



2022 Mainland China Salary Trends

2022 中国大陆薪酬趋势报告

Unleashing Talent, Enabling Entrepreneurs.
让才华自由施展，做业界精英

2022 Salary Trends

2022 Mainland China Salary Trends

2022 中国大陆薪酬趋势报告

Unleashing Talent, Enabling Entrepreneurs.
让才华自由施展，做业界精英

2022职场趋势预测 (前言)	04
Consumer Goods 消费品	14
Corporate Finance 企业财务	20
Design & Property 地产与设计	24
Digital Transformation 数字化转型	32
Emerging Tech and Internet 新兴技术与互联网	38
Energy 能源	48
Financial Services 金融服务	52
Healthcare 医疗健康	58
Human Resources 人力资源	64
Legal & Compliance 法务与合规	66
Life Science 生命科学	72
Machinery and Automation 机械与自动化	80
Pharmaceutical 制药	86
Retail & Luxury 零售与奢侈品	90
Sales & Marketing 销售与市场	98
Semiconductor 半导体	102
Supply Chain Management 供应链管理	108
Travel & Leisure 旅游与休闲	114

在后疫情时代的背景下，2022 年的职场会有哪些新的趋势呢？

历经数月，覆盖 20+ 行业，跨越多个地区，CGP 集团发起的 2022 薪酬趋势调研收集到了珍贵的资料与数据。以调研结果为基础，集团的职场专家们展开分析与解读，完成了该《2022 中国大陆薪酬趋势报告》，以期洞察各行业的职场新风向。

2022 年，职场人最核心的诉求是哪些？企业雇主的人力资源管理又有哪些方向有待调整？让我们一一为你解答。

In the context of the post-epidemic era, what are the popular trends and new insights of the job market in 2022?

Lasting for several months, covering more than 20 industries and multiple regions, the 2022 Salary Trend Survey launched by CGP Group has collected valuable data and information. Based on the survey results, CGP's talent experts carried out analysis and interpretation, and completed the 2022 Salary Trends Report in order to gain insights into the changes in the job market of various industries.

What are the core demands of talents and what will happen to employers in 2022?
Let's find answers from the survey data and feedbacks.

► 2022 人才供给大于岗位需求

Talents supply exceeds job demands in 2022

调研数据显示，仅有 9.1% 的职场人在 2022 年没有跳槽的打算，其中有 35.26% 的人已经在寻找新机会的路上。但是从雇主端的反馈显示，86.65% 的企业 2022 年招聘岗位预期增长低于 40%；同时，预计 2022 年 3 月至 5 月人才市场将出现多位人才同时争夺一个岗位的激烈竞争。

According to the survey data, only 9.1% of employees have no intentions of job hopping in 2022, and 35.26% of people are already on the way of looking for new career opportunities. However, the feedback from employers shows that 86.65% of companies expect job growth in 2022 to be less than 40%; Thus, it can be predicted that there will be fierce competition in the human resource market from March to May in 2022.

• 35.26%

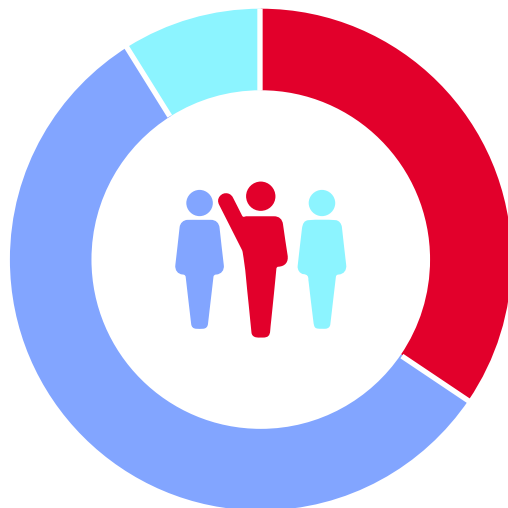
我正在寻找新机会。
I am looking for new opportunities.

• 55.65%

我目前工作稳定，但有合适的机会也会考虑。
I am stable with current job but open to new opportunities.

