

*China*

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# Salary Guide 2025





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招聘业务涵盖汽车、医药科研、化工、消费品、工业制造、银行与金融、财务、法律与合规、高科技与互联网、酒店、人力资源等多个行业。我们将一如既往的为企业包括招聘、高端人才寻猎、人才地图、薪资调研、灵活用工、劳务派遣、代发工资、招聘流程外包、服务流程外包,人力资源咨询和培养等综合人力资源服务。

PERSOLKELLY is one of the largest Human Resources Solution specialists in Asia Pacific region that provides comprehensive end-to-end workforce solutions. Headquartered in Singapore, PERSOLKELLY spans over 80 offices across 13 markets including: Australia, China, Hong Kong, India, Indonesia, Korea, Malaysia, New Zealand, Philippines, Singapore, Taiwan, Thailand and Vietnam.

For more information, please visit [persolkellycn.com](http://persolkellycn.com)



PERSOLKELLY Consulting 为在华企业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,业务内容涵盖人事劳务咨询、人事制度、人才培育、职业过渡服务等综合人力资源服务。

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

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## 日资企业薪酬指南

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**Methodology:** Salary figures included in the 2025 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.



13 market coverage  
across APAC, with  
80+ offices

# Global Reach

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

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

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

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

**Gain access to much more...**



**Regional and  
global networks**



**Access to our suite  
of proprietary  
technology**



**Database of over  
650k candidates**





# Work and Smile

Working life is a journey of growth and creation.

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

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

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



# Executive Overview

In 2024, China's economy demonstrated resilience and adaptability, overcoming challenges such as sluggish domestic demand and a weakened property market. Many companies turned to innovative strategies, such as outsourcing and overseas expansion, to sustain growth and thrive in a competitive global landscape.

## **E**conomic Resilience and Positive Trends:

Despite facing headwinds, China maintained robust growth in high-tech manufacturing, renewable energy, and consumer electronics, with the industrial sector expanding by 5.8%. Companies capitalized on government support for advanced manufacturing and technological innovation, driving progress in green energy, artificial intelligence, and semiconductors.

**Outsourcing for Efficiency:** Chinese firms increasingly relied on outsourcing to optimize operations and manage costs. By collaborating with domestic and international partners for non-core functions such as IT support, logistics, and

component manufacturing, companies improved efficiency and streamlined their supply chains. Leading technology firms outsourced component production to specialized manufacturers in Southeast Asia, reducing production costs while ensuring supply chain resilience. Companies also partnered with global technology firms to develop cutting-edge solutions, leveraging external expertise to enhance competitiveness.

**Overseas Expansion as a Growth Driver:** Chinese companies actively pursued overseas expansion, targeting high-growth markets to offset slower domestic demand. This strategy allowed businesses to tap into new customer bases, diversify revenue



streams, and reduce dependence on local economic conditions. Infrastructure firms expanded their footprint in Belt and Road countries, securing large-scale projects in energy, transport, and construction.

**Focus on High-Value Exports:** China's export strategy shifted towards high-value goods and services, with a focus on technology-driven industries. Companies invested heavily in R&D to create innovative products that could command premium pricing globally.

- **Semiconductors and Electronics:** Firms prioritized developing advanced chips and consumer electronics tailored for international markets.

- **Green Technologies:** Renewable energy firms exported solar panels and wind turbines, reinforcing China's position as a leader in clean energy solutions.

**Leveraging Regional Partnerships:** Chinese companies benefited from regional trade agreements such as the Regional Comprehensive Economic Partnership (RCEP), which facilitated market access and reduced tariffs. These partnerships enabled businesses to strengthen ties with ASEAN countries, driving exports and joint ventures.

- **Joint Ventures:** Manufacturing companies partnered with regional players to establish localized production facilities, ensuring compliance with trade regulations and reducing costs.

**Navigating Global Challenges with Agility:** To overcome geopolitical uncertainties and trade tensions, Chinese firms adopted flexible strategies:

- **Dual-Circulation Strategy:** Businesses balanced domestic and international operations, ensuring growth in both spheres.

- **Localized Strategies:** Companies customized products and services to align with the preferences of overseas markets, enhancing their competitiveness.

**Government Support and Incentives:** The government played a pivotal role in facilitating business growth, providing subsidies for overseas expansion and R&D. Special treasury bonds were issued to support enterprises investing in advanced manufacturing and global market development.

**Future Outlook:** China's companies have proven their resilience through strategic outsourcing, overseas expansion, and innovation. These measures are expected to sustain growth and position them as key players in the global economy, even as they navigate challenges. With continued support from government policies and a focus on adaptability, Chinese firms are poised to maintain their competitive edge in 2024 and beyond.



**Zen Loh**

Country Head, Greater China



# 财务

## Finance & Accounting

随着全球经济格局的深刻调整、数字化转型的加速以及企业管理的精细化发展，财务会计岗位在2024-2025年间将面临一系列显著的招聘趋势变化。这些变化不仅反映了行业对专业技能的新要求，也预示着财务会计人才职业发展路径的多元化与高端化。

随着技术的不断进步和行业的深度融合，财务会计岗位将不再局限于传统的记账、报表编制等基础工作，而是向风险管理、内部控制、财务规划与分析、税务筹划、ESG（环境、社会和公司治理）报告等多元化领域拓展。这一趋势要求财务会计人员具备更广泛的知识体系和跨领域的综合能力。并且随着人工智能、大数据、云计算等技术的广泛应用，正深刻改变着财务会计工作面貌。智能会计软件、自动化财务处理系统的普及，使得部分重复性、低附加值的工作得以被机器取代。因此，未来财务会计岗位将更加侧重于数据分析、系统优化、智能化应用等方面的能力，要求从业人员不断提升自身的数字技能。

在全球经济一体化的背景下，越来越多的中资企业开始布局国际市场，对具备国际视野和跨文化交流能力的财务会计人才需求不断增加。这些人才需要了解不同国家的会计准则、税务政策以及金融市场规则，能够为企业跨国经营提供有力的财务支持。因此，未来财务会计岗位的国际化趋势将更加明显。

2024-2025年财务会计岗位的招聘趋势保持相对平稳态势、领域多元化、高层次人才紧缺、智能化趋势明显、综合素质要求提升、政策环境优化、地域差异显著以及国际化需求增强等特点。面对这些变化，财务会计人员需不断提升自身能力，适应行业发展的新要求。

With the profound restructuring of the global economic landscape, accelerated digital transformation and refined development of enterprise management, financial accounting positions will face a series of significant changes in recruitment trends during 2024-2025. These changes not only reflect the industry's new requirements for professional skills, but also foreshadow the diversification and high-end development path of financial accounting talents.

With the continuous advancement of technology and the deep integration of the industry, financial accounting positions will no longer be limited to traditional bookkeeping, statement preparation and other basic work, but will expand to risk management, internal control, financial planning and analysis, tax planning, ESG (environmental, social and corporate governance) reporting and other diversified areas. This trend requires financial accountants to have a broader body of knowledge and cross-field comprehensive capabilities. And with the wide application of artificial intelligence, big data, cloud computing and other technologies, it is profoundly changing the face of financial accounting work. The popularization of intelligent accounting software and automated financial processing systems has enabled some repetitive and low value-added work to be replaced by machines. As a result, future financial accounting positions will focus more on the ability to analyze data, optimize systems, and apply intelligence, requiring practitioners to continuously improve their digital skills.





*Finance Director*

**Hot Job** ¥800K - ¥1.8M

*Treasury Director*

**Hot Job** ¥800K - ¥2.0M

*Finance BP(Director)*

**Hot Job** ¥1.0M - ¥2.0M

# 财务

## Finance & Accounting

Under the background of global economic integration, more and more Chinese enterprises have begun to lay out the international market, and the demand for financial accounting talents with international vision and cross-cultural communication ability is increasing. These talents need to understand the accounting standards, tax policies and financial market rules of different countries, and be able to provide strong financial support for the enterprise's cross-border operation. Therefore, the internationalization trend of financial accounting positions will become more obvious in the future.

In 2024-2025, the recruitment trend of financial accounting positions will maintain a relatively stable trend, diversification of fields, shortage of high-level talents, obvious trend of intelligence, improvement of comprehensive quality requirements, optimization of the policy environment, significant geographic differences, and enhanced internationalization demand. In the face of these changes, financial accountants need to continuously improve their own ability to adapt to the new requirements of the industry development.



► Annual Salary (RMB)

QUALIFICATION EXPERIENCE (YEARS) MIN MAX

CFO	首席执行官	MBA	20+	2.0M	6.0M
Finance Director / Finance Vice President	财务总监/财务副总裁	Master / Bachelor	15+	800K	2.0M
 Finance Director	财务总监	Master / Bachelor	15+	800K	1.8M
Finance Controller	财务总监	Master / Bachelor	15+	800K	1.2M
Digitalisation Director	信息化总监	Master / Bachelor	15+	1.0M	4.0M
Digital Finance Manager	信息化财务经理	Master / Bachelor	6+	400K	600K
Finance Manager / Senior Manager	财务 / 高级财务经理	Bachelor	10+	600K	1.0M
 Treasury Director	资金总监	Master / Bachelor	15+	800K	2.0M
Tax Director	税务总监	Master / Bachelor	15+	800K	1.5M
Tax Manager / Senior Manager	税务 / 高级税务经理	Bachelor	10+	500K	1.0M
Treasury Manager / Senior Manager	资金/高级资金经理	Bachelor	10+	600K	1.0M
FP&A Director	财务分析总监	Master / Bachelor	12+	1.0M	2.0M
FP&A Manager / Senior Manager	财务计划与分析经理 / 高级经理	Bachelor	10+	600K	1.0M
 Finance BP(Director)	财务业务总监	Master / Bachelor	10+	1.0M	2.0M
SSC Controller / Director	共享中心总监	Master / Bachelor	12+	800K	1.5M
Accounting Manager / Senior Manager	会计经理	Bachelor	10+	600K	1.0M
Internal Audit Director	内审总监	Master / Bachelor	12+	1.0M	2.0M

# Finance & Accounting 财务

► Annual Salary (RMB)					
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
	Internal Audit Manager / Senior Manager	内审 / 高级内审经理	Bachelor	10+	400K1.2M
	Internal Control Manager / Senior Manager	内控 / 高级内控经理	Bachelor	10+	500K1.2M
	Compliance Manager / Senior Manager	合规 / 高级合规经理	Bachelor	10+	500K1.0M
	Credit Manager / Senior Manager	信用 / 高级信用总监	Bachelor	10+	400K850K
	M&A Director	投资并购总监	Master / Bachelor	10+	1.0M2.0M
	Plant FC	工厂财务总监	Bachelor	10+	600K1.2M
	Plant FM	工厂财务经理	Bachelor	10+	400K800K





### Key Takeaways



财务会计人员需不断提升**自身能力**，  
适应行业发展的新要求。



随着全球经济格局的深刻调整、数字化转型的加速以及企业管理的精细化发展,预示着财务会计人才行业职业发展路径的**多元化与高端化**。

# 人力资源

## Human Resources

2024至2025年间，人力资源岗位招聘将呈现出一系列显著趋势，这些趋势不仅塑造了企业的人才管理策略，也深刻影响了求职者的职业路径选择。

数字化转型已成为企业发展的必经之路，人力资源部门也不例外。自动化工具、人工智能、大数据分析等技术的应用将进一步提升招聘、培训、绩效管理及员工体验等各个环节的效率与精准度。

随着项目制、远程工作模式的普及，灵活用工（包括兼职、合同工、自由职业者等）成为企业应对市场变化、降低成本的有效手段。HR需构建灵活多样的用工管理体系，确保合规性的同时，优化用工结构，提升组织灵活性。此外，如何吸引并保留灵活用工人才，也将成为HR面临的挑战之一。

企业从传统的“招聘-入职-管理”模式转向更加注重人才发展与培养的战略视角，注重构建多元化、包容性的企业文化。HR需从企业战略高度出发，制定长期的人才发展规划，加强内部人才培养与外部高端人才引进，推动组织持续创新与发展。

全球化背景下，企业为寻求更广阔的人才资源，开始跨越国界进行招聘，远程工作技术的成熟进一步加速了这一趋势。HR需具备跨文化沟通与协作能力，了解不同地区的法律法规、文化差异及人才市场动态，以全球化视野招聘与管理人才。

随着劳动法律法规的不断完善与严格执行，企业在招聘、用工、解雇等各个环节的合规性要求日益提高。HR需加强对劳动法律法规的学习与掌握，确保招聘流程的合规性，避免因违法操作而引发的法律风险与经济损失。同时，市场竞争加剧了人才争夺，企业需不断调整薪资与福利政策，以吸引并留住优秀人才。HR需根据市场行情、企业盈利能力及员工绩效表现，制定合理的薪资调整方案与多元化的福利计划，确保薪酬体系的竞争力与公平性。

Between 2024 and 2025, human resources (HR) recruitment will exhibit a series of notable trends that not only shape corporate talent management strategies but also profoundly influence job seekers' career path choices.

With the prevalence of project-based and remote work models, flexible employment (including part-time, contract, freelance, etc.) has emerged as an effective means for enterprises to adapt to market changes and reduce costs. HR professionals need to establish a flexible and diverse employment management system to ensure compliance while optimizing the employment structure and enhancing organizational flexibility. Furthermore, attracting and retaining flexible talent will pose one of the challenges for HR.

Enterprises are shifting from the traditional “recruit-hire-manage” model to a strategic perspective that focuses more on talent development and cultivation, emphasizing the construction of a diverse and inclusive corporate culture. HR must develop long-term talent development plans from the strategic height of the enterprise, strengthen internal talent nurturing and external high-end talent recruitment, and promote continuous innovation and development within the organization.

In the context of globalization, enterprises are seeking broader talent resources by recruiting across national borders, a trend further accelerated by the maturity of remote work technologies. HR professionals need to possess cross-cultural communication and collaboration skills, understand laws and regulations, cultural differences, and talent market dynamics in different regions, and recruit and manage talent with a global perspective.



*HR Director*

**Hot Job** ¥1.0M - ¥1.5M

*Employee Relationship Manager*

**Hot Job** ¥500K - ¥650K

*SSC Manager*

**Hot Job** ¥400K - ¥650K



# 人力资源

## Human Resources

With the continuous improvement and strict enforcement of labor laws and regulations, enterprises face increasingly high compliance requirements in recruitment, employment, termination, and other processes. HR must strengthen their learning and mastery of labor laws and regulations to ensure the compliance of recruitment processes and avoid legal risks and economic losses arising from illegal operations. Meanwhile, intensified market competition has intensified the talent war, prompting enterprises to continually adjust salary and benefit policies to

attract and retain outstanding talent. HR needs to formulate reasonable salary adjustment schemes and diversified benefit plans based on market conditions, corporate profitability, and employee performance to ensure the competitiveness and fairness of the compensation system.





