



Hong Kong

Salary Guide
2021/22





PERSOLKELLY is a joint venture established in 2016 between PERSOL HOLDINGS (previously Temp Holdings) and Kelly Services to cater to the rising workforce employment needs of the emerging Asia Pacific market. We are one of the largest workforce solutions providers in the region, spanning over 45 offices across 13 markets including Australia, China, Hong Kong, India, Indonesia, Malaysia, New Zealand, Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam.

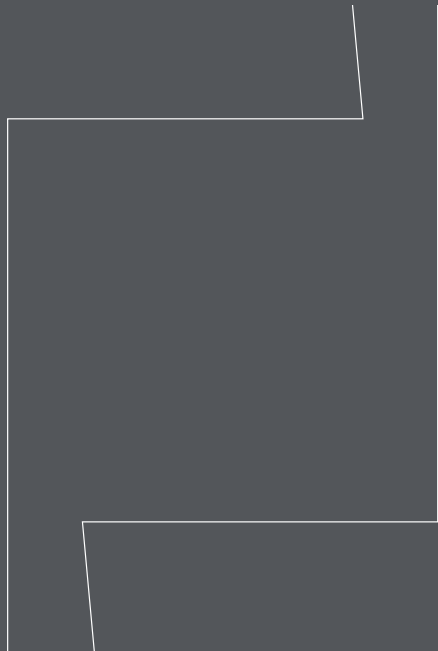
Our reach, scope, and scale of operations have set the industry standard for cross-border recruitment and holistic workforce solutions. Since inception, PERSOLKELLY has placed over 59,000 positions across the region and works together with 98% of Fortune 100™ companies for their workforce solution needs.

In Australia and New Zealand, the PERSOLKELLY brand is owned and operated by Programmed after they acquired Kelly Services in April 2020.

Connect with us on Facebook, LinkedIn, & Instagram.

Visit persolkelly.com.hk

CONTENTS



SALARIES

Methodology: Salary figures included in the 2021/22 Hong Kong Salary Guide are derived by combining the expert market knowledge of senior recruitment professionals within the PERSOLKELLY network, as well as job placement data recorded on the PERSOLKELLY Hong Kong database.

Executive Overview

Looking ahead to 2022, we believe that the shortage of talent will persist. Hong Kong is a relatively small market with a fixed talent pool. In addition, there are challenges with higher levels of emigration and difficulties in bringing in overseas talent due to travel restrictions and quarantine requirements.

As we reflect back on 2021, it is interesting to see how our predictions from a year ago proved to be remarkably accurate. At the start of the year, Hong Kong was still in lockdown, with many people working remotely in order to contain local outbreaks of COVID-19. However, we always considered that when the recovery did materialise, the employment market would bounce back at a much faster rate than during previous downturns.

That is indeed what happened. After Chinese New Year, most workers in Hong Kong returned to their offices – although perhaps not for five days a week as the working from home trend has endured.

At the same time, younger talent took these unusual times to reassess their career development and figure out what they really want to achieve. This led to a lot of movement in the market, with momentum continuing to gather pace throughout 2021. More experienced professionals also overcame their hesitations to undertake job switches towards the end of the year. All of this has resulted in a level of activity that has surpassed what we saw back in 2019.

For companies in Hong Kong, it is pivotal to understand why professionals are looking to move jobs. First of all, it cannot be denied



Executive Overview

that compensation can be an important draw. However, these days more and more people are also looking to work in an environment and culture that makes them feel good. They want to work for businesses that have values that align with their own. It is key for organisations to find out what values they stand for and then to position themselves accordingly. This will not only help attract new talent, but also retain existing staff.

Looking ahead to 2022, we believe that the shortage of talent will persist. Hong Kong is a relatively small market with a fixed talent pool. In addition, there are challenges with higher levels of emigration and difficulties in bringing in overseas talent due to travel restrictions and quarantine requirements.

In order to thrive in this environment, companies need to get creative. At PERSOLKELLY we have worked with our clients on solutions to some of these challenges. To illustrate this, we have been able to leverage our Asia-Pacific network by recruiting IT staff in some of our other markets to work remotely for Hong Kong-based companies. We believe that going forward, more businesses will be open to such arrangements in order to overcome talent shortages.

Companies must also develop long-term strategies if they are to succeed. Employer



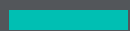
branding will be critical - this has already been an area of focus for larger corporations in Hong Kong, but small and medium enterprises also need to get on board with this. They must prioritise elevating the company's reputation as a place to work, which is particularly crucial in today's social media age. This branding can also be used to effectively market the organisation to candidates during interviews.

Our salary guide has compiled the insights of our recruitment consultants to provide you with an overview of the key trends affecting the Hong Kong employment and talent landscape. I hope that this guide will empower and inspire as you plan your organisational goals and talent strategies for 2022.

A handwritten signature in black ink, appearing to read "Alan Wong".

Alan Wong
Managing Director & Country Head
PERSOLKELLY Hong Kong

SALARIES



Banking & Financial Services

The banking industry experienced a better than expected 2021. While revenues were still under pressure from the low interest rate environment, the level of credit impairments has been very manageable despite the uncertain economic climate. Much of the lending in Hong Kong is linked to the property market and this sector fared reasonably well in 2021 – particularly the residential segment.

Digital transformation has been the name of the game in the sector and this has been evident across many areas. Technology is being used as a way to reduce costs and improve efficiencies, but also to improve performance in areas such as KYC (know



Banking & Financial Services

your customer) AML (anti-money laundering) and financial crime. On the consumer side, there is also demand for digital engagement and financial institutions have had to step up investment in their digital channels.

The financial sector has been disrupted since 2020 by the arrival of the first virtual banks. There are currently eight virtual banks operating in Hong Kong, but they have had a mixed performance and have continued to invest heavily in customer acquisition. This makes it a challenge to operate profitably, while they are now also facing more intense competition from traditional players that have improved their ability to serve customers through digital channels.

There are plenty of opportunities for further growth in wealth management, particularly due to the Wealth Management Connect initiative going live in mid-2021. This is a two-way investment scheme that allows individuals in the nine mainland cities of the Greater Bay Area to invest in certain products in Hong Kong and Macau, while vice versa Hong Kong residents will be able to invest in investment products across the border. By the end of 2021, 20 banks in Hong Kong had applied for permission to sell over 100 investment funds to mainland investors.

Sustainable finance and environmental, social and governance (ESG) reporting are also key trends in the financial services industry. From institutional investors, as well as retail investors, there is growing demand for increased information on the sustainability credentials

of companies and banks. Regulators are also taking a closer look into this area and the Hong Kong Monetary Authority has announced that all local banks in Hong Kong need to start conducting climate risk stress tests going forward. As a result, there is much demand for talent in the ESG space.

Fintech also remains a major growth area in Hong Kong. This goes beyond the virtual banks that have been set up – fintech is also used in areas such as insurance technology, automation, digital payments, blockchain, cyber security and asset management. Hong Kong has a thriving fintech ecosystem, which has been underlined by the hugely successful FinTech Week, that was held in November 2021.

A shortage of talent is the overarching theme across the wider banking and financial services industry, which can be attributed to several factors. Emigration has increased over the past year as a few countries have given Hong Kong residents the opportunity to relocate, including to the UK, Canada and Australia. There has also been an outflow of expats, who are finding it difficult to remain in a city that has effectively closed its borders due to strict quarantine requirements. In addition, there is generally a lack of qualified talent – especially in technology.

Firms will increasingly find it difficult to retain their staff, particularly for those with in-demand skillsets in decentralised finance, blockchain and fintech. All of these trends will be reflected in the pay packages of those who are switching jobs or even making internal moves.



The financial sector has been disrupted since 2020 by the arrival of the first virtual banks



20 banks in Hong Kong had applied for permission to sell over 100 investment funds to mainland investors by the end of 2021





Fintech also remains a major growth area in Hong Kong




Firms will increasingly find it difficult to retain their staff, particularly for those with in-demand skillsets

Banking & Financial Services

		Range of Annual Base Salary (HKD)				
JOB TITLES		(0 - 3 YEARS) ANALYST	(3 - 7 YEARS) ASSOCIATE	(7 - 10 YEARS) VP	(10+ YEARS) DIRECTOR	(15+ YEARS) MD
INVESTMENT BANKING & FINANCIAL MARKETS						
	Equity Research	480k - 850k	600k - 960k	840k - 1.5m	1.4m - 2m	1.8m+
	Sales & Trading	420k - 720k	720k - 1.4m	1.4m - 2.1m	1.6m - 2.7m	2.3m+
	Compliance	300k - 500k	500k - 900k	900k - 1.4m	1.4m - 2m	2m+
CORPORATE BANKING						
	Relationship Manager 	280k - 550k	425k - 850k	560k - 1.5m	1.2m - 2.2m	1.8m+
	Operations - Documentation	200k - 360k	300k - 650k	500k - 1.1m	650k - 1.5m	1.8m+
	Operations - CDD/KYC/Client On-boarding	200k - 360k	300k - 750k	650k - 1.2m	850k - 1.8m	2m+
PRIVATE BANKING						
	Private Banking Relationship Manager 	720k - 840k	800k - 1m	1.2m - 2.4m	2.4m - 4m	5m - 10m+
	Assistant Private Banker	336k - 500k	500k - 900k	700k - 1m	N/A	N/A
ASSET MANAGEMENT						
	Institutional/ Distribution Sales	350k - 500k	500k - 900k	900k - 1.4m	1.4m - 1.8m	1.8m+
	Portfolio Management	550k - 700k	700k - 1.0m	1.0m - 1.4m	1.4m - 1.8m	1.8m+
	Fund Accounting	250k - 420k	420k - 540k	540k - 720k	720k - 1m	1m - 2.4m
	Client Services	250k - 450k	450k - 750k	750k - 1.0m	1.0m - 1.4m	1.4m+
	Research	250k - 450k	450k - 750k	750k - 900k	900k - 1.2m	1.2m+
	Request for Proposal (RFP)	200k - 350k	350k - 500k	500k - 750k	750k - 1.0m	1.0m+
	Fund Operation	180k - 250k	250k - 300k	300k - 500k	500k - 750k	750k+
	Compliance	320k - 450k	450k - 700k	700k - 1.1m	1.1m - 2m	1.7m+

Banking & Financial Services

JOB TITLES	Range of Annual Base Salary (HKD)				
	(0 - 3 YEARS) ANALYST	(3 - 7 YEARS) ASSOCIATE	(7 - 10 YEARS) VP	(10+ YEARS) DIRECTOR	(15+ YEARS) MD
ACCOUNTING & FINANCE					
Financial Control / Reporting	192k - 384k	384k - 600k	600k - 840k	840k+	1.8m+
Regulatory Reporting	216k - 420k	420k - 540k	540k - 720k	720k - 1.2m	1.2m+
Management Reporting	240k - 360k	360k - 600k	600k - 1m	1m - 1.6m	1.6m+
Internal Audit	240k - 420k	420k - 720k	720k - 1.2m	1.2m - 1.8m	1.8m+
Treasury	216k - 360k	360k - 600k	600k - 960k	960k+	1.4m+
Product Control	264k - 420k	420k - 600k	600k - 960k	960k+	1.4m+
Project Management	264k - 456k	456k - 780k	780k - 1.5m	1.5m+	2m+
RISK & COMPLIANCE					
Credit Risk 	300k - 420k	420k - 540k	540k - 780k	780k - 1.2m	1.2m+
Compliance / Anti-Money Laundering	320k - 450k	450k - 700k	700k - 1.1m	1.1m - 2m	1.7m+
Legal	480k - 720k	720k - 1.2m	1.2m+	1.6m+	1.8m+

Corporate Professionals

Corporate professionals in Hong Kong faced a challenging 2020, during which they encountered measures such as unpaid leave, pay cuts or furlough as companies prioritised business survival during the pandemic. Recruitment came to a standstill and many candidates opted to stay put in the uncertain climate.

2021 has been a year of two halves for recruitment activity in the corporate professionals market. In the first half of the year there was a distinct lack of openings in back office roles including HR, admin, secretaries and accounting. The market was adversely impacted by the weakness of the Hong Kong economy, with a number



Corporate Professionals

of companies restructuring their business to save costs. These initiatives have included the relocation of accounting departments to other markets or the outsourcing of support services.

However, from the second half of 2021 recruitment activity in the market has picked up again as companies are hiring back office roles in preparation for a stronger rebound. It has been an uneven recovery though and candidates have been selective about which industries they are opting to work for. For instance, food & beverages is perceived to be an unstable sector, while candidates are also cautious about accounting firms because of the poor work-life balance.

Activity has been highest for HR-related roles. This is no coincidence as the job market has been heating up and there has been a sharp drop in the unemployment rate in Hong Kong. This is requiring the addition of new manpower to manage expanded headcounts at companies or have staff actively involved in the recruitment of additional manpower. Activity in the market contrasts sharply with 2020, when many HR professionals had borne the brunt of pandemic-related hiring freezes or even job cuts.

Legal and compliance staff have also been in demand, particularly as the adoption of the National Security

Law for Hong Kong in June 2020 has required many companies to take a detailed look at their operating risks. Law firms are also doing robust business associated with the Greater Bay Area initiative, which calls for deeper economic and financial market integration between Hong Kong, Macau and nine mainland cities in southern China.

Demand for administrative professionals remains impacted by the quarantine measures taken by the Hong Kong SAR government. Lengthy quarantine periods for people returning to Hong Kong means overseas business travel is still out of the question, requiring less administrative oversight. Generally speaking, reduced face-to-face contact and a shift to virtual meetings has also reduced the administrative workload for companies, for instance handling expenses.

In terms of salary increases, we have seen a mix of ranges. It very much depends on how a candidate's current salary level compares with the overall market. There have been cases of companies offering a lower salary than a candidate's current role, which has been accepted as that particular position may offer a better career path and progression or job security for a candidate.



2021 has been a year of two halves for recruitment activity in the corporate professionals market



Legal and compliance staff have been in demand, particularly as the adoption of the National Security Law for Hong Kong in June 2020





Demand for administrative professionals remains impacted by the quarantine measures







Reduced face-to-face contact and a shift to virtual meetings has also reduced the administrative workload for companies

<i>Finance</i>		Range of Annual Base Salary (HKD)	
JOB TITLES	EXPERIENCE (YEARS)	RANGE	
FINANCIAL ACCOUNTING			
CFO	12 - 15+	1.2m - 2.5m	
Regional Head	10 - 15+	1.2m - 1.5m	
Director/ Department Head	10 - 15+	1.2m - 2.0m	
Regional Controller	8 - 12+	840k - 1m	
Controller	8 - 12+	700k - 900k	
Senior Finance Manager	10+	700k - 900k	
Finance Manager	5 - 10+	500k - 650k	
Accounting Manager / Accountant 	3 - 5+	350k - 550k	
Assistant Accountant 	3 - 5+	240k - 280k	
Accounts Clerk 	3 - 5+	170k - 210k	
AUDIT / INTERNAL CONTROL			
Head of Audit	10 - 15+	1.2m - 2.2m	
Internal Audit Manager	5 - 10+	720k - 1m	
Internal Auditor	3 - 5+	420k - 500k	
MANAGEMENT ACCOUNTING AND PLANNING & ANALYSIS			
Head of Planning & Analysis	10+	840k - 1m	
Manager	8 - 10+	600k - 720k	
Senior Analyst	5 - 8+	455k - 480k	
Analyst 	3 - 5+	320k - 420k	
Analyst (Data)	0 - 2	180k - 240k	

<i>Finance</i>		Range of Annual Base Salary (HKD)
JOB TITLES	EXPERIENCE (YEARS)	RANGE
TREASURY		
Head of Treasury	8 - 10+	1m+
Treasury Accountant	3 - 8+	550k - 650k
Treasury Specialist	3 - 8	360k - 720k

<i>HR & Administration</i>		Range of Annual Base Salary (HKD)
JOB TITLES	EXPERIENCE (YEARS)	RANGE
HR GENERALIST		
CHRO	10 - 15+	1.2m - 1.5m
Director/ Department Head	10 - 15+	1.2m - 1.5m
Regional Head	10 - 15+	1.2m - 1.5m
Regional Manager	8 - 12+	580k - 780k
Senior HR Business Partner	10 - 12+	780k - 810k
HR Business Partner 	5 - 8+	520k - 650k
Senior HR Manager	15+	780k - 975k
Manager 	5 - 10+	480k - 780k
Assistant Manager	6 - 8+	416k - 494k
Senior HR Officer	5 - 7+	299k - 377k
HR Generalist/ Officer	3 - 5	234k - 286k
HR Assistant	1 - 3	208k - 247k

<i>HR & Administration</i>		Range of Annual Base Salary (HKD)
JOB TITLES	EXPERIENCE (YEARS)	RANGE
TALENT DEVELOPMENT/ HR TRANSFORMATION		
Head of Talent Development	12 - 15+	1.2m - 1.5m
SM, Talent Development	10 - 12+	1m - 1.2m
SM, Organization Development	10 - 12+	1m - 1.2m
SM, Performance Management	10 - 12+	1m - 1.2m
SM, HR Transformation	10 - 12+	1m - 1.2m
SM, Digital HR solutions	10 - 12+	1m - 1.2m
COMPENSATION & BENEFITS		
Director/ Division Head	10 - 15+	1m - 1.2m
Regional Manager	8 - 12+	580k - 780k
Manager	5 - 10+	480k - 780k
Executive/ Officer	3 - 5+	299k - 377k
TALENT ACQUISITION		
Director/ Division Head	10 - 15+	1m - 1.2m
Regional Head	10 - 12+	1m - 1.2m
Regional Manager	8 - 12+	580k - 780k
Manager 	5 - 10+	480k - 780k
Executive/ Officer	3 - 5+	299k - 377k

<i>HR & Administration</i>		Range of Annual Base Salary (HKD)
JOB TITLES	EXPERIENCE (YEARS)	RANGE
LEARNING & DEVELOPMENT		
Director/ Division Head	12 - 15+	1m - 1.2m
Regional Head	10 - 12+	1m - 1.2m
Regional Manager	10 - 12+	580k - 780k
Manager	10 - 12+	480k - 780k
Executive/ Officer	10 - 12+	299k - 377k
BUSINESS SUPPORT		
Office Manager	6 - 10+	325k - 585k
Office Manager	3 - 5	250k - 360k
Personal Assistant	6 - 10+	360k - 600k+
Personal Assistant	3 - 5	260k - 364k
Executive Secretary 	6 - 10+	390k - 715k
Executive Secretary	3 - 5	286k - 390k
Secretary	3 - 8	221k - 364k
Administrative Manager	6 - 10	390k - 480k
Administrative Officer	4 - 8	208k - 299k
Administrative Assistant 	0 - 3	182k - 208k
Driver	3 - 8	234k - 390k
Receptionist 	0 - 5	182k - 335k
Tea Lady	0 - 1	144k - 204k

<i>Legal</i>		Range of Annual Base Salary (HKD)
JOB TITLES	EXPERIENCE (YEARS)	RANGE
LAWYER (QUALIFIED SOLICITORS ONLY)		
General Counsel	12 - 15+	1.44m - 2.4m
In House Counsel	10 - 12+	1.2m - 2.4m
In House Counsel	10 - 12+	840k - 1.32m
Chief Privacy Officer	10 - 12+	720k - 840k
Head of Legal & Compliance	10 - 12+	960k - 1.5m
PARALEGAL		
Paralegal	10+	1.1m+
Paralegal	8+	580k - 1.1m
Paralegal	4 - 7	420k - 680k
Paralegal	1 - 3	180k - 500k
COMPANY SECRETARY		
Named Company Secretary	5+	1.2m+
Company Secretary	5+	520k - 910k
Company Secretarial Assistant	1 - 3	260k - 364k

Engineering

The manufacturing industry in Hong Kong came to a halt in 2020 due to the COVID-19 pandemic. However, the PMI has been above 50 since February 2021, which signifies expansion of the manufacturing industry. This has also been reflected in hiring activity. While tighter budgets meant that recruitment activities were deferred in 2020, the market has since sprung to life. As a result, the hiring market has become more competitive and companies have also placed greater emphasis on retention of their existing staff.

Underpinning the engineering and manufacturing industries in Hong Kong are several high profile government initiatives. Opportunities are increasing because of the Greater Bay Area (GBA) initiative, which links Hong Kong to Macau and nine mainland cities in Southern China.



Engineering

The objective of the GBA is to increase the level of collaboration and integration between these cities and to promote a coordinated economic development.

In terms of manufacturing, the GBA aims to move China up the value chain by increasing its focus on high-tech manufacturing. Closer cooperation is also being pursued through the development of the Shenzhen-Hong Kong Innovation and Technology Cooperation Zone (SITZ). On the Hong Kong side this zone includes the Hong Kong-Shenzhen Innovation and Technology Park in the Lok Ma Chau Loop, on the other side of the border there is the Shenzhen Futian Innovation and Technology Zone.

Hong Kong also has advanced R&D capabilities, with the territory ranked 11th in the world in the Global Innovation Index in 2020. This position has been achieved thanks to the presence of four highly-ranked universities in Hong Kong, as well as significant government investment in R&D infrastructure such as the Hong Kong Applied Science and Technology Research Institute (ASTRI), Hong Kong Science Park and Cyberport.

Additional investment is on the cards: the government is pressing ahead with expansion programmes for Science Park and Cyberport, so that more technology enterprises and research institutes

can find quality space and facilities. It will also continue to support companies' R&D expenditure through its Innovation and Technology Fund (ITF).

Another trend worth noting is that of Industry 4.0 – which is synonymous with smart manufacturing. Industry 4.0 is the realisation of digital transformation within the industry that is revolutionising the way companies manufacture, improve and distribute their products. Technologies that are being used include Internet of Things, cloud computing, artificial intelligence and machine learning.

All of these developments in the market mean different skillsets will be in demand over the coming years. Candidates with experience in robotics, automation and IoT are increasingly sought after. In addition, we have seen strong demand for positions such as electrical, mechanical and software engineers.

While the HKSAR government has promoted R&D as one of the key pillars of its technology and innovation strategy, there is a real shortage of available talent. Candidates with relevant experience are getting hired easily and are offered attractive salary packages. In engineering, job switchers can expect salary increases of 15% to 25%. Those gaining promotions within their existing companies are generally offered increases of 10% to 20%.