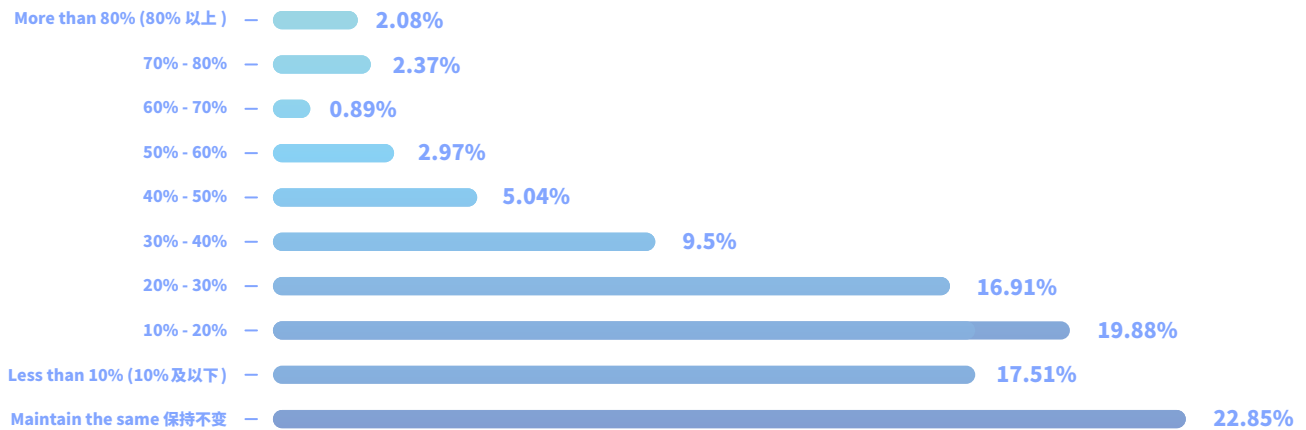
• 9.1%

我对新机会没有需求。
I have no needs for new opportunities.



相较于 2021 年，贵司 2022 年的预期新增人数将达到？

Comparing with 2021, how many headcounts will be increased in 2022 of your company?