► 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	1.3M
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	900K
HR Manager/HRG	人力资源经理	Bachelor+	8+	400K	600K
Plant HR Manager	工厂人事经理	Bachelor+	8+	400K	600K
Employee Relationship Director	员工关系总监	Bachelor+	13+	900K	1.5M
Senior Employee Relationship Manager	资深员工关系经理	Bachelor+	8+	650K	900K
Employee Relationship Manager	员工关系经理	Bachelor+	5+	500K	650K
C&B Director	薪酬福利总监	Bachelor+	10+	900K	1.5M
C&B Manager	薪酬福利经理	Bachelor+	8+	400K	650K
SSC Director	共享中心总监	Bachelor+	10+	700K	1.5M
SSC Manager	共享中心经理	Bachelor+	8+	400K	650K
Talent Acquisition Director	招聘总监	Bachelor+	10+	650K	2.0M
Talent Acquisition Manager	招聘经理	Bachelor+	8+	550K	750K
Senior Organization Development Manager	资深组织发展经理	Bachelor+	10+	600K	1.0M
Organization Development Manager	组织发展经理	Bachelor+	8+	400K	800K
Senior Talent Development Manager	资深人才发展经理	Bachelor+	10+	650K	1.5M

# Human Resources 人力资源

► Annual Salary (RMB)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Talent Development Manager	人才发展经理	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
Employee Branding & Communnication Manager	雇主品牌传播经理	Bachelor+	8+	400K	800K
Senior Digitalisation Manager	高级数字化经理	Bachelor+	10+	500K	1.2M
Digitalization Manager	数字化经理	Bachelor+	8+	400K	800K
Change Management Manager	变革管理经理	Bachelor+	10+	600K	1.2M



### Key Takeaways



如何吸引并保留**灵活用工人才**，  
也将成为HR面临的挑战之一。



HR需根据市场行情、企业盈利能力及员工绩效表现，制定合理的薪资调整方案与多元化的福利计划，  
确保薪酬体系的**竞争力与公平性**。

# 医疗保健与生命科学

## Healthcare & Life Science

中国医疗行业在经历过去2-3年的业务调整后，投资机构及企业都进入到更谨慎状态，结合时下的外部政治环境及内部经济状态，生存是所有人共同追寻的目标，展望2025，企业和人才上有如下的特点：

### 更创新

早期研发仍是制药和医疗器械行业共同的趋势，当然选择自身组建研发力量或者通过商业化手段引入早期产品是基于不同企业对于自身业务的战略规划，所以相关的研发人员及商业化开发人员成为企业竞相争夺的群体。

### 更均衡

相较于过去几年的高速盲目扩张，循序渐进，有序推动业务和管线的发展是当下所有企业的共识，例如创新型的早期医疗企业也在更快速的寻找财务营收的盈利，而非不计成本扩张企业人员及研发管线。优秀的财务负责人，早期业务管线评估人员，国内外营销人员也在目前环境下得到市场很大的青睐。

### 更精简

组织架构轻量化，人员一专多能，是当前企业的共识，外包模式不仅在传统的支持部门运用，也成为越来越多业务部门的选择，整体产品线，营销团队的外包案例在过去一年中多次发生，集中在外资医疗企业与国内的医疗流通机构间。因此人员的裁减以及对于现有人员的更高的用人标准，也成为各家人力资源部门负责人需要平衡兼顾的问题。

2025年，中国医疗行业虽有挑战，但也酝酿更多的机会，全球商业化，新产品领域的开发，国内外的多元合作以及外资医疗行业的供应链本土化，复杂环境下的快速响应和顺势而为为考验更多管理者的智慧与应变。

After undergoing business adjustments over the past 2-3 years, the investment institutions and enterprises in China's healthcare industry have entered a more cautious state. Given the current external political environment and internal economic conditions, survival has become a common goal for everyone. Looking ahead to 2025, enterprises and talent in this industry will exhibit the following characteristics:

### More Innovative

Early-stage research and development remain a common trend in both the pharmaceutical and medical device industries. Whether choosing to build in-house R&D capabilities or introduce early-stage products through commercialization depends on each enterprise's strategic planning for its business. Therefore, relevant R&D personnel and commercialization developers have become highly sought-after groups by enterprises.

### More Balanced

Compared to the rapid and blind expansion of the past few years, a gradual and orderly advancement of business and product pipelines is now the consensus among all enterprises. For example, innovative early-stage healthcare enterprises are also seeking financial revenue and profitability more quickly, rather than expanding their workforce and R&D pipelines regardless of cost. Excellent financial directors, early-stage pipeline assessment personnel, and domestic and international marketing personnel are also highly favored in the current market environment.





**Country GM**  
(PHARMACEUTICAL)

**Hot Job** ¥4.0M - ¥6.0M

**Operation Director**  
(PHARMACEUTICAL)

**Hot Job** ¥1.5M - ¥2.5M

**Clinical Research Manager**  
(MEDICAL DEVICES)

**Hot Job** ¥500K - ¥800K

# 医疗保健与生命科学

## Healthcare & Life Science

### More Streamlined

A lightweight organizational structure and versatile personnel are the current consensus among enterprises. The outsourcing model is not only used in traditional support departments but has also become the choice of more and more business departments. Over the past year, there have been multiple outsourcing cases involving entire product lines and marketing teams, particularly between foreign medical enterprises and domestic medical distribution institutions. Therefore, personnel reduction and higher hiring standards for existing personnel have become issues that human resources department heads need to balance and address.










In 2025, despite the challenges, China's healthcare industry will also breed more opportunities, such as global commercialization, development in new product areas, diverse domestic and international collaborations, and localization of the supply chains of foreign medical industries. Responding quickly and riding the trend in a complex environment will test the wisdom and adaptability of many managers.



► Annual Salary (RMB)

QUALIFICATION EXPERIENCE (YEARS) MIN MAX

## PHARMACEUTICAL 制药




	Country GM	总经理	Bachelor	15+	4.0M	6.0M
	BU Head	事业部总经理	Bachelor	15+	3.5M	4.5M
	National Sales Director	全国销售总监	Bachelor	15+	1.8M	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+	1.3M	1.8M
	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
	Stratgy & Alliance Director	战略及合作总监	Bachelor	12+	1.5M	2.0M
	Stratgy Planning Manager	战略规划经理	Bachelor	6+	800K	1.2M
	BD Director	业务开发总监	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	1.2M
	Senior Product Manager	资深产品经理	Bachelor	8+	700K	900K
	Product Manager	产品经理	Bachelor	5+	350K	650K
	Medical Affairs Director	医学事务总监	Bachelor	15+	1.8M	2.2M
	Sr.Medical Affairs Manager	资深医学事务经理	Bachelor	10+	800K	1.2M

# Healthcare & Life Science 医疗保健与生命科学

► Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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## PHARMACEUTICAL 制药





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	2.5M
Quality Manager	质量经理	Bachelor	6+	500K	800K
 Regulatory Director	注册总监	Bachelor	15+	1.8M	2.5M
Regulatory Manager	注册经理	Bachelor	8+	500K	800K
 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



► 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	1.1M
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
Sr.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+	1.8M	2.5M
System Manager	系统经理	Bachelor	12+	600K	800K
Software Manager	软件经理	Bachelor	8+	400K	600K
Mechanical Manager	机械经理	Bachelor	8+	400K	600K
Electronic Manager	电气经理	Bachelor	8+	400K	600K
Research Project Manager	研发项目经理	Bachelor	10+	600K	1.0M

# Healthcare & Life Science 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

Operation 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

► Annual Salary (RMB)

QUALIFICATION EXPERIENCE (YEARS) MIN MAX

## HEALTHCARE SERVICE 医疗服务

Director Of The Hospital	医院院长	Master	20+	1.5M	2.3M
Head Of Nursing Department	护理部主任	Bachelor	15+	500K	700K
Chief Medical Officer	医疗总监	PhD, MD	15+	1.3M	1.8M
Director, Hospital Operation	医院运营总监	Bachelor	15+	600K	900K
Family Doctor	全科医生	MD	10+	600K	1.0M
Lab Manager	检验科经理	Bachelor	10+	400K	600K

## Key Takeaways



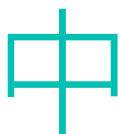
中国医疗行业在经历过去2-3年的业务调整后，投资机构及企业都进入到**更谨慎状态**。



2025年，中国医疗行业虽有挑战，但也酝酿更多的机会，**全球商业化，新产品领域的开发，国内外的多元合作**以及外资医疗行业的**供应链本土化**。

# 新能源

## New Energy



中国新能源行业发展迅猛，结合“双碳目标”推进及能源结构调整，展现出多领域齐头并进，并推进相关技术创新。

### 光伏技术

高效光伏电池的研发(如PERC、TOPCon、HJT等技术)，并提升光伏系统的转换效率和性价比。

### 风能技术

大容量风机技术和海上风电技术的进步将提升风能的利用效率和经济性，降低风电项目的成本。

### 储能技术

电池储能系统将成为重要的技术方向，尤其是锂电池、固态电池和氢燃料电池的发展，将提高电力系统的灵活性和稳定性。

### 氢能技术

氢能生产、储存和应用技术将得到进一步发展，氢燃料电池的商业化应用将在交通运输、工业等领域得到推广。

人才方面，技术人才仍然保有大量的空缺；基于各个子行业在高速推进业务扩展，同时商业化人员的缺乏，市场释放大量的营销岗位，其中最热门的属海外销售。到2025年，中国新能源行业将继续在政策支持、技术创新和市场需求的推动下快速发展。积极参与技术研发和市场布局，抓住新能源行业带来的机遇与挑战。

China's new energy industry is developing rapidly, and with the promotion of the “dual-carbon target” and energy restructuring, it is demonstrating that multiple sectors are advancing together and pushing forward related technological innovations.

### Photovoltaic Technology

R&D of high-efficiency photovoltaic cells (e.g. PERC, TOPCon, HJT, etc.), and improvement of the conversion efficiency and cost-effectiveness of photovoltaic systems.

### Wind Energy Technology

Advances in large-capacity wind turbine technology and offshore wind power technology will enhance the utilization efficiency and economy of wind energy and reduce the cost of wind power projects.

### Energy Storage Technology

Battery energy storage systems will become an important technology direction, especially the development of lithium batteries, solid-state batteries and hydrogen fuel cells, which will improve the flexibility and stability of the power system.







# 新能源

## New Energy

### Hydrogen Energy Technology

Hydrogen production, storage and application technologies will be further developed, and the commercial application of hydrogen fuel cells will be promoted in transportation, industry and other fields.

In terms of talent, there are still a large number of vacancies for technical personnel; based on the rapid business expansion of various sub-sectors and the lack of commercialization personnel, the market is releasing a large number of marketing positions, the

most popular of which are overseas sales. By 2025, China's new energy industry will continue to develop rapidly, driven by policy support, technological innovation and market demand. Actively participate in technology development and market layout to seize the opportunities and challenges brought by the new energy industry.



► Annual Salary (RMB)

QUALIFICATION EXPERIENCE (YEARS) MIN MAX

Sales Director	销售总监	Bachelor	10+	800K	1.0M
Channel Sales Manager	渠道销售经理	Bachelor	6+	400K	600K
Export Sales Manager	海外销售经理	Bachelor	8+	600K	800K
Marketing Director	市场总监	Bachelor	10+	500K	700K
Operation Manager-Lithium	锂电材料生产经理	Bachelor	8+	250K	350K
Quality Manager-Lithium	锂电材料质量经理	Bachelor	8+	300K	400K
Operation Manager-Battery	动力电池生产经理	Bachelor	8+	300K	400K
Quality Manager-Battery	动力电池质量经理	Bachelor	8+	350K	450K
Operation Manager-Energy Storage	储能生产经理	Bachelor	8+	350K	450K
Quality Manager-Energy Storage	储能质量经理	Bachelor	8+	300K	400K
R&D Manager-Hydrogen	研发经理-氢能	Bachelor	8+	400K	600K

### Key Takeaways



人才方面, 技术人才仍然保有大量的空缺。



中国新能源行业发展迅猛, 结合“双碳目标”推进及能源结构调整, 展现出多领域齐头并进, 并推进相关技术创新。

# 化工

## Chemical Industry

2024年依然是充满变化的一年，诸多外资化工企业进行了战略调整与成本优化，以应对经济不确定性与市场挑战。这些战略调整涉及了：

### 业务线的调整

以上市企业的调整比较突出，包括了大型集团的某些业务线独立成新公司运营或上市，企业出售与并购，以及事业部内某条业务线的剥离等。

### 全球范围内的产能调整

关闭高成本（包括原材料、人工、维护成本等）地区的工厂，转移产线至其他区域。

### 组织结构优化

一方面人员优化，包括采用裁员手段，一方面继续引进优秀人选，以增强组织效率。

同时，2024年中国化工企业的发展主题依然是技术升级与出海寻求业务增长，一方面从全球范围引入人才，特别是高新技术研发人才，形式灵活，可以以雇员身份或技术顾问形式合作；另一方面出海寻求业务增长，以产品出海，海外建厂或海外并购等不同形式展开。业务的战略方向上，低碳经济（循环经济、ESG）与新能源材料（氢能、锂电等）与电子半导体的化学材料，是国内外企业的发力的重点方向。

招聘市场上，企业对优秀的人选的渴求与人选对优秀的企业的渴求并存，企业招聘更为谨慎，希望通过引入优秀人才解决目前业务上的问题，譬如技术突破、业务提升、组织优化等等；人选跳槽时考虑得会更加全面，譬如首先关注岗位的稳定性，（包含企业是否盈利，企业业务是否有前景，是否组织架构稳定，岗位在组织内部的重要性等等），其次是个人在企业内部的发展机会，再次是薪资等。

种种情况下，市场上必然会同时出现企业找不到人与人选找不到工作的情况。由于各种原因正处在空档期的人选，在寻求新机会的时候难度变大，建议一方面真诚合理解释离职原因，另一方面做好积极的面试准备，突出过往职业生涯的亮点与关键技能，更为重要的是能为企业提供哪些支持，也要调整求职期望。

PERSOLKELLY在化工行业积累近20年，致力于为化工企业与人选提供全方面的人力资源服务。





*Sales Director*

**Hot Job** ¥1.0M - ¥2.0M

*EHS Manager*

**Hot Job** ¥300K - ¥600K

*Process Expert*

**Hot Job** ¥500K - ¥1.0M

# 化工

## Chemical Industry

2024 remains a year of significant changes, with many foreign-invested chemical companies undergoing strategic adjustments and cost optimization to address economic uncertainties and market challenges. These strategic adjustments involve:

### Adjustments To Business Lines

These are particularly prominent among listed companies, including the spinning off of certain business lines from large groups into new companies for independent operation or listing, corporate divestitures and mergers and acquisitions, as well as the stripping of certain business lines within business divisions.

### Global Capacity Adjustments

Factories in high-cost regions (including raw materials, labor, maintenance costs, etc.) are being closed, and production lines are being transferred to other regions.