PMI has been above 50 since February 2021



Hong Kong has advanced R&D capabilities, with the territory ranked 11th in the world in the Global Innovation Index in 2020







Industry 4.0 is the realisation of digital transformation within the industry that is revolutionising the way companies manufacture






Candidates with relevant experience are getting hired easily and are offered attractive salary packages

Engineering

<i>Industrial Manufacturing</i>		Range of Annual Base Salary (HKD)
JOB TITLES	EXPERIENCE (YEARS)	RANGE
PRODUCTION/ MFG		
Manufacturing Director	15+	910k - 1.5m
Manufacturing Manager	8 - 15	585k - 910k
Manufacturing Engineer	3 - 8	286k - 559k
Manufacturing Assistant	0 - 3	234k - 286k
QC		
Quality Director	10+	644k - 859k
Quality Manager	8+	515k - 579k
Senior Quality Engineer 	3 - 8	322k - 412k
Quality Engineer 	0 - 5	193k - 309k
PROJECT MANAGEMENT		
Project Director	15+	900k - 1.6m
Project Manager 	8+	504k - 871k
Project Engineer 	2 - 10	266k - 532k
Planning Engineer	2 - 10	372k - 851k
Safety and Environmental Officer	3 - 10	372k - 798k

Engineering

<i>Research & Development (R&D)</i>		Range of Annual Base Salary (HKD)
JOB TITLES	EXPERIENCE (YEARS)	RANGE
ENGINEERING		
Engineering Manager/ Director	10+	650k - 1.05m
Application Engineer	3 - 5	260k - 325k
Senior Mechanical Engineer	5+	364k - 520k
Mechanical Engineer 	0 - 3	234k - 325k
Senior Electronic Engineer	5+	390k - 585k
Electronic Engineer 	0 - 3	260k - 325k
Senior Software Engineer	5+	390k - 624k
Software Engineer 	0 - 3	299k - 364k

FMCG, Retail & Luxury

The retail and luxury sector in Hong Kong has been greatly impacted by events of recent years. Disruptions started in 2019 as a result of the social unrest, which caused tourists from mainland China to stay away. This was followed by the COVID-19 pandemic, with the border closed to all overseas visitors with the exception of Hong Kong residents.

This all has had a dramatic effect on retail sales in Hong Kong, which dropped by 24.3% over 2020 according to the Census and Statistics Department. However, the sector appears to have turned the corner in 2021 and retail sales growth has been in positive territory since February.



FMCG, Retail & Luxury

Sales have been boosted by the stable pandemic situation and improving employment conditions. There has also been a major boost from the government's voucher scheme, which has distributed HK\$5,000 to each Hong Kong resident to spend at local merchants.

Retailers and luxury brands have adapted to the 'new normal' by refocusing on local consumers - a segment that had arguably been neglected when shops still experienced plenty of traffic from overseas visitors.

One of the bright spots in the industry has undoubtedly been the level of ecommerce sales. Hong Kong had generally been a laggard in the Asia-Pacific region when it came to online sales. However, retailers have pivoted towards the online channel from 2020 as they adapted to the 'stay at home' economy and upped their investment in digital transformation. This trend was also visible in the food services industry, with many restaurants focusing on deliveries of orders through partnerships with the likes of Foodpanda and Deliveroo.

As a result, there has been strong growth in ecommerce turnover. Online sales surged by 43.5% over the first nine months of 2021 and accounted for 8% of overall retail sales over the period. This compares to marginal levels of ecommerce prior to the pandemic.

What is also interesting is that the digital savviness gap is narrowing between younger and older generations - older consumers are almost just as likely to make online purchases as Gen Z shoppers.

Alongside the slightly improved prospects for the industry, the employment situation has started to recover. While 2020 was largely characterised by job cuts or hiring freezes, activity in the market has started to pick up. Candidates are also becoming more focused on salary and benefit packages rather than opting for companies that are perceived to be stable.

In line with the digital transformation of the sector and growth in ecommerce, candidates with technical skills such as UI/UX, SEO/SEM and digital marketing are in demand. Talent with experience in omnichannel marketing, supply chain, social media and influencers, and key account management are also sought after. Contract roles are becoming more popular, with companies keen to use such staff to launch their digital channels.

In terms of salaries, staff making internal promotions can expect an increase of around 5%, while job switchers are being offered pay rises of 10-15%.



Retail sales in Hong Kong dropped by 24.3% over 2020 according to the Census and Statistics Department






There has been a major boost from the government's voucher scheme






Technical skills are in demand in line with the digital transformation of the sector and growth in ecommerce



Contract roles are becoming more popular, with companies keen to use such staff to launch their digital channels

<i>FMCG</i>		Range of Annual Base Salary (HKD)	
JOB TITLES	EXPERIENCE (YEARS)	RANGE	
EXECUTIVE MANAGEMENT			
Managing Director	15+	1.5m+	
General Manager	10+	1.3m+	
SALES AND OPERATION			
Business Development Director / Sales Director	10+	1m - 1.5m+	
Business Development Manager / Sales Manager 	6+	600k - 1.2m	
Business Development Executive / Sales Executive	3+	300k - 500k	
Regional Sales Director	10+	1m - 1.5m+	
Regional Sales Manager	6+	800k - 1.2k	
Regional Sales Executive	3+	350k - 550k	
Key Account Director	10+	1m+	
Key Account Manager 	6+	500k - 1m	
Key Account Executive	3+	300k - 500k	
Trade Marketing Director	10+	1m+	
Trade Marketing Manager	6+	450k - 1m	
Trade Marketing Executive	3+	350k - 450k	
MERCHANDISING / SOURCING			
Sourcing Director	10+	1m+	
Manager / Senior Manager	8+	600k - 1m	
Merchandiser / Specialist 	5+	300k - 500k	
Assistant	2+	200k - 280k	

<i>Retail and Luxury</i>		Range of Annual Base Salary (HKD)	
JOB TITLES	EXPERIENCE (YEARS)	MASS RETAIL	LUXURY RETAIL
EXECUTIVE MANAGEMENT			
Managing Director	15+	1.5m+	
General Manager	10+	1.3m+	
SALES AND OPERATION			
Head Of Retail (Regional)	12+	1.5m+	
Head Of Retail	10+	1m+	
Retail Director (Regional)	8+	1.2m+	
Retail Director	8+	1m+	
Retail Manager (Regional)	8+	700k - 1m	800k - 1.1m
Retail Manager	8+	550k - 800k	650k - 800k
Area Manager	5+	360k - 600k	460k - 670k
Store Manager 	6+	330k - 650k*	350k - 680k*
Supervisor / Assistant Store Manager	5+	300k - 400k*	310k - 400k*
Retail Sales 	1+	150k - 330k*	185k - 220k*
Wholesale Manager (Regional)	8+	650k - 1m+*	770k - 1m+*
Wholesale Manager	5+	450k - 650k*	630k - 784k*
Travel Retail Director	8+	1m+	1.3m+
Travel Retail Manager	5+	450k - 800k	700k - 1.1m
Sales Manager (Regional)	5+	600k - 1m+	
Sales Manager	5+	450k - 650k*	
Sales Executive	3+	260k - 400k*	

<i>Retail and Luxury</i>		Range of Annual Base Salary (HKD)
JOB TITLES	EXPERIENCE (YEARS)	RANGE
MERCHANDISING / BUYING		
Merchandising / Buying Manager	8+	1m+
Merchandiser / Buyer 	8+	600k - 1m
Assistant Merchandiser / Assistant Buyer	5+	300k - 550k
DESIGN		
Head Of Visual Merchandising	10+	900k - 1m
Visual Merchandising Manager	5+	580k - 750k
Visual Merchandising Executive	3+	250k - 400k
Store Planning Director	8+	700k - 1m
Store Planning & Design Manager	5+	500k - 750k
Store Design Executive	3+	250k - 350k
Fashion Designer	3+	260k - 400k
Graphic Designer	3+	220k - 350k

Pharmaceutical, Healthcare & Life science

The pharmaceutical and life science industry in Hong Kong is in a good position to benefit from growth over the coming decade. It is an industry that has experienced continued government support and this has translated into a growing number of companies that are involved in these sectors.

The Hong Kong government has marked biotech as one of Hong Kong's key areas of innovation and the biotech cluster situated at Hong Kong Science and Technology Park continues to grow. The industry also looks set to receive a boost from the development of two InnoHK research clusters at Science Park,



Pharmaceutical, Healthcare & Life science

one of which will be focusing on healthcare technologies. Companies can also benefit from ample fundraising opportunities, with 36 health care and life sciences companies having listed on the Hong Kong stock exchange in 2021, raising close to HKD\$85 billion.

Looking ahead, the pharmaceutical and life science industry will set to benefit from favourable demographics. Hong Kong has an ageing population, with the number of people over 65 set to increase from 18% in 2025 to almost a third over the next decade. This should result in increased demand for products such as medical equipment, health services, pharmaceutical products and other medical supplies.

The Greater Bay Area – which links Hong Kong and Macau with nine mainland cities in China – is also proving to be a sizeable opportunity for companies in the pharmaceutical and life science industry. A number of companies have now moved their production base to mainland China, while maintaining R&D, sales and marketing activities in Hong Kong. The Hong Kong government also wants to attract international firms that want to

use the city as a springboard into the lucrative mainland market.

In addition to research and development activities, Hong Kong is also a significant re-export centre for medical and healthcare equipment that is made in mainland China. However, there have been some headwinds in this area over the last year. Due to the pandemic, supply chains around the world have become disrupted, while capacity in shipping has been unable to cope with a recovery in global demand for consumer products. This has also impacted business activity in Hong Kong.

In line with these trends, we are seeing robust demand for talent with experience in technology and innovation. Companies are also increasingly paying attention to the soft skills of candidates, so this is an area that cannot be overlooked for talent looking to position themselves for new opportunities. Due to the relatively shallow pool of candidates, those switching jobs can expect a pay rise of 20%. Retention of talent has also become critical for companies and those making internal promotions can look forward to pay rises of 15%.



Hong Kong has an ageing population, with the number of people over 65 set to increase from 18% in 2025



A number of companies have now moved their production base to mainland China






Capacity in shipping has been unable to cope with a recovery in global demand for consumer products



Companies are increasingly paying attention to the soft skills of candidates

Pharmaceutical, Healthcare & Life science

<i>Pharmaceutical</i>		Range of Annual Base Salary (HKD)
JOB TITLES	EXPERIENCE (YEARS)	RANGE
SALES & MARKETING		
Sales Director (Regional)	15+	800k - 1.5m
Area Manager	8+	500k - 800k
Marketing Director	15+	900k - 1.5m
Marketing Manager	10+	600k - 900k
R&D		
R&D Director	15+	1m - 2m
Clinical Research Manager 	7+	500k - 900k
Clinical Project Manager 	5+	450k - 750k
OTHERS		
Medical Affairs Manager 	8+	400k - 700k
Product Manager	5+	400k - 800k
Regulatory Manager	8+	400k - 800k
Quality Manager	6+	300k - 600k
Customer Services Manager	10+	500k - 700k

Pharmaceutical, Healthcare & Life science

<i>Medical Devices</i>		Range of Annual Base Salary (HKD)
JOB TITLES	EXPERIENCE (YEARS)	RANGE
SALES & MARKETING		
Sales Director	12+	900k - 1.3m
Sales Manager	5+	450k - 650k
Marketing Director	15+	800k - 1.3m
Marketing Manager	10+	600k - 800k
SALES & MARKETING		
Principle Hardware Engineer	10+	700k - 900k
Senior Hardware Engineer	5 - 8	500k - 700k
Principle Firmware Engineer	10+	600k - 800k
Senior Firmware Engineer	5 - 9	450k - 600k
Technical Service Engineer	3 - 5	250k - 400k
PRODUCT		
Project Manager	5 - 8	600k - 800k
Product Manager	5+	500k - 650k
Q&A Manager	8+	300k - 550k
Regulatory Manager	8+	400k - 650k

Technology

Technology is an industry that has continued to gather momentum throughout 2021. Particularly since the end of the first quarter there has been a steady increase in demand for technology professionals in Hong Kong – to such an extent that the availability of candidates has become a real challenge towards the end of the year.

Digital transformation is making its impact felt across most sectors as many companies are looking to meet the demand of the next generation of consumers and digitise their operations. Technologies also continue to evolve, with the ABCD technologies of AI, Blockchain, Cloud and Data Analytics a major focus.



Technology

Hong Kong has a dynamic technology scene, with a thriving ecosystem of start-ups. In pandemic-affected 2021, the number of start-ups increased by 12% with these companies employing nearly 14,000 professionals according to InvestHK. Proven R&D capabilities, the availability of talent, funding opportunities and supportive policies are all needed to support this ecosystem and there is no shortage of these components in Hong Kong.

In terms of specific areas that are proving to be the most dynamic, it is worth pointing out that the HKSAR government has selected four key areas that it is supporting over the coming years as part of its strategy to make Hong Kong a technology and innovation hub: biotechnology, AI, smart city and fintech.

Government funding is indeed one of the core pillar's behind the rising dynamism of Hong Kong's technology landscape. There are a number of funding schemes that technology companies can make use of including the Technology Business Incubation Programme and the Innovation and Technology Fund.

It is also undeniable that Hong Kong's participation in the Greater Bay Area (GBA) is having an enormously positive impact on the technology industry. The GBA is an initiative that brings together Hong Kong, Macau and nine mainland cities in Southern China, which the Chinese government intends to transform into a world-class bay area by 2035.

The development of the GBA is a major priority for the Chinese government. Within this, technology and innovation is a key area of focus. In Hong Kong, the government has pressed ahead with two InnoHK research clusters at Science Park, focusing on healthcare technologies, artificial intelligence and robotics. Closer cooperation with the tech hub that is Shenzhen is being pursued through the development of the Hong Kong-Shenzhen Innovation and Technology at the 87-hectare Lok Ma Chau Loop. All of these developments are having a positive impact on the demand for technology professionals.

There is fierce competition for talent and many candidates are having to weigh up multiple offers. Employers are generally having to up their budgets to attract the right candidates. In terms of in-demand skillsets, these are in software development, infrastructure support, data analytics and digital transformation.

In this candidate-driven market, salary expectations are elevated, with job switchers able to secure pay rises of 20% on average. Salary expectations are most pronounced in senior to mid-level technical roles, particularly in software development and data analytics. We expect the pool of candidates to increase in early 2022 once year-end bonuses have been paid out, which could help release some of the pressure in the market.



The number of start-ups increased by 12% with these companies employing nearly 14,000 professionals according to InvestHK



Government funding is one of the core pillar's behind the rising dynamism of Hong Kong's technology landscape.




There is fierce competition for talent and many candidates are having to weigh up multiple offers.






In this candidate-driven market, salary expectations are elevated, with job switchers able to secure pay rises of 20% on average.

Range of Annual Base Salary (HKD)		
JOB TITLES	EXPERIENCE (YEARS)	RANGE
EXECUTIVE / GENERAL MANAGEMENT		
CIO / CTO	15+	1.8m+
Head of IT (Regional)	12 - 15	1.2m+
Head of IT 	10 - 15	1m+
Service Delivery Manager	10 - 15	650k - 800k
IT Manager	8 - 12	600k - 800k
PROJECT MANAGEMENT		
Program Manager	10 - 15	800k+
Project Manager 	8 - 12	600k - 800k
Business Analyst 	8 - 12	420k - 640k
Project Management Officer	8 - 12	300k - 420k
Project Analyst	5 - 8	264k - 336k
Solution Architect 	8 - 12	720k+
INFRASTRUCTURE		
Network Specialist	5 - 8	540k - 800k
Network Specialist	3 - 5	336k - 624k
Storage Specialist	5 - 8	540k - 660k
Storage Specialist	3 - 5	300k - 540k
Database Administrator	5 - 8	480k - 660k
Database Administrator	3 - 5	300k - 480k
Helpdesk Specialist	5 - 8	384k - 576k
Helpdesk Specialist	3 - 5	264k - 384k

Range of Annual Base Salary (HKD)		
JOB TITLES	EXPERIENCE (YEARS)	RANGE
INFRASTRUCTURE		
System Administrator	5 - 8	480k - 660k
System Administrator	3 - 5	300k - 480k
IT Audit / Security	5 - 8	600k - 900k
IT Audit / Security	3 - 5	420k - 600k
SOFTWARE / APPLICATION DEVELOPMENT		
Application Architect	8+	720k+
Application Manager	8 - 12	660k - 1.2m
System Analyst 	5 - 8	660k - 780k
Analyst Programmer 	2 - 5	336k - 660k
Programmer 	0 - 2	240k - 336k
Application Support	3 - 5	336k - 660k
Trade Floor Support	3 - 5	N/A
DATA ANALYSIS		
Data Architect 	10+	1.2m+
Senior Data Scientist 	8 - 10	1.2m+
Data Scientist 	5 - 8	750k - 1.2m
Machine Learning Specialist 	5 - 8	720k+
Machine Learning Specialist 	3 - 5	480k - 720k
AI Specialist	5 - 8	720k+
AI Specialist	3 - 5	480k - 720k

			Range of Annual Base Salary (HKD)
JOB TITLES	EXPERIENCE (YEARS)		RANGE
BLOCKCHAIN			
Solutions Architect 	10+		1.2m+
Blockchain Developer 	3 - 5		360k - 720k
Project Manager 	10+		720k+
CLOUD TECHNOLOGY			
Solution Architect	10+		1.2m+
Solution Consultant	3 - 5		360k - 660k
Product Manager	5 - 8		600k - 900k
Infrastructure Engineer	5 - 7		576k - 800k
e-COMMERCE / m-COMMERCE			
Head of e-Commerce	12+		1.2m+
Technical Manager	8 - 12		800k - 1.2m
Application Manager	8 - 12		720k - 1m
Director of Loyalty	8 - 12		1.2m+
Loyalty Manager	5 - 10		720k - 900k
Product Manager	5 - 8		540k - 720k
Product Analyst	3 - 5		360k - 600k
CRM / Data Analyst	5 - 8		576k - 660k
Online Merchandising Manager	5 - 8		360k - 660k
Information Architect	5 - 8		720k+
SEO / SEM	5 - 8		420k - 600k

Range of Annual Base Salary (HKD)		
JOB TITLES	EXPERIENCE (YEARS)	RANGE
e-COMMERCE / m-COMMERCE		
UX / UI Specialist	5 - 8	480k - 660k
Mobile Apps Architect 	8+	720k+
Mobile Apps Developer 	3 - 5	360k - 600k
Mobile Apps Developer 	1 - 3	240k - 360k
Graphic Designer	5 - 8	300k - 420k
IT SALES		
Regional Sales Director	15+	1.2m+
Business Development Manager (Regional)	8 - 12	800k+
Business Development Manager	8 - 12	660k+
Business Development Manager	5+	600k+
Business Development Manager	3 - 5	300k - 600k
Pre-sales Consultant (Regional)	8 - 12	800k - 1.2m
Pre-sales Consultant	5+	540k+
Pre-sales Consultant	3 - 5	420k - 540k
Pre-sales Consultant	1 - 3	300k - 420k
Account Manager	2 - 5	300k - 600k
Account Manager	1 - 2	200k - 300k
Sales Manager	3+	480k+
Sales Manager	1 - 3	200k - 500k

<i>Telecommunications</i>		Range of Annual Base Salary (HKD)
JOB TITLES	EXPERIENCE (YEARS)	RANGE
SALES		
Regional Sales Director	15+	1.5m+
Sales Director	12+	1.2m+
Business Development Manager (Regional)	8+	720k+
Business Development Manager	5+	500k+
Business Development Manager	1 - 5	240k - 500k
Sales Manager	3+	360k+
Sales Manager	1 - 3	240k - 360k
Senior Account Manager	1 - 3	240k - 360k
Account Manager	3 - 5	360k - 500k
Account Manager	1 - 3	240k - 360k
PRE-SALES		
Regional Consultant	8+	720k+
Solution Consultant	5+	500k+
Solution Consultant	3 - 5	Up to 500k
Solution Consultant	1 - 3	Up to 400k
PRODUCT		
Product Manager	5 - 8	600k+
Product Manager	3 - 5	360k - 600k
Product Executive	1 - 3	240k - 360k

<i>Telecommunications</i>		Range of Annual Base Salary (HKD)
JOB TITLES	EXPERIENCE (YEARS)	RANGE
ENGINEER		
Network / System	5+	576k+
Network / System	< 5	Up to 576k
DATA CENTRE		
Head of Operations	12+	1m+
Operations Manager	5+	480k+
Operations Engineer	5+	540k+
Operations Engineer	1 - 5	240k - 540k
Product Manager	5+	480k+
Product Engineer	5+	540k+
Product Engineer	1 - 5	240k - 540k
Technical Officer	0 - 8	180k - 550k

Insurance

The insurance industry continued to take centre stage during 2021 as the pandemic remained a factor. This has helped to raise awareness of insurance products, while many insurers have added COVID-19 coverage onto existing health insurance products. The insurance industry has also provided free healthcare to frontline workers and looked to improve its claim processing times for healthcare treatments.

It is undeniable that premiums have remained under pressure in 2021. The most recent figures released by the Insurance Authority showed that gross and net premiums of the general insurance business declined by respectively 0.3% and 3% in the first half of the year.



Insurance

Some segments of the market have fared worse than others, however. Life insurance has been particularly hard hit by the absence of visitors from mainland China – who are traditionally the biggest spenders on these products. It is a legal requirement for mainland customers to meet in-person with insurance agents in order to execute contracts, but in a recent innovation the Hong Kong Federation of Insurers launched a video conferencing platform for insurers to onboard new customers.

Meanwhile, environmental, social and governance (ESG) concerns have risen up the agenda for the insurance industry, following the movement of capital markets into that direction. The area is a direct concern to insurers as they are exposed to climate change-related risks as natural disasters have increased around the world over the last decade. Many insurers in Hong Kong have been making substantial investments in ESG-related areas, moving beyond the hiring of a few people dedicated to this issue.

Moving forward, it is not all doom and gloom for the insurance industry and there are plenty of opportunities for growth. The Greater Bay Area, which links Hong Kong and Macau with nine mainland cities in Southern China, is a good example of how future growth can be achieved.

In late 2020 it was announced that Hong Kong insurers will be allowed to set up after-sales service centres in mainland cities in the GBA – resulting in a flurry of recruitment activity for sales staff. There are plans to develop an initiative for insurance that will be similar to Wealth Management Connect – which allows Hong Kong banks to sell wealth management products across the GBA.

In order to achieve closer integration between Hong Kong and the mainland, insurers will be ramping up their investment in technology – for instance in blockchain technology that can be used to create interoperable standards and the sharing of data across the GBA.

Generally speaking, technology talent with experience in digital transformation has been in high demand and many companies are fighting for the same pool of candidates. In this tight labour market, insurers should be asking themselves what skillsets are the most relevant and whether it should consider training and reskilling existing staff. We have seen evidence of the industry turning towards the financial services industry to plug gaps in their organisations, however this has also meant investment in higher salaries.