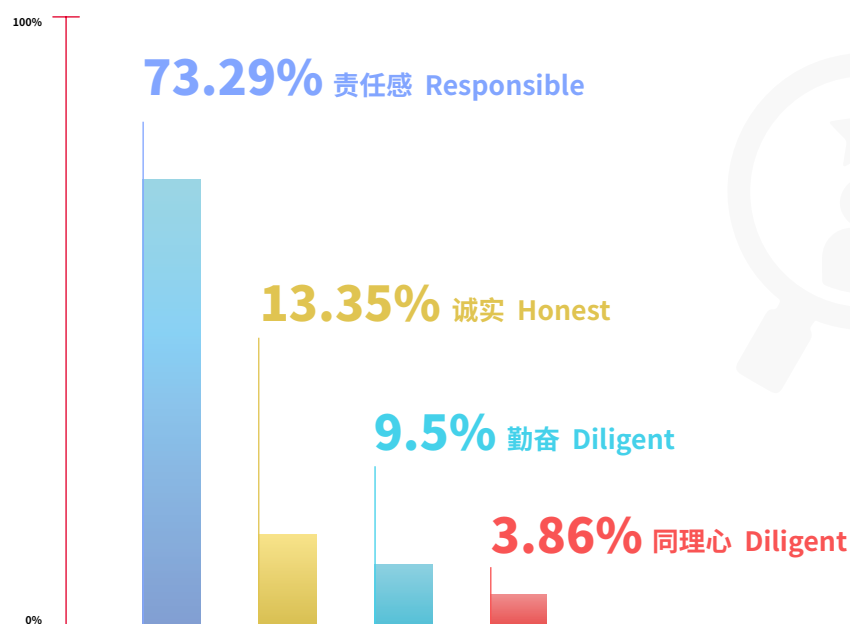


洞察雇主的招聘需求，提升职场素养与能力

Meet employers' demands and strengthen professional quality and skills

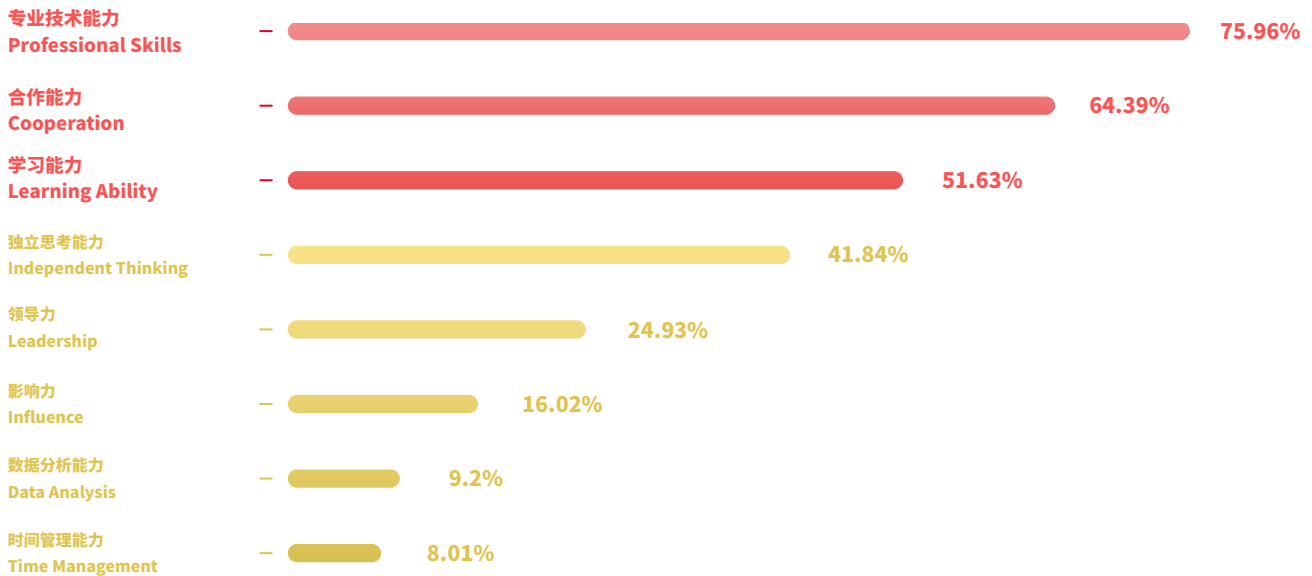
来自雇主的调研结果显示，有责任感的员工最受企业雇主青睐。企业的运行需要各个不同职能的人协调配合，分工合作。具备责任感的员工，在日常工作中能更好地完成工作，更好地与他人合作，对执行的结果高度负责，从而为企业的经营带来积极的影响，创造出更高的职场价值。

The survey results from employers shows that responsible employees are most favored by employers. The smooth operation of an enterprise needs the coordination and cooperation of people with different functions. Employees with a sense of responsibility can perform well in their daily work, cooperate well with others, and be highly responsible for the results of implementation. And they can contribute more to the employer and fulfill their own value.



除此之外，专业技术能力、合作能力、学习能力是雇主最看重的排名前三位的能力。过硬的专业技术能力可以通过过往的工作结果和成就体现出来，而合作能力与学习能力则不容易在面试环节中体现出来，或将成为企业招聘过程中的盲区。因此，职场人应该有意识去培养和锻炼这些高价值的软技能，从而加速职场晋升步伐，在 2022 年实现华丽的转身和蜕变，登上职业阶梯新台阶。

In addition, professional functional expertise, cooperation and learning abilities are the top three soft skills valued most by employers. While excellent professional and technical ability can be reflected by past job performance and achievements, cooperation ability and learning ability are not easy to be reflected in the interview, so it will become a blind spot in the recruitment process. Hence talents should consciously cultivate and exercise these high-value soft skills, so as to accelerate the pace of career promotion, realize gorgeous transformation in 2022, and climb to a new level of the career path.