### Organizational Structure Optimization

On one hand, there is personnel optimization, including layoffs, and on the other hand, there is the continued recruitment of outstanding candidates to enhance organizational efficiency.

Meanwhile, in 2024, the development theme for China's chemical enterprises remains technology upgrades and seeking business growth overseas. On the one hand, they are bringing in talent from around the world, especially those skilled in high-tech research and development, through flexible forms of collaboration such as employment or technical advisory roles. On the other hand, they are expanding overseas to seek business growth through various forms such as product exports, overseas factory construction, or overseas mergers and acquisitions. In terms of business strategic directions, low-carbon economies (circular economy, ESG),

new energy materials (hydrogen energy, lithium batteries, etc.), and chemical materials for electronic semiconductors are key areas of focus for both domestic and foreign enterprises.

In the recruitment market, there is a coexistence of companies' eagerness for outstanding candidates and candidates' eagerness for excellent companies. Companies are more cautious in hiring and hope to solve current business problems by bringing in talented individuals, such as for technological breakthroughs, business enhancements, and organizational optimizations. Candidates consider more comprehensive factors when job hopping, such as first focusing on job stability (including whether the company is profitable, whether the company's business has prospects, whether the organizational structure is stable, the importance of the position within the organization, etc.), followed by personal development opportunities within the company, and then salary and other benefits.

In various situations, it is inevitable that there will be cases where companies cannot find suitable candidates and candidates cannot find jobs. Candidates who are currently in a job gap for various reasons may face increased difficulty in seeking new opportunities. It is recommended that they sincerely and reasonably explain the reasons for their resignation and make active preparations for interviews, highlighting the highlights and key skills of their past careers. More importantly, they should be able to provide support to companies and adjust their job expectations.

PERSOLKELLY, with nearly 20 years of experience in the chemicals industry, is committed to providing comprehensive human resources services to chemical companies and candidates.




► Annual Salary (RMB)

QUALIFICATION EXPERIENCE (YEARS) MIN MAX

## MANAGEMENT 管理

APAC 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	数字营销经理	Bachelor / MBA	5+	500K	1.0M
Market Analyst	市场分析	Bachelor / MBA	5+	300K	500K
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

► Annual Salary (RMB)

			QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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

Operation 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 Optimization 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

## 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

► 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	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+	400K	800K
Logistics Director	物流总监	Bachelor	15+	800K	1.2M
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 (Green Hydrogen / Recycling / Carbon Capture, etc.)	业务战略经理	Bachelor / MBA	8+	600K	1.5M



### Key Takeaways



2024年诸多外资化工企业进行了**战略调整与成本优化**, 以应对经济不确定性与市场挑战。



2024年中国化工企业的发展主题依然是**技术升级与出海寻求业务增长**。

# 先进制造

## Advanced Manufacturing

2024年,由于全球经济不振需求减弱等因素影响,在中国的大部分外资与国内企业都面临“订单不足”或“利润降低”等困难。但在困难之下,中国制造业依然在持续升级:数字化转型和智能化在中国的制造企业已经落地深耕,未来将继续升级优化;ESG与可持续性发展已成为制造业企业在中国市场的重要发展方向。随着《外商投资准入特别管理措施(负面清单)(2024年版)》的正式实施,外资在制造业领域的准入限制全面取消。这一政策变动利好外资高技术制造业,如医疗仪器设备及仪器仪表制造业、电子信息制造业、高端装备制造业,及汽车制造业等。

2024年,中国企业出海步伐的加快,海外招聘规模显著扩大,呈现如下特点:

### 地区分布广泛

不仅涵盖了欧美等发达国家和地区,还逐渐扩展到东南亚、拉美、中东和非洲等新兴市场。

### 本地化人才需求增加

为了更好地融入当地市场和文化,中国制造企业越来越注重招聘本地人才。

### 复合型人才需求上升

这些人才不仅具备专业技能和知识,还具备良好的跨文化沟通和团队协作能力,能够在全球范围内为企业创造价值。

### 招聘岗位

高新技术研发岗位、市场与销售类职位与供应链管理类职位。

PERSOLKELLY的先进制造团队在服务外资制造业与中资出海上有丰富经验,2025我们将继续提供全方位的人力资源服务!

In 2024, due to factors such as a sluggish global economy and weakening demand, most foreign-invested and domestic enterprises in China are facing difficulties such as “insufficient orders” or “reduced profits.” However, despite these challenges, China’s manufacturing industry continues to upgrade: digital transformation and intelligence have taken root in Chinese manufacturing enterprises and will continue to upgrade and optimize in the future. ESG (Environmental, Social, and Governance) and sustainable development have become important development directions for manufacturing enterprises in the Chinese market. With the official implementation of the “Special Administrative Measures for Foreign Investment Access (Negative List) (2024 Version),” restrictions on foreign investment access in the manufacturing sector have been comprehensively lifted. This policy change benefits foreign high-tech manufacturing industries, such as medical equipment and instrumentation manufacturing, electronic information manufacturing, high-end equipment manufacturing, and automobile manufacturing.

In 2024, Chinese enterprises accelerated their pace of going overseas, and the scale of overseas recruitment expanded significantly, exhibiting the following characteristics:



A woman with brown hair, wearing a blue lab coat, stands on a metal walkway overlooking a large industrial factory floor. She is holding a laptop and looking at the screen. The background is filled with various pieces of industrial machinery, including robotic arms and conveyor systems, under bright overhead lights.

*Hardware Manager*

**Hot Job** ¥500K - ¥1.0M

*Key Account Manager*

**Hot Job** ¥300K - ¥600K

*Lean Manufacturing Manager*

**Hot Job** ¥400K - ¥1.0M

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### Widespread Regional Distribution

Not only covering developed countries and regions such as Europe and the United States, but also gradually expanding to emerging markets such as Southeast Asia, Latin America, the Middle East, and Africa.

### Increasing Demand for Local Talent

To better integrate into local markets and cultures, Chinese manufacturing enterprises are increasingly focusing on recruiting local talent.

### Rising Demand for Composite Talent

These talents not only possess professional skills and knowledge but also excellent cross-cultural

communication and team collaboration abilities, enabling them to create value for enterprises globally.

### Job Positions

High-tech research and development positions, marketing and sales roles, and supply chain management positions.

PERSOLKELLY's advanced manufacturing team has rich experience in serving foreign-invested manufacturing and Chinese enterprises going overseas. In 2025, we will continue to provide comprehensive human resources services!



► Annual Salary (RMB)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
<b>MANAGEMENT 管理</b>					
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
<b>PRODUCT DEVELOPMENT 产品研发</b>					
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	1.8M
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
 Technical Expert, expatriate	海外技术专家	PhD/ Master / Bachelor	15+	800K	2.0M

► Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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DIGITALIZATION & IOT 数字化与物联网

Digital Transformation Head	企业数字化转型负责人	PHD / Master	12+	1.2M	2.5M
Digital Manufacturing Head	数字化制造总监 / 数字化工厂负责人	PHD / Master	8+	800K	1.8M
R&D Director, Digitalization	数字化平台研发负责人	PHD / Master	12+	1.2M	2.0M
Manager / Architect, Digitalization	数字化研发经理 / 架构师	PHD / Master	10+	600K	1.2M
AI Director / Expert	人工智能总监 / 专家	PHD / Master	8+	1.5M	3.0M
Senior AI Engineer	人工智能资深工程师	PHD / Master	5-10	500K	1.0M
Director, Big Data	大数据总监	PHD / Master	8+	800K	1.5M
R&D Manager, Cloud Platform	云平台研发经理	Master / Bachelor	8-20	600K	1.2M
Software Engineer, Cloud Platform	云平台软件工程师	Master / Bachelor	3-10	300K	600K
Cyber Security Director	网络安全总监	PHD / Master	10+	1.0M	2.0M
Product Manager, IOT	物联网产品经理	Master / Bachelor	6-15	400K	800K
Digital Consultant	数字化咨询顾问	Master / Bachelor	10+	500K	1.2M



► Annual Salary (RMB)

QUALIFICATION EXPERIENCE (YEARS) MIN MAX

## 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
Global Sales Director, Overseas	国际销售总监, 海外	Bachelor	15+	800K	2.0M
 Regional Sales Director, Overseas	片区销售总监, 海外	Bachelor	10+	500K	1.2M
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

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QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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OPERATION 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	10+	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
Logistic Director	物流总监	MBA / Bachelor	12+	500K	1.2M
Logistic 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

Key Takeaways



2024年, 中国企业出海步伐的加快,  
海外招聘规模**显著扩大**。



在困难之下, 中国制造业依然在持续升级:  
数字化转型和智能化在中国的制造企业已经落地深耕,  
**未来将继续升级优化**。

# 汽车

## Automotive

2024年宏观经济和市场消费能力继续受着沉重压力，中国的汽车行业市场销量相较于2023年出现了下滑，降幅超过10%。低迷主要源于国际政治不确定因素、以及中国汽车出海业务的受阻。预测年中国汽车行业，有如下几个预见值得参考：

新能源电动车的渗透率继续递增，预计会在未来3年达到饱和状态。在2024年，电动车的市场渗透率达接近35%，数值已近超过了2020年底发布的《新能源汽车产业发展规划（2021—2035年）》中提到的至2025年达到25%的市场渗透率。按照如今的发展态势，可以预见在2025年中国新能源汽车市场渗透率将超过40%。

汽车智能化的发展继续提速。2024年辅助驾驶技术在自动泊车、高速领航等高阶功能的技术成熟度得到飞跃，无人驾驶技术在和头部出行公司以及大厂的合作得到实质性落地；随着工业第四次革命（AI革命）的广泛应用，让智能座舱的开发打破了目前技术壁垒，让“第三空间”的理想再一次向现实迈进了一大步。

中国汽车出海更加理性。源于国内汽车逼近饱和，中国汽车在“出海”事业上高歌猛进。2022年之后，中国车企努力将在国内新能源市场的竞争优势复制到全球，然而在“出海”业务之路上依旧有许多业务难题需要有待解决，比如：面对当地政策法规挑战、制定适应本土市场的销售模式、企业文化从中国到全球的升级、供应链的全球打通等等。

汽车产业的变革已历经近10年，这是一场马拉松式的彻底变革。做为成熟期的产业正在用不同的科技、资本和创意来给产业的前进不断注入力量，这是需要几代人的共同努力。PERSOLKELLY汽车&智慧出行运输顾问团队坚信在“共享、自动化、数字智能化、电气化”的行业大势推进下，人才的驱动将更加聚焦于“技术革新导向”、“客户&市场导向”、“行业价值链整合导向”。

In 2024, the macroeconomy and market consumption capacity continue to bear heavy pressures, and the sales volume of the automobile industry in China has declined compared to 2023, with a drop exceeding 10%. This downturn is mainly attributed to international political uncertainties and obstacles faced by China's automotive exports. The following are several predictions for the Chinese automobile industry in 2025 that are worth considering:

The penetration rate of new energy electric vehicles (NEVs) will continue to increase, and is expected to reach saturation in the next three years. In 2024, the market penetration rate of electric vehicles approached 35%, already exceeding the 25% market penetration target for 2025 mentioned in the “New Energy Vehicle Industry Development Plan (2021-2035)” released at the end of 2020. Based on the current development trend, it is foreseeable that the market penetration rate of NEVs in China will exceed 40% in 2025.

The development of automotive intelligence continues to accelerate. In 2024, the technological maturity of advanced features such as automated parking and highway piloting in assistive driving technology achieved significant leaps, and autonomous driving technology has been substantially implemented in cooperation with leading mobility companies and major technology firms. With the widespread application of the Fourth Industrial Revolution (AI Revolution), the development of smart cockpits has broken through current technical barriers, bringing the ideal of the “third space” closer to reality.





*Supply Chain Director*

**Hot Job** ¥700K - ¥1.5M

*Algorithm Engineer*

**Hot Job** ¥450K - ¥700K

*Brand Director (Car Series)*

**Hot Job** ¥700K - ¥1.5M



# 汽车

## Automotive

China's automotive exports have become more rational. As the domestic automotive market approaches saturation, Chinese automakers have made significant strides in their overseas expansion. Since 2022, Chinese automakers have been striving to replicate their competitive advantages in the domestic NEV market globally. However, there are still many business challenges to be addressed in their overseas expansion, such as complying with local policies and regulations, establishing sales models suitable for local markets, upgrading corporate culture from Chinese to global standards, and achieving global supply chain integration.

The transformation of the automotive industry has been ongoing for nearly a decade, representing a marathon-like, radical change. As a mature industry, it is continuously injecting momentum into its advancement through different technologies, capital, and innovation, which requires the joint efforts of several generations. The PERSOLKELLY Automotive & Smart Mobility Consulting Team believes that, driven by the industry trends of "sharing, automation, digitalization, and electrification," talent development will increasingly focus on "technology innovation orientation," "customer & market orientation," and "industry value chain integration orientation."



► Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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## 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+	2.0M	5.0M
General Manager – Country	国家总经理	MBA	20+	1.8M	4.0M
CBU General Manager	客户单元总经理	MBA	20+	1.8M	3.0M
OPERATIONS 运营					
Plant GM	工厂总经理	Bachelor	15+	800K	1.1M
Operation 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
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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+	1.0M	2.5M
	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
	Ecommerce Sales Manager	电商销售经理	Bachelor	5+	400K	700K
	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
	PR & Communication 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
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



► Annual Salary (RMB)

QUALIFICATION EXPERIENCE (YEARS) MIN MAX

## PARTS SUPPLIERS - TRADITIONAL 零配件供应商-传统

### R&D 研发

Engineering Director / R&D Director	工程总监 / 研发总监	PhD / Master	15+	800K	1.6M
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

### 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	1.5M
 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
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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+	450K 700K
👤	Software Engineer	软件工程师	Master	3+	300K 600K
	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
👤	OTA Engineer	远程升级工程师	Bachelor	3+	300K 650K
👤	Product Planning Director	产品规划总监	Master	10+	1.0M 2.0M
👤	Product Manager (APP)	产品经理 (APP)	Bachelor	3+	450K 650K

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
OPERATIONS 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

► Annual Salary (RMB)

QUALIFICATION EXPERIENCE (YEARS) MIN MAX

## CAR MAKERS 整车制造商

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	1.0M	
Regional Sales Director	大区销售总监	Master / Bachelor	10+	600K	800K	
Regional Sales Manager	大区销售经理	Master	8+	350K	650K	
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	
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+	400K	700K	
Event & Exhibition Senior Manager	活动会展经理	Bachelor	8+	500K	650K	

► Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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CAR MAKERS 整车制造商

	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 Communication Senior Manager	品牌及产品传播高级经理	Bachelor	8+	500K	800K
	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+	450K	650K
👤	Loyalty Marketing Manager	客户忠诚度经理	Bachelor	6+	450K	650K
👤	Customer Journey Manager	客户旅程经理	Bachelor	5+	500K	800K
	PR Director	公关总监	Master / Bachelor	13+	700K	1.3M

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



► Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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## CAR MAKERS 整车制造商

R&D 研发					
R&D Director (Traditional)	研发总监 (传统)	PhD / Master	15+	900K	2.0M
 R&D Director (Hot Technology)	研发总监 (前沿技术)	PhD / Master	10+	1.0M	5.0M
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
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

► Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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DEALERSHIP 经销商门店

GENERAL MANAGEMENT 管理					
General Manager	总经理	MBA / Bachelor	15+	800K	1.0M
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
SALES & MARKETING 市场					
Marketing Manager	市场经理	Bachelor	8+	300K	400K
Customer Relationship Management Supervisor	客户关系管理主管	Bachelor	5+	250K	350K
AFTER SALES 售后					
After Sales Manager	售后经理	Bachelor	10+	250K	450K
Service Manager	服务经理	Bachelor	8+	200K	400K
Workshop Manager	车间经理	College	8+	180K	350K
Body & Paint Manager	钣金喷漆经理	College	8+	180K	300K
Parts Manager	配件经理	College	8+	250K	350K
Technical Supervisor	技术主管	College	6+	150K	250K



### Key Takeaways



按照如今的发展态势,可以预见在2025年中国新能源汽车市场渗透率将超过**40%**。



### 中国汽车出海更加理性

源于国内汽车逼近饱和,中国汽车在“出海”事业上高歌猛进。

# 专业服务

## Profession Services

**营**销和咨询领域近2年来随着大数据和人工智能（尤其是生成式AI）的驱动，公司服务模式上相比过去5年，发生了颠覆性变化。如今的营销和咨询专业服务机构呈现如下特点：

### 数据处理更加智能化

生成式AI的诞生代表AI技术的历史性进步。可以率先将这项技术融合于业务的服务机构，将在未来更好获得甲方企业的订单。

### 产品服务结构重塑

专业服务机构需要重新思考和甲方企业的“差异互补性”，需要“代入性”思考在甲方降本增效的价值链中可以发挥的效益。我们预见：“基于海量数据智库和AI处理技术的业务大模型”、“客户对接顾问的专业和认知”以及“专家意见网络”将会是新的核心竞争力。

### 人才选拔新标准

专业服务行业是轻资产行业，最核心的价值资源就是“人才”。不同专业服务机构需要基于对业务的重塑开重新制定选人标准。“对新技术的掌握速度”、“客户管理能力”、“学术性思维”或许将成为不同服务机构的通用标准。

回首过去5年，更多企业开始自建创意团队和自建咨询战略部门，在服务机构行也发生更多跨界业务并购。即便如此，我们依旧认为专业服务机构存在的必要性和价值不可替代性，但需要响应技术变革来重塑自己的“智库链条”、“人才链条”和“价值服务链条”。

In the marketing and consulting fields, the past two years have witnessed disruptive changes in company service models, driven by big data and artificial intelligence (especially generative AI), compared to the previous five years. Today's marketing and consulting professional service organizations exhibit the following characteristics:

### More Intelligent Data Processing

The advent of generative AI represents a historic advancement in AI technology. Service organizations that can integrate this technology into their operations first will have a better chance of securing orders from client companies in the future.

### Restructuring of Product and Service Offerings

Professional service organizations need to rethink the “complementary differences” with client companies and consider the benefits they can bring to the client's value chain for cost reduction and efficiency enhancement through empathetic thinking. We predict that “business big data models based on massive data repositories and AI processing technology,” “professional expertise and cognition of client-facing consultants,” and “expert opinion networks” will become new core competencies.





**Business Director**  
(LEADING 4A AGENCY)

**Hot Job** ¥1.0M - ¥1.5M

**Group Creative Director**  
(LEADING 4A AGENCY)

**Hot Job** ¥800K - ¥1.0M

**Partner**  
(MANAGEMENT CONSULTING)

**Hot Job** ¥2.0M - ¥3.5M

# 专业服务

## Profession Services

### New Standards for Talent Selection

The professional service industry is an asset-light industry, with “talent” being the most valuable resource. Different professional service organizations need to redefine talent selection criteria based on the restructuring of their operations. “Speed of mastering new technologies”, “client management capabilities”, and “academic thinking” may become universal standards for various service organizations.

Looking back at the past five years, more companies have started to build their own creative teams and strategic consulting departments, and there have been more cross-border mergers and acquisitions in the service sector. Even so, we still believe that the necessity and irreplaceable value of professional service organizations remain, but they need to respond to technological changes by reshaping their “knowledge chain”, “talent chain”, and “value service chain”.





► 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 4A创意

	China CEO	中国区首席执行官	MBA	15+	2.0M	4.0M
	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
	Planning Director	策略总监	MBA	7+	700K	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
	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

# Profession Services 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)

### 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

## 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
Principle	董事 / 总监	MBA	6+	1.3M	2.0M
Project Manager	项目经理	MBA	4+	800K	1.5M

### DATA RESEARCH FIRM 数据研究

Client Director	客户总监 / 行业总监	Bachelor	8+	800K	1.2M
Research Director	调研总监	Bachelor	6+	600K	800K

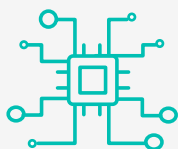
### SPECIFIC INDUSTRY SOLUTION CONSULTING - AUTOMOTIVE 细分行业解决方案咨询-汽车

Regional Operation Director	大区运营总监	MBA	15+	800K	1.5M
Technical Director	技术方案总监	Master	10+	600K	800K
Project Manager	项目经理	Bachelor	8+	400K	500K
Sales Director	销售总监	Bachelor	10+	600K	1.0M





### Key Takeaways



数据处理更加智能化  
生成式AI的诞生代表AI技术的**历史性进步**。



专业服务行业是轻资产行业，  
最核心的价值资源就是“人才”。



# 半导体

## Semiconductor

### 总

体上看,在经历了2019Q4到2022Q2的高速增长长期后,从2022Q3到2024Q2半导体产业增速持续下降,产业已经从快速壮大的成长期,迈入了相对稳定的成熟期。

2024上半年,我国半导体行业总产值873亿美元,同比上涨25.3%,高于全球市场17.1%的增速,半导体行业上市公司净利润总额186亿,同比仅上升了4.4%,产值高速增长,但净利润增长速度远远落后,行业严重内卷。同时,半导体行业上市公司的总市值为3.08万亿,同比下跌了18.8%,在167家上市公司中,有37%的半导体上市公司,上半年经营性现金流净额是负值,也就是说,有超过1/3的半导体企业无法通过自身造血维持正常经营。

2024年我国直接从事半导体产业的从业人员数量进一步增加,受政策和经济环境影响,人才市场整体稳定,主动离职率呈下降态势,人选对新工作机会普遍都比较保守和谨慎。行业薪酬在总体保持稳定中有所下降,市场人选普遍反馈最近一两年很难足额拿到年终奖。部分公司甚至通过裁员降薪等方式来缓解企业的资金成本压力。另外,企业对于高薪人选的招聘需求也大幅下降,职位薪资的上下限都有所降低。

2024年,5年到10年经验的模拟芯片设计人选,依然是各大模拟芯片公司想努力引入的对象,但公司对人选和职位的技术匹配度要求会更高,而且非常在意人选的综合背景和性价比。

从融资角度,半导体产业投融资规模依然是靠前的几个板块之一,受大环境影响,2024年资本投资更加谨慎,有一定产品和营业额基础的公司更容易获得资本的追加投资;而比较早期的、创始人团队背景一般的和投资回报周期较长的项目则面临更加严峻的融资环境。

随着AI、汽车电子化和5G等新技术的应用,2024年半导体行业在多个领域和层面上显示出显著的回暖迹象,预计未来几年将继续保持增长态势,但也有诸如行业净利润下降,中低端产品市场内卷严重,高端芯片竞争力不足等问题,需要相关行业从业者一起努力推动行业升级迭代,做大做强。



*Digital IC Design Engineer*

**Hot Job** ¥500K - ¥1.3M

*Sales Manager*

**Hot Job** ¥250K - ¥700K

*Analog Design Expert*

**Hot Job** ¥800K - ¥1.6M

# 半导体

## Semiconductor

Overall, after experiencing a rapid growth period from Q4 2019 to Q2 2022, the growth rate of the semiconductor industry has continued to decline from Q3 2022 to Q2 2024. The industry has transitioned from a rapidly expanding growth phase to a relatively stable maturity phase.

In the first half of 2024, the total output value of China's semiconductor industry reached 87.3 billion, up 25.318.6 billion, with a mere 4.4% year-on-year increase. While the output value grew rapidly, the growth rate of net profit lagged far behind, indicating severe internal competition within the industry. Meanwhile, the total market value of listed companies in the semiconductor industry was \$3.08 trillion, down 18.8% year-on-year. Among the 167 listed companies, 37% reported a negative net operating cash flow in the first half, indicating that more than one-third of semiconductor companies were unable to maintain normal operations through internal financing.

In 2024, the number of personnel directly engaged in the semiconductor industry in China further increased. Influenced by policy and economic conditions, the talent market remained stable overall, with a decreasing trend in voluntary turnover rates. Candidates were generally conservative and cautious towards new job opportunities. Overall salaries in the industry remained stable but declined slightly, and market candidates universally reported difficulties in receiving full year-end bonuses in the past one to two years. Some companies even resorted to layoffs and salary reductions to alleviate financial pressure. Additionally, the demand for high-salary candidates significantly decreased, and both the upper and lower limits of job salaries were lowered.

In 2024, candidates with 5 to 10 years of experience in analog chip design remained the target of major analog chip companies for recruitment efforts. However, companies had higher requirements for the technical match between candidates and positions, and were very concerned about candidates' comprehensive backgrounds and cost-effectiveness.

From a financing perspective, the semiconductor industry remained one of the top sectors in terms of investment and financing scale. Influenced by the overall environment, capital investments were more cautious in 2024. Companies with a certain product and revenue base were more likely to obtain additional capital investments. However, earlier-stage projects with average founder team backgrounds and longer investment return cycles faced a more severe financing environment.

With the application of new technologies such as AI, automotive electrification, and 5G, the semiconductor industry showed significant signs of recovery in multiple areas and levels in 2024. It is expected to continue its growth trend in the coming years. However, issues such as declining industry net profit, severe internal competition in the mid-to-low-end product market, and insufficient competitiveness of high-end chips require practitioners in related industries to work together to promote industry upgrades and become bigger and stronger.

► Annual Salary (RMB)

QUALIFICATION EXPERIENCE (YEARS) MIN MAX

#### D&V 数字芯片设计&验证

SOC/Digital IC Design Director	SOC/数字IC设计总监	PHD/Master	12+	1.3M	2.5M
SOC/Digital IC Design Manager	SOC/数字IC设计经理	PHD/Master	10+	1.0M	2.0M
IC Architect	IC架构师	PHD/Master	10+	1.0M	2.0M
Digital IC Design Expert	数字IC设计专家	PHD/Master	10+	900K	1.8M
 Digital IC Design Engineer	数字IC设计工程师	Master / Bachelor	5+	500K	1.3M
IC Verification Manager	IC验证经理	PHD/Master	10+	900K	1.6M
IC Verification Engineer	IC验证工程师	Master / Bachelor	5+	450K	1.2M
Backend Design Manager/Director	后端设计经理/总监	Master / Bachelor	12+	900K	1.8M
Backend Design Engineer	后端设计工程师/专家	Master / Bachelor	5+	500K	1.5M
Compiler Development Expert	编译器开发专家	PHD/Master	12+	800K	2.0M
FPGA Engineer	FPGA 工程师	Master / Bachelor	5+	400K	1.0M

#### ANALOG DESIGN 模拟芯片设计

Analog Design Manager/Director	模拟IC设计经理/总监	PHD/Master	12+	1.0M	2.0M
 Analog Design Expert	模拟IC设计专家	PHD/Master	8+	800K	1.6M
 Analog Design Engineer	模拟IC设计工程师	Master / Bachelor	8+	500K	1.2M

#### LAYOUT & TEST 版图&测试

Layout Manager	版图经理	Master / Bachelor	10+	450K	800K
Layout Engineer	版图工程师	Master / Bachelor	5+	300K	600K
IC Test Manager	芯片测试经理	Master / Bachelor	10+	450k	1.0M
IC Test Engineer	芯片测试工程师	Master / Bachelor	5+	250K	500K

# Semiconductor 半导体

► Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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## AE & FAE

AE Manager	AE经理	Master / Bachelor	12+	500K	1.0M
AE Engineer	AE工程师	Master / Bachelor	5+	250K	600K
FAE Manager	FAE经理	Master / Bachelor	12+	400K	1.0M
FAE Engineer	FAE工程师	Master / Bachelor	5+	250K	550K

## SOFTWARE & ALGORITHM 软件&算法

Embedded SW Engineer	嵌入式软件工程师	Master / Bachelor	5+	250K	1.0M
Kernel/Driver Dev. Engineer	内核/驱动工程师	Master / Bachelor	5+	300K	700K
Algorithm Engineer	算法工程师	Master / Bachelor	5+	400K	1.0M

## SALES & MARKETING 销售市场

Product Marketing Manager	产品市场经理	Master / Bachelor	8+	350K	800K
Sales Director	销售总监	Master / Bachelor	12+	400K	1.0M
 Sales Manager	销售经理	Master / Bachelor	5+	250K	700K



► Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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MANUFACTURING & OPERATION 生产运营

Operation Manager/Director	运营经理/总监	Master / Bachelor	10+	300K	600K
Manufacturing Manager/Director	生产经理/总监	Master / Bachelor	10+	300K	600K

PROCESS & FACILITY 工艺&设备

PIE	PIE	Master / Bachelor	8+	400K	1.5M
OPC	OPC	Master / Bachelor	8+	350K	800K
Device Engineer/Expert	设备工程师/专家	Master / Bachelor	8+	300K	600K

Key Takeaways



半导体行业公司对人选和职位的技术匹配度要求会更高, 而且非常在意人选的综合背景和性价比。



2024年从事半导体产业的从业人员数量进一步增加, 受政策和经济环境影响, 人才市场整体稳定, 主动离职率呈下降态势, 人选对新工作机会普遍都比较保守和谨慎。

# 消费品

## Consumer

2024年，消费品行业并未在疫情后时代打出一个漂亮的翻身仗，招聘市场趋势也呈现多方面的变化和挑战。人才市场竞争激烈，由于经济不确定性和行业波动，企业在招聘上更加谨慎，求职者之间的竞争变得更加激烈。

### 外资企业

外资跨国消费品公司在招聘策略上采取了“降本增效”的措施，通过架构调整来提高效率，这导致了一些职位的减少。同时，外资企业也在寻求国货品牌的候选人，以适应中国市场的特殊需求。

### 内资企业

内资消费品企业在2024年继续展现出强劲的发展势头，找到了自己的优势赛道，并在各自的领域取得了显著成绩。随着国货品牌的崛起，内资企业在招聘市场上显得更为活跃，特别是在品牌建设和市场营销方面。以及中国消费品牌出海趋势呈现全球化、品牌价值化，以及向欧美成熟市场和新兴市场如东南亚、中东、拉美等地区扩展。

### 互联网平台

互联网平台的招聘需求持续增长，为品牌方候选人提供了更多选择。社交电商平台如抖音、快手、小红书在寻求多方位发展的同时，也在丰富业务线和增加岗位，促进了平台间的人员流动。

### 线下渠道优化升级

新兴渠道如零售店和会员店迅速发展。免税渠道由于随着跨国旅行的放开生意受到影响。不过随着免税商线上会员购的成熟和推广，加上免税商对于直播模式的尝试，给免税生意带来了转机和一定的补充。

招聘市场相较去年，企业在招聘上更加谨慎。企业需要适应经济变化、人才竞争和预算限制，国内销售和市场岗位的薪酬增长放缓。出海岗位的薪酬继续增长，但同时也面临人才短缺的问题。

2025年来看，消费品行业电商和市场岗位需求维持，对海外市场资源的人才需求增长。企业会加大对基层专业人员的培养和发展投入，薪酬预算倾斜。对于雇主来讲，想要更好的吸引候选人，则需要提供有竞争力的薪酬，调整薪酬分配策略，提高基层员工薪酬，以及对关键岗位提供有竞争力的薪酬。并通过提供职业发展机会、培训和学习新技术的机会，以及与科技公司相当的福利和激励措施。

相较去年，消费品行业2024年实际调薪率为5.1%，预计2025年将维持在5%。未来走向上，薪酬分配策略将更加注重个人绩效，奖金离散程度的显著扩大表明，企业越来越重视并区分员工的个人表现。

对于候选人来讲，应关注行业薪酬动态，提升自身技能，尤其是数字化相关技能。保持开放心态，积极应对行业发展的不确定性，同时修炼内功，保持市场竞争力。



# 消费品

## Consumer

In 2024, the consumer goods industry did not experience a significant rebound in the post-pandemic era, and the recruitment market trends presented various changes and challenges. Competition in the talent market was intense. Due to economic uncertainty and industry volatility, companies were more cautious in recruitment, intensifying competition among job seekers.