It is undeniable that premiums have remained under pressure in 2021



Life insurance has been particularly hard hit by the absence of visitors from mainland China






Many insurers in Hong Kong have been making substantial investments in ESG-related areas



Technology talent with experience in digital transformation has been in high demand

Insurance

		Range of Annual Base Salary (HKD)			
JOB TITLES		(0-4 YEARS) OFFICER - SENIOR ANALYST	(5-9 YEARS) ASST. MANAGER - MANAGER	(10-15+ YEARS) SENIOR MANAGER - SENIOR DIRECTOR	(15+ YEARS) HEAD
DISTRIBUTION					
Bancassurance Partnership		N/A	480k - 800k	840k - 1.2m+	1.2m - 2.0m+
Agency		240k - 420k	420k - 600k	720k - 960k+	960k - 1.5m+
Brokerage		240k - 420k	420k - 600k	720k - 960k+	960k - 1.5m+
Training & Development		N/A	450k - 600k	700k - 960k+	960k - 1.2m+
Marketing		240k - 400k	400k - 700k	600k - 800k+	1m - 1.5m
ACTUARIAL					
Bancassurance Partnership		240k - 480k	480k - 720k	720k - 1.2m+	1.4m - 1.8m+
Agency		240k - 520k	520k - 900k	900k - 1.2m+	1.4m - 1.8m+
Brokerage		240k - 480k	520k - 900k	900k - 1.4m+	1.4m - 1.8m+
Training & Development		240k - 400k	400k - 780k	780k - 1.2m+	1.2m - 1.25m+
ACCOUNTING & FINANCE					
Generalist		180k - 300k	400k - 900k	800k - 1.3m+	1.5m - 2.0m+
Financial Reporting		180k - 420k	456k - 780k	840k - 1.5m+	1.5 - 2m+
Management Reporting		192k - 456k	456k - 720k	840k - 1.6m+	1.6m+
Finance Operation		180k - 360k	420k - 660k	720k - 1m+	1m+
Auditing		216k - 420k	660k - 840k	700k - 1.2m+	1m - 2m+

		Range of Annual Base Salary (HKD)			
JOB TITLES		(0-4 YEARS) OFFICER - SENIOR ANALYST	(5-9 YEARS) ASST. MANAGER - MANAGER	(10-15+ YEARS) SENIOR MANAGER - SENIOR DIRECTOR	(15+ YEARS) HEAD
GOVERNANCE					
Compliance		300k - 400k	400k - 700k	900k - 1.2m+	1.2m - 2.0m+
Legal		N/A	480k - 840k	840k - 1.2m+	1.2m - 2.0m+
Risk		280k - 420k	420k - 840k	840k - 1.4m+	1.4m - 2.4m+
OPERATIONS					
Customer Service / Customer Experience		200k - 360k	360k - 660k	660k - 960k+	960k - 1.2m+
Policy Administration		190k - 280k	360k - 540k	660k - 960k+	960k - 1.1m+
Underwriting		240k - 420k	420k - 600k	600k - 840k+	840k - 1.8m+
Claims		216k - 420k	420k - 600k	780k - 1.2m+	1.2m - 1.4m+
HUMAN RESOURCES					
Generalist		200k - 400k	400k - 900k	700k - 1.2m+	1.2m+
Compensation & Benefits		200k - 300k	300k - 800k	800k - 1.4m+	1.4m+

Supply Chain & Logistics

It goes without saying that Hong Kong is a major supply chain and logistics hub in Asia. It has a long-standing history of trade and has a workforce that is skilled in the intricacies of international business. The city acts as the world's gateway into mainland China. It is also a free port with no customs tariff and no capital controls that might hamper international trade.

With all these advantages, Hong Kong boasts one of the busiest cargo airports in the world as well as the world's ninth busiest cargo port. Currently, nearly 700,000 people are employed in the trade and logistics industry in Hong Kong and it is a major contributor to GDP.



Supply Chain and Logistics

That is not to say that Hong Kong has had an easy ride during the COVID-19 pandemic. With global demand heavily impacted during the early stages of the pandemic in 2020, Hong Kong lost its status as having the world's busiest cargo airport to Memphis, Tennessee. International trade has also been adversely impacted by restrictions on the movement of individuals in and out of Hong Kong, with one of the world's strictest quarantine controls still in place at the start of 2022.

The challenges have continued through 2021. With the global economy firmly in recovery mode, supply chains are facing heavy disruptions and are unable to cope with demand. Ports all over the world are heavily congested, with shipments of containers facing lengthy delays. Manufacturing capacity in Asia has also been affected by lockdowns during various periods, causing shortages in supply.

The domestic situation in Hong Kong has also impacted the industry. With Hongkongers unable to travel abroad - without being subjected to lengthy quarantine on their return back to Hong Kong - the consumption of food has increased considerably. This has had a positive effect on demand of warehousing and logistics companies that have refrigerators and freezers.

Recent disruptions notwithstanding, the supply chain and logistics industry has a favourable long-term outlook. The government is continuing to invest in its infrastructure, including a third runway at Hong Kong International Airport, as well as on the R&D side through the Logistics and Supply Chain Multitech R&D Centre at Cyberport. Technologies including 5G, Internet of Things (IoT), artificial intelligence and data analytics are going to play a pivotal role as supply chains are digitised. Further integration within the Greater Bay Area is expected to solidify Hong Kong's status as a gateway to mainland China.

The employment market for professionals in the supply chain and logistics industry has made a V-shape recovery from the fourth quarter of 2020. Recruitment levels were considerably higher in 2021 compared to the previous year. However, many companies in the sector have placed great emphasis on retention and hence there has been limited movement of experienced professionals.

Currently the most in-demand roles are in sales and business development-related roles, as companies looking to take advantage of new business opportunities and grow existing accounts. Experienced candidates that are looking to switch jobs can expect salary increases in the 15-20% range.



Nearly 700,000 people are employed in the trade and logistics industry in Hong Kong



With the global economy firmly in recovery mode, supply chains are facing heavy disruptions and unable to cope with demand




Technologies are going to play a pivotal role as supply chains are digitised






Recruitment levels were considerably higher in 2021 compared to the previous year

Supply Chain and Logistics

Range of Annual Base Salary (HKD)		
JOB TITLES	EXPERIENCE (YEARS)	RANGE
SUPPLY CHAIN		
Regional Procurement Direct/Indirect Director	10 - 15	1.56m - 1.95m
Head of Pre-Production	10 - 15	1.08m - 1.44m
Factory General Manager	10 - 15	1.08m - 1.44m
Head of Supply Chain	10 - 15	1.08m - 1.44m
Supply Chain Director	10 - 15	1.08m - 1.2m
Manufacturing Excellence	10 - 15	1.08m - 1.2m
Trade Compliance Director	8 - 10	840k - 960k
Trade Compliance Manager	5 - 8	420k - 600k
Supply Chain Manager 	5 - 8	540k - 780k
Logistics Manager	5 - 8	480k - 660k
Distribution Manager	5 - 8	420k - 600k
Procurement Manager	5 - 8	600k - 660k
Supply Chain Supervisors	3 - 5	300k - 360k
Supply Chain Officer	1 - 2	234k - 260k

Supply Chain and Logistics

Range of Annual Base Salary (HKD)		
JOB TITLES	EXPERIENCE (YEARS)	RANGE
THIRD PARTY LOGISTICS		
General Manager	10 - 15	720k - 1.2m
Director Import/Export	10 - 15	840k - 960k
Area Sales Manager (Express) 	5 - 8	390k - 480k
Business Implementation Manager	5 - 8	520k - 585k
E-Commerce Sales Manager 	5 - 8	390k - 410k
Sea/Air Sales Manager 	5 - 8	390k - 520k
Sea/Air Operation Manager	5 - 8	520k - 624k
Warehouse Manager	5 - 8	390k - 540k
Transportation Manager	5 - 8	264k - 540k
Field Sales Supervisors	3 - 5	253k - 370k

Marketing Professional Services



Hiring for marketing professionals remained broadly unchanged in 2021, with a slight improvement in activity compared with the height of the pandemic in the previous year. Marketing professionals had initially been impacted significantly, with companies undertaking hiring freezes or even job cuts as advertising budgets were slashed.

The industry is in recovery mode, however, with overall advertising spend forecast to increase by 15% over 2021 according to Nielsen. The pandemic has had a lasting change on advertising, with spend through digital channels having accelerated at an unprecedented rate.

Marketing Professional Services

Digital accounts for nearly two-thirds of all expenditure in Hong Kong – representing a five-point shift away from traditional channels over the last year. In terms of the heaviest ad spend, these came from the pharmaceutical and healthcare, CPG and technology/telecoms industries.

These trends in the industry have been reflected in demand for marketing talent. Traditional marketing skills have become less sought after as companies have shifted their attention to digital marketing. This has resulted in a need for professionals with experience in SEO, SEM and social media campaigns.

Content is king, with solid demand for professionals in content marketing. There has also been a shift in how Key Opinion Leader (KOL) campaigns are run, with companies placing heavy emphasis on finding the right person. It is no longer about just selecting a celebrity – businesses are on the hunt for everyday social media users that are ‘authentic’ and have a following in specific niches/segments. Marketing talent that is able to help companies reach their social media goals and prove a solid ROI are in high demand.

Many event professionals would have feared for their jobs back in 2020 when the pandemic caused all physical events to be cancelled. However, the reality is that many companies have made a remarkable shift towards virtual events – with staff having seamlessly switched their focus to this new

format. With smaller scale physical events back on the agenda from late 2021, the future of events will undoubtedly be by a hybrid approach. Virtual events are therefore here to stay.

Marketing staff are also increasingly expected to have affinity with various technologies. The adoption of social listening and media monitoring strategies means companies are able to understand what conversations people are having online and what types of content is resonating. Technology has also come to the fore through the use of AI-driven chatbots for customer service purposes. For brands that want to stay ahead in the digital marketing game, having the right technology is just as imperative as having the right strategy.

In terms of ecommerce marketing, there has been a significant shift towards online retail as a result of the pandemic. However, this is an area where Hong Kong was traditionally lagging compared to many of its neighbours in Asia. As a result, we have seen companies hire experts from elsewhere in the region to fill this skills gap.

In 2021, there has been no shortage of marketing talent seeking opportunities elsewhere, alongside aggressive salary increases. For talent making an internal move, salary increases of around 5% are on offer. For those switching companies, we have seen increases of 20% or higher.



Marketing professionals had initially been impacted significantly by COVID-19



Content is king, with solid demand for professionals in content marketing








Many companies have made a remarkable shift towards virtual events



Technology has also come to the fore through the use of AI-driven chatbots for customer service purposes

Marketing Professional Services

<i>Marketing</i>		Range of Annual Base Salary (HKD)	
JOB TITLES	EXPERIENCE (YEARS)	RANGE	
MARKETING			
Marketing Director	8+	1m+	
Marketing Manager	5+	800k - 1m+	
Regional Marketing Director	8+	1m - 1.5m+	
Regional Marketing Manager	5+	700k - 1m	
Marketing Executive / Senior Marketing Executive 	3+	300k - 550k	
Senior Brand Manager / Senior Product Manager	7+	450k - 600k	
Brand Manager / Product Manager	5+	600k - 800k	
Assistant Brand Manager / Assistant Product Manager	3+	500k - 800k	
Copywriter / Content Creator 	3+	320k - 400k+	
Corporate Communication	3+	350k - 450k	
CRM Manager	5+	450k - 650k	
CRM Executive	3+	300k - 400k	
Digital Marketing Director 	8+	1m+	
Digital Marketing Manager 	5+	550k - 1m	
Digital Marketing Executive 	3+	350k - 500k	
PR / Communications Director	8+	800k+	
PR / Communications Manager	5+	550k - 800k	
PR / Communications Executive	3+	400k - 600k	
Events Director	8+	800k+	
Events Manager	5+	550k - 800k	
Events Executive	3+	400k - 600k	

Real Estate & Construction

After a few tough years, Hong Kong's residential property market appears to have turned the corner in 2021. In the period from January to September, house prices of existing premises advanced by 4.3%. A key factor has been higher levels of emigration, with many people opting to sell their properties ahead of their move abroad.

This increased activity in the market has been reflected in the job market. While hiring activity is still below the levels seen prior to the social unrest in 2019, there has been a definite uptick in 2021. For instance, during 2020 there had been some instances of the hiring process taking six months in total - that rarely happened in 2021.



Real Estate & Construction

The situation in the commercial property market remains more challenging. Rents have come under pressure as many companies have reduced their office presence during the pandemic. While working from home full-time has not become the norm, many businesses are taking a hybrid approach where remote working is allowed for most staff for a few days a week.

That said, the commercial property market is slowly starting to recover and rents are expected to have bottomed out during 2021. The industrial sector has led the recovery, boosted by the return of institutional investors. More affordable lease options have been a boon to the CBD areas of Central and Admiralty, which posted their first positive quarterly net take-up in three years in mid-2021.

Activity in the construction sector in Hong Kong has been robust from 2021, as it has benefitted from the resumption of several key construction projects that had been put on pause during the pandemic. Developers have also been urged to pick up the pace of construction, with measures to counter the practice of land hoarding thought to be under consideration by the government.

In this respect it is worth keeping an eye on two key projects that will provide a long-term boost for the construction industry. The HKSAR Government is still considering the Lantau Tomorrow Vision, which will

create Hong Kong's third business district and housing hub in reclaimed land off Lantau Island – a project valued at HK\$624bn (US\$80 bn).

In the meantime, the government has announced the creation of a 'Northern Metropolis', which will create 1 million homes on the border with Shenzhen. The project is expected to result in closer ties with the high-tech hub of Shenzhen – and more generally with the Greater Bay Area (GBA). The first two developments of the Northern Metropolis - Kwu Tung North and Fanling North – will welcome its first residents in respectively 2023 and 2026.

In terms of recruitment for construction roles, the biggest challenge at the moment is that the border between Hong Kong and Mainland China has remained effectively closed during 2021, due to lengthy mandatory quarantine periods. This means that Hong Kong developers that have been looking to launch projects in the GBA have had to recruit locally. Previously, many roles would have been filled by manpower from Hong Kong.

IT roles in the industry remained in high demand in 2021, but we have also seen strong demand for roles in sales and marketing, leasing and property management and project management. Salary increases for job switchers are on average 10-15%, but those making internal promotions can only expect a modest increase of up to 3%.



After a few tough years, Hong Kong's residential property market appears to have turned the corner in 2021



The commercial property market is also slowly starting to recover and rents are expected to have bottomed out during 2021





Developers have also been urged to pick up the pace of construction



Hong Kong developers that have been looking to launch projects in the GBA have had to recruit locally

Real Estate & Construction


<i>Real Estate</i>		Range of Annual Base Salary (HKD)	
JOB TITLES	EXPERIENCE (YEARS)	RANGE	
PROPERTY MANAGEMENT			
General Manager / Director	15+	1.3m - 2m+	
Head of Project Property Management 	12 - 15+	840k - 1.3m	
Senior Manager 	10 - 12+	600k - 900k	
Manager	5 - 10+	480k - 660k	
Senior Officer	2 - 5+	300k - 480k	
PROJECT MANAGEMENT			
C-Suite	20+	2.8m+	
Project Director	15+	2m+	
Senior Project Manager	12 - 15+	1m - 1.5m+	
Project Manager	10+	540k - 1m+	
Assistant Project Manager	7+	360k - 540k	
FACILITIES			
Facilities Director	12+	1m - 1.5m+	
Facilities Manager	10+	540k - 960k	
Assistant Facilities Manager	5 - 10	360k - 540k	
MALL MANAGEMENT			
Mall General Manager 	15+	1.2m - 1.8m+	
Centre Manager - Retail 	10+	600k - 960k	
Operations Manager 	5 - 8+	360k - 600k	





Real Estate & Construction

<i>Real Estate</i>		Range of Annual Base Salary (HKD)
JOB TITLES	EXPERIENCE (YEARS)	RANGE
LEASING		
Leasing Director	15+	1m - 1.4m+
Senior Leasing Manger	10+	650k - 960k+
Leasing Manager	5 - 10	480k - 650k
Assistant Leasing Manager	5+	360k - 480k
ASSET MANAGEMENT		
Asset Director	12+	1.2m - 2m+
Senior Asset Manager	10+	750k - 1.2m
Asset Manager	6 - 10	450k - 750k
Assistant Asset Manager	3 - 6	300k - 450k
PROPERTY INVESTMENT		
Managing Director	15+	2m+
Property Investment Director	12 - 15+	1.4m+
Property Investment VP	10 - 12+	900k - 1.4m
Property Investment Manager	6+	550k - 900k
Property Investment Analyst	3 - 5+	340k - 550k
PROPERTY DEVELOPMENT		
Director	15+	1.5m+
Senior Surveyor / Manager	10 - 15+	800k+
Surveyor / Manager	5 - 10	420k - 800k
Assistant Surveyor	2 - 5	300k - 420k

Real Estate & Construction

<i>Real Estate</i>		Range of Annual Base Salary (HKD)
JOB TITLES	EXPERIENCE (YEARS)	RANGE
MARKETING & PROMOTION		
Director / General Manager	15+	1.2m+
Senior Manager	10+	600k - 960k
Manager	5 - 10	480k - 660k
Assistant Manager	5+	360k - 480k
PROPERTY SALES		
Director / General Manager	15+	1.2m+
Senior Manager	10+	600k - 960k
Manager	5 - 10	480k - 660k
Assistant Manager	5+	360k - 480k

<i>Construction Engineering</i>		Range of Annual Base Salary (HKD)
JOB TITLES	EXPERIENCE (YEARS)	RANGE
CONSULTANCY		
Director	15+	1.3m+
Associate	12+	780k - 1.1m
Project Manager	10+	550k - 960k
Principal Engineer	8+	600k - 800k
Engineer/ Senior Engineer	3 - 8	288k - 585k
Graduate Engineer	0 - 2	190k - 270k
TALENT DEVELOPMENT/ HR TRANSFORMATION		
Design Director	15+	1.15m+
Design Manager	10+	754k - 975k
Senior Design Engineer/ Principal Design Engineer	6-10	455k - 806k
Design Engineer	3-5	288k - 455k
BIM Manager	8+	715k - 910k
BIM Modeler 	1 - 3	286k - 390k
CAD Drafter	1+	200k - 260k

<i>Construction Engineering</i>		Range of Annual Base Salary (HKD)
JOB TITLES	EXPERIENCE (YEARS)	RANGE
CONSTRUCTION		
Safety and Environmental Officer	3-10	350k - 750k
BS Engineer	5+	325k - 550k
Commerical Manager	15+	1.3m+
QS/ Senior QS 	2+	260k - 840k
Estimator	3+	390k - 910k
Planner	5+	481k - 845k
Construction Manager	15+	845k -1.3m
Project Manager 	10+	650k - 975k
Project Engineer	3-7	351k - 585k
Site Engineer	5+	364k - 500k
SUBCONTRACTOR/ SUPPLIER		
Sales Director	10+	1.1m+
Business Development / Sales Manager 	5 - 10	520k - 1m
Project Manager	7+	455k - 754k
Project Engineer 	2 - 5	286k - 455k
Field Service Leader	8+	520k - 624k
Field Service Engineer	2 - 5	260k - 455k

Temporary Staffing

Hiring for IT contract roles was robust in 2021 owing to the COVID-19 pandemic as well as the increased use of emerging technologies. The pandemic has meant that many organisations have switched to remote working in order to ensure business continuity. This has led to greater demand for IT professionals to implement systems and procedures to allow staff to work from their homes. While the vast majority of Hong Kong workers have returned to the office, many have adopted a hybrid working model whereby they may still work from home for a few days per week.

Technological advances mean that emerging technologies such as artificial intelligence (AI), machine learning, cloud technology as well as facial recognition are increasingly used by organisations.



Temporary Staffing

At the same time, cyber security remains high on the agenda of many companies – particularly now that so many staff are working from home. These factors mean that experienced IT contractors that are able to help organisations implement these technologies are highly sought after.

In terms of commercial staffing, there has been much demand for staff with experience in areas such as risk and compliance. This is because the Hong Kong Monetary Authority has continued to tighten its policies and requirements for financial institutions. At the same time, eight virtual banks have set up operations in Hong Kong since 2020.

Technology is a key enabler for these virtual banks as they are able to accept new customers through mobile applications, using facial recognition and digital identity checks as part of the application process. This is impacting demand for contracting staff, with younger staff (millennials and Gen Z) keen to join such banks for the flexible working options and working environment.

Hiring for commercial staffing in financial services is challenging as many candidates perceive the bonus scheme to be more attractive in permanent roles. Contract roles do have a contract-end bonus, but this often does not compare favourably. Temporary roles at the government or NGOs may require candidates to be vaccinated and in some instances this has also been a concern for candidates.

Hiring activity in the IT contracting market was strong during 2021 and this is expected to remain the case going forward. There is a shortage of candidates with two to five years experience and it has been difficult to retain these types of professionals as they are more driven by higher salaries.

It should also be noted that migration has meant that there is a shortage of IT talent in Hong Kong, with many professionals having opted to move to countries such as the UK, Canada and Australia to take advantage of generous visa schemes. Positions where the shortage is the most acute include DevOps, data analytics, cyber security and full stack Java developers.

In the commercial staffing market there was a small recovery in activity following a very challenging 2020. Many companies that had implemented hiring freezes have started to hire again, particularly for digitally-focused roles such as digital marketing. Candidates that previously prioritised stability have also become more confident to take on jobs with a new company. In-demand roles include digital marketing, content creation/editor and UI/UX.

In terms of salary increases, IT contractors can expect a 20-25% increment for their next role, while those staying put can expect an annual adjustment of 10-15%. In commercial staffing, salary increases are 5-10% on average for contract renewal.