► 雇主与人才双向选择的博弈——双方对跳槽预期的鸿沟

The game of mutual choices between employers and employees

每个人在职业生涯中都或多或少会经历跳槽，或为了追求更高的职业理想，或为了不屈就于当下。企业的每个部门也汇聚着来自不同成长背景、不同教育背景、不同工龄、不同职业背景的员工。职场是瞬息万变的，也充满了各种不确定因素。那么，人才与雇主之间的期望存在怎样的鸿沟呢？

调研数据显示，职场人跳槽期望的薪资涨幅集中在 20%-30%。但是来自雇主端的调研数据显示，企业岗位迭代更新，较该职位前雇员薪资涨幅集中在 10-20%。由此可以预测，2022 年实际跳槽薪资涨幅将会低于人才自我预期。

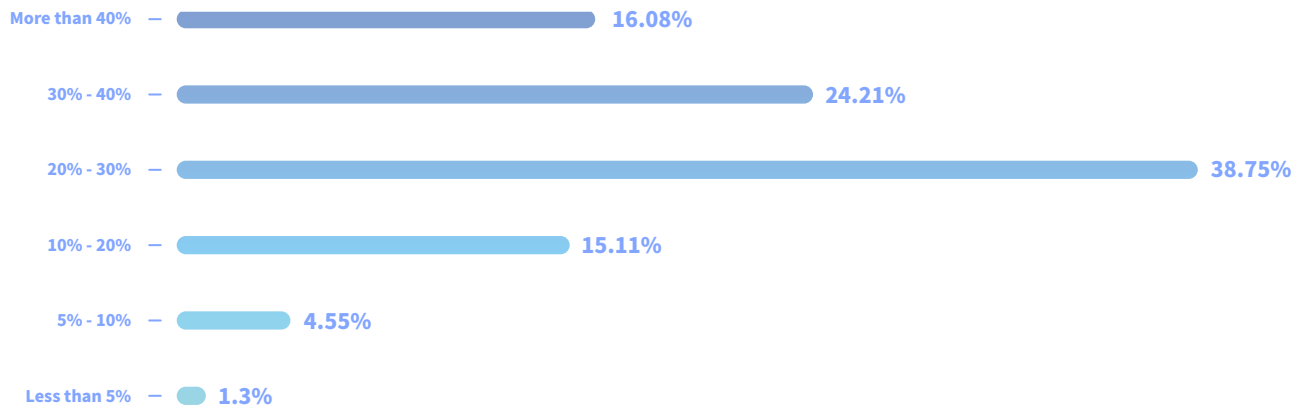
Everyone will experience job-hopping more or less in their career to pursue higher career development, or to end a dissatisfying situation. Each department of the enterprise also brings together employees from different growth backgrounds, different educational backgrounds, different seniority and different professional backgrounds. The workplace is rapidly changing and full of various uncertainty. In that way, what is the gap between employees and employers' expectation?

Survey data shows that the salary increase talents expected is concentrated around 20% to 30%. However, the feedback from the employer side shows that the compensation cost increase of a position is concentrated at 10% to 20% when it is a replacement. It can be predicted that the actual salary increases of a job hopping in 2022 will be lower than what talents expect.

您期望的跳槽薪资涨幅是多少？

(To Talent)

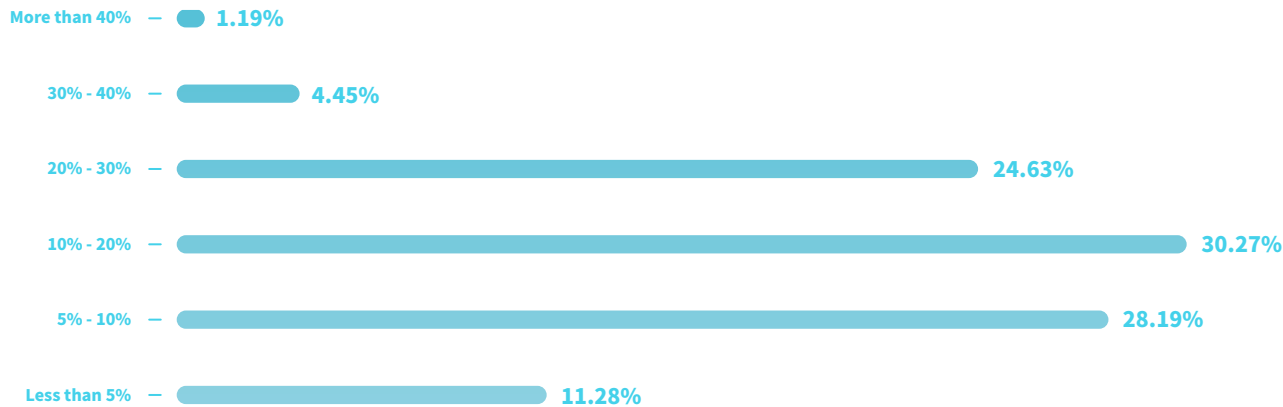
What is your expected salary increase range for job hopping?