### Foreign-funded Enterprises

Foreign multinational consumer goods companies adopted “cost reduction and efficiency enhancement” measures in their recruitment strategies, improving efficiency through structural adjustments, which led to a reduction in some positions. At the same time, foreign enterprises were also seeking candidates from domestic brands to meet the special needs of the Chinese market.

### Domestic Enterprises

Domestic consumer goods enterprises continued to show strong development momentum in 2024, finding their competitive edges and achieving significant results in their respective fields. With the rise of domestic brands, domestic enterprises were more active in the recruitment market, especially in brand building and marketing. Furthermore, the trend of Chinese consumer brands going global was characterized by globalization, brand valuation, and expansion into mature markets such as Europe and the United States, as well as emerging markets like Southeast Asia, the Middle East, and Latin America.

### Internet Platforms

The recruitment demand of internet platforms continued to grow, providing more options for candidates from brands. Social e-commerce platforms

such as Tiktok, Kuaishou, and Xiaohongshu, while seeking multi-directional development, were also enriching their business lines and increasing positions, promoting personnel mobility between platforms.

### Optimization and Upgrade of Offline Channels

Emerging channels such as retail stores and membership stores developed rapidly. Duty-free channels were affected as cross-border travel resumed. However, with the maturity and promotion of duty-free merchants' online membership shopping, coupled with their attempts to adopt the live streaming model, these changes brought opportunities and certain supplements to the duty-free business.

Compared to the previous year, companies were more cautious in recruitment in 2024. Companies needed to adapt to economic changes, talent competition, and budget constraints. Salary growth for domestic sales and marketing positions slowed down. Salaries for overseas positions continued to grow but were also faced with talent shortages.

Looking at 2025, the demand for e-commerce and marketing positions in the consumer goods industry would remain, with an increasing demand for talents with overseas market resources. Companies would increase investment in the cultivation and development of grassroots professionals, with salary budgets tilted accordingly. For employers, to better attract candidates, they would need to provide competitive salaries, adjust salary allocation strategies, increase salaries for grassroots employees, and offer competitive salaries for key positions. Additionally, by providing career development opportunities, training and opportunities to learn new technologies, as well as benefits and incentives comparable to those of technology companies.



Compared to the previous year, the actual salary adjustment rate in the consumer goods industry in 2024 was 5.1%, and it was expected to remain at 5% in 2025. In terms of future trends, salary allocation strategies would increasingly focus on individual performance, with a significant increase in bonus dispersion indicating that companies were paying more attention to and differentiating between employees' individual performances.

For candidates, they should pay attention to industry salary dynamics and enhance their skills, especially digital-related skills. They should maintain an open mindset, actively respond to the uncertainty of industry development, and at the same time, improve their internal capabilities to maintain market competitiveness.

► Annual Salary (RMB)

		Qualification	Experience (Years)	Min	Max
RETAIL & LUXURY 零售 & 奢侈品					
General Manager	总经理	Master	20+	2.5M	6.0M
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+	500K	800K
PR Manager	公关经理	Bachelor	6+	400K	700K
Business Development Director	全国店铺开发总监	Master	15+	800K	2.0M
Business Development Manager	开发拓展经理	Bachelor	5+	400K	800K
Operation Director	营运总监	Master	15+	800K	2.5M
Operation Manager	营运经理	Bachelor	8+	350K	800K
Retail Director	全国零售总监	Master	12+	800K	2.0M
Retail Manager	全国零售经理	Bachelor	8+	350K	1.0M
Area Manager	区域经理	College	8+	300K	600K

# Consumer 消费品

► Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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## RETAIL & LUXURY 零售 & 奢侈品

National Training Director	全国培训总监	Bachelor	15+	1.0M	1.8M
National Training Manager	全国培训经理	Bachelor	10+	400K	1.2M
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
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	850K
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	6.0M
National Sales Director	全国销售总监	Bachelor	15+	1.2M	3.0M
Regional Sales Manager	大区销售经理	Bachelor	8+	300K	2.0M
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	1.0M
Trade Marketing Director	通路营销总监	Bachelor	8+	1.0M	2.5M
Trade Marketing Manager	通路营销经理	Bachelor	5+	300K	1.0M
E-commerce Director	电商总监	Bachelor	8+	1.0M	2.5M

► Annual Salary (RMB)

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

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	400K
PR Manager	公关经理	Bachelor	5+	350K	600K
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	700K
CRM Manager	客户关系经理	Bachelor	5-10	350K	900K
Regional Training Manager	地区培训经理	Bachelor	3-8	300K	600K
Purchasing Director	采购总监	Master	15+	900K	1.8M

► Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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COSMETICS 化妆品

Brand GM	品牌总经理	Bachelor / Master	12+	2.5M	6.0M
National Sales Director	全国销售总监	Bachelor	10+	1.2M	2.5M
Regional Sales Director	区域销售总监	Bachelor	10+	800K	1.5M
Regional Sales Manager	大区销售经理	Bachelor	8+	450K	1.0M
Area Manager	区域销售经理	College	5+	300K	600K
Sales Training Director	销售培训总监	Bachelor	12+	1.0M	2.5M
Sales Training Senior Manager	销售培训资深经理	Bachelor	8+	600K	1.2M
Sales Training Manager	销售培训经理	Bachelor	6+	400K	800K
Regional Training Manager	大区培训经理	College	6+	350K	800K
E-commerce Director	电商总监	Bachelor	8+	1.2M	3.0M
E-commerce Senior Manager	电商资深经理	Bachelor	6+	600K	1.3M
E-commerce Manager	电商经理	Bachelor	4+	400K	800K
E-commerce AM	电商副经理	Bachelor	2+	250K	450K
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
Business Development Director	开发总监	Bachelor	15+	700K	2.0M
Business Development Manager	开发经理	Bachelor	7+	300K	800K
CRM Manager	客户关系管理经理	Bachelor	5+	350K	900K
CRM AM	客户关系管理副经理	Bachelor	3+	250K	400K





### Key Takeaways



消费品行业企业出海岗位的薪酬**持续增长**,  
但同时也面临**人才短缺**的问题。



消费品行业电商和市场岗位需求维持,  
对**有海外市场资源的人才**需求增长。

# 高科技与互联网

## High-Tech & Information Technology

2025年IT行业的趋势将包括技术多元化、就业市场多样化、高薪资与职业发展的双重保障，以及IT预算的增长。

### 技术多元化

随着大数据、云计算、物联网、人工智能等技术的深度融合与应用，计算机专业人才的需求呈现出爆发式增长。这些技术的发展不仅推动了传统行业的数字化转型，还催生了新的就业机会，如人工智能工程师、机器学习专家、数据科学家、区块链开发者等职位逐渐成为市场上的热门选择。

### 就业市场多样化

随着技术的不断进步，计算机专业的就业方向将更加多样化和细分化。除了传统的软件开发、软件测试、系统运维等职位外，新兴技术领域的崛起为计算机专业毕业生提供了更多的就业机会。

### 高薪资与职业发展的双重保障

由于计算机专业人才的稀缺性和高技能性，他们在就业市场上往往能够获得相对较高的薪资待遇。同时，计算机行业也为人才提供了广阔的职业发展空间，从初级工程师到高级工程师、技术经理、架构师、CTO等职位，每一步都伴随着职业成长的机会。

### IT预算的增长

随着对人工智能和云计算的投资增加，预计2025年IT预算将增长5.5%。这种增长受到全球通货膨胀率的影响，但许多组织仍在努力平衡创新与财务审慎，向人工智能和云计算的过渡带来了挑战，但也为IT行业带来了新的机遇。

2025年IT行业的发展趋势将围绕技术的深度融合与应用展开，带来就业市场的多样化和细分化，同时伴随着薪资水平的提升和职业发展的广阔空间。此外，随着技术的不断进步和应用领域的扩展，IT行业的投资预算也将持续增长。

The trends in the IT industry in 2025 will include technology diversification, a diversified job market, dual guarantees of high salaries and career development, as well as an increase in IT budgets.

### Technology Diversification

With the deep integration and application of technologies such as big data, cloud computing, the Internet of Things (IoT), and artificial intelligence (AI), the demand for computer professionals has seen explosive growth. The development of these technologies has not only driven the digital transformation of traditional industries but also spawned new job opportunities. Positions such as AI engineers, machine learning specialists, data scientists, and blockchain developers have gradually become popular choices in the market.

### Diversified Job Market

With the continuous advancement of technology, the employment directions for computer professionals will become more diversified and segmented. Besides traditional positions like software development, software testing, and system operations, the rise of emerging technology fields offers more job opportunities for computer science graduates.

### Dual Guarantees of High Salaries and Career Development

Due to the scarcity and high skill level of computer professionals, they often receive relatively high salaries in the job market. Meanwhile, the computer industry provides vast opportunities for career development, ranging from junior engineers to senior engineers, technical managers, architects, CTOs, and other positions, each step accompanied by opportunities for career growth.



Java developer

Hot Job ¥300K - ¥1.0M

User Growth Director

Hot Job ¥500K - ¥1.2M

Product Manager

Hot Job ¥200K - ¥1.0M

# 高科技与互联网

## High-Tech & Information Technology

### Growth in IT Budgets

With increased investment in AI and cloud computing, IT budgets are expected to grow by 5.5% in 2025. This growth is affected by the global inflation rate, but many organizations are still striving to balance innovation with financial prudence. The transition to AI and cloud computing poses challenges but also brings new opportunities for the IT industry.

The development trends of the IT industry in 2025 will center around the deep integration and application of technology, bringing about diversification and segmentation in the job market, along with an increase in salary levels and broad opportunities for career development. Furthermore, with the continuous progress of technology and the expansion of application fields, the investment budget for the IT industry will also continue to grow.





► Annual Salary (RMB)

QUALIFICATION EXPERIENCE (YEARS) MIN MAX

## SOFTWARE 软件

CEO	电商经理首席执行官	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	1.5M	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	650K
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	300K	1.0M
 Algorithm Engineer	算法工程师	Master / Bachelor	3-10	500K	1.5M
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
Perl / PHP Software Engineer	Perl / PHP 软件工程师	Bachelor	2-7	200K	500K
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



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

► Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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## 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
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

► Annual Salary (RMB)

QUALIFICATION EXPERIENCE (YEARS) MIN MAX

## 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
Branding Director	品牌总监	Master / Bachelor	5-8	400K	1.2M
Design Director	设计总监	Master / Bachelor	7-15	500K	1.0M
 User Growth Director	用户增长总监	Master / Bachelor	3-8	500K	1.2M
 Content Marketing Director	内容营销总监	Master / Bachelor	4-7	600K	1.6M
Business Analyst Director	商业分析总监	Master / Bachelor	8-12	800K	1.2M
Business Director	商务总监	Bachelor	5-8	500K	1.2M
Planning Manager	策划经理	Bachelor	2-10	240K	500K
 Product Manager	产品经理	Master / Bachelor	2-7	200K	1.0M
 Operations Manager	运营经理	Bachelor	3-7	200K	800K

# 银行业与金融服务

## Banking & Financial Services

### 银行业

2024年上半年,中国42家上市银行的人均薪酬有所下降,员工总数减少了超过3万人。国有六大行的员工人数减少了超过2万人,这反映了传统银行在当前金融环境中所承受的巨大压力。在薪酬排名靠前的15家银行中,有9家银行降低了薪酬,这表明市场竞争正在变得更加激烈。数字化转型是银行业面临的主要挑战,但同时也是一个机遇。传统银行需要重新思考其运营模式和服务方式,以适应数字化服务的需求。此外,银行业的IT投资规模在不断增加,科技是推动银行智慧化发展的关键因素。银行离柜交易的笔数和金额快速增长,线下智慧终端的规模也在扩大,中国智慧银行企业的竞争格局日益明显。

### 证券行业

2023年,证券行业的薪酬普遍下降,多家头部券商的员工人均薪酬在2022和2023年连续两年出现下滑。例如,中金公司的降薪幅度达到了40%,高管的薪酬更是大幅减少。证券行业面临的挑战包括市场不景气和业绩持续下滑,但也有机会通过技术创新和业务模式创新来提升竞争力。从资本市场的外部环境来看,我国证券业在2023年既面临机遇也面临挑战。股票发行全面注册制改革正式实施,证券公司承担的“看门人职责”变得更加重要;政府决策层高度重视资本市场的作用,提出培育一流投资银行和投资机构的战略目标;监管机构从投资端、融资端和交易端全面深化资本市场改革,资本市场的投融资功能有望趋于平衡,市场长线资金和“耐心资本”的供给有望进一步增大,交易成本也有望进一步降低。

### 公募基金行业

尽管基金行业不是上市公司,不对外披露公司年报,但过去一年,基金行业经历了严峻的挑战,许多基金经理开始探索新的变现路径。2024年上半年,公募基金整体规模延续增长态势,较去年年底增长了12.62%,主要得益于货币基金和债券基金规模的增长。各细分类型公募产品的份额变动反映了投资者情绪的真实情况,剥离净值变动影响后,今年以来投资者对稳健收益的现金类产品和低风险的指数化产品青睐度居高不下,对海外债券资产的配置热情持续攀升。在投资者结构方面,2024年上半年机构投资者持有公募基金的比

