	15+	460K	800K
マーケティング担当	市场专员	大专 / 本科	3-5+	120K	180K
マーケティング主管	市场主管	大专 / 本科	8+	180K	60K
マーケティングマネージャー	市场经理	本科	10+	260K	480K
マーケティングディレクター	市场总监	本科	15+	480K	800K
コンサルティング・士業 咨询					
アシスタント	助理	大专 / 本科	0-5+	95K	130K
営業担当	销售担当	大专 / 本科	0-5+	130K	190K
営業主管	销售主管	本科	8+	190K	302K
営業マネージャー	销售经理	本科	10+	300K	405K
コンサルタント	咨询顾问	本科	5+	170K	310K

▶ Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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コンサルティング・士業
 咨询

コンサルタント主管	咨询顾问主管	本科	5-10+	300K	350K
コンサルタントマネージャー	咨询顾问经理	本科	10+	350K	500K
パラリーガル	律师助理	本科 / 硕士	0-5+	134K	220K
弁護士	律师	本科 / 硕士	10+	420K	880K

商業サービス
 商业服务

営業アシスタント	销售助理	大专 / 本科	0-5+	60K	100K
営業担当	销售担当	大专 / 本科	0-5+	80K	150K
営業主管	销售主管	本科	8+	150K	200K
営業マネージャー	销售经理	本科	10+	200K	360K
営業ディレクター	销售总监	本科	15+	360K	650K
 カスタマーサービス マネージャー	客户经理	大专 / 本科	5+	200K	280K
サービスマネージャー	服务经理	大专 / 本科	8+	180K	320K



IT | 互联网

数字化转型速度加快

很多组织在几年前就开始实施数字化转型，但到了2020年，数字化转型的发展速度程度超过了任何人的预期。由于需要在网上开展更多业务，各行业组织不得不以比原先计划更快地采用数字化模型和流程。到2023年，70%的组织将加速使用数字技术，改造现有业务流程，以推动客户参与度、员工生产力和业务弹性。

新兴技术快速发展提供新的拓展领域及发展空间

随着云计算、大数据的快速发展，企业将数据部署在云端不仅能够实现自有数据的充分利用从而提升经营效率，也能实现在大数据背景下按需采购降低成本，因此越来越多企业选择使用公有云、私有云或混合云。

同时，由于受到疫情影响，以即时通讯、视频会议、协同办公为主的云应用规模迅速扩张，促使产业链内企业加大IT领域投资满足运营需求。

与新兴技术深度融合提供发展的重要引擎

大数据、云计算、物联网、人工智能等新兴技术的落地推广，极大地丰富了IT服务行业的技术手段和实现方式，能够在IT基础架构规模持续扩大、复杂度不断提升背景下全面提升IT运维标准化、自动化、智能化水平，从而为行业的进一步发展提供技术支撑。