较上一个雇员，岗位迭代更新招聘新人的薪资涨幅是多少？

(To Employer)

What is the compensation increase range when there is a replacement?

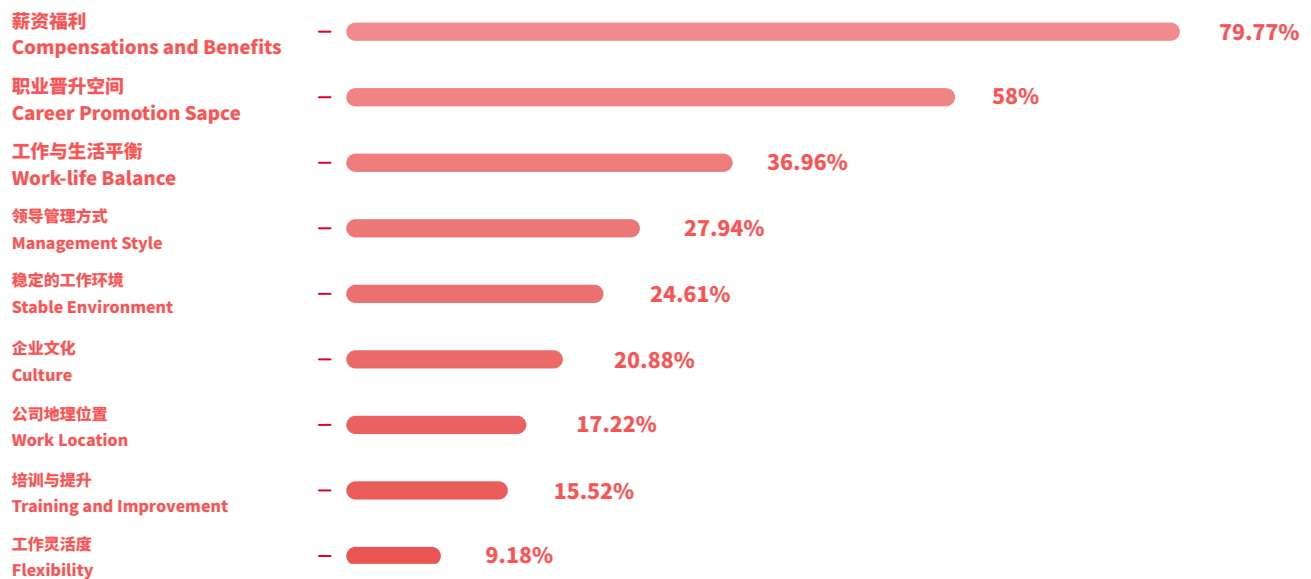


► 企业如何吸引人才?

How do employers attract talents?