例上升,机构投资者持有公募基金净值占比48.74%,相较于去年年末上升了2.34个百分点。在仓位水平方面,截至2024年6月30日,主动权益基金股票仓位的中位数为89.10%,相较于去年年底下降了1.31个百分点。

### 私募股权基金

私募股权基金正源源不断地获得保险资金的注入,年内险资设立的百亿元规模私募股权基金至少已有3只,预计未来股权投资仍将是险资运用非常重要的领域。当前市场的挑战显而易见,VC/PE们在投资策略方面普遍审慎,截至2024年年中,有80%的机构尚未出手;VC/PE出手减少主要源自当下募资与退出的双重困局。自2022年以来,我国股权投资市场逐渐迈入调整期,新增募资明显下降,2024年第一季度新募集基金的数量和规模分别为964只、3530.28亿元人民币,同比下降了43.9%、5.0%,基金数量降幅达到近五年新高。募资下降,但VC/PE机构持有资产库存却持续处于高位,自2022年开始,创投行业又回到了投资大于退出的状态,从最新数据来看,今年第一季度,中国股权投资市场退出案例数量为362笔,同比下降了56.2%。退出问题是当前最大的挑战之一。不过,值得注意的是,虽然出手者寥寥,这并不意味着投到好项目更容易了,尤其是在投融资高度集中的硬科技领域。比如目前大热的低空经济,优质企业尤其是当下还有投产需求的,仍然是市场上的香饽饽,当下能引得十几家机构去争抢。

### 金融科技

金融科技正在成为推动金融行业变革的核心力量。2024年,金融科技板块呈现出以下显著趋势:

- **技术融合与创新应用:** 金融科技通过深度融合各类前沿技术,如人工智能、区块链、云计算、大数据等,不断创新金融产品和服务,提高金融服务的效率和质量。例如,人工智能技术在金融领域的应用,不仅证明了其巨大潜力,也揭示了科技与金融深度融合的新方向。
- **数字化转型加速:** 金融机构正加速其数字化转型的步伐,利用金融科技提高服务效率,降低运营成本,同时增强风险

*Market Risk, SVP / D*

**Hot Job** ¥1.0M - ¥1.5M

*Chief Actuary*

**Hot Job** ¥1.0M - ¥1.5M

*Chief Risk Officer*  
(FINTECH)

**Hot Job** ¥2.0M - ¥2.5M





# 银行业与金融服务

## Banking & Financial Services

管理能力。数字化转型是金融机构重点发力领域，数字人民币多个应用场景全国首创，北上广深金融科技产业集聚效应明显。

· **监管科技的发展**：随着金融科技的快速发展，监管科技也在逐步完善，以适应新的监管需求。监管科技的应用领域快速拓展，参与主体持续丰富，金融基础设施管理平台数字化水平不断提升。

· **绿色金融与普惠金融**：金融科技在绿色金融和普惠金融领域发挥着重要作用，通过技术手段提高金融服务的普及率和可得性，同时支持绿色、可持续的金融项目。

· **市场竞争与区域发展**：金融科技企业的竞争格局日益激烈，北京、上海、深圳、广州等地的金融科技产业集聚效应显著，同时，杭州和成都等新兴金融科技中心城市也展现出良好的创新活力和发展势头。

· **行业前景展望**：预计到2029年，中国金融科技产业市场规模将突破1.2万亿元，金融科技产业将继续保持快速发展态势，技术创新和应用场景的拓展将是推动行业发展的主要动力。

金融科技板块的发展趋势表明，科技与金融的深度融合正在重塑金融行业的未来，为金融机构和消费者带来更加便捷、高效、安全的金融服务。

### 人才趋势

· **投资板块**：一级市场硬科技投资热度不减，投后与退出人才备受重视；二级市场因宏观经济内生增长动力迟缓，金融机构更加关注投研能力，量化人才逆势增长。

· **金融科技板块**：金融科技重塑产业，新场景新模式不断开发，对复合型背景人才、高级专家型人才的需求愈发强烈。金融科技领域内，核心技术及产品依旧是生存发展的关键，因此相关技术类人才缺口持续存在。

· **保险行业**：保险行业整体呈现收入不高的微涨状态，但受到疫情反复财富缩水的影响，普通民众的保险观念有所增强，给保险行业整体稳健。

· **私募股权基金**：私募股权基金正源源不断获得保险资金的注入，年内险资设立的百亿元规模私募股权基金至少已有3只，预计未来股权投资仍将是险资运用非常重要的领域。

· **金融科技**：金融科技正在加速重构整个金融行业，对复合型背景人才、高级专家型人才的需求愈发强烈。金融科技领域内，核心技术及产品依旧是生存发展的关键，因此相关技术类人才缺口持续存在。

### 挑战与机遇

· **银行业**：数字化转型是银行业面临的主要挑战，同时也是机遇。传统银行必须重新审视自身的运营模式与服务方式，以适应数字化服务的需求。

· **证券行业**：证券行业面临的挑战包括市场不景气、业绩持续下滑等，但同时也有机会通过技术创新和业务模式创新来提升竞争力。

· **基金行业**：基金行业面临的挑战包括市场波动和投资者信心下降，但通过提升投研能力和风险管理能力，可以抓住市场机遇。

· **保险行业**：保险行业面临的挑战包括市场竞争激烈和监管政策变化，但通过创新产品和服务，可以提升市场竞争力。

· **私募股权基金**：私募股权基金面临的挑战包括市场波动和投资风险，但通过精准投资和长期价值投资，可以抓住市场机遇。

· **金融科技**：金融科技面临的挑战包括技术更新迭代快和对复合型人才的需求增加，但通过加大技术研发投入和人才培养，可以提升行业竞争力。

2024年，金融行业在薪酬和人才需求方面呈现出多元化的趋势。银行业、证券、基金、保险、私募股权基金和金融科技等领域都在经历着不同程度的变革。金融机构需要适应市场变化，加强技术创新，优化人才结构，以应对挑战并抓住机遇。同时，金融行业人才需要不断提升自身技能和专业知识，以适应行业的发展需求。

## Banking Sector

In the first half of 2024, the average compensation of the 42 listed banks in China has decreased, with the total number of employees reduced by more than 30,000. The staff count of the six state-owned major banks decreased by over 20,000, reflecting the significant pressure traditional banks are facing in the current financial environment. Among the top 15 banks in terms of compensation, nine banks have reduced their pay, indicating that market competition is becoming more intense. Digital transformation is a major challenge for the banking industry, but it is also an opportunity. Traditional banks need to rethink their operational models and service methods to adapt to the demand for digital services. Moreover, the scale of IT investment in the banking industry is continuously increasing, and technology is a key factor in driving the intelligent development of banks. The number and amount of bank transactions conducted off-counter are growing rapidly, and the scale of offline smart terminals is also expanding, making the competitive landscape of smart banking enterprises in China increasingly evident.

## Securities Industry

In 2023, the compensation in the securities industry generally decreased, with several leading securities firms experiencing a decline in per-employee compensation for two consecutive years, 2022 and 2023. For instance, CICC saw a pay cut of up to 40%, with executive compensation being significantly reduced. The challenges faced by the securities industry include a sluggish market and a continuous decline in performance, but there are also opportunities to enhance competitiveness through technological innovation and business model innovation. Looking at the external environment of the capital market, China's securities industry faced both opportunities and challenges in 2023. The comprehensive registration system for stock issuance was officially implemented, making the "gatekeeper

responsibilities" of securities firms more critical; the government decision-making level placed great emphasis on the role of the capital market, proposing the strategic goal of cultivating first-class investment banks and institutions; regulatory authorities deepened the reform of the capital market from the investment end, financing end, and trading end, and the financing and investment functions of the capital market are expected to become more balanced, with the supply of long-term capital and "patient capital" in the market expected to increase further, and trading costs are also expected to decrease further.

## Public Fund Industry

Although the fund industry is not a listed company and does not disclose its annual report to the public, over the past year, the fund industry has faced severe challenges, with many fund managers beginning to explore new monetization paths. In the first half of 2024, the overall scale of public funds continued to grow, increasing by 12.62% from the end of the previous year, mainly due to the growth in the scale of money market funds and bond funds. The share changes of various types of public fund products reflect the true situation of investor sentiment. After stripping the impact of net value changes, this year, investors' preference for stable income cash products and low-risk index products remains high, and the enthusiasm for overseas bond asset allocation continues to rise. In terms of investor structure, the proportion of public funds held by institutional investors increased in the first half of 2024, with institutional investors holding 48.74% of the net value of public funds, up 2.34 percentage points from the end of last year. In terms of position levels, as of June 30, 2024, the median stock position of actively managed equity funds was 89.10%, down 1.31 percentage points from the end of the previous year.

# 银行业与金融服务

## Banking & Financial Services

### Private Equity Funds

Private equity funds are continuously receiving injections from insurance funds. So far this year, there have been at least three private equity funds established by insurance funds with a scale of ten billion yuan, and it is expected that equity investment will continue to be a very important area for the use of insurance funds. The current market challenges are obvious, and VC/PEs are generally cautious in their investment strategies. As of the middle of 2024, 80% of institutions have not yet made investments; the reduction in VC/PE investments mainly stems from the current dual dilemma of fundraising and exits. Since 2022, China's equity investment market has gradually entered an adjustment period, with a significant decline in new fundraising. In the first quarter of 2024, the number and scale of newly raised funds were 964 and 353.03 billion yuan, respectively, down 43.9% and 5.0% year-on-year, with the decline in the number of funds reaching a new high in the past five years. Fundraising has decreased, but the inventory of assets held by VC/PE institutions continues to be at a high level. Since 2022, the venture capital industry has returned to a state where investment is greater than exit. According to the latest data, in the first quarter of this year, the number of exit cases in China's equity investment market was 362, down 56.2% year-on-year. The exit issue is one of the biggest challenges at present. However, it is worth noting that although there are few investors, this does not mean that it is easier to invest in good projects, especially in the hot field of hard technology where financing and investment are highly concentrated. For example, the currently popular low-altitude economy, high-quality enterprises, especially those that still have production needs, are still the favorites in the market, and can attract dozens of institutions to compete.

### Financial Technology

Financial Technology is Becoming the Core Force Driving Financial Industry Transformation. In 2024, the financial technology sector shows the following significant trends:

- **Technological Integration and Innovative**

**Applications:** Financial technology continuously innovates financial products and services by deeply integrating various cutting-edge technologies such as artificial intelligence, blockchain, cloud computing, and big data, thereby improving the efficiency and quality of financial services. For instance, the application of artificial intelligence technology in the financial sector has not only demonstrated its tremendous potential but also revealed new directions for the deep integration of technology and finance.

- **Acceleration of Digital Transformation:**

Financial institutions are accelerating their digital transformation efforts, using financial technology to improve service efficiency, reduce operational costs, and enhance risk management capabilities. Digital transformation is a key area of focus for financial institutions, with digital RMB pioneering multiple application scenarios nationwide, and the financial technology industry in cities like Beijing, Shanghai, Shenzhen, and Guangzhou showing significant clustering effects.

- **Development of Regulatory Technology:** With the rapid development of financial technology, regulatory technology is also gradually improving to meet new regulatory needs. The application areas of regulatory technology are expanding rapidly, with a growing number of participants and a continuous increase in the digital level of financial infrastructure management platforms.

· **Green Finance and Inclusive Finance:** Financial technology plays a significant role in green and inclusive finance, using technological means to improve the accessibility and availability of financial services while supporting green and sustainable financial projects.

· **Market Competition and Regional Development:** The competitive landscape of financial technology companies is becoming increasingly fierce, with financial technology industry clusters in Beijing, Shanghai, Shenzhen, and Guangzhou showing significant effects. At the same time, emerging financial technology centers like Hangzhou and Chengdu also demonstrate good innovation vitality and development momentum.

· **Industry Outlook:** It is projected that by 2029, the market size of China's financial technology industry will exceed 1.2 trillion yuan. The financial technology industry will continue to maintain rapid development, with technological innovation and the expansion of application scenarios being the main drivers of industry growth.

The development trends of the financial technology sector indicate that the deep integration of technology and finance is reshaping the future of the financial industry, bringing more convenient, efficient, and secure financial services to financial institutions and consumers.

## Talent Trends

· **Investment Sector:** The enthusiasm for hard technology investment in the primary market remains high, and talents in post-investment and exit are highly valued; in the secondary market, due to the sluggish internal growth momentum of the macroeconomy, financial institutions pay more

attention to research and investment capabilities, and the demand for quantitative talents is increasing against the trend.

· **Financial Technology Sector:** Financial technology is reshaping the industry with continuous development of new scenarios and models, and the demand for compound background talents and senior expert talents is increasingly strong. In the field of financial technology, core technology and products remain key to survival and development, thus the gap in related technical talents continues to exist.

· **Insurance Industry:** The insurance industry overall shows a slight increase in income that is not high, but affected by the repeated outbreaks of the epidemic and the shrinkage of wealth, the insurance awareness of the general public has been enhanced, giving the overall stability of the insurance industry.

· **Private Equity Funds:** Private equity funds are continuously receiving injections from insurance funds, with at least three private equity funds with a scale of ten billion yuan established by insurance funds within the year, and it is expected that equity investment will continue to be a very important area for the use of insurance funds.

· **Financial Technology:** Financial technology is accelerating the restructuring of the entire financial industry, and the demand for compound background talents and senior expert talents is increasingly strong. In the field of financial technology, core technology and products remain key to survival and development, thus the gap in related technical talents continues to exist.



# 银行业与金融服务

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### Challenges and Opportunities

- **Banking Sector:** Digital transformation is a major challenge for the banking sector, but it is also an opportunity. Traditional banks must re-examine their operational models and service methods to adapt to the demand for digital services.

- **Securities Industry:** The challenges faced by the securities industry include a sluggish market, continuous decline in performance, etc., but there are also opportunities to enhance competitiveness through technological innovation and business model innovation.

- **Fund Industry:** The challenges faced by the fund industry include market volatility and a decline in investor confidence, but by enhancing research and investment capabilities and risk management capabilities, market opportunities can be seized.

- **Insurance Industry:** The challenges faced by the insurance industry include intense market competition and changes in regulatory policies, but by innovating products and services, market competitiveness can be enhanced.

- **Private Equity Funds:** The challenges faced by private equity funds include market volatility and investment risks, but by precise investment and long-term value investment, market opportunities can be seized.







- **Financial Technology:** The challenges faced by financial technology include rapid technological updates and an increased demand for compound talents, but by increasing investment in technology research and development and talent training, industry competitiveness can be enhanced.