迁移到云端的超融合

近年来，云计算彻底改变了IT部门，使公司无需运行现场数据中心即可运行更高效的IT基础架构。

现在，随着云技术的不断发展，必须指出的是，超融合将在2022年及以后的几年中进一步推动商业领域的发展。

在新常态下，AR和VR成为焦点

最后，重要的是要注意、增强和虚拟现实技术终于达到了适用性水平，使这些技术能够影响整个行业。

在2023年及以后的几年中，这些技术将越来越普及，并将在教育、医疗保健、建筑信息模型甚至室内设计等各个行业中出现，并一直影响线上的城市规划以及产品和服务体验。

► Annual Salary (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN


MAX

エンジニア 工程师

	アルゴリズム エンジニア	算法工程师	硕士	2+	150K	200K
	モバイル開発	移动开发人员	本科 / 硕士	3-5+	150K	250K
	ソフトウェアエンジニア	软件工程师	本科	3-5+	143K	248K
	ソフトウェアエンジニア主管	软件工程师主管	本科 / 硕士	3-8+	214K	413K
	ソフトウェアエンジニアマネージャー	软件工程师经理	本科 / 硕士	10+	323K	640K
	ハードウェアエンジニア	硬件工程师	本科	3-5+	105K	160K
	ハードウェアエンジニアマネージャー	硬件工程师经理	本科 / 硕士	10+	165K	312K
	ERP/アプリケーション開発エンジニア	ERP技术 / 开发应用	本科	3-5+	163K	261K
	ERP/アプリケーション開発エンジニア主管	ERP技术 / 开发应用主管	本科 / 硕士	3-8+	197K	405K
	ERP/アプリケーション開発エンジニアマネージャー	ERP技术 / 开发应用经理	本科 / 硕士	10+	332K	624K
	ネットワークエンジニア	网络工程师	大专 / 本科	3-5+	120K	194K
	ネットワークエンジニア主管	网络工程师主管	大专 / 本科	3-8+	179K	291K
	ネットワークエンジニアマネージャー	网络工程师经理	本科	10+	251K	490K
	技術サポートエンジニア	技术支持维护	大专 / 本科	3-10+	105K	224K
	Webエンジニア	网页 / 网站工程师	大专 / 本科	3-10+	113K	288K

► Annual Salary (RMB)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
営業セールス 销售					
営業アシスタント	销售助理	大专 / 本科	0-5+	87K	128K
営業担当	销售担当	大专 / 本科	0-5+	129K	272K
セールスエンジニア	销售技术	大专 / 本科	3-10+	148K	299K
営業マネージャー	销售经理	本科	10+	257K	516K
営業ディレクター	销售总监	本科	15+	402K	690K



自動車部品
及び機械

汽车零部件
及机械

汽车是国民经济的支柱产业之一，其产业链链条长，影响面广，对消费的拉动作用大，在国民经济和社会发展中拥有举足轻重的作用。

在“碳达峰，碳中和”的驱动下，新能源已成为汽车产业转型升级的风向之一，政策助推下加速了整个行业的迅猛发展，近年来产销两旺屡创新高。从2021年开始新能源汽车成为汽车行业最大亮点，迎来了电动化、智能化、网联化、共享化新机遇，现市场发展已经从政策驱动转向市场拉动的新阶段。不少整车厂家，目前正在加速进行智能化等新技术的应用变革，利用数字化的技术，缩短研发周期，满足用户个性化需求，降低研发成本。在新能源智能化趋势红火的当下，我国汽车行业面临专业技术研发人才不足、优秀人才“一将难求”等问题，人才培养与行业需求相偏离的问题比较严重。传统的汽车人才需求量在降低，而智能化岗位需要同时具备车辆、人工智能、自动化、软件开发等知识体系的新型复合型人才。当下在智能网联汽车领域，部分专业人才需要进入企业后“二次培养”，才能补足知识的短板。

另一方面，“模块化”、“轻量化”等新技术也在逐步完善并应用到生产环节中，零部件产品单一的厂商将被整合或市场淘汰，为优秀零部件厂商带来发展机遇。其中特斯拉引领的超大型一体化铝合金压铸车身件为最新的技术发展方向，当下新能源汽车很多采用铝合金实现汽车轻量化，碳纤维复合材料、镁合金在实现汽车轻量化上具有很多优势，未来几年市场需求会激增。

随着汽车消费的普及和行业日趋激烈的竞争，消费者对汽车的价格敏感性变得更为强烈，因此提升整体规模并降低生产成本将是汽车零部件企业未来着力提升的核心竞争力之一。另一方面，汽车后市场方面服务也需求广阔。截至2021年底，全国汽车保有量达3.02亿辆，按照目前汽车销量预估，后期每年新增2千万辆左右。随着汽车保有量的不断提升，汽车后市场需求和人才需求也随之扩大，就业前景广阔。

在目前市场大环境下，我们建议企业也需要通过多渠道宣传汽车行业及其产业发展的重要性的同时，也进一步加强自身雇主品牌的宣传和新员工的培养。

新面貌的汽车产业，必将会成为更多年轻人的心之所向。

► Annual Salary (RMB)

			QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
技術系 技术类						
	機械設計エンジニア	机械设计工程师	大专 / 本科	0-3+	100K	150K
	機械設計エンジニア主管	机械设计工程师主管	本科	5+	160K	250K
	機械設計エンジニアマネージャー	机械设计工程师经理	本科 / 硕士	8+	208K	350K
	電子技術エンジニア	电子技术工程师	大专 / 本科	0-3+	110K	250K
	電子技術エンジニア主管	电子技术工程师主管	本科 / 硕士	5+	180K	350K
	電子技術エンジニアマネージャー	电子技术工程师经理	本科 / 硕士	8+	300K	420K
	ソフトウェア開発エンジニア	软件工程师	大专 / 本科	0-3+	110K	250K
	ソフトウェア開発エンジニア主管	软件工程师主管	本科 / 硕士	5+	250K	350K
	ソフトウェア開発エンジニアマネージャー	软件工程师经理	本科 / 硕士	8+	300K	500K
	生産技術	生产技术	大专	0-3+	100K	160K
	生産技術主管	生产技术主管	大专 / 本科	8+	140K	200K
	生産技術マネージャー	生产技术经理	本科	10+	210K	300K

► Annual Salary (RMB)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
オペレーション 运营					
	設備管理	设备管理	大专	5+	116K 275K
	購買調達管理	采购管理	大专 / 本科	0-3+	98K 150K
	購買調達管理主管	采购管理主管	大专 / 本科	8+	140K 200K
	購買調達管理マネージャー	采购管理经理	大专 / 本科	10+	220K 300K
	生産管理	生产管理	大专 / 本科	0-3+	98K 140K
	生産管理主管	生产管理主管	大专 / 本科	8+	145K 180K
	生産管理マネージャー	生产管理经理	大专 / 本科	10+	185K 270K
	品質管理	品质管理	大专 / 本科	0-3+	98K 150K
	品質管理主管	品质管理主管	大专 / 本科	8+	140K 200K
	品質管理マネージャー	品质管理经理	大专 / 本科	10+	210K 300K
	製造現場管理	制造现场管理	大专 / 本科	0-3+	90K 120K
	製造現場管理主管	制造现场管理主管	大专 / 本科	8+	130K 185K
	製造現場管理マネージャー	制造现场管理经理	大专 / 本科	10+	200K 280K
	工場長	工厂长	大专 / 本科	15+	280K 500K

► Annual Salary (RMB)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
営業セールス 销售					
営業アシスタント	销售助理	大专 / 本科	0-5+	90K	150K
営業担当	销售担当	大专 / 本科	0-3+	98K	210K
 セールスエンジニア	销售技术	大专 / 本科	0-3+	110K	280K
営業主管	销售主管	大专 / 本科	5+	140K	210K
営業マネージャー	销售经理	本科	10+	220K	350K
営業ディレクター	销售总监	本科	15+	350K	600K



財務人事総務

财务及人事行政



回顾2022上半年，3月份开始疫情突然的再次爆发和封控措施，对部分地区的企业带来很大影响。首先，大量写字楼、园区都处于半封闭状态，导致无法拜访客户，也无法开展工作。其次，经济下行压力加大，很多企业倒闭或是收缩业务需求，特别是疫情之前的意向合作，有些延后，有些就直接取消了。导致不少企业选择谨慎招聘、控制成本。尤其是交通运输、文化旅游、酒店餐饮等实体企业，面临严峻考验。对许多企业来说原本是销售旺季，却导致经营惨淡，对很多经年底离职潮的候选人来说，延期到岗、线上办公，可谓是雪上加霜。