Cyber security remains high on the agenda of many companies



Experienced IT contractors that are able to help organisations implement emerging technologies are highly sought after






Eight virtual banks have set up operations in Hong Kong since 2020







In the commercial staffing market there was a small recovery in activity following a very challenging 2020




Temporary Staffing

<i>Commercial Staffing</i>		Range of Monthly Base Salary (HKD)		
JOB TITLES		1-4 YEARS	5-8 YEARS	8+ YEARS
ACCOUNTING & FINANCE				
Financial & Regulatory Reporting		28k - 45k	45k - 70k	70k - 100k
Product Control & Valuation		28k - 40k	50k - 75k	75k - 100k
Financial Controller		35k - 60k	60k - 85k	85k - 120k
GOVERNANCE				
Compliance - AML / Surveillance		25k - 45k	45k - 80k	80k - 100k
Compliance and Control Analyst		25k - 45k	45k - 80k	80k - 100k
BUSINESS OPERATIONS				
Client Servicing		20k - 40k	40k - 65k	65k - 90k
KYC / Client Onboarding		20k - 40k	40k - 70k	70k - 100k
Trade Support & Settlement		18k - 35k	35k - 50k	50k - 75k
Settlement		18k - 35k	35k - 50k	50k - 75k
Administrator		18k - 35k	35k - 50k	50k - 75k
Business Specialist		18k - 35k	35k - 50k	50k - 75k
Procurement		18k - 35k	35k - 50k	50k - 75k
PROJECTS				
Business Analyst		20k - 40k	40k - 65k	65k - 90k
Project Manager (CRM)		20k - 40k	40k - 65k	65k - 90k
MALL MANAGEMENT				
Operational Risk		20k - 45k	45k - 70k	70k - 90k
Project Manager (CRM)		20k - 40k	40k - 65k	65k - 90k




Temporary Staffing

<i>Commercial Staffing Corporate Professionals</i>		Range of Monthly Base Salary (HKD)
JOB TITLES	EXPERIENCE (YEARS)	RANGE
FINANCIAL ACCOUNTING		
Controller	8 - 12+	80k+
Senior Finance Manager	10+	70k+
Finance Manager	5 - 10+	50k+
Accounting Manager / Accountant 	3 - 5+	35k - 60k
Assistant Accountant 	3 - 5+	28k - 50k
Accounts Clerk 	3 - 5+	18k - 24k
AUDIT / INTERNAL CONTROL		
Internal Audit Manager	5 - 10+	80k+
Internal Auditor	3 - 5+	45k - 55k
PROPERTY INVESTMENT		
Senior Analyst	15+	50k - 70k
Analyst 	12 - 15+	30k - 50k
Analyst (Data)	10 - 12+	20k - 25k
TREASURY		
Treasury Specialist	15+	40k - 80k










Temporary Staffing

<i>Commercial Staffing HR & Administration</i>		Range of Monthly Base Salary (HKD)	
JOB TITLES	EXPERIENCE (YEARS)	RANGE	
HR GENERALIST			
Senior HR Business Partner	10 - 12+	70k+	
HR Business Partner 	5 - 8+	520k - 650k	
Senior HR Manager	15+	60k+	
Manager 	5 - 10+	45k - 65k	
Assistant Manager	6 - 8+	30k - 45k	
Senior HR Officer	5 - 7+	22k - 30k	
HR Generalist / Officer	3 - 5	22k - 30k	
HR Assistant	1 - 3	17k - 22k	
COMPENSATION & BENEFITS			
Senior Analyst	15+	45k - 65k	
senior Analyst	15+	22k - 30k	
TALENT ACQUISITION			
Manager 	15+	45k - 65k	
executive / Officer	3 - 5	22k - 30k	
LEARNING & DEVELOPMENT			
Manager	15+	45k - 65k	
executive / Officer	3 - 5	22k - 30k	









Temporary Staffing

<i>Commercial Staffing HR & Administration</i>		Range of Monthly Base Salary (HKD)
JOB TITLES	EXPERIENCE (YEARS)	RANGE
BUSINESS SUPPORT		
Office Manager	6 - 10+	40k - 70k
Office Manager	3 - 5	30k - 50k
Personal Assistant	6 - 10+	35k - 55k
Personal Assistant	3 - 5	25k - 30k
Executive Secretary 	6 - 10+	35k - 55k
Executive Secretary	3 - 5	25k - 30k
Secretary	3 - 8	20k - 35k
Administrative Manager	6 - 10	35k - 60k
Administrative Officer	4 - 8	20k - 35k
Administrative Assistant 	0 - 3	15k - 20k
Driver	3 - 8	22k - 38k
Receptionist 	0 - 5	16k - 30k
Tea Lady	0 - 1	14k - 20k

Temporary Staffing

<i>IT Contracting</i>		Range of Annual Base Salary (HKD)		
JOB TITLES	EXPERIENCE (YEARS)	BANKING	NON-BANKING	
EXECUTIVE / GENERAL MANAGEMENT				
Service Delivery Manager	10 - 15	900k - 1.2m	700k - 950k	
IT Manager	8 - 12	720k - 950k	720k - 850k	
PROJECT MANAGEMENT				
Program Manager	10 - 15	800k - 1.1m	700k - 950k	
Project Manager 	8 - 12	800k - 1.1m	700k - 950k	
Business Analyst 	8 - 12	650k - 950k	700k - 850k	
Project Management Officer	8 - 12	450k - 650k	400k - 650k	
Project Analyst	5 - 8	450k - 550k	350k - 500k	
Solution Architect 	8 - 12	800k - 1.1m	700k - 950k	
BLOCKCHAIN				
Solutions Architect 	10+	800k - 1.4m	800k - 1.4m	
Blockchain Developer 	3 - 5	400k - 900k	350k - 800k	
Project Manager 	10+	400k - 900k	350k - 800k	
SOFTWARE / APPLICATION DEVELOPMENT				
Application Architect	8+	800k - 1.1m	700k - 950k	
Application Manager	8 - 12	600k - 950k	620k - 900k	
System Analyst 	5 - 8	600k - 900k	600k - 900k	
Analyst Programmer 	2 - 5	350k - 660k	320k - 660k	
Programmer 	0 - 2	240k - 420k	240k - 420k	
Application Support	3 - 5	240k - 420k	380k - 700k	
Trade Floor Support	3 - 5	480k - 800k	N/A	

Temporary Staffing

<i>IT Contracting</i>		Range of Annual Base Salary (HKD)		
JOB TITLES	EXPERIENCE (YEARS)	BANKING	NON-BANKING	
DATA ANALYSIS				
Data Architect 	10+	700k - 1.2m	650k - 950k	
Snr Data Scientist 	8 - 10	750k - 1m	700k - 950k	
Data Scientist 	5 - 8	550k - 900k	500k - 850k	
Machine Learning Specialist 	5 - 8	450k - 850k	400k - 800k	
Machine Learning Specialist 	3 - 5	450k - 600k	450k - 600k	
AI Specialist	5 - 8	450k - 850k	400k - 800k	
AI Specialist	3 - 5	450k - 600k	450k - 600k	
e-COMMERCE / m-COMMERCE				
Technical Manager	8 - 12	850k - 1m	750k - 950k	
Application Manager	8 - 12	650k - 950k	550k - 850k	
CRM / Data Analyst	5 - 8	500k - 750k	500k - 700k	
UX / UI Specialist	5 - 8	N/A	400k - 500k	
Mobile Apps Architect 	8+	600k - 850k	550k - 800k	
Mobile Apps Developer 	3 - 5	550k - 750k	550k - 750k	
Mobile Apps Developer 	1 - 3	300k - 500k	300k - 450k	
Graphic Designer	5 - 8	220k - 450k	220k - 450k	



6/F, Tower 2, The Gateway,
25 Canton Road, Tsim Sha Tsui,
Kowloon, Hong Kong
Tel: (852) 2281 0000
Fax: (852) 2281 0099
Email: info_hk@persolkelly.com

persolkelly.com.hk

中国CHINA

薪酬指南 Salary Guide 2022



PERSOLKELLY作为亚太地区权威的人力资源解决方案专家,持续为客户提供全面的劳动力解决方案。PERSOLKELLY在13个国家和地区设有超过45个办事处,包括澳大利亚、中国、中国香港、中国台湾、印度、印度尼西亚、韩国、马来西亚、新西兰、菲律宾、新加坡、泰国和越南。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提供包括招聘、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,人力资源咨询和培训等综合人力资源服务。

上海 (IAPM环贸广场)

上海市淮海中路999号上海环贸广场办公楼2期1201室

电话: +86 (21) 2419 1000
+86 (21) 2352 6000

上海 (WeWork)

上海市黄浦区淮海中路138号上海广场3楼Wework03N168

电话: +86 (21) 6331 0058

北京

北京市朝阳区东三环中路甲10号万科大都会5层552-555

电话: +86 (10) 6588 5258
+86 (10) 8517 2300

苏州

苏州市工业园区苏州大道西9号中海财富中心西塔
20楼2002-2003室

电话: +86 (512) 6761 0160
+86 (512) 6598 0058

深圳

深圳市福田区深南大道和金田路交汇处金地中心
15楼C10-C11

电话: +86 (755) 8256 1860
+86 (755) 2221 8481
+86 (755) 2399 6500

西安

陕西省西安市北大街宏府嘉会广场倍格官邸4F

电话: +86 (029) 8738 8708

广州

广州市天河区天河路230号万菱国际中心
40层02-04室

电话: +86 (20) 8364 4280
+86 (20) 3835 0377

成都

成都市锦江区下东大街199号睿东中心B座42层

电话: +86 (28) 6519 5192



PERSOLKELLY
微信公众号



PERSOLKELLY英创人才
微信公众号



PERSOLKELLY Consulting
微信公众号

目录

Contents

前言

Preface 05

薪酬指南

Salary Guide

财务

FINANCE & ACCOUNTING 06

人力资源

HUMAN RESOURCES 10

化工

CHEMICAL 14

先进制造

ADVANCED MANUFACTURING 20

快消/电商/奢侈品

FMCG / E-COMMERCE / LUXURY 26

高科技互联网

HIGH-TECH & INTERNET 32

医疗保健与生命科学

HEALTHCARE & LIFE SCIENCES 38

地产

REAL ESTATE 44

汽车制造

AUTOMOTIVE 48

营销专业服务

MARKETING PROFESSIONAL SERVICES 60

银行业与金融服务

BANKING & FINANCIAL SERVICES 66

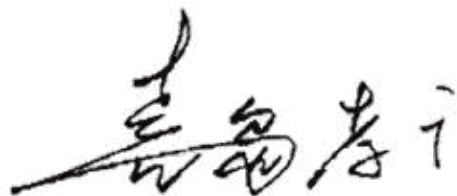


Although the pandemic highlighted weaknesses in the health and social security systems and pushed many households and firms to the brink of bankruptcy, China has successfully contained the spread of the virus so far and China economy has recovered in 2021, and we expect the recovery will continue into 2022 with a slower pace.

In addition to the disruption from the pandemic and the lockdowns, the adoption of cloud computing, big-data, e-commerce, robots, artificial intelligence remain high priorities for corporations, in line with the trends established in the previous years. China government is likely to adopt a looser policy stance to boost the growth, drive supply chain self-reliance, and continue “common prosperity” campaigns.

Many companies we spoke plan to change their workforce due to technology integration, and many companies plan to expand the use of contractors for task specialized work. We also expect that a significant number of companies will make changes to locations, their value chains, and their size of workforce due to factors beyond technology in 2022. In addition, we expect higher percentage of Chinese overseas students returning to China for jobs in 2022.

The top skills which employers see as rising in prominence in 2022 include critical thinking, analysis, problem solving, self-management, active learning, resilience, stress tolerance and flexibility. Many companies we spoke will require a significant percentage of their employees to reskill or upskill. We have confidence for China’s economic prosperity and social progress in 2022, and we strongly believe that talent with updated skills will continue to be in high demand.



Head of PERSOLKELLY Consulting

FINANCE & ACCOUNTING

财务



后疫情时代下的2021年可谓是破与立的一年，无论是“房住不炒”定位下我国房地产调控政策的不断完善，房地产市场运行迎来新变化；还是“双减”政策下教培行业的转型；亦或是有无数热钱涌入的新能源、大消费、生物医药和高端制造、基金的ESG投资布局迈入快车道，都预示着行业市场的巨大变革。

对某些行业的小伙伴来说，2022年可能依旧是重新出发的一年，但就财会行业来说，资本市场需求仍旧旺盛。截止2021年10月15日，A股IPO排队企业共625家，其中创业板IPO企业313家，科创板118家，沪主板97家，深主板97家，年中数据统计，香港联交所IPO公司数量依然达到146家（其中主板136家，中小板8家，介绍2家）。

市场需求旺盛带动人才招聘的火热，其中尤以实务派的FD/CFO和资本派的CFO最为显著。实务派的FD擅长公司财务运营、体系及流程搭建，多为企业和四大出身；资本派的CFO擅长资本运营，多为投行、四大或企业出身。展望2022年财会行业的人才市场，我们相信只要有风口，CFO的招聘将仍是热门。






In the post-epidemic era, 2021 can be seen as a year of breaking and standing. No matter it is the continuous improvement of China's real estate regulation polices under the position of "Houses are for living in and not for speculative investment." , bringing new changes in the operation of real estate; or the transformation of the education sector under the double reduction policy (ease the burden of excessive homework and off-campus tutoring for students undergoing compulsory education); or countless hot money influx of new energy, consumption, biomedicine and high-end manufacturing; or ESG fund investment layout into the fast lane, all indicate a huge change in the industry market.

2022 seems to be a fresh start for some industries, but for the accounting industry, the capital market is still in great demand. As of October 15,2021, there are 625 companies A-share IPO queuing companies, including GEM IPO companies 313, STAR Market 118, Shanghai Main-Board Market 97, Shenzhen Main-Board Market 97. According to mid-year data statistics, the number of IPO companies on The Stock Exchange of Hong Kong Ltd. still reached 146 (including Main-Board Market 136, SME Board 8 and Introduction Market 2).

The capital market in great demand brings about high recruitment demand in talent market, especially FD/CFO of Practicus and CFO of Capital. FD of Capital, mainly from conglomerates and the BIG FOUR, is skilled in financial operation and system and process building, while CFO of Capital, mostly from Investment Bank, the BIG FOUR, and conglomerates, does well in capital operation. Looking ahead of the talent market of accounting industry, it is believed that the recruitment of CFO remains hot as long as the investment trend exists.

FINANCE & ACCOUNTING

财务

FINANCE & ACCOUNTING 财务				ANNUAL SALARY (RMB)	
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
CFO		首席财务官	MBA	20+	2.0M - 6.0M
FD		财务总监	Master/Bachelor	15+	1.0M - 2.0M
Finance Controller		财务总监	Master/Bachelor	15+	800K - 1.2M
Digitalization 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/SM		财务/高级财务经理	Bachelor	10+	600K - 1.0M
Tax Director		税务总监	Master/Bachelor	15+	800K - 1.5M
Tax Manager/SM		税务/高级税务经理	Bachelor	10+	500K - 1.0M
Treasury Director		资金总监	Master/Bachelor	10+	1.0M - 2.0M
Treasury Manager/SM		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/SM		财务计划与分析经理/高级经理	Bachelor	10+	600K - 1.0M
Finance BP(D)		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

FINANCE & ACCOUNTING

财务

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



HUMAN RESOURCES 人力资源

人力资源领域的未来趋势：OD的崛起

疫情给不少公司都带来了深刻的影响和巨大的挑战，同样，对HR来说也是一块“试金石”。回顾2021年的人力资源招聘市场，不难发现最大的热门岗位是OD。为什么所有的企业都在找OD？

在人力资源管理中，OD（组织发展）无疑是最难的模块。因此近年来，OD的职位薪酬从基础岗位的30万起一直到了180万，甚至很多OD的专家直接转型为企业的一号位。无论是人才供给方还是人才需求方，为什么OD“一夜之间”如此红得发紫？

其原因不仅是企业面临转型过程中的问题更加系统化和复杂化，同时对OD的诸多高要求也让很多HR望而却步。企业争相抢夺市场的OD人才，但在中国真正能胜任大型集团公司的OD总监不过百人。有以下几项因素促使其造成企业需求旺盛而人才稀缺的局面：

职位稀缺：疫情使得部分企业的经营环境发生了较大变化，只有采取相对应的变革管理才能保证企业的生存和发展。而引领内部企业变革的团队就是OD团队，所以企业对OD的需求度急剧上涨，

尤其是具备一定规模的企业，对高级别OD专家的需求更是迫切，具有一定规模的企业变革一次，不亚于重建一个公司。不同于业务人员和操作人员的一岗多编，大量招工的现象，一般企业的OD只有一个编制，因此OD的编制有限一定程度带来市场职位的稀缺性。

专业能力：OD主要专业是组织发展学，强调个人、团队、组织以及社会等层面变革的重要性。同时，OD独立于管理学之中，是人力资源管理中的高阶内容，需要具备一定的理论基础，专业知识能力与多种核心技能。大量的积累和实践是成为合格OD的基础，优秀的OD成长之路并不简单，除了专业能力，还涉及到综合素质。

综合素质：不同的企业对OD的职责定义和需求不尽相同，因此需要OD具备优秀的个人素质以适应变革中的各种不确定性因素。其次素质包含多元背景的要求，大部分企业倾向于咨询公司出身的OD，以为具备的咨询经验符合OD大部分的职责需求，包括咨询过程的管理、分析和诊断、设计并选择适合的干预手段、催化过程的咨询等能力。这也无形当中提升了OD的入行或转型门槛。

Future Trends in the Field of Human Resources: the Rise of OD

The epidemic has brought far-reaching influence and great challenges to many companies. Similarly, it is also a "touchstone" for HR. Looking back at the HR recruitment market in 2021, it is easy to find that the hottest position is OD (organizational development). So why are companies looking for OD talents?

In HR management, OD is undoubtedly the most difficult module. Therefore, in recent years, the salary of OD positions starts from RMB 300,000 for basic positions all the way up to RMB 1.8 million, and many OD experts have directly transformed into the No.1 position of the enterprise. Both on the talent supply side and talent demand side, why could OD become the "delicious cake" in the market overnight?

The reason is not only that the transformation problems faced by enterprises are more systematic and complicated, but also that there are many high requirements for OD, which scare off many HR personnel. Although many companies are competing for OD talents, there are no more than 100 people who can really take up the position of OD director in large groups in China. The following factors have contributed to the situation that the supply is smaller than the demand.

Job scarcity: The epidemic has led to great changes in the business environment of some enterprises. Only by adopting corresponding change management can the survival and development of enterprises be guaranteed. And the OD team is the one who leads the internal transformation of the enterprise. Therefore, the demand for OD has increased significantly. Especially for companies with a certain scale, the demand for high-level OD experts is even more urgent, because for such companies, the turmoil brought by a change is no less than rebuilding a company. Unlike business staff and operators, they can accommodate more than one person. There is only one OD in the company. Therefore, the limited number of OD posts has caused the scarcity of jobs in the market to a certain extent.

Professional competence: OD's major is organizational development, emphasizing the importance of change at the individual, team, organizational and social levels. At the same time, OD, independent of management, is a high-level content in human resource management, which needs certain theoretical basis, professional knowledge and ability, and various core skills. A great deal of accumulation and practice is the basis of becoming qualified OD. It is not easy to be an excellent OD. In addition to professional skills, comprehensive quality is also needed.

Comprehensive quality: Different companies have different definitions and requirements for OD. Therefore, excellent personal qualities are needed to adapt to various uncertain factors in the change. Besides, diverse background is included. Most companies prefer OD from consulting companies, believing that their consulting experience meets most of OD's responsibilities, including the management, analysis and diagnosis of the consulting process, design and selection of appropriate interventions, consulting for catalytic processes etc., which invisibly raised the threshold of OD to enter or transform.

HUMAN RESOURCES

人力资源

HUMAN RESOURCES 人力资源				ANNUAL SALARY (RMB)		
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX	
CHO		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
Sr. HR Business Partner		高级人力资源业务伙伴	Bachelor+	10+	800K	1.5M
HR Business Partner		人力资源业务伙伴	Bachelor+	7+	400K	800K
Sr. HR Manager		高级人力资源经理	Bachelor+	10+	600K	1.0M
Senior Digitalization 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
HR Manager		人力资源经理	Bachelor+	8+	400K	600K
Plant HR Manager		工厂人事经理	Bachelor+	8+	400K	600K
C&B Director		薪酬福利总监	Bachelor+	10+	800K	1.5M
Comp Manager		薪酬经理	Bachelor+	8+	400K	600K
Benefit Manager		福利经理	Bachelor+	8+	400K	600K
Rewards Manager		奖励管理经理	Bachelor+	8+	400K	600K
Talent Acquisition Director		招聘总监	Bachelor+	10+	650K	2.0M
Sr. Talent Development Manager		资深人才发展经理	Bachelor+	10+	650K	1.5M
Talent Development Manager		人才发展经理	Bachelor+	8+	400K	800K
Sr. Talent Management Manager		资深人才管理经理	Bachelor+	10+	650K	1.5M
Talent Management Manager		人才管理经理	Bachelor+	8+	400K	800K
Sr. 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

HUMAN RESOURCES

人力资源

HUMAN RESOURCES 人力资源		ANNUAL SALARY (RMB)				
			QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Senior OD Manager		资深组织发展经理	Bachelor+	10+	600K	1.5M
OD Manager		组织发展经理	Bachelor+	8+	400K	800K
Sr. Training Manager		资深培训经理	Bachelor+	10+	650K	1.0M
Training Manager		培训经理	Bachelor+	8+	400K	600K
Sr. Employee Relationship Manager		员工关系经理	Bachelor+	8+	650K	1.0M
Employee Branding Manager		雇主品牌经理	Bachelor+	8+	400K	600K



CHEMICAL 化工

2021年中国率先从疫情中恢复，不论是国内企业还是外资企业都在积极地引进人才。市场人才经过疫情之后，重新思考职业生涯，更愿意跳出舒适圈寻求新的发展，同时，由于疫情影响，更多的海外人才愿意考虑国内的机会。招聘市场呈现供需两旺的情形。

下游高新科技产业的发展进步给化工行业带来了新的机会，譬如由于新能源汽车/锂电池/无人机/5G通讯/物联网/芯片/半导体等行业的快速发展，各大精细化工品企业积极投入研发力量开发相关产品，并组织专门的销售人员负责对应的销售工作。

可持续发展也是2021年的热门话题，循环经济已逐渐得到终端消费品的认可，可持续性发展已经逐渐演变成一种新的生活方式，譬如回收塑料已经应用在高端鞋材与汽车部件等领域，预计未来几年可持续性发展依旧是热门话题。在组织架构的设计上，企业不仅开始在原有的部门和岗位中加入可持续的话题，同时也在尝试设立单独的可持续发展岗位。

给到候选人们的一些建议：

1. 在保持危机感的同时做好本职工作，突出的工作成绩会是下一步职业发展的基石。
2. 没有“一步到位”的机会，新工作机会来临的同时，可能还伴随着“风险与损失”，虽然大环境依然存在很多变数，但经济发展仍是主流，建议在自信乐观的心态下分析“风险与损失”，一切往前看。



In 2021, China took the lead in emerging from the haze of the COVID-19 pandemic, in which both domestic and foreign companies are actively bringing in talent. Talents are starting to rethink their respective careers in the post-pandemic era and are more willing to step out of their comfort zone to seek new development. Meanwhile, more overseas talents are considering domestic opportunities due to the impact of the pandemic. The recruitment market shows a situation of both supply and demand.



The development and progress of the downstream high-tech industry has brought new opportunities. For example, due to the rapid development of new energy vehicles, lithium batteries, drones, 5G communications, Internet of Things, chips, semiconductors and other industries, major fine chemical companies are actively investing in R&D to develop related products and organizing special sales staff for corresponding sales.

Sustainability is also a hot topic in 2021. The circular economy has gradually been recognized by end consumer products, and sustainability has gradually evolved into a new way of life. We have seen recycled plastics used in high-end shoe materials and automotive parts, and sustainability is expected to remain a hot topic in the coming years. In terms of organizational design, companies are not only starting to add sustainability topics to their existing departments and positions, but are also trying to create separate sustainability positions.

Some suggestions for candidates:

1. Do your job well while maintaining a sense of crisis, because outstanding work performance will be the cornerstone of your next career development.
2. There is no such thing as a "quick fix". New job opportunities can come with "risks and losses". While there are still many variables in the general environment, economic development is still the norm. Therefore, it is advisable to analyze "risks and losses" with confidence and optimism and look ahead.