In 2024, the financial industry shows a diversified trend in terms of compensation and talent demand. The banking, securities, fund, insurance, private equity fund, and financial technology sectors are all experiencing varying degrees of transformation. Financial institutions need to adapt to market changes, strengthen technological innovation, optimize talent structure, to meet challenges and seize opportunities. At the same time, financial industry talents need to continuously improve their skills and professional knowledge to adapt to the development needs of the industry.

► Annual Salary (RMB)

QUALIFICATION EXPERIENCE (YEARS) MIN MAX

## COMMERCIAL BANKING 商业银行

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
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
Cash Sales / Trade Sales, MD	现金管理 / 贸易融资销售, MD	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
 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
 Credit Risk, AVP	信用风险, AVP	Master / Bachelor	5-8	320K	520K
 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
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

# Banking & Financial Services 银行业与金融服务

► Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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## COMMERCIAL BANKING 商业银行

Treasury Operations, AVP	资金运营, AVP	Master / Bachelor	5-10	250K	450K
Treasury Operations, SVP / D	资金运营, SVP / D	Master / Bachelor	15+	750K	1.2M
Treasury Operations, VP	资金运营, VP	Master / Bachelor	10-15	450K	750K
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
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
 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
 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
Head of Architect, Director (Banking)	银行IT架构 总监	Master / Bachelor	8+	500K	1.2M
Head of Developer, Vice President (Banking)	银行IT开发 副总监	Master / Bachelor	8+	500K	1.0M
Head of Testing, Vice President (Banking)	银行IT测试 副总监	Master / Bachelor	8+	400K	800K

► Annual Salary (RMB)

QUALIFICATION EXPERIENCE (YEARS) MIN MAX

## INSURANCE 保险

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
Head of Digital Sales	网销业务负责人	Master / Bachelor	12+	800K	2.0M
Head of Bancassurance	银保业务负责人	Master / Bachelor	12+	800K	1.2M
Chief Investment Officer	首席投资官	Master / Bachelor	15+	1.5M	2.5M
Chief Marketing Officer	首席市场官	Master / Bachelor	15+	1.0M	1.5M
Chief Operations Officer	首席运营官	Master / Bachelor	15+	1.0M	1.5M
 Chief Actuary	首席精算师	Master / Bachelor	15+	1.0M	1.5M
 Actuary Manager	精算经理	Master / Bachelor	5+	300K	500K
 Chief Risk Officer	首席风险官	Master / Bachelor	15+	1.0M	2.0M
 Claim Director	理赔总监	Master / Bachelor	15+	800K	1.0M
 Head of Underwriter	核保负责人	Master / Bachelor	15+	700K	1.0M
 Sr. Underwriter, High Net Worth	高端医疗核保	Master / Bachelor	5+	300K	500K
 Head of Compliance	合规负责人	Master / Bachelor	15+	1.0M	2.0M
 Head of Legal	法务负责人	Master / Bachelor	15+	1.0M	2.0M
 Chief Information Officer	首席信息官	Master / Bachelor	15+	1.0M	2.0M
 Chief Data Officer	首席数据官	Master / Bachelor	12+	1.0M	1.5M
 Head of Health Management	健康管理事业部负责人	Master / Bachelor	12+	700K	1.5M



# Banking & Financial Services 银行业与金融服务

						► 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	15+	2.0M	5.0M+
	Investment - Executive Director	执行总经理, 投资	Master / Bachelor	10-15	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	3-5	400K	800K
	Investment - Analyst	分析师	Master / Bachelor	0-3	300K	500K
	Fund Raising - Director / ED / MD	总经理, 基金募集	Master / Bachelor	10+	600K	2.0M+
	General IR	投资者关系	Bachelor	10+	400K	800K
MIDDLE OFFICE, BACK OFFICE 中台与后台						
	Post Transaction - Investment Director	投后管理总监	Master / Bachelor	10+	700K	2.0M+
	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
	Finance Director - Fund	基金财务	Bachelor	5-0	500K	1.1M
	Human Resources	基金HR	Bachelor	3-8	250K	800K
	Legal Manager / VP	基金法务	Master / Bachelor	5-15	400K	1.5M
	Fund Operation	基金运营	Master / Bachelor	3-8	300K	500K
	Fund PR	基金PR	Bachelor	3-8	400K	800K
	COO	首席运营官	Master / Bachelor	10+	1.2M	2.0M+
	Risk Control Director	风控总监	Master / Bachelor	10+	500K	1.5M+

► Annual Salary (RMB)

QUALIFICATION EXPERIENCE (YEARS) MIN MAX

## FINTECH 金融科技

	Chief Risk Officer	首席风控官	Master / Bachelor	15+	2.0M	2.5M
	Risk Modelling Director	风险模型总监	Master / Bachelor	10+	1.0M	1.2M
	Product Director	产品总监	Master / Bachelor	10+	800K	1.2M
	Chief Technology Officer	首席技术官	Master / Bachelor	15+	1.5M	2.5M
	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+	800K	1.0M
	Head of Information Security	信息安全负责人	Master / Bachelor	10+	1.2M	1.5M
	AI Director	人工智能总监	Master / Bachelor	15+	1.2M	1.5M
	Security Expert	信息安全专家	Master / Bachelor	10+	1.0M	800K
	Data Governance	数据治理专家	Master / Bachelor	7+	500K	700K
	Data Architect	数据架构师	Master / Bachelor	7+	500K	700K
	Digital Transformation	数字化转型专家	Master / Bachelor	7+	500K	800K

中国区

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日资企业薪酬指南

汽车及机械

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半导体及电子IC

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化工原材料

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消费品及服装零售

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商业服务

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贸易进出口及物流

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财务及人事行政



# 自動車及び機械 汽车及机械行业

随着中国新能源汽车市场的蓬勃发展，各大汽车品牌展开了激烈的角逐。国产新能源车在续航里程、智能化、互联网化等方面具有明显优势，且价格较为亲民，逐渐赢得了消费者的青睐。同时，国产新能源车还在不断推出新车型、新技术，进一步扩大了市场份额。然而，日系车在中国市场的销量却呈现出了下滑的趋势，曾以质量可靠、省油耐用而深受消费者喜爱，如今却面临着不小的挑战。

面临市场的巨变，日系车企也正在加大研发投入，提升产品质量。一方面，加强对关键零部件的质量控制。另一方面，加强对智能化、互联网化等方面的研发，推出更多符合消费者需求的新车型、新技术。通过与国产新能源车企的合作，例如，在电池、电机等关键零部件方面进行合作，共同研发新技术、新产品，共同推动新能源汽车产业的发展。

尽管在中国市场，日系车的销量和市场份额有所下降，但这并不影响其在全球市场的领导地位，尤其是在丰田、本田等品牌的带领下，在全球范围内的销量和利润均保持强劲增长。海外市场的拓展，实现产品多元化和市场多元化，同时也降低对单一市场的依赖度。

再看日本机械行业，目前也面临一些挑战和机遇。日本出口大幅放缓，机械订单萎缩，但日本在某些领域展现出温和复苏的迹象。例如，旅游业火爆以及半导体制造设备等产品的出口增长，为机械行业带来了一定的市场需求，此外，日本机械行业在一些细分领域中仍保持着技术优势和创新能力，这为其在国际市场上保持竞争力提供了基础。





電子技術エンジニア

Hot Job ¥110K - ¥250K

生産管理

Hot Job ¥95K - ¥150K

セールスエンジニア

Hot Job ¥110K - ¥280K

随着汽车及机械行业的急剧变化，人才招聘也在发生变化。2024年经常会出现“不景气”、“降本”、“裁员”等萧条字眼，整体的招聘数量在减少，比起以往每年校招招募应届生培养，目前更多的企业愿意招募有经验的技术型人才或者多语种且具备相关工作经验的复合型人才，从而加强现地化及新领域研发的业务推进。在吸纳优秀人才的同时，建议企业在薪资福利待遇方面，也做好相应的调整，并且加强自身雇主品牌的宣传。

# 自動車及び機械 汽车及机械行业

▶ Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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## 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+	90K	180K
	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+	90K	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 運営

	購買調達管理	采购管理	大专 / 本科	0-3+	95K	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+	95K	150K
	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

## 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+	85K	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	400K
	営業ディレクター	销售总监	本科	15+	350K	700K



# 半导体及びIC 半导体及电子IC

随着智能手机、可穿戴设备、汽车电子、算力等领域的市场需求不断攀升，相关半导体公司业绩整体展现出强劲的增长势头。此外，人工智能技术的快速发展正在引发半导体行业的另一波革命。2024年全球AI芯片市场规模将增加，2025年将会有更大的增加。这一爆发式增长不仅体现在数量上，更体现在对高性能、低功耗芯片的质量需求上。

在全球半导体供应链重塑的大背景下，中国半导体产业的国产化进程正在加速。同时，产业链各环节的协同效应也在逐步显现。从晶圆代工到封装测试，从设计到制造，国内半导体企业正在形成一个更加完整和高效的产业生态。中芯国际第二季度产能利用率的提升和长电科技在先进封装领域的业绩增长，都印证了这一趋势。

展望未来，半导体行业的增长动力仍然强劲。随着5G、AI、物联网等新兴技术的持续发展，以及汽车电子、智能家居等应用场景的不断拓展，半导体行业有望继续保持高速增长。然而，面对

全球竞争的加剧和技术创新的挑战，国内半导体企业仍需持续加大研发投入，提升核心竞争力，才能在这场半导体产业的新一轮竞争中赢得先机。

相信大家今年也看到了不少半导体行业大裁员的消息，比如IBM、CISCO、三星、英特尔等。相比之下日系的半导体公司较为稳健，虽然招聘量比起前两年有大幅下降，对于招聘岗位，人才要求也有较大变化，呈现出“如何通过招聘到合适人才解决公司效益的问题”。比如对于采用应届生的要求，比起往年要求高了许多，在人才基本素质及会日语的基础要求上985、211以上毕业学校。另外对于一些在职员工的评估，考核要求也高了很多。在职于一线现场的服务工程师部分面临着项目结束后合同不再续约等现象，一方面公司在控制成本，企业愿意为能带来效益，能够及时产出的人才付出高的报酬，甚至以超出企业内部预算的方式，也有可能是希望能够有新的血液及更优秀人才加入，也有部分日企做了薪酬改善，能够匹配到整个市场平均。





サービスエンジニア

**Hot Job** ¥180K - ¥400K

セールスエンジニア

**Hot Job** ¥160K - ¥350K

営業マネージャー

**Hot Job** ¥320K - ¥520K

相信2025年软件工程师、设计工程师(特别是系统设计师和模拟设计师)、工艺工程师、数据专家(尤其是机器学习工程师)和现场服务工程师,这几类人才会有更多的需求。对于候选人来说,未来几年的市场竞争会更加激烈。在求职,转职方面也不要只看“钱”,公司平台、公司发展方向、企业文化等都是需要考虑的因素。




# 半導体及びIC 半导体及电子IC

▶ Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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## 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+	180K	360K
 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

## 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

► 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+	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+	320K	520K
営業ディレクター	销售总监	本科	15+	700K	1200K



# 化学原材料 化工原材料

## 总

体趋势来看,2024年化工行业的招聘规模稳中有增,预计2025年人才需求领域继续往多元化发展中。除传统领域以外,新能源、储能、半导体、电子等新兴行业的人才需求较为旺盛。主要原因有二:一是由于随着我国新能源汽车行业的大力发展,可再生能源,可持续环保概念的进一步加强;二是得利于国家对于芯片制造行业持续的大力推动,相关行业的化工系人才需求也随之增长。

从招聘角度观察,拥有不同岗位经历的复合型人才在化工行业中更受欢迎,企业倾向于招聘具备多种技能和经验的人才以适应复杂多变的市场环境。同时,专业要求多样化,除了化学工程与工艺、应用化学等传统化工专业外,还涵盖了材料学类、生物学类、能源类、环境类、计算机类等多个相关专业,体现了行业对跨学科人才的需求。再者,整体市场经济环境的不景气也为化工关联企业的长期计划带来危机感。促使企业近年对于战略企划型人才、新产品研发型人才、新市场开发/销售等方向人才表现出青睐。目的在于希望可以提高自家产品的市场占有率,扩大销售额以及应用范围,为更长远的稳定发展打好坚实基础。

化工行业的人才分布情况来看,人才结构有一定老龄化的倾向。传统化工以及制造行业人才老龄化情况较为严重,中坚力量容易出现断层。年轻一代人才就业选择倾向于可以快速变现、快速增长的风口行业,导致流向传统化工行业的年轻人和应届毕业生有减少的趋势。

另外,在快节奏高需求的社会背景下,化工及制造行业内人才跳槽周期也明显缩短。过去传统制造和化工行业候选人跳槽周期一般在7-10年左右,近几年来跳槽周期缩短到3-5年甚至更短。以及相比近年明显收紧的外资企业,国企民企近几年势头较为高调,同时待遇也较为丰厚,化工人才从外资流入国内企业的人才比例持续上升。

为对应上述人才外流,不稳定的现状,建议企业优化招聘流程、提高招聘效率和质量,扩大雇主品牌力,以此来应对激烈的招聘竞争环境。同时,加强内部人才培养和激励机制建设也是提升人才竞争力,助力人才梯队建设,保留中坚力量的关键。



技術開発マネージャー

**Hot Job** ¥350K - ¥600K

技術サポートマネージャー

**Hot Job** ¥350K - ¥600K

技術企画マネージャー

**Hot Job** ¥300K - ¥600K

### Key Takeaways



2024年化工行业の招聘規模**稳中有增**，  
预计2025年人才需求领域继续往  
**多元化**发展中。



为对应人才外流，不稳定的现状，建议企业**优化招聘流程、提高招聘效率和质量**，**扩大雇主品牌力**，以  
此来应对激烈的招聘竞争环境。

# 化学原材料 化工原材料


► Annual Salary (RMB)

QUALIFICATION EXPERIENCE (YEARS) MIN MAX

## 技術 技术

実験員	实验员	大专 / 本科	0-3+	91K	230K
 技術開発	技术开发	本科	0-3+	140K	400K
 技術開発マネージャー	技术开发经理	本科	8+	350K	600K
 技術サポート	技术支持	本科	0-3+	140K	400K
 技術サポートマネージャー	技术支持经理	本科	8+	350K	600K
 R&D	R&D	硕士	1-5+	180K	350K
R&D マネージャー	R&D经理	硕士 / 博士	10+	480K	800K

## 営業/市場 销售/市场

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+	210K	450K
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
生産企画担当	生产企划担当	本科	3-5+	150K	300K
生産企画マネージャー	生产企划经理	本科	8-10+	300K	450K
営業企画担当	营业企划担当	本科	3-5+	150K	300K
営業企画マネージャー	营业企划经理	本科	8-10+	300K	500K
 技術企画担当	技术企划担当	本科	1-3+	150K	300K
 技術企画マネージャー	技术企划经理	本科	5-10+	300K	600K




► Annual Salary (RMB)