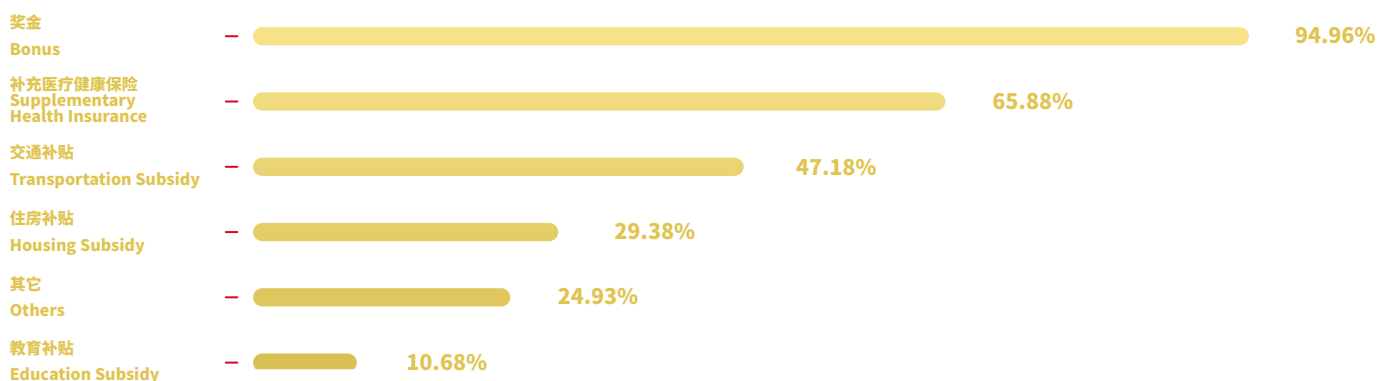
调研数据显示，人才跳槽时选择新雇主的决定性因素，排名前三位的分别是：薪资福利、职业晋升空间、工作与生活平衡。想要留住人才、吸引人才，企业需要在这三个方面提升市场竞争力，在人才的核心诉求上丰富薪酬福利模式、完善职业发展架构，提供灵活便利、人性化的工作模式，来满足人才在工作和生活层面的双重需求。

According to the survey data, the top three decisive factors for talents to choose a new employer are compensation and benefits, career development space and work-life balance. To retain and attract excellent talents to join in the company, enterprises need to improve their talent acquire competitiveness in these three aspects. In terms of the core demands of talents, enrich the combination of compensation and benefits, improve the career development structure, and provide a flexible, convenient and humanized work style to meet the talents' needs for work-life balance.



从雇主端的调研结果看，大部分企业为员工提供的福利方式包括奖金、补充医疗健康保险及体检、交通补助等，满足了员工金钱和健康的需求。针对更深入的职业技能培训、职业发展学习、上下级管理优化等层面入手也是极具潜力的提升雇主竞争力的有力手段。

From the survey results of employers, most enterprises provide employees with multiple benefits, including bonus, supplementary medical and health insurance, physical examination and transportation subsidies, which meet employees' needs for fortune and health. Aiming at more in-depth vocational skills training, career development and learning, or superior and subordinate management optimization are also powerful means with great potential to improve the competitiveness of employers.