Management 管理		ANNUAL SALARY (RMB)			
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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		ANNUAL SALARY (RMB)			
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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
Commerical Excellence	商务优化	Bachelor/MBA	8+	800K	1.2M
E-commerce Director	电商总监	Bachelor/MBA	8+	1.0M	2.0M
Digital Marketing Manager	数字营销	Bachelor/MBA	5+	500K	1.0M
Market Analyst	市场分析	Bachelor/MBA	5+	300K	500K
Marketing Manager-4P	市场经理	Bachelor/MBA	10+	500K	1.0M
Marketing Communications Manager	市场传播经理	Bachelor	8+	400K	800K
Product Manager	产品经理	Bachelor/Master	5+	300K	700K

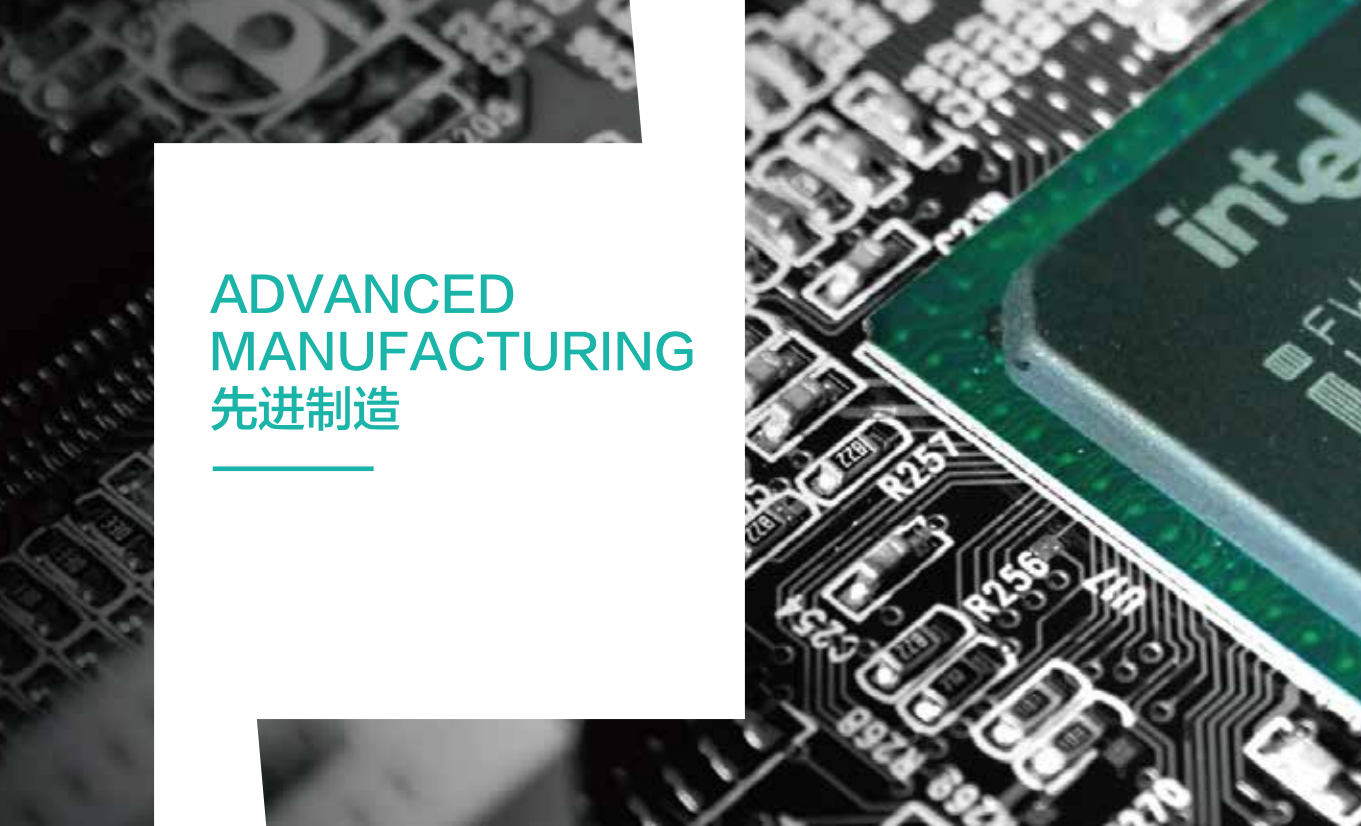
R&D 研发		ANNUAL SALARY (RMB)			
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
R&D Director	研发总监	Master/PhD	15+	1.2M	2.5M
R&D Manager	 研发经理	Master/PhD	10+	500K	1.2M
Scientist	 技术专家	Master/PhD	5+	300K	800K
Application Development	应用开发	Master/PhD	8+	500K	800K
Senior Chemist	资深研究员	Master/PhD	5+	200K	600K
Chemist	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

Operations 运营		ANNUAL SALARY (RMB)			
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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 Manager	精益经理	Bachelor	8+	400K	800K
Product Stewardship/Regulation	合规	Bachelor	8+	400K	800K

Project 项目		ANNUAL SALARY (RMB)			
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Project Manager	项目经理	Bachelor/Master	12+	600K	1.0M
Contract Manager	合同经理	Bachelor/Master	8+	500K	1.0M
Project Control	项目控制	Bachelor	8+	500K	800K
Project Engineer	项目工程师	Bachelor	5+	300K	600K
Process Expert	 工艺专家	Bachelor/Master	10+	500K	1.0M
Commissioning Expert	开车专家	Bachelor/Master	10+	500K	1.0M

Supply Chain 供应链		ANNUAL SALARY (RMB)			
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Supply Chain Director	供应链总监	Bachelor/CPIM	15+	1.0M	2.5M
Supply Chain Manager	供应链经理	Bachelor/CPIM	10+	500K	1.2M
Procurement Director	采购总监	Bachelor/CPSM	15+	800K	1.5M
Procurement Manager	采购经理	Bachelor	10+	600K	800K
Supply Chain Excellence	供应链优化	Bachelor	8+	400K	800K
Planning Leader	供应需求计划	Bachelor/Master	10+	500K	750K
Category Manager	品类经理	Bachelor/CPSM	8+	300K	600K
Logistics Director	物流总监	Bachelor	15+	800K	1.2M
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		ANNUAL SALARY (RMB)			
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Sustainability Manager (CSR)	可持续经理 (企业社会责任)	Bachelor/Master	8+	300K	600K
BD Manager, Sustainability	业务战略经理, 可持续性	Bachelor/MBA	8+	600K	1.5M



ADVANCED MANUFACTURING 先进制造

2021 年先进制造招聘市场整体回暖，国内企业招聘持续火热的同时，大部分外资企业经过2020年的收缩调整后招聘量大幅度反弹，人才市场呈现供需两旺的态势。

高科技技术人才缺口较大：由于新能源汽车/无人机/5G通讯/物联网/芯片半导体等行业的快速发展，企业在算法/软件/硬件/产品管理等岗位的总体需求量极大，候选人有较大的选择空间，特别对于关键技术岗位或高潜力技术人才，不论企业性质与规模，企业都需适当突破原有的薪酬福利体系，才能更好地吸引与保留人才。

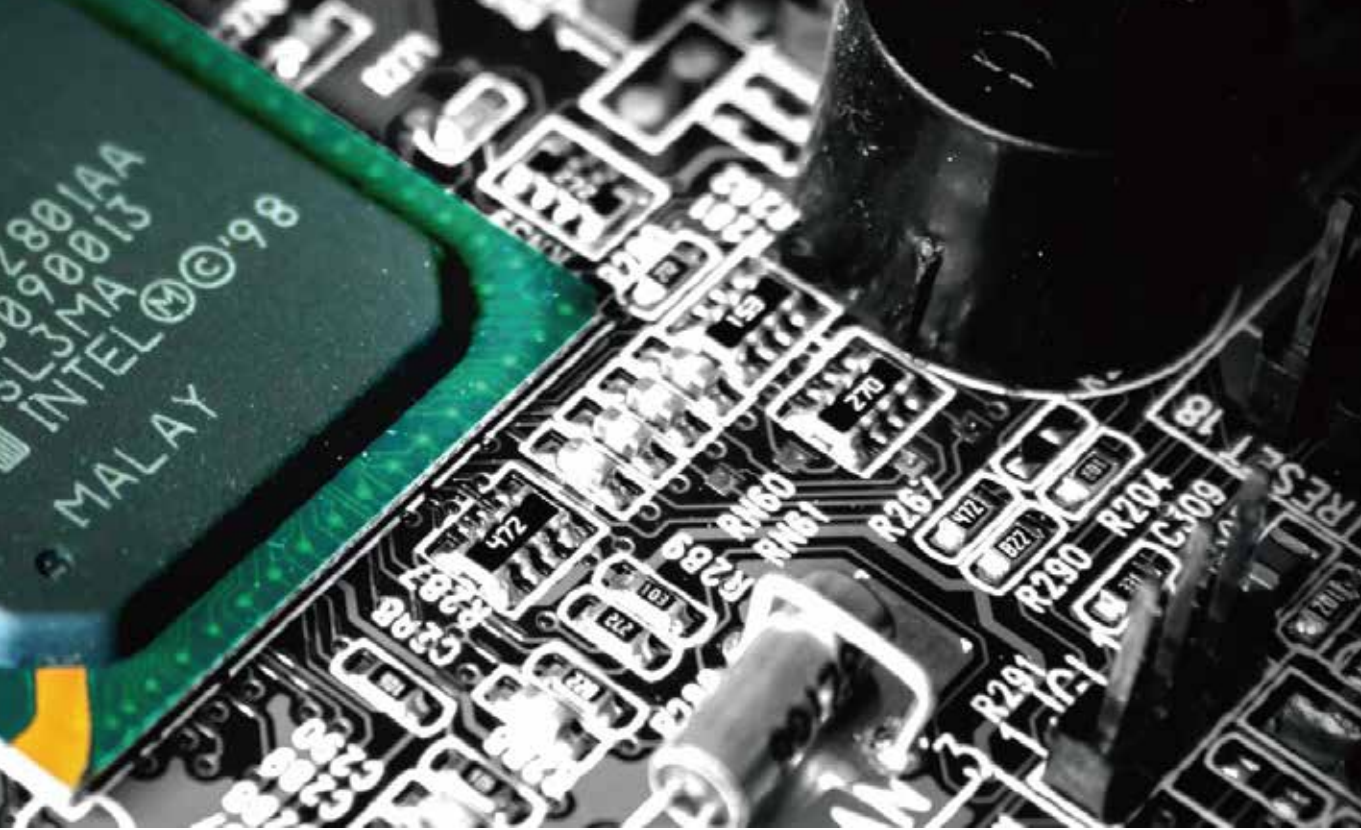
智能制造人才十分紧俏：如今数字化已是大势所趋，在中国政府加大扶持本土制造型企业进行产业升级与智能化的同时，外资企业同样在进一步增强数字化能力，数字化人才需求持续走热，具备数字化工具以及行业经验的综合人才备受欢迎。

芯片半导体人才更加炙手可热：特别是在芯片设计领域，人才缺口继续扩大，处于“卖方市场”的候选人很容易获得offer，行业整体薪资水平与薪资增幅持续水涨船高。

Z世代逐渐成为人才市场主力军：Z世代与互联网同时成长，从小受多元化信息的影响，对职场的看法与期望不尽相同，随着越来越多Z世代走上工作岗位，企业需要抱有更包容、更坦诚、更开放的心态。

给到候选人们的一些建议：

在外部诱惑持续不断的“攻击”之下，仍需守住本心，做好本职工作，工作责任心与突出的工作成绩会是下一步职业发展的基石。在跳槽时，建议以职业技能的提升或生活方式的追求作为选择岗位的第一要素，职业规划以“3~5年”或“5~10年”为一个周期，才是对自己负责的态度。



The hiring market for the advanced manufacturing industry as a whole rebounded in 2021. While the recruitment of domestic enterprises continues to be hot, most foreign enterprises have seen a substantial rebound in recruitment after the contractionary adjustment in 2020, and the talent market shows a strong supply and demand situation.

There is large shortage of high-tech technical talents: Due to the rapid development of new energy vehicles, drones, 5G communication, Internet of Things, chips, semiconductors and other industries, the overall demand of enterprises for algorithms, software, hardware, product management and other talents is extremely high, and candidates are given a larger space to choose. Especially for key technical positions or high-potential technical talents, regardless of the nature and scale of enterprises, enterprises need to break through the original compensation and benefits system appropriately in order to better attract and retain talents.

Intelligent manufacturing talents are in demand: Nowadays, digitalization is the trend, and while the Chinese government is increasing support for local manufacturing enterprises to upgrade and intellectualize their industries, foreign enterprises are also further enhancing their digital capabilities. As a result, the demand for digital talent continues to grow, and comprehensive talent with experience in both digital tools and industry experience is highly sought after.

Chip and semiconductor talents are even more in demand: Especially in the chip design field, the talent gap continues to expand, candidates in the "seller's market" can easily get offers, and the overall salary level and salary increase of the industry continues to rise.

Generation Z has gradually become the main force in the talent market: As a generation growing up with the Internet, Generation Z has been influenced by diversified information since childhood, and their views and expectations of the workplace are different from those of previous generations. As more and more Gen Z people enter the workplace, companies need to have a more tolerant, open and honest mindset.


Some suggestions for candidates:

Under the continuous "offensive" of external temptation, you still need to stick to your original intention and do your job well, because work responsibility and outstanding work performance will be the cornerstone of your next career development. When jumping from job to job, it is recommended that the first factor in choosing a position is the improvement of professional skills or the pursuit of lifestyle, and the career planning is based on a cycle of "3-5 years" or "5-10 years". This is the proper attitude to be responsible for yourself.

ADVANCED MANUFACTURING 先进制造

Management 管理				ANNUAL SALARY (RMB)	
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Deputy CEO	副首席执行官	EMBA/MBA	25+	2.0M	6.0M
VP/Managing Director	副总裁/执行总经理	EMBA/MBA	20+	1.5M	4.0M
General Manager	总经理	MBA/Bachelor	20+	950K	2.5M
BU Head	业务部门总监	MBA/Bachelor	15+	750K	1.8M

Product Development 产品研发				ANNUAL SALARY (RMB)	
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
R&D VP	研发副总	PHD/Master	20+	1.0M	1.8M
R&D Director	研发总监	PHD/Master	20+	800K	1.5M
Mechanical Manager	机械经理	Master/Bachelor	8+	400K	800K
Hardware Manager 	硬件经理	Master/Bachelor	8+	500K	1.0M
Hardware Engineer	硬件工程师	Master/Bachelor	3+	300K	600K
Power Electronics Engineer	电力电子工程师	Master/Bachelor	3+	300K	600K
Embedded Software Manager 	嵌入式软件经理	Master/Bachelor	10+	500K	1.2M
Embedded Software Engineer	嵌入式软件工程师	Master/Bachelor	3-10	300K	600K
Embedded Test Engineer	嵌入式测试工程师	Master/Bachelor	3-10	250K	500K
Computer Visual Engineer 	计算机视觉工程师	Master/Bachelor	5+	350K	800K
Thermal Management Engineer	热管理工程师	Master/Bachelor	5+	250K	500K

Digitalization&IOT 数字化与物联网				ANNUAL SALARY (RMB)	
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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

ADVANCED MANUFACTURING 先进制造

Digitalization&IOT 数字化与物联网		ANNUAL SALARY (RMB)			
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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

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

ADVANCED MANUFACTURING 先进制造

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

Operation 运营				ANNUAL SALARY (RMB)	
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Operations Director	运营总监	MBA/Bachelor	15+	600K	1.5M
Operations Manager	运营经理	Master/Bachelor	10+	450K	800K
Engineering Director	工程总监	Master/Bachelor	15+	600K	1.2M
Engineering Manager	工程经理	Master/Bachelor	10+	300K	500K
Lean Manufacturing Manager	精益生产经理	Bachelor	8+	300K	800K
Production Director	生产总监	Master/Bachelor	10+	450K	800K
Automation Manager	自动化经理	Bachelor	8+	300K	500K
Quality Director	质量总监	Master/Bachelor	15+	650K	1.2M
Quality Manager	质量经理	Bachelor	8+	250K	500K
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

ADVANCED MANUFACTURING 先进制造

SCM 供应链		ANNUAL SALARY (RMB)			
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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
Optimization Manager	流程优化经理	Bachelor	8+	500K	1.0M

FMCG / E-COMMERCE / LUXURY 快消 / 电商 / 奢侈品



2021年，在全球疫情的继续考验下，中国完善的疫情管理模式给予跨国消费品公司更大的信心，在中国市场加注了更多的资源倾斜。疫情所带来的出行和物流限制给更多的国货品牌带来了新的机会点。伴随着去年下半年国产品牌蓬勃发展的成功案例，更多的资本财团也把目光投向了更多的新兴国产品牌。疫情的控制带来了线下渠道的解封；社交电商（抖音、快手、小红书）新渠道的铺设进驻，帮助行业冲破疫情带来的低谷重新迎来新一波的增长。

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

线下渠道仍然是跨国消费品集团的主要售卖渠道，占比依然大于线上。随着百货、卖场等渠道各自向线上以及私域方向的打通，给线下销售、谈判等方向带来了更多的选择和可能性。

国货品牌继续和互联网销售平台一起寻求并带动更多商业以及合作模式。同时因为去年一年的市场用户、口碑积累，更多之前只在线上售卖的品牌寻求多元线下发展模式。通过开设自营店铺、经销商、代理商以增加品牌曝光率和客流量，短时间收回开业成本，并持续争取更多的市场份额。国货品牌由于拥有审批流程短、国内新兴渠道接受度高的优势，在招聘方向上依旧是多点开花。与跨国消费品公司不同，国货品牌更乐于自己培养隶属于公司内部的运营团队，而不是选择外包。这给目前在乙方公司工作，且希望拥有品牌方视野的候选人带来了更多的机会和可能。

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

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



In 2021, as the global pandemic continued, China's well-established pandemic management model has given multinational consumer goods companies more confidence and prompted them to put more resources into the Chinese market. Along with the travel and logistics restrictions imposed by the pandemic, more domestic brands gained more points of business opportunity. Due to the success stories of China's booming domestic brands in the second half of last year, more capital consortia are setting their sights on more emerging domestic brands. The gradual unblocking of offline channels by the pandemic control initiatives and the ongoing rollout of new channels for social e-commerce (Tik-Tok, Kwai, Red) helped the industry break through the doldrums brought about by the pandemic and revive a new wave of growth.

Multinational consumer goods companies continued to increase their resource budgets in digital channels and began to invest faster in emerging channels and grow with them, attracting more traffic and increasing their size. The direction of recruitment has changed from an intra-industry talent flow to an open talent acquisition model across industries, channels, and dimensions (dimensions of job duties), resulting in more positions tailored talent.

The offline channel is still the main selling channel for multinational consumer goods groups, and the proportion of offline sales is still larger than online sales. As department stores, outlets and other channels each extend their channels online as well as in the private domain direction, it brings more options and possibilities for offline sales, negotiations, etc.

Chinese national brands continue to co-create with Internet sales platforms to seek and drive more business as well as cooperation models. At the same time, because of the accumulation of market users and word of mouth in the last year, more brands that previously only sold online sought more offline development models, harvesting more brand exposure as well as customer traffic accrual through self-operated stores, distributors and agents, thus recovering their opening costs in a short period of time and continuing to fight for more market share. Domestic brands continue to have a wide range of recruitment directions due to the advantages of a short approval process and high acceptance in emerging domestic channels. Unlike multinational consumer goods companies, Chinese brands are more comfortable developing their own in-house operations teams rather than resorting to outsourcing. This brings more opportunities and possibilities for candidates who are currently working in a B-side company and want to have a brand perspective.

As the Internet platform continues to grow at a rapid pace, the unique work division and internal cooperation model has brought more and more comprehensive talents to the market, and the trend of drawing talents from the brand side has gone up to the Internet talents feeding the brand side. These talents have a higher familiarity with the platform and thus can help brands bring more resource replacement possibilities on the platform and harvest more business.





The further control of the pandemic will allow more consumer goods markets around the world to break the geographical and distance barriers, and the market will become more dynamic and diverse in the future. The recruitment market will also become more diversified, with more and more candidates breaking the limits of their industries, more cross-industry collaboration between brands, and more openness in hiring needs.

FMCG / E-COMMERCE / LUXURY
快消 / 电商 / 奢侈品

Retail & Luxury 零售 & 奢侈品		ANNUAL SALARY (RMB)			
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
General Manager	总经理	Master	20+	2.0M	4.0M
Business Development Director	全国店铺开发总监	Master	15+	800K	1.8M
Business Development Manager	开发拓展经理	Bachelor	5+	400K	800K
Operation Director	营运总监	Master	15+	1.0M	2.0M
Retail Head	全国零售总监	Bachelor	10+	650K	1.5M
Area Manager	区域经理	College	8+	300K	600K
Marketing Director	市场总监	Master	15+	1.0M	2.5M
Marketing Manager	市场经理	Bachelor	8+	500K	900K
PR Manager	公关经理	Bachelor	8+	400K	850K
National Training Manager	全国培训经理	Bachelor	10+	400K	800K
Merchandising Director	商品总监	Master	12+	700K	1.5M
Merchandising/Buying Manager	商品经理	Bachelor	10+	450K	800K
Buyer/Merchandise	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	700K
Area Sales Manager	区域销售经理	College	7+	200K	400K
CRM Manager	客户关系经理	Bachelor	10+	300K	800K
Customer Service Manager	顾客服务经理	Bachelor	10+	300K	800K

FMCG / E-COMMERCE / LUXURY

快消 / 电商 / 奢侈品

FMCG 快速消费品		ANNUAL SALARY (RMB)			
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
General Manager	总经理	Bachelor/Master	15+	1.2M	3.5M
National Sales Director	全国销售总监	Bachelor	15+	800K	1.8M
Regional Sales Manager	大区销售经理	Bachelor	8+	500K	850K
Key Account Director	大客户总监	Bachelor	10+	600K	1.5M
Key Account Manager	大客户经理	Bachelor	5+	300K	550K
Trade Marketing Director	通路行销总监	Bachelor	8+	600K	1.2M
Trade Marketing Manager	通路行销经理	Bachelor	5+	300K	600K
E-commerce Director	 电商总监	Bachelor	8+	850K	2.0M
E-commerce Manager	 电商经理	Bachelor	3+	300K	850K
Marketing Director	 市场总监	Master	15+	900K	2.0M
Marketing Manager	 市场经理	Bachelor	8+	500K	900K
Brand Manager	品牌经理	Bachelor	5+	300K	700K
Assistant Brand Manager	助理品牌经理	Bachelor	3-5	200K	350K
PR Manager	公关经理	Bachelor	5+	300K	550K
Supply Chain Director	供应链总监	Master	15+	900K	1.8M
Supply Chain Manager	供应链经理	Bachelor	10-15	500K	800K
Planning Manager	计划经理	Bachelor	6+	300K	650K
CRM Manager	客户关系经理	Bachelor	5-10	350K	750K
Regional Training Manager	地区培训经理	Bachelor	3-8	250K	400K
Purchasing Director	采购总监	Master	15+	900K	1.5M

FMCG / E-COMMERCE / LUXURY
快消 / 电商 / 奢侈品

Cosmetics 化妆品		ANNUAL SALARY (RMB)			
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Brand GM	品牌总经理	Bachelor	15+	1.5M	4.0M
National Sales Director	全国销售总监	Bachelor	12+	700K	2.0M
Regional Sales Director	区域销售总监	Bachelor	10+	700K	900K
Regional Sales Manager	大区销售经理	Bachelor	8+	400K	800K
Area Manager	区域销售经理	College	5+	250K	400K
Sales Supervisor	销售主管	College	3+	120K	300K
Sales Training Director	销售培训总监	Bachelor	10+	600K	1.0M
Sales Training Manager	销售培训经理	Bachelor	6+	250K	600K
Sales Trainer	销售培训师	College	3+	120K	270K

FMCG / E-COMMERCE / LUXURY
快消 / 电商 / 奢侈品

Cosmetics 化妆品		ANNUAL SALARY (RMB)			
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Marketing Director	市场总监	Bachelor	10+	800K	2.0M
Marketing Manager	市场经理	Bachelor	5-10	400K	1.0M
Marketing Executive	市场主任	Bachelor	3+	150K	280K
Business Development Director	开发总监	Bachelor	15+	700K	1.0M
Business Development Manager	开发经理	Bachelor	7+	350K	800K
CRM Manager	客户关系管理 经理	Bachelor	10+	350K	800K
CRM Supervisor	客户关系管理 主管	Bachelor	3+	120K	250K



HIGH-TECH & INTERNET 高科技互联网

2021年中国的产业经济走向产业智能革命的未来列车：通过新硬件革命、新材料革命、大数据革命，形成工业革命和互联网革命的一次巨大融合，对于IT互联网行业来说，大数据、人工智能、云计算等新兴技术必将在更多的领域广泛应用，IT互联网的发展前途广阔。

IT互联网行业对于人才的需求逐年上升，尤其是在2019年至2021年上半年伴随在线教育行业的火热势头而催生大量教学教研类在线教育岗位，市场需求极其旺盛。但在2021年5月国家“双减”政策出台后，此类岗位迅速缩减直至停止招聘，在线教育和素质教育公司从To C转为面向正规教育机构的To B服务提供商，从业人才流向素质教育、游戏等多种行业，不论转型与否，此前资本热捧的局面很难再现，市场需求极度萎缩。与此同时IT互联网行业的出海项目依旧有较大的投入，由此也不断催生新的岗位需求。

整体而言，IT互联网行业的核心岗位招聘依然保持强劲势头，众多企业高薪挖掘优秀人才，由此预测2022年以下岗位方向在未来会更加有前景：

- 1) 八大核心岗位招聘需求依然强劲，分别是：软件开发、运维支持、前端开发、测试工程师、产品经理、数据工程师、移动开发、人工智能。其中软件工程师岗位平均年薪在240K以上，稳坐高薪榜首，岗位需求稳定，人才缺口大。
- 2) 随着数据挖掘、机器学习等技术在行业之中成为燎原之火。精通算法的人才有着很好的职业发展。算法工程师是唯一进入招聘职位数排名前20的人工智能类岗位，目前平均年薪达300K；
- 3) 从求职竞争的角度来看，UI设计岗位以及产品经理岗位是竞争最激烈的，有数据显示一个岗位的竞争者就接近30人。
- 4) 用户研究、用户增长、数据分析人才也将在之后的人才竞争中占得一席之地。



In 2021, China's industrial economy embarks on the future training of industrial intelligence revolution – a huge fusion of industrial revolution and Internet revolution formed through new hardware revolution, new material revolution and big data revolution. For the IT Internet industry, emerging technologies such as big data, artificial intelligence and cloud computing will certainly be widely used in more fields, and the development of IT Internet has a broad future.