QUALIFICATION EXPERIENCE (YEARS) MIN MAX

運営 运营

購買調達管理	采购管理	大专 / 本科	0-3+	120K	250K
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	0-5+	140K	350K
EHSマネージャー	安全环境管理经理	本科	10+	380K	650K
品質管理	品质管理	大专	0-3+	120K	250K
品質管理マネージャー	品质管理经理	大专 / 本科	10+	250K	560K
生産管理	生产管理	大专	3-5+	110K	200K
生産管理マネージャー	生产管理经理	大专 / 本科	10+	210K	480K



# 消費財及びアパレル小売業 消费品及服装零售

2024年，中国的消费品和零售行业正处于快速变革和升级的阶段，企业对人才的需求呈现出多元化和高端化的趋势。随着消费升级、数字化转型和新零售模式的推进，相关职位的需求更加细化。

首先，数字化和电商领域的人才需求持续增长。随着线上销售渠道的扩展，企业对电子商务运营、数字营销、数据分析等岗位的人才需求激增。这些职位要求从业者不仅具备技术背景，还需熟悉消费行为的变化趋势，能够通过数据优化营销策略并提升用户体验。近些年日系品牌在中国的一二线城市大规模线下扩张，为适应中国市场的需求，越来越多的企业也开始向线上转型，所以日系零售品牌的电商相关职位持续稳步增加，从前些年的电商担当职位，逐步扩展成如今的电商管理岗位。

其次，供应链管理和物流领域的职位需求显著增加。随着“即时零售”和“新零售”的普及，企业越来越注重高效的供应链和物流体系建设。相关职位如供应链规划、物流优化、仓储管理等成为企业的关键招聘方向。这些岗位要求应聘者具备灵活的应变能力，能够应对复杂的市场变化和消费者需求。

此外，品牌管理和市场推广职位需求也保持高位。消费者对品牌的忠诚度和产品体验的期望逐年提高，企业迫切需要具备创新能力、市场敏锐度和跨渠道整合能力的品牌管理人才。这类职位强调对目标受众的深刻理解，要求能够精准定位消费群体，并制定有效的品牌策略。随着国产品牌的营销崛起，日系的品牌营销也不甘示弱，甚至花重金吸引各大本土及欧美品牌的市场营销岗位人才。从近几年的招聘趋势来看，职责更加专业和细分化。

毫无疑问的是，零售行业对于商品的市场敏感度也有很相当高的要求，商品相关职位也是有增无减，商品开发，销售数据分析，商品企划等岗位也是随着消费者市场的变化随时做出改变。

消费者对个性化商品的需求持续增长，尤其是在时尚、家居、电子产品等领域。企业越来越重视开发能够满足消费者独特偏好的商品。因此，具备市场调研、消费者行为分析、产品定制和灵活设计能力的人才将受到青睐。商品开发团队需要具备洞察消费者需求变化的能力，能够快速将市场趋势转化为



#### 営業担当

**Hot Job** ¥110K - ¥185K

#### マーケティング担当

**Hot Job** ¥130K - ¥245K

#### 商品企画

**Hot Job** ¥190K - ¥416K

具体产品。企业不仅专注于某一特定品类的开发,还积极探索跨品类的产品设计和创新。例如,零售企业可能会将时尚与科技、食品与健康等领域结合,推出具有跨界特色的新产品。这要求商品开发人员具备广泛的行业知识和创新思维,能够引领新的消费潮流。数字化技术在零售行业的广泛应用,推动了商品开发流程的智能化和数据化。具备大数据分析、AI辅助设计和虚拟商品开发技能的从业者将成为抢手人才。零售企业越来越依赖数据驱动的商品开发,通过预测分析市场趋势和消费者需求来优化产品设计。因此,熟悉数字工具、擅长数据分析并能够利用技术改进产品开发流程的人才,将成为企业重点培养和招聘的对象。



最后,可持续发展和绿色消费的趋势也推动了相关职位的出现。越来越多的企业关注环保和社会责任,供应链绿色管理、可持续产品开发等领域的专业人才成为新的热门需求。

# 消費財及びアパレル小売業 消费品及服装零售

► Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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## 消費財セールス・マーケティング 消费品零销、市场

営業アシスタント	销售助理	大专 / 本科	0-5+	82K	113K
 営業担当	销售担当	大专 / 本科	0-5+	110K	185K
営業主管	销售主管	大专 / 本科	8+	177K	300K
営業マネージャー	销售经理	本科	10+	230K	409K
営業ディレクター	销售总监	本科	15+	333K	574K
 マーケティング担当	市场专员	大专 / 本科	3-5+	130K	245K
マーケティング主管	市场主管	大专 / 本科	8+	163K	277K
マーケティングマネージャー	市场经理	本科	10+	203K	408K
マーケティングディレクター	市场总监	本科	15+	405K	652K

► Annual Salary (RMB)

		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
消費財・アパレル オペレーション 消费品、服装运营					
購買調達管理	采购管理	大专	3-5+	98K	160K
品質管理	品质管理	大专	3-5+	99K	176K
品質管理マネージャー	品质管理经理	大专 / 本科	10+	198K	400K
 EC担当	EC担当	大专 / 本科	2-5+	100K	160K
EC主管	EC主管	大专 / 本科	5-8+	192K	300K
ECマネージャー	EC经理	大专 / 本科	8+	320K	400K
 商品企画	商品企划	大专 / 本科	3-10+	195K	416K
デザイナー	服装设计	大专 / 本科	3-10+	195K	320K
生産管理	生产管理	大专	3-5+	93K	160K
生産管理マネージャー	生产管理经理	大专 / 本科	10+	198K	400K
製造現場管理	制造现场管理	大专	3-5+	90K	144K
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+	195K	368K





カスタマーサービス マネージャー

Hot Job ¥200K - ¥280K

営業担当(フロント・営業)

Hot Job ¥100K - ¥150K

# 商業サービス 商业服务

## 近

年来,广告行业稳中有升,而咨询和服务行业则保持增长态势。

广告投放社交媒体、短视频平台等多元化渠道转型,数字营销占据越来越重要的位置,大数据、人工智能等技术在广告领域的应用不断加强,革新传统广告的模式,以此来更精准地定位目标客户群体,制定个性化营销方案,高质量的互动视频直播也将成为企业获取市场份额的重要策略。同时很多企业也开始积极布局海外市场,通过跨境电商、社交媒体等渠道,提升品牌国际影响力。因此,具备数据分析、创意思维、数字营销等多元化技能的人才,以及拥有跨文化交流和国际视野的人才将成为企业争夺的焦点。

随着全球经济的快速发展和技术的不断进步,各行各业对于高质量咨询服务的需求也在持续上升,咨询行业因其专业知识和技能被广泛应用于金融、医疗、科技、能源等多个领域。数字化

转型已成为全球各行业的普遍趋势,专业人士需要掌握最新的信息技术,以适应数字化时代的需求,并具有外语能力,才能在这竞争时代立足。

服务行业则是面临新的挑战 and 变化,电商行业持续的热度虽对线下零售造成一定冲击,但商业运营总体也在更多关注消费者体验,通过独特的生活体验打造等手段,结合智能化的数字化技术落地,提升商业物业的吸引力和竞争力,有效改善整个生命周期的全方位服务。

在这样的背景之下,掌握多元化技能的复合型人才深受欢迎,对市场具有敏锐的感知力,并能结合新的技术,及时做出新的应对方案。而企业则通过优化工作环境(弹性工作制等)、改善薪酬福利(员工培训等)、打造积极向上的团队氛围等不同的手段来强化雇主品牌建设,吸引具有实力的优秀人才。但由于受各种预算影响,薪酬总体维系在平稳水平。

広告・コンサル・商業サービス 广告、咨询、商业服务

► Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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廣告 廣告

営業アシスタント	销售助理	大专 / 本科	0-5+	60K	95K
営業担当	销售担当	大专 / 本科	0-5+	90K	160K
営業主管	销售主管	大专 / 本科	8+	160K	250K
営業マネージャー	销售经理	本科	10+	250K	460K
営業ディレクター	销售总监	本科	15+	460K	700K
マーケティング担当	市场专员	大专 / 本科	3-5+	100K	180K
マーケティング主管	市场主管	大专 / 本科	8+	180K	260K
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

# 広告・コンサル・商業サービス 广告、咨询、商业服务


► Annual Salary (RMB)

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

アシスタント	助理	大专 / 本科	0-5+	100K	120K
営業担当	销售担当	大专 / 本科	0-5+	120K	190K
営業主管	销售主管	本科	8+	190K	300K
営業マネージャー	销售经理	本科	10+	300K	380K
コンサルタント	咨询顾问	本科	5+	170K	250K
コンサルタント主管	咨询顾问主管	本科	5-10+	250K	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+	50K	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

# 金融サービス 金融服务

► Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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## フロント・営業 销售

営業アシスタント	销售助理	本科	0-2+	60K	100K
 営業担当	销售担当	本科	2+	100K	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	400K

## 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+	60K	150K
リスク管理主管	风险管理主管	本科	8+	150K	200K
債権管理担当	债权管理担当	本科	0-5+	60K	150K
債権管理主管	债权管理主管	本科	8+	150K	200K
監査担当	审计担当	本科	0-5+	60K	150K
監査主管	审计主管	本科	8+	150K	200K
企画担当	企划专员	本科	0-5+	60K	150K
企画主管	企划主管	本科	8+	150K	200K
コンサルティング担当	咨询担当	本科	3+	100K	180K
トレーダー	交易员	本科	2+	100K	180K
IT リスク管理担当	系统风险管理专员	本科	3-5+	100K	160K
IT リスク管理主管	系统风险管理主管	本科	5-8+	160K	220K

営業担当

Hot Job ¥112K - ¥210K

# 貿易商社及び物流 貿易进出口及物流

2023年の调查显示,日本企业在贸易进出口行业的发展中盈利企业占比为60.3%,较上一年度下降了4.6个百分点。这表明在新冠疫情基本结束后,业绩恶化的原因主要是“当地市场需求减少”。在业务扩大意愿方面,关于未来1~2年的业务方向,回答“扩大”的企业占比首次低于3成,这可能反映了市场萎缩和需求减少的趋势。大企业面临的主要课题是竞争日趋激烈,而中小企业则更多面临成本高和新客户开拓停滞的问题。在华日资企业中,将近9成将本土企业视为竞争对手,这显示了中国本土企业的竞争力正在增强。

同时,我们也看到日本大企业的一些转变:已经开始实施脱碳措施,并且在过去几年稳步推进,这表明日本企业在环保和可持续发展方面的努力;利用《区域全面经济伙伴关系协定》(RCEP)的企业中有大约7成用于进口,这可能有助于降低成本和促进贸易,日本企业正越来越多地采用开放式创新,与其他企业和研究机构合作,以促进技术进步和产品开发。这些趋势显示,日本企业在贸易进出口行业中正面临着多方面的挑战和机遇,需要不断适应市场变化和加强创新能力。

从物流行业的发展现状和趋势展望来看,行业整体增长:根据《2024年中国物流行业全景图谱》的分析,中国物流行业在2023年的社会物流总额达到了352.4万亿元,同比增长5.2%,显示出行业整体的增长态势。物流费用与GDP比率下降:社会物流总费用与GDP的比率呈现波动下降趋势,2023年这一比率为14.4%,比上年下降了0.3个百分点,表明物流成本在相对降低。绿色低碳发展:《“十四五”现代流通体系建设规划》中提到,物流行业将推进绿色低碳高质量发展,预计到2029年,中国社会物流总收入将达到17.9万亿元。综上所述,国内日企物流行业整体呈现增长趋势,但也面临着成本上升、市场竞争加剧等挑战。同时,绿色低碳和供应链管理成为行业发展的重要趋势。

根据最新的调研报告和 market 分析,2024年国内日企在贸易行业和物流行业的招聘市场相比去年有所变化,并且呈现出一些趋势,比如经营布局和人才发展、招聘市场稳中有升、技术型和创新型人才需求增长、线上招聘比重逐步增加、物流





行业竞争格局、企业招聘策略趋于谨慎。这些趋势显示，尽管市场整体保持稳定，但企业在招聘策略上更加审慎，同时对特定技能和领域的人才需求持续增长。日资企业需要适应这些变化，优化人才配置和发展策略，以支持其在中国市场的长期发展。

在薪酬方面，日企贸易和物流行业仍然保持竞争力，特别是在技术和数字化领域。企业正通过提供有吸引力的薪酬和福利，以及长期激励机制，来吸引和保留关键人才。同时，随着市场的发展，对特定技能的需求和薪酬溢价也在增加。

# 貿易商社及び物流 贸易进出口及物流

► Annual Salary (RMB)

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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## 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	120K
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	営業担当	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

## 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	285K
物流セールスマネージャー	物流销售经理	大专 / 本科	10+	220K	420K



### Key Takeaways



在华日资企业中，将近9成将本土企业视为竞争对手，这显示了中国本土企业的竞争力正在增强。



企业正通过提供有吸引力的薪酬和福利，以及长期激励机制，来吸引和保留关键人才。



人事マネージャー

Hot Job ¥238K - ¥420K

# 財務人事行政 财务及人事行政

回顾2024年，日企在中国市场的财务及人事行政招聘领域经历了诸多变化。在疫情逐渐得到控制的背景下，经济持续复苏，日企的招聘热情依旧高涨，特别是在财务和人事行政岗位方面。与2023年同期相比，虽然招聘环境依然具有一定的挑战性，但整体录用环境趋于稳定，企业更加注重候选人的专业能力和实际经验。

在2024年，日企对于财务及人事行政岗位的需求依然旺盛，上海作为日企聚集地，其需求量依旧占据首位。招聘要求方面，相关经验者更受青睐，且学历要求趋严，同时，企业对于候选人的工作经验要求也呈现出多样化的特点，既有要求丰富经验的岗位，也有对新人持开放态度的职位。

在招聘要求上，日企越来越注重候选人的专业技能和实战经验。对于财务岗位，具备扎实的财务知识、熟悉相关法规、拥有良好数据分析能力的候选人更受欢迎。而人事行政岗位则更注重候选人的沟通协调能力、人力资源管理经验和组织变革能力。

展望2025年，随着中国经济的进一步发展和日企在中国市场的不断深耕，财务及人事行政岗位的需求预计将继续保持增长态势。特别是在制造业领域，随着技术创新和产品升级的不断推进，企业将更加注重财务和人事行政的精细化管理，以提升整体运营效率。

同时，人力资源职能在企业中的地位也将进一步提升。未来，HR将不仅仅负责招聘和人事管理，还将在企业战略决策、业务精简和招聘效率提升等方面发挥更加关键的作用。对于HR从业人员来说，具备数据素养、业务敏锐度和数字整合能力将成为必备的优势。

总体而言，2025年日企在中国市场的财务及人事行政招聘领域将充满机遇与挑战。企业需要不断适应市场变化，优化招聘策略，以吸引和留住更多优秀人才。同时，候选人也应不断提升自身专业技能和综合素质，以更好地适应日企的发展需求。


► 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
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 法务・企划

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





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