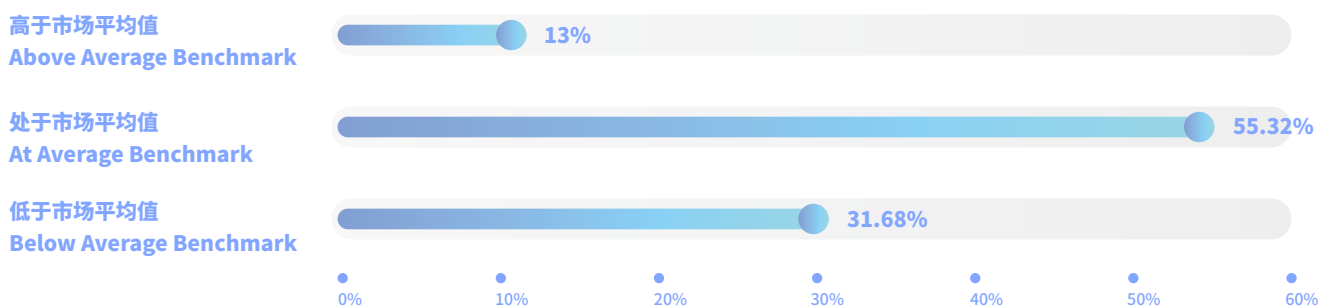
职场人眼中的自己 Talents' self-evaluation

我们如何看待自己在人才市场上的价值？如何提升职场幸福感？我们对 2022 又有怎样的期待？

调研数据显示：超过半数的职场人对自己薪资的评价处于市场平均值，约 13% 的职场人对自己薪资评价高于市场平均值。总体看来，大多数职场人认可自己的薪资水平。

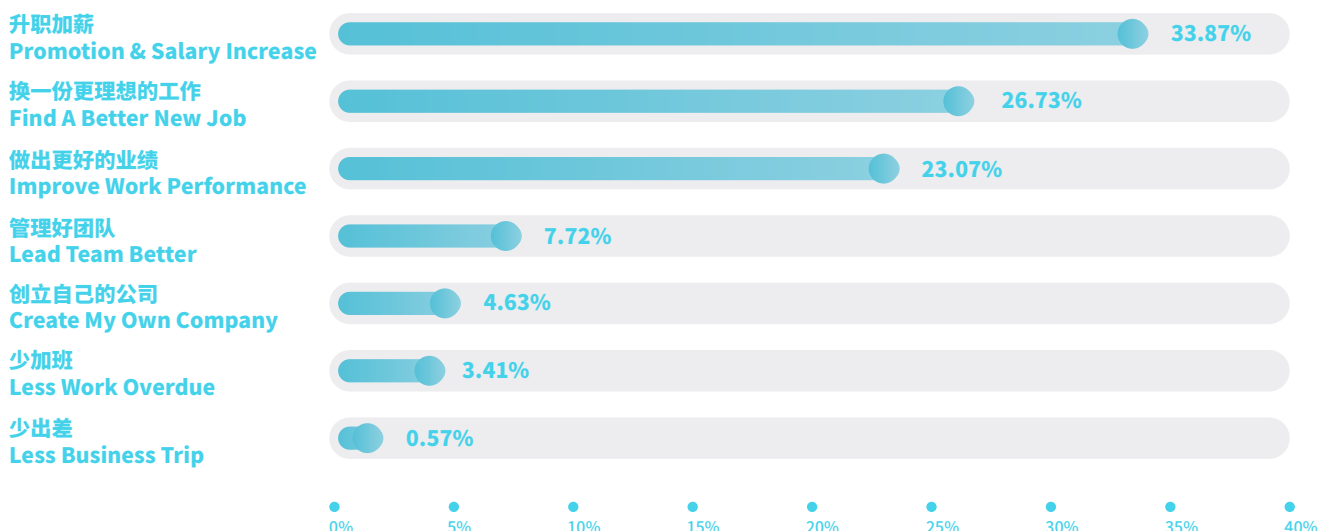
How do we measure our value in the job market? How to improve happiness in career life? What are our expectations for 2022?

According to the survey data, more than half of the employee's evaluation of their salary is at the market average level, and about 13% of them think their salary is higher than the average benchmark. Generally speaking, most employees have positive thoughts of their salary.



2022 年职场人最大的愿望排名第一的是：升职加薪。这是职场人永恒的追求，也是自我价值实现最直接有效的方式。即便需要频繁地加班和出差，也没有打消职场人的积极性。为了实现职业理想，必要的努力和付出总是合理的。自我奋斗得来的幸福才是真正的幸福。位居 2022 年职场愿望清单第二位的是：换一份更理想的工作。由此可以看出，人才市场在 2022 年 3 月至 5 月的波动期，将一如既往的活跃，人才与雇主将面临重新洗牌，每个人都可能面临一些主动或者被动的变化。

In 2022, the first place of employees' top wish list is position promotion and salary increase, which is the eternal pursuit of employees, as well as the most direct and effective way to realize self-value. Working overtime and frequent business travel does not restrain the enthusiasm of career people. For the realization of career dream, the necessary efforts are reasonable. The happiness obtained through hard-working is the real happiness. The second place is to find a better new job. It can be forecast that the talent market will be as active as ever during the peak season of the human resource market from March to May 2022. Talents and employers will face fresh reshuffle, and everyone may face some active or passive changes.