The demand for talents in the IT Internet industry is rising year by year. Especially in 2019 to the first half of 2021, along with the hot momentum of the online education industry and the sprouting of a large number of teaching and teaching research positions in online education, the market demand is extremely strong. But in May 2021, after the introduction of China's national policy "ease the burden of excessive homework and off-campus tutoring for students undergoing compulsory education", such positions quickly shrank until the recruitment stopped. Online education and quality education companies have shifted from To C to To B service providers for formal education institutions, with talents flowing to quality education, games, and other industries. Regardless of the transformation of these companies, the previous situation of being sought by capital is difficult to reproduce, and the market demand is extremely shrinking. At the same time, the IT Internet industry still has a large investment in overseas projects, which also continues to generate new job demand.

Overall, the IT and Internet industry remains strong in recruiting for core positions, with many companies not hesitating to tap outstanding talent with high salaries.

- 1) It is predicted that the following eight core positions in 2022 will be more promising in the future, with the recruitment demand continuing to be strong: software development, operations and maintenance support, front-end development, test engineers, product managers, data engineers, mobile development, and artificial intelligence. The average annual salary of software engineers is above RMB 240,000, which is the top of the high salary list, with stable demand and large talent gap.
- 2) With data mining, machine learning and other technologies becoming a trend in the industry, and talents who are proficient in algorithms see quite good career prospects. Algorithm engineers are the only artificial intelligence jobs in the top 20 job rankings, with an average annual salary of RMB 300,000.
- 3) From the perspective of job competition, UI design positions and product manager positions are the most competitive, with data showing that the competition for a position is close to 30 people.
- 4) User research, user growth, and data analysis talents will also take a seat in the competition for talent afterwards.

HIGH-TECH & INTERNET

高科技互联网

Software 软件		ANNUAL SALARY (RMB)			
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
CEO	首席执行官	MBA/Master	7-15	3.0M	8.0M
CIO	首席信息官	PhD/Master	7-15	1.2M	3.0M
CTO	首席技术官	PhD/Master	7-15	3.0M	5.0M
VP of R&D	研发副总裁	Master/Bachelor	7-15	1.5M	3.0M
R&D Director	 研发总监	Master/Bachelor	7-15	800K	1.5M
R&D Manager	研发经理	Bachelor	5-10	500K	800K
R&D Team Leader	软件研发组长	Bachelor	5-10	400K	600K
Software Engineer	软件研发工程师	Bachelor	2-7	200K	350K
System Architecture	系统架构师	Bachelor	5-10	600K	900K
DataWarehouse Engineer	数据库开发工程师	Bachelor	3-10	450K	800K
Java developer	Java工程师	Bachelor	3-7	240K	700K
Algorithm Engineer	 算法工程师	Master/Bachelor	3-10	300K	1.5M

HIGH-TECH & INTERNET

高科技互联网

Software 软件		ANNUAL SALARY (RMB)			
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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	300K	900K
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
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	180K	400K
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	120K	400K

HIGH-TECH & INTERNET

高科技互联网

Hardware 硬件		ANNUAL SALARY (RMB)			
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Hardware Director	硬件研发总监	PhD/Master	8-20	400K	800K
Hardware Manager	硬件研发经理	PhD/Master	5-15	300K	600K
Hardware Engineer	硬件研发工程师	PhD/Master	3-10	150K	350K
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

HIGH-TECH & INTERNET

高科技互联网

Internet 互联网		ANNUAL SALARY (RMB)			
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
CEO	首席执行官	MBA/Master	7-15	2.0M	15M
CMO	首席市场官	Master/Bachelor	8-15	1.2M	5.0M
CGO	首席增长官	Master/Bachelor	10-15	1.0M	3.0M
Marketing Director	市场总监	Master/Bachelor	5-10	800K	1.2M
Operations Director	运营总监	Master/Bachelor	5-10	400K	1.5M
Product Director	产品总监	Master/Bachelor	5-10	400K	1.5M
PR Director	公关总监	Master/Bachelor	5-8	400K	900K
Branding Director	品牌总监	Master/Bachelor	5-8	400K	800K
User Growth Director	 用户增长总监	Master/Bachelor	3-8	500K	1.0M
Content Marketing Director	内容营销总监	Master/Bachelor	4-7	400K	900K
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	400K	800K
Planning Manager	策划经理	Bachelor	3-10	240K	360K
Product Manager	 产品经理	Master/Bachelor	2-7	200K	1.0M
Operations Manager	 运营经理	Bachelor	3-7	200K	800K

HEALTHCARE & LIFE SCIENCES 医疗保健与生命科学

2021年，后疫情时代第一个完整自然年，医疗行业发展空前迅猛，各细分赛道实现快速增长。行业政策变化巨大，“4+7带量采购”，“一致性评价”，“耗材的集中采购，二次议价”，“注册人制度”，政策千变万化，影响了各家企业未来的战略规划，但所有政策核心的目的只有一点，度让利润空间，控制产品价格。据此种种，医疗企业的战略规划，产品的策略制定都做出了相对应的重大调整，同时也对外部人才招聘与企业内部人才发展带来重要的影响。新产品的上市，也伴随了销售及市场类岗位的火热，一线的销售人员的需求度激增；新的产品，新的挑战，也吸引了众多销售市场的候选人选择新的职业发展机会；与此同时，越来越多外资的商务人员选择跨越式发展，变换跑道进入国内创新型药厂，也带动了整个人才市场的快速变化。同时政府事务，注册，医学，临床等支持部门，不同程度也有一定的扩张，来支持新产品的市场推广，特别是临床部门作为推进新产品上市的重要一环，其战略位置尤为明显，同时自身研发的定位在各家企业都不尽相同，长时间的自身开发VS购买好的本土早期项目，也催生了业务拓展这一领域的新热度。

伴随国内的医疗企业的发展，产业升级，再加上较大力度的政策扶持，外资企业在国内的发展空间被一定程度压缩，人才的吸引力也相比过去有所衰退，在与本土企业人才争夺的竞争中已显疲态，如何调整人才招聘策略，调整用人招人心态，已是很多外资企业不可回避的问题。

展望2022年，后疫情时代同时也伴随经济周期下行的趋势下，如何在业务领域寻找新的突破点已是各个企业的最大痛点，数字化，新产品研发，渠道合作拓展，收并购，不同方法都是为了强化业务升华的目标。与此同时，复合型的人才也越加受到企业的青睐。在复杂外部环境下，候选人本身的求职心态，求职意向是否有影响也有待观察，但可以预见，人才发展趋势和企业间人才吸引的竞争力，必将再次重新洗牌。“夫未战而庙算胜者，得算多也。”，充足的预估困难并做好准备，相信必将在此环境下脱颖而出，最后的胜利终究属于那些踏实发展的企业。



In 2021, the first full natural year of the post-pandemic era, the healthcare industry is growing at an unprecedented rate, with high and rapid growth in all market segments. Industry policies are changing, including "4+7 volume-based procurement", "consistency evaluation", "centralized procurement and secondary bargaining of consumables", and "registrar system", which affect the strategic planning of each company in the future. Accordingly, medical companies have made significant adjustments in their strategic planning and product strategy development, which has also had an important impact on external talent recruitment and internal talent development. The launch of new products is also accompanied by a boom in sales and marketing positions and a surge in demand for front-line sales staff. At the same time, more and more commercial staff from foreign companies are choosing to leapfrog and change runways into innovative domestic pharmaceutical companies, also driving rapid changes in the overall talent market. Government affairs, registration, medical, clinical and other support departments are also showing varying degrees of expansion to support the marketing of new products. In particular, the clinical departments are particularly strategically positioned as an important part of advancing new products to market. The positioning of each company in its own R&D varies. Long-term own development and mergers and acquisitions of outstanding local early-stage projects have also fueled the fervor for business expansion in this field.

Along with the development of domestic medical companies, industrial upgrading, coupled with greater policy support, the development space of foreign companies in the country has been compressed to some extent, and the attractiveness of talent has declined compared to the past, and has shown weakness in the competition for talent with local companies. How to adjust the talent recruitment strategy and mentality has been an unavoidable problem for many foreign companies.

Looking ahead to 2022, the post-pandemic era is also accompanied by the downward trend of the economic cycle. Different methods such as digitalization, new product development, channel cooperation expansion, M&A, etc. are all aimed at strengthening the goal of business sublimation. At this point, composite talents are more and more favored by companies. In the complex external environment, the candidate's own job-seeking mentality and job-seeking intentions are also to be examined whether they are affected. However, it is foreseeable that the talent development trend and the competitiveness of talent attraction among enterprises will certainly reshuffle again. "The general who wins the battle makes many calculations in his temple before the battle is fought." It is believed that if companies adequately anticipate difficulties and prepare for them, they will stand out in this environment, and the final victory will be won by those companies that develop in a practical manner.


HEALTHCARE & LIFE SCIENCES



医疗保健与生命科学

Pharmaceutical 制药		ANNUAL SALARY (RMB)			
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Country GM	总经理	Bachelor	15+	4.0M	6.0M
BU Head	事业部总经理	Bachelor	15+	2.0M	3.0M
National Sales Director	全国销售总监	Bachelor	15+	1.5M	1.8M
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
Commerical Excellence Director	业务效能总监	Bachelor	12+	1.2M	1.5M
SFE Manager	销售效益经理	Bachelor	8+	500K	700K
Sales Training Manager	销售培训经理	Bachelor	8+	500K	700K
Stratgy&Alliance Director	战略及合作总监	Bachelor	12+	1.3M	1.8M
Stratgy Planning Manager	战略规划经理	Bachelor	6+	800K	1.2M
BD Director	 业务开发经理	Bachelor	10+	1.5M	2.5M
Marketing Director	市场总监	Bachelor	15+	1.5M	2.0M
Marketing Manager	市场经理	Bachelor	8+	700K	1.0M
Senior Product Manager	 资深产品经理	Bachelor	8+	500K	700K
Product Manager	产品经理	Bachelor	5+	350K	500K
Medical Affairs Director	医学事务总监	Bachelor	15+	1.5M	1.8M
Sr.Medical Affairs Manager	资深医学事务经理	Bachelor	10+	800K	1.2M
Medical Advisor	医学事务顾问	Bachelor	6+	500K	700K
Medical Science Lialson	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+	2.0M	3.0M

HEALTHCARE & LIFE SCIENCES


医疗保健与生命科学

Pharmaceutical 制药		ANNUAL SALARY (RMB)			
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Research Project Manager	研发项目经理	Bachelor	10+	600K	1.0M
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+	1.5M	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	800K

Medical Devices 医疗设备		ANNUAL SALARY (RMB)			
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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+	1.2M	1.8M
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+	1.2M	1.8M
Marketing Manager	市场经理	Bachelor	8+	700K	1.0M
Senior Product Manager	资深产品经理	Bachelor	8+	500K	700K
Product Manager	产品经理	Bachelor	5+	350K	500K
Medical Affairs Director	 医学事务总监	Bachelor	15+	1.2M	1.8M
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+	1.5M	2.0M

HEALTHCARE & LIFE SCIENCES

医疗保健与生命科学

Medical Devices 医疗设备		ANNUAL SALARY (RMB)			
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Research Project Manager	研发项目经理	Bachelor	10+	600K	1.0M
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
Stratgy Planning Manager	 战略规划经理	Bachelor	6+	800K	1.2M
M&A Manager	收并购经理	Bachelor	10+	800K	1.2M

HEALTHCARE & LIFE SCIENCES

医疗保健与生命科学

Healthcare Service 医疗服务		ANNUAL SALARY (RMB)			
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Director Of The Hospital	医院院长	Master	20+	1.0M	2.0M
Head Of Nursing Department	护理部主任	Bachelor	15+	300K	600K
Chief Medical Officer	医疗总监	PhD, MD	15+	800K	1.8M
Director, Hospital Operation	医院运营总监	Bachelor	15+	500K	800K
Family Doctor	全科医生	MD	10+	600K	1.0M
Lab Manager	检验科经理	Bachelor	10+	400K	600K



REAL ESTATE 地产

2021年，在“房住不炒”、“三条红线”、以及“集中供地”等监管政策的持续调控下，整个房地产行业面临着更多层次、更多维度的竞争，尤其在融资难度上升引发的企业信用评级波动。在这类环境中，不仅房企经历了大浪淘沙，而且整个行业格局也在经受洗牌和调整。

商业地产

2021年上半年，商业地产领域复苏势头良好，不少商业项目集中开业。不过，由此而造成购物中心同质化严重，增速逐渐放缓，竞争进一步加剧，项目方运营压力增大，精细化运营成为购物中心下一步业绩增长的关键所在。从商业供给量来看，人均面积超过警戒线0.3平方米，商业存量市场与增量市场并存；从当前受疫情影响来看，宅经济、线上消费、互联网办公等成为最大的消费增长点；从境外旅游受限来看，一线奢侈品牌和各类奥特莱斯受到广大消费者追捧。

招商压力持续增大：诸多企业不断通过建立区域和总部的招商平台、扩大集中招商团队来增强核心竞争力；市场推广难度日益凸显：由于受到租金回报率低、租户装补增加、租户的相互可替代

性增强，商业项目定位的不断调整等原因，导致市场推广的投入明显减少，营销方式更加同化；租户逐步成为买方市场，大趋势来看，商户对发展线下实体门店趋于谨慎，倾向于更为多元化的租金支付方式。

产业地产

近年来，产业地产逐步成为房地产领域中最热门的领域之一。扶持政策越来越完善，为产业地产升级和转型提供肥沃的土壤。中央及各地方政府陆续出台各类政策，进一步优化营商环境，提高地产出效益，打造现代工业经济综合体，实现产业集聚和高质量发展，形成区域发展新动能。这些政策分别从产业地产概念界定、开发目标、建设标准、投资主体、产业方向、招拍挂条件、分割转让要求、扶持政策、融资支持、监管服务和组织保障等十一个方面对产业地产的建设发展进行了规范和奖励激励，扶持园区内小微、中小企业的发展，最终促进区域内产业地产发展壮大。

随着REITs（地产基金）的试点成功，为产业地产发展注入活力。经过一年的试点，REITs为后续有效解决如今产业地产退融资难、退出难提供了有效的途径，打通了“融-投-管-退”各个环节，也将倒逼产业地产运营商进行改革，适应未来发展的需要。

In 2021, under the regulatory policies such as "the housing is for living, not for speculation", "three red lines" and "centralized land supply", the whole real estate industry is facing more levels and dimensions of competition, especially under the fluctuation of corporate credit rating caused by the rising difficulty of financing. In that case, not only developers are experiencing challenges, but also the entire industry landscape is undergoing reshuffling and adjustment.

Commercial Real Estate

The first half of 2021 witnessed a good recovery in the commercial real estate sector, with many shopping malls grand opening. However, the resulting homogenization of shopping mall is worse, growth is gradually slowing down, and competition is getting severe and operational pressure is increasing. As well, refined operation has become the key to the next growth of shopping mall performance. From the perspective of commercial supply, the per capita area exceeds the warning line of 0.3 square meters, and the commercial stock market and incremental market co-exist. From the current impact of the pandemic, the Otaku Economy, online consumption and Internet office have become the biggest consumption growth points. From the perspective of overseas travel restrictions, first-tier luxury brands and various outlet stores are sought after by the majority of consumers.


The pressure of investment promotion continues to increase: Many companies continue to enhance their core competitiveness by establishing regional and headquarters investment promotion platforms and expanding centralized investment promotion (Central Leasing) teams. Increasing difficulty in marketing: Due to low rental return, increased tenant loading and compensation, mutual substitutability of tenants, and continuous adjustment of commercial project positioning, the investment in marketing is obviously reduced and marketing methods are more homogenized. Tenants gradually form a buyer's market: From the general trend, merchants tend to be cautious about developing offline physical stores and prefer a more diversified way of rent payment.

Industrial Real Estate

In recent years, industrial real estate has gradually become one of the hottest sectors in the real estate market. The increasingly perfect supporting policies provide fertile soil for the upgrading and transformation of industrial real estate. The central and various local governments have successively issued various policies to further optimize the business environment, improve the efficiency of land output, and create modern industrial economic complexes, achieving industrial clustering and high-quality development, and forming a new dynamic force for regional development. These policies regulate and reward incentives for the construction and development of industrial real estate in eleven aspects, including the definition of industrial real estate concept, development objectives, construction standards, investment subjects, industrial direction, bid invitation, auction and listing conditions, splitting and transfer requirements, supporting policies, financing support, regulatory services and organizational safeguards, supporting the development of micro, small and medium-sized enterprises in the park, and ultimately promoting the development and growth of industrial real estate in the region.

The pilot success of REITs (real estate investment trusts) has injected vitality into the development of industrial real estate. After a year of piloting, REITs provide an effective way to effectively solve the problem of difficult financing and exit of industrial real estate, and open up the link of "financing-investment-management-return", which will force industrial real estate operators to reform and adapt to the needs of future development.

Leasing 招商				ANNUAL SALARY (RMB)	
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Leasing Director	招商总监	Bachelor	8+	650K	1.5M
Leasing Manager	招商经理	Bachelor	4+	300K	650K

Marketing 市场				ANNUAL SALARY (RMB)	
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Marketing Director	 市场总监	Bachelor	8+	600K	1.2M
Marketing Manager	市场经理	Bachelor	5+	300K	600K

Property Management 物业管理				ANNUAL SALARY (RMB)	
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Property Director	物业总监	Bachelor	12+	600K	1.2M
Property Manager	物业经理	Diploma	8+	300K	600K

Design Management 设计管理				ANNUAL SALARY (RMB)	
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Head of Design	设计总监	Bachelor	15+	800K	1.5M
Architectural Design Director	建筑设计总监	Bachelor	10+	700K	1.4M
Architectural Design Manager	 建筑设计经理	Bachelor	6+	400K	700K
M&E Design Director	机电设计总监	Bachelor	10+	600K	1.5M
M&E Design Manager	机电设计经理	Bachelor	6+	400K	600K
Interior Design Director	室内设计总监	Bachelor	10+	650K	1.2M
Interior Design Manager	 室内设计经理	Diploma	6+	400K	650K

Engineering Management 工程管理				ANNUAL SALARY (RMB)	
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Head of Engineering	工程部总监	Bachelor	10+	900K	1.8M
Director, Civil Engineering	土建工程总监	Bachelor	10+	650K	1.2M
Manager, Civil Engineering	土建工程经理	Diploma	6+	350K	650K
M&E Director	机电工程总监	Bachelor	10+	650K	1.4M
M&E Manager	机电工程经理	Diploma	6+	350K	650K
Fit-out Director	精装工程总监	Bachelor	10+	600K	1.2M
Fit-out Manager	精装工程经理	Diploma	6+	350K	600K

Cost Control and Management 成本管理				ANNUAL SALARY (RMB)	
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Cost Control Director	成本总监	Bachelor	10+	900K	1.8M
Senior Cost Control Manager	高级成本总监	Bachelor	8+	650K	900K
Cost Control Manager	成本经理	Bachelor	6+	400K	650K
Cost Control Manager-Civil Engineering	成本经理-土建	Bachelor	6+	350K	550K
Cost Control Manager-M&E	成本经理-机电	Bachelor	6+	350K	600K



AUTOMOTIVE 汽车制造

2021年是“十四五”的开局之年，对于全球汽车市场而言，呈现“VUCA”趋势下的回暖复苏，变革继续，格局重塑的特点。汽车数字化和智能化的发展加速；乘用车销量实现近10%的增长；新能源汽车逐渐进入产品和需求拉动的健康成长期；移动出行行业各大玩家加速创新业务的开拓；自动驾驶产业链在优胜劣汰后已逐步奠定格局；二手车市场正在努力借助数据智能来推进解决供需和交易中的痛点。

我们预见2022年，中国的汽车行业将成为全球市场的焦点，增长速度将逐步恢复到2018年以前的速度，在汽车“新四化”的持续推动下，朝着“全球碳中和”的使命努力前进，市场将呈现如下几个特点：

- 1) 新能源汽车行业销量持续上升，新势力造车将呈现“弯道超车”，逐渐占据“汽车新格局”下的重要地位；
- 2) “智能网联”将成为各大汽车制造厂商大力开发的技术核心，“如何打造硬核研发团队”以及如何掌握“芯片”、“EE架构”和“算法”、“核心技术”将是企业的业务战略重点部署；
- 3) “互联网行业”在赋能“汽车行业”的道路上将逐渐趋于理性，各大“互联网”厂商将在某一领域赋能“汽车行业”，“科技供应商”的定位将越来越被“互联网公司”所接受。



The year 2021 is the opening year of the 14th Five-Year Plan, and for the global automotive market, it shows the recovery under the "VUCA trend" and the characteristics of "change continues and the pattern is reshaped". The development of automotive digitalization and intelligence accelerated; passenger car sales achieved nearly 10% growth; new energy vehicles gradually entered a healthy growth period driven by products and demand; major players in the mobile travel industry accelerated the development of innovative business; the autonomous driving industry chain has gradually laid the pattern after the elimination of the best and the worst; the used car market is trying to use data intelligence to address the pain points in supply, demand and transactions.