令人感到欣慰的是，在中国各级政府和社会各界的共同努力下，疫情在6月得到有效缓解，社会实现复工复产。2022年6月9日，上海地区大部分日企参加的上海日本商工俱乐部发布了第三版《关于上海市封闭管理对事业的影响等实绩情况把握》的调查报告。从该报告的调查结果看，封控期间完全不能开工的企业占到了回答问卷总企业数的14%，生产规模不到三成的企业为38%，生产规模达一半的企业为21%。总体上看，上海73%的日企受到了严重的影响。北京的日企虽然主要具有中国地区总公司的职能，不像上海日企偏重于工厂生产，但同样受到了很大影响。从2022年5月31日中国日本商会发布的《新型新冠对策对商务的影响调查结果报告》看，回答调查的76家企业中，完全不能找到物流的企业为4家，能找到但只能满足三成需求的企业12家，物流只能满足一半需求的企业8家。

人力资源越来越成为企业不可或缺但又处在不断转型变革阶段的职能。特别是2022年疫情环境下，更是给人力资源的发展带来了更大的挑战及机遇。随着组织结构越来越细分专业化，希望人力资源更加贴近业务需求，赋能组织，对于人力资源相关人才的需求依然较多。传统行业相对保守，在当前环境下更加注重修炼内功，以稳健发展为主，打造敏捷组织，人资源岗位需求更多以替换和升级为主。人才缺口有薪酬岗、招聘岗、培训岗。

今年人力资源职能整体薪酬跳槽涨幅在10-20%之间，招聘、薪酬绩效岗位的薪酬上涨最快，HR高管涨幅基本平稳。人力资源行业的需求，早已从过去几年单一的“招到人”转型为“招到人，发展业务；激励人，加速业务”。以薪酬绩效岗（包括长期激励，短期激励岗）为例，拥有候选人资源、能影响候选人期望、提升候选人求职体验、实现人才获取的招聘岗位人才成为市场热需。

根据某项调查表明，97% 的中国受访者认为，HR 将在帮助组织精简业务和提高招聘效率方面发挥关键作用，92% 认为 HR 在制定企业战略决策中扮演至关重要的角色。面对未来竞争，HR 逐渐成为企业战略的推动者和引领者。大多数中小企业需要的还是一个招聘专员或是“全能型”的HR，而大公司的薪酬方面往往与绩效或是福利紧密结合，对任职者能力有非常高的要求。对于不断变化的行业来讲，人力资源从业人员无疑需要具备的三个优势：数据素养、业务敏锐度、

数字整合，这些方面的技能提高有助于企业方的人力资源部门为未来做好准备，并且也是2022年及以后最大的人力资源趋势之一。

后疫情时代中国的发展速度、市场空间、与国际社会的关联程度等，将依旧走在世界最前列。这让从疫情最艰难时期走出来的在华日企，愈发有了在中国继续发展的决心和信心。

► Annual Salary (RMB)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
財務 财务					
経理財務担当	财务会计专员	大专	0-5+	98K	208K
経理財務主管	财务会计主管	大专 / 本科	8+	165K	336K
経理財務マネージャー	财务会计经理	本科	10+	240K	512K
経理財務ディレクター	财务总监	本科	15+	330K	720K
財務分析員	财务分析员	大专	3-5+	98K	240K
財務分析マネージャー	财务分析经理	本科	10+	180K	336K
税務担当	税务专员	大专 / 本科	3-5+	143K	240K
税務主管	税务主管	大专 / 本科	8+	210K	384K
人事・総務 人力资源・行政					
人事担当	人力资源专员	大专	0-5+	95K	192K
人事主管	人力资源主管	大专 / 本科	8+	135K	272K
人事マネージャー	人力资源经理	本科	10+	180K	416K
人事ディレクター	人力资源总监	本科	15+	270K	640K
 人事マネージャー	人事经理	本科	5-10+	238K	420K
総務担当	行政专员	大专	0-5+	87K	152K

► Annual Salary (RMB)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
法務・企画 法務・企画					
総務主管	行政主管	大专 / 本科	8+	120K	240K
総務マネージャー	行政经理	大专 / 本科	10+	150K	352K
秘書	秘书	本科	0-8+	90K	320K
法務・企画 法務・企画					
法務担当者	法务专员	本科	3-5+	135K	285K
法務主管	法务主管	本科	8+	240K	405K
経営企画	经营企划	本科	5-10+	180K	420K
営業企画	营业企划	本科	5-10+	150K	375K



半導体
及び電器電子

半导体电子
及电器

近年来，“AI、智能制造、新能源、元宇宙”等产业迅速兴起，与之息息相关的半导体产业“爆发性增长”，全球市场火热。从2021年数据来看，国内新增5万多家半导体领域相关企业，人才缺口进一步扩大。现如今，2022年已经过去大半年，整个半导体产业需求仍然强劲，人才竞争更是进入白热化状态，首当其冲的难点就是人才招聘。

从2015年左右开始，半导体行业已经过3轮薪资上涨，企业运营成本进一步推高。以芯片设计工程师为例，本科毕业8至10年，年薪可达到120万左右。而普通岗位上的现场服务工程师的普遍年薪也因为行业的利好暴涨到了至少20万年薪以上。

在人才短缺、薪资高涨的背景下，一家公司能否招聘到合适人才，需要正确的价值引导。如果企业没有成熟的文化和制度“共同成长”，就只能陷入到高薪抢人的“无底洞”中去。

在这一方面，虽然在华日资企业在基本薪资上的优势不如欧美及本土公司，但是在人才梯队的培养上，近年来一直一步一个脚印成长着。日系的半导体装置、半导体材料（光刻胶）及电子元器件方面的技术实力和品质服务在世界上可以称得上是一流水平，在技术及销售

类人才培养上花费的人力、物力、财力尤为突出。可是即便在这样的情况下，在中国国内仍然要面临人才争夺战。人才供需不平衡、应届毕业生培养周期长、候选人跳槽意向保持谨慎等现状，对这些头部厂家提出了新的挑战。这个时候，发挥创新思维，主动挖掘、引进优秀人才包括海外人才，为他们创设合适的工作“土壤”，包括落户、薪酬福利、人文关怀、激励认可、制度流程优化等，就显得格外重要。另一方面，校园招聘的有效性也需要提高。从业人员的年轻化使企业需要重新审视人才吸引手段，除了物质层面的薪酬、股票期权等，还应注重非物质的个性化员工体验，比如良好的工作环境、高效的沟通体系、认可机制、晋升空间、发展前景、开放的企业文化等。从2020年开始，我司协助了部分半导体行业的头部企业通过线上线下招聘会的形式，进行了相关雇主品牌的宣传，取得了非常正能量的效果。

► Annual Salary (RMB)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
技術系 技术类					
電子技術エンジニア	电子技术工程师	本科	0-3+	150K	300K
電子技術エンジニア主管	电子技术工程师主管	本科	5+	300K	500K
電子技術エンジニアマネージャー	电子技术工程师经理	本科 / 硕士	8+	500K	800k
ソフトウェア開発エンジニア	软件工程师	本科	0-3+	150K	300K
ソフトウェア開発エンジニア主管	软件工程师主管	本科 / 硕士	5+	300K	500K
ソフトウェア開発エンジニアマネージャー	软件工程师经理	本科 / 硕士	8+	500K	800K
 サービスエンジニア	现场服务工程师	大专 / 本科	0-8+	180K	400k
 IC設計エンジニア	IC芯片设计	本科 / 硕士	0-3+	190K	400K
 PE	工艺工程师	本科 / 硕士	0-3+	160K	350K
 PE	工艺工程师	本科 / 硕士	5+	320K	600K
 技術サポート/FAE	技术支持/FAE	本科	0-5+	160K	350K
技術サポート/FAE主管	技术支持/FAE主管	本科	8+	280K	450k
技術サポート/FAEマネージャー	技术支持/FAE经理	本科 / 硕士	10+	400K	650k

► Annual Salary (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

オペレーション 运营

購買調達管理	采购管理	本科	0-3+	120K	200K
購買調達管理主管	采购管理主管	大专 / 本科	8+	160K	300K
購買調達管理マネージャー	采购管理经理	本科	10+	280K	600K
EHS	安全环境管理	本科	0-3+	130K	220K
 EHS	安全环境管理	本科	5+	160K	400K
EHSマネージャー	安全环境管理经理	本科	10+	400K	650K