We foresee that in 2022, China's auto industry will become the focus of the global market, and the growth rate will gradually return to the pre-2018 rate. With the continued drive of the "new four modernizations" of automobiles and the mission of "global carbon neutrality", the market will be characterized by the following.

- 1) The sales of new energy vehicles will continue to rise, and the new force will overtake the market and gradually occupy an important position in the new automotive landscape.
- 2) The "intelligent networking" will become the core technology developed by major automobile manufacturers; and how to build a hard-core R&D team and how to master the core technology of chip, EE architecture and algorithm will be the focus of business strategy deployment of enterprises.
- 3) The Internet industry will gradually become rational on the road of empowering the automotive industry, major Internet vendors will empower the automotive industry in a certain field, and the positioning of technology suppliers will be increasingly accepted by Internet companies.

Parts Suppliers – Traditional 零配件供应商-传统

ANNUAL SALARY (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

General Management 管理

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

Operation 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

Sales & Marketing & Customer Services 销售、市场及客服

Sales GM / Sales Director	销售总经理/ 销售总监	MBA	15+	800K	1.5M
Regional Sales Manager	区域销售经理	Bachelor	8+	300K	500K
Product Manager	产品经理	Bachelor	5+	250K	500K
(Key) Account Manager	客户经理/ 大客户经理	Bachelor	6+	300K	650K
After Market Director	售后市场总监	Bachelor	15+	700K	1.3M
After Market Regional Sales Manager	售后区域销售 经理	Bachelor	8+	300K	550K
After Market Channel Development Manager	售后渠道发展 经理	Bachelor	8+	250K	450K
After Market Channel Marketing Manager	经销商市场 经理	Bachelor	8+	250K	450K

Parts Suppliers – Traditional 零配件供应商-传统

ANNUAL SALARY (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

Sales & Marketing & Customer Services 销售、市场及客服

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

R&D 研发

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

Parts Suppliers – Traditional 零配件供应商-传统

ANNUAL SALARY (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

Lean & 6 Sigma 精益 / 六西格玛

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

Supply Chain – Auto Parts 供应链 – 汽车零部件供应商

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

AUTOMOTIVE 汽车制造

Parts Suppliers- E-Powertrain/Intelligent&Connected 零配件供应商 - 三电 智能网联 ANNUAL SALARY (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

Special Funtion 独有岗位

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

Car Makers 整车制造商

ANNUAL SALARY (RMB)

QUALIFICATION



EXPERIENCE
(YEARS)

MIN

MAX

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

Car Makers 整车制造商		ANNUAL SALARY (RMB)			
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Operation 运营					
Plant Manager	工厂经理	Bachelor	15+	800K	1.3M
Manufacturing Manager (Stamping, Painting, Assembling, Welding)	制造经理 (冲压、焊接、涂装、总装)	Bachelor	8+	300K	650K
Quality Manager	 质量经理	Bachelor	10+	300K	650K
ME Manager	 制造工程经理	Bachelor	10+	350K	650K
Senior Engineer (Manufacturing)	高级工程师 (制造类)	Bachelor	5+	150K	300K
Sales & Marketing 销售及市场					
Sales Operation Senior Director / VP	销售及运营高级总监 / 副总裁	MBA/Bachelor	15+	1.0M	2.5M
Regional Business Director	大区业务总监	Master/Bachelor	10+	600K	800K
Regional Sales Director	大区销售总监	Master/Bachelor	10+	600K	700K
Regional Sales Manager	大区销售经理	Bachelor	8+	350K	500K
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 Center Director	培训中心总监	Bachelor	10+	700K	900K

Car Makers 整车制造商	ANNUAL SALARY (RMB)
------------------	---------------------

QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
---------------	--------------------	-----	-----

Sales & Marketing 销售及市场					
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+	300K	650K
Event & Exhibition Senior Manager	活动会展经理	Bachelor	8+	500K	650K
Sponsorship Senior Manager	品牌赞助高级经理	Bachelor	8+	400K	650K
Product Marketing Manager	产品市场经理	Master/Bachelor	6+	350K	600K
Brand Director (Car Series)	品牌总监 (车系)	Bachelor	10+	700K	1.5M
Brand & Product Communication Senior Manager	品牌及产品传播高级经理	Bachelor	8+	500K	700K
Advertising & Media Senior Manager	广告及媒介高级经理	Bachelor	8+	500K	700K
Consumer Insight Manager 	消费者洞察经理	Bachelor	6+	300K	400K
CRM Senior Manager	客户关系高级经理	Bachelor	8+	500K	650K
Loyalty Marketing Manager	客户忠诚度经理	Bachelor	6+	350K	450K
PR Director	公关总监	Master/Bachelor	13+	700K	1.3M

Car Makers 整车制造商

ANNUAL SALARY (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

Network Management 经销商网络管理

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

R&D 研发

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

Car Makers 整车制造商

ANNUAL SALARY (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

Supply Chain – Car Maker 供应链 (汽车制造商)

Supply Chain Director/VP	供应链总监 / 副总裁	Master/Bachelor	15+	900K	2.0M
Supply Chain Manager	供应链经理	Bachelor	10+	450K	700K
Sourcing Director	采购总监	Bachelor	15+	850K	2.0M
Sourcing Manager	采购经理	Bachelor	5+	400K	800K
Supplier Quality Manager	供应商质量经理	Bachelor	5+	400K	700K
Supplier Development Manager	供应商发展经理	Bachelor	5+	300K	500K
Logistics Director	物流总监	Bachelor	10+	650K	900K
Logistics Manager	物流经理	Bachelor	5+	250K	500K
Procurement Director	采购总监	Bachelor	15+	850K	1.4M
Purchasing Manager	采购经理	Bachelor	5+	300K	550K
Commodity Manager	商品经理	Bachelor	5+	300K	450K

Dealership 经销商门店

ANNUAL SALARY (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

General Management 管理

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

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
------------------------	-------	---------	----	------	------

Dealership 经销商门店		ANNUAL SALARY (RMB)			
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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



MARKETING PROFESSIONAL SERVICES 营销专业服务

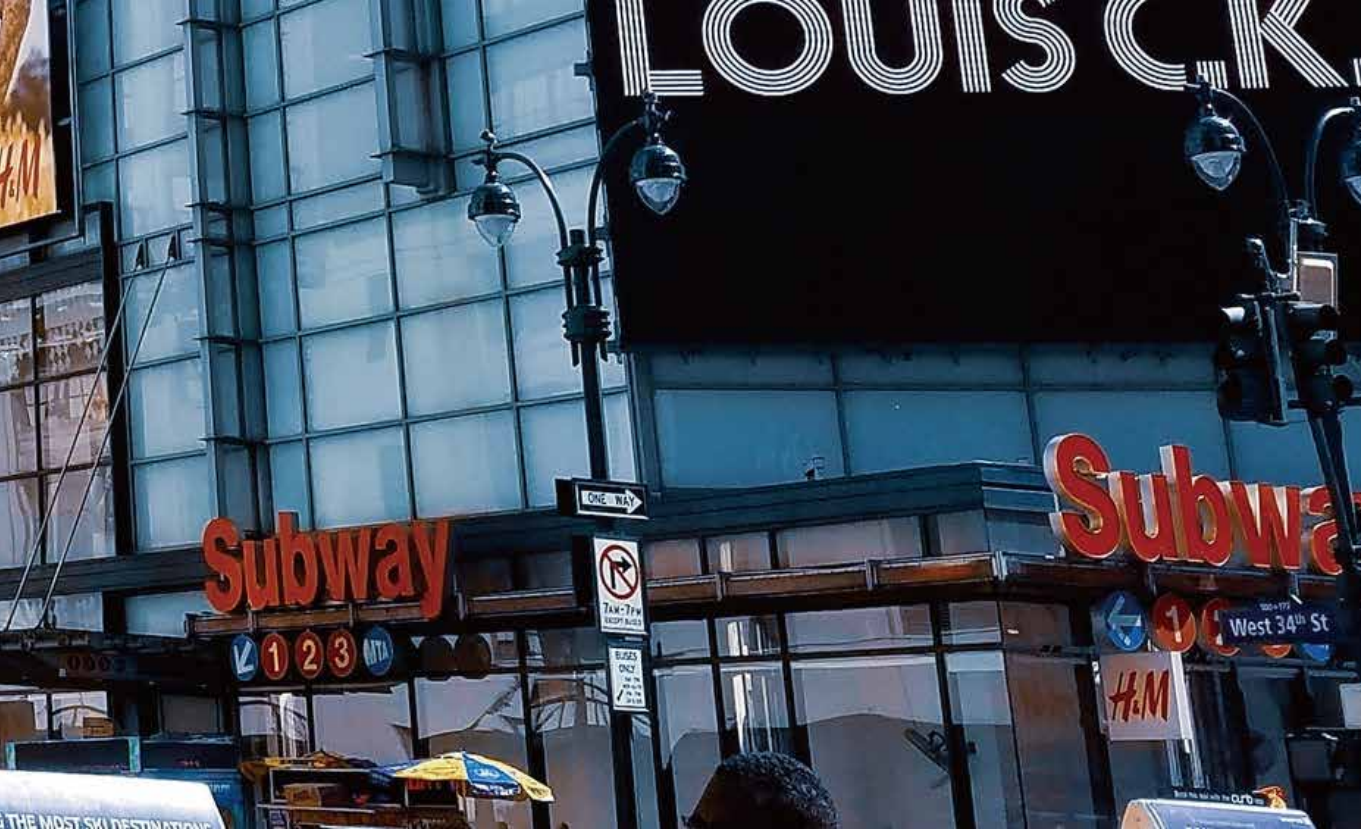
市场营销领域近5年来随着数字媒体和大数据的驱动，以及消费者对品牌的期望越来越高的前提下，在公司服务模式上相比过去10年，发生了颠覆性变化。如今的市场营销呈现如下几个特点：

分析ROI途径更有效：AI接管传统营销业绩表现分析。个性化进入一个新水平：ABM (Account-Based Marketing) 的核心是精准数据分析以及个性化的内容创作，Content Marketing的关注度将越来越超越 Mass Communication。如何运用好BGC，PGC和UGC将成为CMO的战略部署。

传播渠道新思考：行业的趋势变化导致营销人对于传播渠道必须做出新的思考。随着无人驾驶车辆的量产化，司机将拥有更多自由关注时间，车内营销将是新渠道。

营销人必须是咨询顾问：正因为如今市场投放的效果可以更加精准地得到，CMO必须是产品和服务的优化建议贡献者。

回首2021年，更多企业开始自建创意团队进行品牌传播和市场营销。随着消费者对于品牌的要求变得越来越苛刻，广告主和广告公司们都着力部署“内容营销”领域。与此同时，BAT从媒介的下游方走向上游，进入4A的领地。电商从渠道变为品牌和MNC，都在不断搅动广告行业的人才流动。咨询公司跨界广告行业，广告公司也着手为客户提供业务转型咨询服务。我们预估2022年营销专业服务行业的人才缺口会在战略规划类职能、服务整合类职能以及AI智能分析职能。



The marketing field has undergone a disruptive change in the company's service model in the last 5 years compared to the last 10 years, driven by digital media and big data, as well as consumers' increasing expectations of brands. Today's marketing is characterized by the following.

Analyzing ROI is more effective: AI takes over traditional marketing performance analysis.

Personalization has risen to a new level: The core of ABM (Account-Based Marketing) is accurate data analysis and personalized content creation, and Content Marketing will increasingly surpass Mass Communication in terms of attention. How to use BGC, PGC and UGC will become the strategic deployment of CMO.

New thoughts on communication channels: Faced with the changing trends in the industry, marketers must make new thinking about communication channels. With the mass production of driverless vehicles, drivers will have more free attention time, and in-vehicle marketing will become a new channel.

Marketers must act as consultants: CMOs must become contributors to optimization recommendations for products and services, because it is more precise to get results in marketing placements today.

Looking back to 2021, more companies are starting to build their own creative teams for brand communication and marketing. As consumers become more demanding of brands, advertisers and agencies are focusing on deploying content marketing. At the same time, BAT is moving upstream from the downstream side of media to enter 4A territory. All these are continuously stirring up the talent flow in the advertising industry. Consulting firms are crossing over to the advertising industry and ad agencies are moving to provide business transformation consulting services to their clients. We predict a talent gap in the professional marketing services industry in 2022 is in the strategic planning function, the service integration function, and the AI analysis function.

MARKETING PROFESSIONAL SERVICES

营销专业服务

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)

ANNUAL SALARY (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

Leading 4A Agency 传统4A创意

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

Digital & IMC 数字整合营销

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

MARKETING PROFESSIONAL SERVICES

营销专业服务

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)

ANNUAL SALARY (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

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
Creatvie Diredcor	创意总监	Bachelor	8+	400K	600K
Production Director	物料总监	Bachelor	8+	400K	550K
Project Manager	搭建项目经理	Bachelor	5+	250K	400K

MARKETING PROFESSIONAL SERVICES

营销专业服务

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)

ANNUAL SALARY (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

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	MBA	8+	1.5M	2.0M
Project Manager	项目经理	MBA	6+	1.0M	1.5M
Consultant	 顾问	MBA	4+	800K	1.2M
Associate	助理	Master	2+	400K	600K

Data Research Firm 数据研究

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

MARKETING PROFESSIONAL SERVICES

营销专业服务

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)

ANNUAL SALARY (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

Specific Industry Solution Consulting – Automotvie 细分行业解决方案咨询-汽车

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



BANKING & FINANCIAL SERVICES 银行业与金融服务

银行业

2020年以来，复杂的全球疫情形势和深刻变化的宏观经济环境给银行业发展带来显著影响，资产质量与盈利能力进一步承压。但中国银行业在疫情冲击下呈现出持续复苏、稳健发展的经营趋势。在此次疫情倒逼之下，中国银行业数字化转型步伐加快，金融科技赋能提速，绿色金融聚焦发展，为银行金融机构下一阶段数字化转型和高质量发展带来契机。

在疫情冲击下，银行业仍保持经营态势总体平稳，资产负债规模继续扩张，信贷结构持续优化，资产质量相对稳定，风险抵补能力充足。但未来银行依然是经营风险的机构，对风险进行识别、衡量、防范和定价的能力仍然是未来银行的核心竞争力。

对于外资银行而言，其在华资产稳健增长，但低于中国银行业金融机构总资产的整体增速。截至2020年三季度末，外资银行占比也仅有1.46%。在中国数字金融、移动金融发展迅猛的当下，在与互联网相关的金融产品和服务创新上，外资银行明显落后于中资竞争对手。如何去扭转这一局面，对外资银行会是一个新的挑战，也是决定其未来能否进入中国银行业主流的一个关键所在。



Banking

Since 2020, the complex global pandemic situation and the profoundly changing macroeconomic environment have had a significant impact on the development of the banking industry, with asset quality and profitability under further pressure. However, the Chinese banking industry has shown a trend of sustained recovery and steady development of its operations under the impact of the pandemic. In face of the backlash of the pandemic, the digital transformation of China's banking industry has accelerated, fintech empowerment has gained speed, and green finance has focused on development, bringing new opportunities for a new phase of digital transformation and high-quality development of banking and financial institutions.

Under the impact of the pandemic, the banking industry still maintained an overall stable operating posture, continued expansion of asset and liability scale, continued optimization of credit structure, relatively stable asset quality and sufficient risk offsetting capacity. However, in the future, banks are still risk management institutions, and the ability to identify, measure, prevent and price risks remains the core competitiveness of banks.

Foreign banks' assets in China grew steadily, but at a slower rate than the overall growth of total assets of Chinese banking institutions. The share of foreign banks was only 1.46% at the end of 2020 Q3. At a time when digital finance and mobile finance are developing rapidly in China, foreign banks are clearly lagging behind their Chinese competitors in terms of innovation of Internet-related financial products and services. How to reverse this situation will be a new challenge for foreign banks and a key factor in determining whether they can enter the mainstream of China's banking industry in the future.



保险

2022年互联网保险产品、数字化转型和健康管理是保险公司的发展重心。随着电销渠道的没落、银保产品的限制、代理人的监管新规、团险竞争激烈，各家保险公司都在开拓自己的网销渠道。网销渠道考验的不仅是产品本身，还需要有互联网平台和流量，这就需要互联网思维和扎实的技术支持。不少保险公司都在充实自己的科技团队，从上而下地开展数字化转型，打造自己的数字化中台，打通所有业务流程，实现全线上业务操作。

同时头部保险公司为了提供更好的增值服务，吸引高端人群，纷纷成立了健康管理板块，期望能在跨境医疗服务、重疾一体化服务、健康养老服务等方面提供优质的产品和服务。

保险业务的发展整体处于良性发展阶段，机遇与挑战并存，但业务发展最重要的还是合规性。



Insurance

Internet insurance products, digital transformation and health management are the focus of insurance companies in 2022. With the decline of the e-sales channel, restrictions on banc assurance products, new regulatory regulations for agents, and fierce competition in group insurance, all insurance companies are developing their own online sales channels. The online sales channels test not only the product itself, but also the Internet platform and traffic, which require Internet thinking and solid technical support. Many insurance companies are enriching their technology teams, carrying out digital transformation from top to bottom, creating their own digital middle platform, opening up all business processes and realizing fully online business operations. Meanwhile, the top insurance companies have set up health management segments in order to provide better value-added services and attract high-end consumers, expecting to provide quality products and services in cross-border medical services, integrated critical illness services, and healthy services for the aged.

The insurance business as a whole is in a benign stage of development with both opportunities and challenges, but the most important thing for business development is compliance.



证券和资管

本土券商：财富管理业务逐渐替代传统零售经纪业务，从人员结构和配置上来看，多数券商减少了针对经纪业务团队的人数占比，转而将重点服务对象聚焦在了中高净值个人客户以及对公机构；传统业务竞争日趋激烈，大幅提升服务效率与质量，多数头部平台开始着手搭建类信息技术中心综合服务平台的建设，并投入了大批的人力及物力，试图抢占大部分的市场；研究所、资管&投行业务板块，受限于对个平台资源及渠道的储备要求，头部效益越发明显，中小型券商不得不寻求特色化转型，或者结合自身股东优势，专注投身于资深相对擅长的业务板块以寻求健康发展。不再追求全业务，全条线发展。

外资券商：2021年进入中国的外资或合资证券（如瑞信证券、大和证券、野村证券、法巴证券、星展证券等）普遍已经拿到牌照并且进入大规模扩张阶段。已进入中国的证券（如瑞银证券、摩根大通证券、摩根史坦利证券、高盛证券等）也已进入业务发力期或转型期，大量有经验员工流向了新晋证券，也有大量的现有人员更新迭代，2022年应该算是进入外资券商的黄金时期。

2022年，各类理财公司将会进一步加大在华投资。证券、银行、基金、信托等都普遍瞄准了在华的个人理财业务，市场竞争压力也在进一步扩大。高度内卷的环境下可能会使财富管理行业进入一个很大的瓶颈期。不同机构纷纷像优秀的理财专家开出不菲的 offer，但在有限的资源下，业务扩展难度也在进一步扩大，因此2022理财行业跳槽更需谨慎。

资管行业：越来越多的平台重视网络营销和宣传，开始打造自媒体品牌；提升自身公司影响力；因此具备一定互联网思维，且了解金融产品的营销人员，将备受人才市场关注；结合近两年市场环境，权益类的产品依然会在2022年受到更多的关注与竞争，对应的股票研究及投资的人才，将继续保持较高的市场价值；越来越多的外资背景金融机构选择在国内开展业务，势必保证了财务、合规、风控等多条线的中高端人才稳定的市场供需环境。

近些年公募牌照业务申请的开放，打破了行业壁垒，更多的金融机构被卷入这块市场蛋糕的争夺，保险、银行、券商、互联网均先行在这块领域布局，作为传统公募基金机构，如何持续维持自身优势，将是各大机构高管思考的问题；疫情影响下，同时结合监管机构对在国内设立金融机构中外资股权部分的开放，虽为外资投资机构进入中国提供了便利，但相较于国内大型金融机构，产品募集渠道方面的困难，前期开拓市场高额的市场费用及用人成本，仍将成为这些外资机构短期内收回成本，逐渐走上业务正轨的最大障碍。



Securities and Capital Management

Local brokerage firms: Wealth management business is gradually replacing traditional retail brokerage business. In terms of staff structure and staffing, most brokerage firms have reduced the number of staff in their brokerage business teams and have instead focused their services on middle- and high-net-worth individual clients and public institutions. Against the background of increasingly fierce competition in traditional businesses, most of the top platforms have started to build IT center-like integrated service platforms and invested a large amount of manpower and material resources in an attempt to capture most of the market in order to significantly improve service efficiency and quality. As the research institute, capital management and investment banking business segments are limited by the resource and channel reserve requirements for each platform, the dominant effect of the top players becomes more and more obvious, while small and medium-sized brokerage firms have to seek characteristic transformation or focus on the business segments they are relatively good at in combination with the advantages of their own shareholders, so as to seek healthy development, instead of pursuing all-business, all-line development.

Foreign brokerage firms: Foreign or joint venture securities entering China in 2021 (e.g. Credit Suisse, Daiwa Securities, Nomura Securities, BNP Paribas Securities, DBS Securities, etc.) have generally received their licenses and entered into a large-scale expansion phase. Securities that have already entered China (e.g. UBS Securities, JP Morgan, JP Morgan Stanley, Goldman Sachs, etc.) have also entered the business start-up or transition period, with a large number of experienced staff flowing to the newer securities and a large number of existing staff renewing and iterating. Therefore, 2022 should be considered as the golden period for entering foreign brokerage firms.

In 2022, all kinds of wealth management companies will further increase their investment in China. Securities, banks, funds and trusts are generally targeting their personal finance business in China, so the competitive pressure in the market is further expanding. The highly competitive internal environment may push the wealth management industry into a very tricky bottleneck. Different institutions have been offering great offers to outstanding wealth management professionals, but with limited resources, the difficulty of business expansion is also expanding further, so practitioners need to be more cautious about changing a job in the financial industry in 2022.

Capital Management: More and more platforms pay attention to online marketing and publicity, and start to build their own self-media brands to enhance the influence of their own companies, so marketing personnel with certain Internet thinking and understanding of financial products will be of great concern to the talent market. Combined with the market environment in the past two years, equity products will still receive more attention and competition in 2022, corresponding to the talent of stock research and investment will continue to maintain a high market value. More and more foreign-background financial institutions choose to conduct business in China, which will inevitably ensure a stable market supply and demand environment for middle and high-end talents in the fields of finance, compliance and risk control.