営業セールス 销售

営業アシスタント	销售助理	大专 / 本科	0-5+	100K	200K
営業担当	销售担当	大专 / 本科	0-5+	128k	350k
 セールスエンジニア	销售技术	本科	5+	160K	350k
営業主管	销售主管	大专 / 本科	8+	200K	350k
 営業マネージャー	销售经理	本科	10+	300K	500k
営業ディレクター	销售总监	本科	15+	600K	1200K

金融サービス | 金融服务

在金融行业，今年的招聘重点在金融科技方面。国内国外现在都有两个趋势：一是大量银行关闭线下网点，二是数字化建设投入加大。从2021年的招聘情况来看，一些券商放出来的招聘岗位中大概有80%都在IT岗。其实这些岗位非常难找，通常是“一个萝卜，几个坑”，就看候选人愿意去哪。

金融行业主要是因为整体收益逐年上升带来的薪资涨幅，相比而言，新能源汽车和医疗健康涨幅较高主要与行业景气度有关，其实很多头部的企业也还面临着营收的压力。比如某些新能源汽车企业员工薪酬普涨40%，核心员工除此之外还会再涨60%，高管级别还会有股票、期权等。

2022年我国金融科技人才培养与发展呈现五大特点：

一是2022年接受调研机构的金融科技人员占比进一步提高，但其在大力引进信息技术人员的同时，对于业务场景技术人员的引进和培养力度还不够。

二是目前我国金融机构普遍存在金融科技专业人才缺口，而以应届生校园招聘为主的招聘方式则导致入职人员在金融科技的技能与经验方面能力不足。

三是与2021年相比，金融机构2022年对金融科技行业实践案例(场景应用)相关的培训最感兴趣，对云计算和大数据技术的关注度进一步提升，对人工智能、区块链、物联网、5G等技术的关注度有所降低。

四是城市商业银行在金融科技人才机制建设和金融科技人才平均薪酬方面整体落后于其他类型商业银行，尤其是中小城市商业银行在金融科技人才市场竞争中不具有核心优势。

五是金融科技人才支持政策对于城市金融科技人才的引进和培养具有重要的引导作用，但是一些城市金融科技人才支持政策在支持力度、配套措施等方面还需要进一步完善。

金融本身就是一个全能专业，任何专业加上金融都会提升竞争力。2023年甚至在更远的未来，是金融科技崛起的时代，计算机背景有很高的金融红利。此外，投行和顶级券商现在更倾向于具有复杂科技背景的金融人才。金融行业自身商业逻辑的演进，不断抬高了对复合型人才的需求。

跨界金融与商业融合逐渐成为新趋势，金融与产业的界限也越来越模糊。在场景金融下，金融服务甚至成为了消费场景中的一个环节，这也在催生未来企业对复合型人才的需求。

► Annual Salary (RMB)


QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

フロント・営業 销售

営業アシスタント	销售助理	本科	0-2+	93K	130K
 営業担当	销售担当	本科	1+	120K	180K
営業担当	销售担当	本科	2+	120K	180K
営業主管	销售主管	本科	8+	174K	290K
営業マネージャー	销售经理	本科	10+	258K	435K

ミドル・バックオフィス 中台与后台

リスク管理担当	风险管理专员	本科	0-5+	115K	192K
リスク管理主管	风险管理主管	本科	8+	255K	360K
債権管理担当	债权管理担当	本科	0-5+	105K	154K
債権管理主管	债权管理主管	本科	8+	240K	336K
監査担当	审计担当	本科	0-5+	120K	208K
監査主管	审计主管	本科	8+	263K	360K
企画担当	企划专员	本科	0-5+	165K	320K
企画主管	企划主管	本科	8+	210K	400K



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PERSOLKELLY
微信公众号



PERSOLKELLY
英创人才
微信公众号



PERSOLKELLY
CONSULTING
微信公众号