The opening of public offering license applications in recent years has broken the industry barriers and inevitably introduced more financial institutions to be involved in the battle for this market cake. Players in insurance, banks, brokerages, and the Internet are all laying out in this area first. As a traditional public fund institution, how to sustain their own advantages will be a problem for executives of major institutions to think about. Under the influence of the pandemic, and combined with the partial opening of the regulator to set up financial institutions with Chinese and foreign equity in China, foreign investment institutions have gained convenience in entering the Chinese, but compared with large Chinese financial institutions, their difficulties in product raising channels, as well as the high cost of developing the market in the early stage and employment costs will still be the biggest obstacle for these foreign institutions to recover their costs in the short term and gradually get on the right track of business.



私募股权投资/风险投资

2021年是PE&VC行业的一个大年，行业经历着巨大的变化，反弹势头明显。

募资端来看，2021年的前三个季度，中国股权投资市场总规模超过1.27万亿，同比上升了50%；新募基金数超过4500支，同比上升82.7%。但是整个行业，“马太效应”也依然明显。头部基金的募资规模越发庞大，热钱也更集中在一些有着优良track record的基金。相比之下，规模不足1亿元的基金约占基金总量的60%，单项目基金的数量相比去年进一步提升，募资市场正在发生结构性变化。这意味着，一些中小投资机构募资还是面临着不同程度的困难。

投资端来看，疫情之后，中国的投资市场出现了“反弹”式增长，前三季度的总投资额超过了1万亿元，案例数和总投资金额同比涨幅均超过了70%。这在创投行业的历史上都是很少见的。

从行业来看，未来最受欢迎的前三大行业应该依然是IT、生物技术/医疗健康、半导体及电子设备，目前的集中度超过了60%。生物技术和半导体行业依然在持续升温。在中美局势影响、国家政策响应下，主流基金都在投半导体，而这在5-10年前是无人问津的领域。

从地域数字来看，长三角的投资首次超过了北京。上海、浙江、江苏三个省市的占比达到了40%，北京只占到了全国的1/4。整个经济和商业的中心在往南方转移，也是一个非常大的变化。

最后，从退出来看，科创板被投企业IPO数量在不断上升。尤其是先进制造业的IPO数量最多，其次是医疗健康和半导体。而互联网项目的IPO大幅度减少，我们也在见证着行业的历史交替。

PE & VC行业对于IPO企业的支持是显而易见的，有超过70%的上市公司在成长过程中收到来自风投行业的支持。我们也将持续与创投行业的人才保持紧密的沟通，陪伴行业一同成长。



PE/VC

2021 is a great year for the PE & VC industry, with the industry experiencing great changes and significant rebounding momentum.

From the fundraising side, in the first three quarters of 2021, the total size of China's equity investment market exceeded RMB 1.27 trillion, up 50% year-on-year; the number of new fund launches exceeded 4,500, up 82.7% year-on-year. But the Matthew Effect is still evident across the industry. The fundraising scale of the top funds is getting bigger and bigger, and the hot money is more concentrated in some funds with excellent track record. In contrast, funds with a size of less than 100 million yuan account for about 60% of the total number of funds, and the number of single-project funds has further increased compared to last year. The fundraising market is undergoing structural changes. This means that some small and medium-sized investment institutions are still facing varying degrees of difficulty in raising capital.

From the investment side, in the post-pandemic context, China's investment market has seen a "rebound" growth, with the total investment amount exceeding RMB 1 trillion in the first three quarters, and the number of cases and the total investment amount both rose by more than 70% year-on-year. This is a rare occurrence in the history of the venture capital industry.

In terms of industry, looking ahead, the top three most popular sectors should remain IT, biotech/healthcare, and semiconductors/electronics, with a current concentration of over 60%. The biotech and semiconductor industries are still continuing to heat up. Under the influence of the US-China relationship and national policy response, mainstream funds are investing in semiconductors, an area that no one sought for 5-10 years ago.

In terms of geography, investment in the Yangtze River Delta exceeded that of Beijing for the first time. The three provinces of Shanghai, Zhejiang and Jiangsu account for 40%, while Beijing only accounts for 1/4 of the country. The whole center of economy and business is shifting to South China, which is also a significant change.

Finally, in terms of exit, the number of IPOs of investee companies in the science and technology innovation board is on the rise. In particular, the advanced manufacturing sector has the highest number of IPOs, followed by the medical and health care and semiconductor sectors. In addition, the IPOs of Internet projects have decreased substantially. We are also witnessing a historical change in the industry.

The PE & VC industry's support for IPO companies is evident, with over 70% of listed companies receiving support from the venture capital industry during their growth process. We will also continue to maintain close communication with the talent of the venture capital industry and accompany the industry's growth.



金融科技

金融科技是基于大数据、云计算、人工智能、区块链等一系列技术创新，全面应用于支付清算、借贷融资、财富管理、零售银行、保险、交易结算等六大金融领域。目前大型中资银行基本都成立了科技子公司，完成了金融科技的布局，自2021年开始大型外资银行也开始发力，加大在科技板块的投入，整体招聘需求较以往有不小的增加。

同时随着政策开放，外资券商资管也在逐步进入中国市场，在开展业务的同时，科技团队的搭建也是必不可少的。近两年由于新冠疫情，各大跨境电商的业务发展迅速，也促进了跨境支付的需

求，整体招聘需求巨大；今年美国运通拿到了人民币支付清算牌照，中国市场是其战略发展的重心。科技已经成为金融行业不可或缺的一部分。

在互联网爆雷、监管趋严的背景下，一些互联网公司的IT人才更倾向于大型传统金融机构，其中券商、银行、保险、国有金融机构、持牌金融机构是人才流入的主要方向。



Fintech

Based on a series of technological innovations such as big data, cloud computing, artificial intelligence and blockchain, fintech is fully applied to six major financial fields, namely, payment and clearing, lending and financing, wealth management, retail banking, insurance and transaction settlement. At present, large Chinese banks have basically set up technology subsidiaries to complete the layout of financial technology. Since 2021, large foreign banks have also started to make efforts to increase their investment in the technology segment, and the overall recruitment demand has increased considerably compared with the past.

At the same time, with the opening of policies, foreign brokerage capital management is also gradually entering the Chinese market, so the construction of technology teams is also essential while conducting business. In the past two years, due to the COVID-19 pandemic, the business of major cross-border e-commerce companies has grown rapidly, which has also boosted the demand for cross-border payments and thus the overall recruitment demand is huge. This year American Express got the RMB payment clearing license, with the Chinese market as the focus of its strategic development.

Technology has become an integral part of the financial industry. In the context of the constant Internet turmoil and tightening regulation, IT talents from some Internet companies prefer large traditional financial institutions, with brokerage firms, banks, insurance, state-owned financial institutions and licensed financial institutions as the main direction of talent inflow.







BANKING & FINANCIAL SERVICES

银行业与金融服务

Asset Management 资产管理		ANNUAL SALARY (RMB)			
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
CIO/CFO/COO/CRO	公司副总	Master	12-25	1.8M	5.0M
Investment Director	投资总监/ 副总监	Master	10-20	3.0M	8.0M
Equity investment manager	权益投资经理/ 基金经理	Master	5-15	1.2M	4.5M
Fixed income investment manager	固收投资经理/ 基金经理	Master	5-15	1.0M	2.5M
Quantitative investment manager	量化投资经理/ 基金经理	Master	5-10	1.0M	2.0M
Equity Analyst	权益分析师	Master	3-8	500K	1.2M
Fixed income Analyst	债券分析师	Master	3-7	400K	800K
Quantitative Analyst	量化分析师	Master	3-7	400K	800K
Head of Institutional Sales	机构销售总监	Master	10-20	2.0M	5.0M
Head of Channel Sales	渠道销售总监	Bachelor	10-20	1.2M	2.5M
Institutional Sales	机构销售	Master	3-10	500K	1.8M
Channel Sales	渠道销售	Bachelor	3-8	300K	1.0M
Marketing Director	营销策划总监	Master	8-15	800K	1.5M
Marketing Specialist	营销策划	Master	3-8	400K	800K
Trading Manager	交易总监	Master	8-15	800K	1.8M
Trader	交易员	Master	3-8	400K	1.2M
Product director	产品总监	Master	7-12	1.2M	1.8M
Product Manager	产品经理	Master	3-6	400K	1.0M

BANKING & FINANCIAL SERVICES

银行业与金融服务

Asset Management 资产管理		ANNUAL SALARY (RMB)			
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
HRD	人事总监	Master	10-20	1.2M	2.5M
HR Specialist	人事岗	Master	3-8	300K	1.0M
Finance Director	财务总监	Master	10-20	1.5M	3.0M
Finance Specialist	财务岗	Master	3-8	400K	1.2M
Audit Director	监察稽核总监	Master	10-20	1.2M	2.5M
Legal/compliance Specialist	法务/合规岗	Master	3-8	300K	700K
Risk Control Director	风控总监	Master	10-20	1.5M	3.0M
Risk Control Specialist	风控岗	Master	3-8	400K	1.2M
Head of Institutional Sales	 公募基金机构销售负责人	Master/Bachelor	10+	1.0M	1.8M
Head of Channel Sales	 公募基金渠道销售负责人	Master/Bachelor	10+	1.0M	1.8M
Equity Researcher Healthcare	 研究员 医药	Master	5-8	700K	1.0M
Equity Researcher SEMICONDUCTOR	 研究员 半导体	Master	5-8	700K	1.0M
Institutional Sales	 公募基金机构销售	Master/Bachelor	10+	400K	650K
Head of Compliance	 外资基金合规负责人	Master/Bachelor	3+	1.2M	1.8M
Compliance Director MD	 券商合规总监 MD	Master/Bachelor	8+	1.0M	1.4M
Head of Legal	 券商法务负责人	Master/Bachelor	8+	1.2M	1.5M
Marketing Head	 公募基金市场负责人	Master/Bachelor	8+	1.0M	1.5M




BANKING & FINANCIAL SERVICES

银行业与金融服务

Commercial Banking 商业银行		ANNUAL SALARY (RMB)			
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Cash Operations SVP/D	现金管理运营 SVP/D	Master/Bachelor	15+	700K	1.0M
Cash Operations VP	现金管理运营 VP	Master/Bachelor	10-15	450K	700K
Cash Operations AVP	现金管理运营 AVP	Master/Bachelor	5-10	200K	450K
Cash Sales/ Trade Sales MD	现金管理/ 贸易融资销售 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
Compliance SVP/D	合规SVP/D	Master/Bachelor	15+	850K	1.3M
Compliance AVP	合规AVP	Master/Bachelor	5-10	320K	520K
Compliance VP	合规VP	Master/Bachelor	10-15	520K	850K
Corporate Relationship Manager AVP	企业客户经理 AVP	Master/Bachelor	5-8	260K	500K
Corporate Relationship Manager MD	企业客户经理 MD	Master/Bachelor	15+	1.5M	/
Corporate Relationship Manager SVP/ D	企业客户经理 SVP/ D	Master/Bachelor	12-15	900K	1.3M
Corporate Relationship Manager VP	企业客户经理 VP	Master/Bachelor	8-12	500K	900K
Credit Risk AVP	信用风险AVP	Master/Bachelor	5-8	320K	520K
Credit Risk SVP/D	信用风险SVP/D	Master/Bachelor	12-15	850K	1.3M
Credit Risk VP	信用风险VP	Master/Bachelor	8-12	520K	850K
Global Markets Sales AVP	金融市场部销售 AVP	Master/Bachelor	5-8	260K	650K
Global Markets Sales MD	金融市场部销售 MD	Master/Bachelor	15+	1.5M	/
Global Markets Sales SVP/ D	金融市场部销售 SVP/D	Master/Bachelor	12-15	1.0M	1.5M
Global Markets Sales VP	金融市场部销售 VP	Master/Bachelor	8-12	650K	1.0M








BANKING & FINANCIAL SERVICES

银行业与金融服务

Commercial Banking 商业银行			ANNUAL SALARY (RMB)			
			QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
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
Internal Audit AVP		内审 AVP	Master/Bachelor	5-10	250K	520K
Internal Audit SVP/D		内审 SVP/D	Master/Bachelor	15+	850K	1.2M
Internal Audit VP		内审 VP	Master/Bachelor	10-15	520K	850K
Market Risk AVP		市场风险AVP	Master/Bachelor	5-8	330K	600K
Market Risk SVP/ D		市场风险SVP/D	Master/Bachelor	12-15	1.0M	1.5M
Market Risk VP		市场风险VP	Master/Bachelor	8-12	600K	1.0M
Operational Risk AVP		操作风险AVP	Master/Bachelor	5-8	300K	450K
Operational Risk SVP/D		操作风险SVP/D	Master/Bachelor	12-15	720K	1.3M
Operational Risk VP		操作风险VP	Master/Bachelor	8-12	450K	720K
Trade Operations/ Loan Operations AVP		贸易融资/贷款运营 AVP	Master/Bachelor	5-10	200K	450K
Trade Operations/ Loan Operations SVP/D		贸易融资/贷款运营 SVP/D	Master/Bachelor	15+	700K	1.0M
Trade Operations/ Loan Operations VP		贸易融资/贷款运营 VP	Master/Bachelor	10-15	450K	700K
Treasury Operations AVP		资金运营 AVP	Master/Bachelor	5-10	250K	450K
Treasury Operations SVP/D		资金运营 SVP/D	Master/Bachelor	15+	750K	1.2M
Treasury Operations VP		资金运营 VP	Master/Bachelor	10-15	450K	750K



BANKING & FINANCIAL SERVICES






银行业与金融服务

Insurance 保险		ANNUAL SALARY (RMB)				
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX	
Actuarial D		精算总监	Master/Bachelor	12+	800K	1.3M
Actuarial Manager		精算经理	Master/Bachelor	5-8	250K	450K
Actuarial Senior Manager		精算高级经理	Master/Bachelor	8-12	450K	800K
Chief Distribution Officer		首席渠道官	Master/Bachelor	15+	1.2M	2.0M
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
Claim D		理赔总监	Master/Bachelor	15+	600K	1.2M
Claim Manager		理赔经理	Master/Bachelor	5-10	180K	300K
Claim Senior Manager		理赔高级经理	Master/Bachelor	10-15	300K	600K
Compliance Senior Manager		合规高级经理	Master/Bachelor	10-15	350K	650K
Compliance D		合规总监	Master/Bachelor	15+	650K	1.2M
Compliance Manager		合规经理	Master/Bachelor	5-10	180K	350K
Data Architect		数据架构师	Master/Bachelor	7+	650K	800K
Data Governance		数据治理专家	Master/Bachelor	7+	500K	800K
Digital Transformation		数字化转型专家	Master/Bachelor	10+	600K	1.2M
Head of Agency Promotion		个险业务负责人	Master/Bachelor	12+	1.0M	1.5M
Head of Bancassurance		银保业务负责人	Master/Bachelor	12+	800K	1.2M
Head of Digital Sales		网销业务负责人	Master/Bachelor	12+	800K	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

Insurance 保险		ANNUAL SALARY (RMB)			
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Legal D	法务总监	Master/Bachelor	15+	650K	1.2M
Legal Manager	法务经理	Master/Bachelor	5-10	180K	350K
Legal Senior Manager	法务高级经理	Master/Bachelor	10-15	350K	650K
Marketing Manager	 保险公司市场经理	Master/Bachelor	15+	450K	600K
Medical Director	 医学专家	Master/Doctor	10+	800K	1.2M
Security Expert	 信息安全专家	Master/Bachelor	10+	700K	1.0M
Senior Product Manager	 保险公司告急产品经理	Master/Bachelor	12++	500K	700K
Underwriting D	核保总监	Master/Bachelor	15+	600K	1.2M
Underwriting Manager	核保经理	Master/Bachelor	5-10	180K	300K
Underwriting Senior Manager	核保高级经理	Master/Bachelor	10-15	300K	600K

Fin Tech 金融科技		ANNUAL SALARY (RMB)			
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
General Management					
AI Director	 人工智能总监	Master/Bachelor	10+	800K	1.2M
Chief Architect	首席架构师	Master/Bachelor	8+	700K	1.0M
Chief Risk Officer	首席风控官	Master/Bachelor	10+	1.5M	2.5M
Chief Technology Officer	 首席技术官	Master/Bachelor	10+	1.5M	3.0M
Head of Digital Transformation	 数字化转型负责人	Master/Bachelor	10+	1.0M	1.5M
Head of Information Security	 信息安全负责人	Master/Bachelor	10+	1.0M	1.5M
Product Director	 产品总监	Master/Bachelor	10+	800K	1.2M
Risk Modeling Director	风险模型总监	Master/Bachelor	10+	800K	1.2M

BANKING & FINANCIAL SERVICES

银行业与金融服务

Private Equity Investment/Venture Capital 私募股权投资/风险投资

ANNUAL SALARY (RMB)

QUALIFICATION

EXPERIENCE
(YEARS)

MIN

MAX

Front Office 前台

Investment	Managing Director		董事总经理 投资	Master/Bachelor	15+	2.5M	6.0M+
Investment	Executive Director		执行总经理 投资	Master/Bachelor	12-15	1.5M	3.0M
Investment	Director		总监 投资	Master/Bachelor	10+	1.0M	2.0M
Investment	VP		副总裁 投资	Master/Bachelor	8+	600K	1.5M
Investment	Asso/Sr Asso		经理 投资	Master/Bachelor	3-8	300K	800K
Investment	Analyst		分析师	Master/Bachelor	1-3	200K	450K
Fund Raising Director/ED/MD			执行总经理 基金募集	Master/Bachelor	12-15	800K	3.0M+
General IR			投资者关系	Bachelor	3-10	400K	1.2M

BANKING&FINANCIAL SERVICES 银行业与金融服务

Private Equity Investment/Venture Capital 私募股权投资/风险投资				ANNUAL SALARY (RMB)	
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Middle Office, Back Office 中台与后台					
COO		首席运营官	Master/Bachelor	10+	1.2M - 2.0M+
Executive Director Investment Research		执行总监 中台研究	Master/Bachelor	8+	600K - 1.5M+
Fund Accountant		基金会计	Bachelor	3-7	300K - 600K
Fund PR		基金PR	Bachelor	3-8	300K - 700K
Fundraising IR Head		募资总监 (美元/人民币)	Master/Bachelor	8+	1.3M - 3.5M
Human Resources		基金HR	Bachelor	2-8	250K - 600K
Investment Director TMT		投资总监 (互联网/新消费)	Master/Bachelor	8+	1.5M - 2.2M
Investment ED Healthcare Services		执行总监 (数字医疗 医疗 健康服务)	Master/Bachelor	10+	1.2M - 2.5M
Investment MD New/Sustainable Energy		首席投资官(可再 生能源/新能源/ 绿色发展投资)	Master/Bachelor	10+	1.8M - 3.0M
Investment VP/ED Biotechnology		总监(生物医疗)	Master/Bachelor	8+	800K - 1.8M
Investment VP/ED SAAS/Infotech		总监(软科技、企 业服务、信息通讯)	Master/Bachelor	8+	800K - 1.8M
Legal Manager / VP		基金法务	Master/Bachelor	3-10	600K - 1.2M
Manager Investment Research		经理 中台研究	Master/Bachelor	3-8	350K - 800K
Managing Director Investment Technology		投资董事总经理 (硬科技 半导体/ 芯片)	Master/Bachelor	15+	2.0M - 4.5M
Post Transaction Investment Director		投后管理总监	Master/Bachelor	8+	500K - 1.5M+
Post investment Management		投后管理	Master/Bachelor	6-15	500K - 1.2M
Risk Control Director		风控总监	Master/Bachelor	10+	600K - 1.8M+





BANKING & FINANCIAL SERVICES

银行业与金融服务

Investment Banking and Global Markets 投资银行与全球金融市场				ANNUAL SALARY (RMB)	
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Chief Compliance Officer	首席合规官	Master/Bachelor	15+	2.0M	4.0M
Chief Financial Officer Executive Director	执行总经理 首席财务官	Master/Bachelor	15+	1.5M	5.0M
Corporate Finance Executive Director	执行总经理 公司金融	Master/Bachelor	12-15	1.5M	3.0M
Corporate Finance Managing Director	董事总经理 公司金融	Master/Bachelor	15+	3.0M	7.0M
Debt Capital Market Executive Director	债务资本市场 执行总经理	Master/Bachelor	12-15	1.0M	1.8M
Debt Capital Market Managing Director	债务资本市场 董事总经理	Master/Bachelor	15+	1.2M	2.5M
Deputy Head of Compliance Vice President	副总裁 合规 副总经理	Master/Bachelor	10+	800K	1.5M
Equities Quant Research Vice President	 股票量化研究 副总监	Master/Bachelor	10++	700K	1.1M
Equity Research Executive Director	股票研究执行 总经理	Master/Bachelor	12-15	1.0M	4.5M
Equity Research Managing Director	股票研究董事 总经理	Master/Bachelor	15+	2.0M	5.0M
Finance Director Vice President	副总裁 财务总监	Master/Bachelor	12+	900K	2.0M
General Manager FMC	 董事总经理	Master/Bachelor	20++	2.3M	3.8M
General Manager PFM	 董事总经理	Master/Bachelor	20++	1.7M	2.2M
General Manager QDLP	 董事总经理	Master/Bachelor	20++	1.7M	2.2M
Head of AML	反洗钱总经理	Bachelor	12+	700K	1.2M
Head of Asset Management Managing Director	董事总经理 资产管理	Master/Bachelor	15+	2.2M	3.5M
Head of Equities Managing Director	董事总经理 股票市场	Master/Bachelor	15+	2.5M	5.5M
Head of Fixed Income Managing Director	董事总经理 固定收益	Master/Bachelor	15+	1.0M	3.5M

BANKING&FINANCIAL SERVICES

银行业与金融服务

Investment Banking and Global Markets 投资银行与全球金融市场				ANNUAL SALARY (RMB)	
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Head of Internal Audit	内审总监	Master/Bachelor	15+	800K	1.1M
Head of KYC	客户身份验证 总经理	Bachelor	12+	600K	1.1M
Head of Operations	运营总经理	Bachelor	15+	1.5M	3.0M
Head of Product Control Vice President	副总裁 产品控制 总经理	Bachelor	12+	600K	850K
Head of Product Development Executive Director	执行总经理 产品开发	Master/Bachelor	15+	1.0M	1.5M
Head of Regulatory Reporting Vice President	副总裁 合规报表 总经理	Bachelor	12+	600K	900K
Head of Sales QDLP Senior Vice President	 销售部副总监	Master/Bachelor	12++	1.0M	1.4M
Institutional Sales Executive Director	 董事总经理 财富管理	Master/Bachelor	15+	3.0M	5.0M
Product Manager Vice President	 产品副总监	Master/Bachelor	10++	600K	900K
Product Strategy Vice President	 产品战略副总监	Master/Bachelor	10++	650K	900K

Wealth 财富管理				ANNUAL SALARY (RMB)	
		QUALIFICATION	EXPERIENCE (YEARS)	MIN	MAX
Chief Executive Officer	首席执行官	Master/Bachelor	20+	2.5M	5.0M
Head of Product Development	 产品开发总经理	Master/Bachelor	20+	1.0M	2.0M
Wealth Banker Managing Director	董事总经理 财富管理	Master/Bachelor	15+	1.0M	5.0M
Wealth Banker Executive Director	 执行总经理 财富管理	Master/Bachelor	12+	800K	2.0M
Wealth Banker Vice President	 副总裁 财富管理	Master/Bachelor	8+	500K	1.0M