► 人工智能领域从业者的综合职业满意度最高

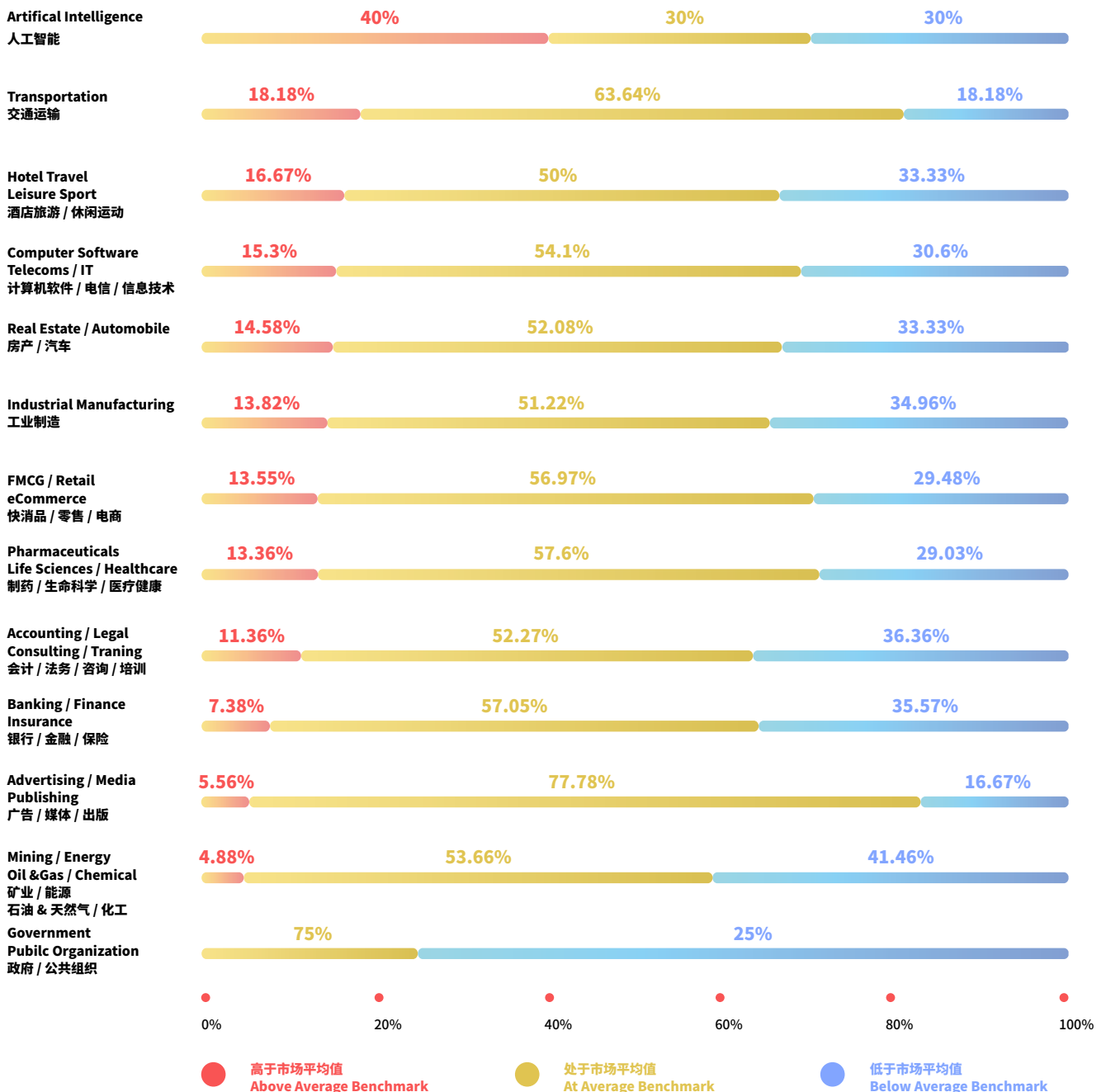
Employees in artificial intelligence industry have the highest comprehensive career satisfaction

在本次调研中，人工智能领域里认为自己薪酬高出市场平均水平的被试者占比最高，达到了 40%；同时该行业被试者对工作与生活的平衡状况也表现出相当高的满意度，认为自己工作与生活平衡状况“非常好”的被试者达到了 30%。人工智能作为前沿的科技领域，其专业门槛决定了适格人才的稀缺性，也决定了从业者较高的薪资报酬。在各行各业寻求数字化转型的浪潮下，人工智能领域的重要性不言而喻，从业者们对自己工作创造的价值感受强烈，这也在一定程度上影响着他们对自己工作与生活的自我评价。

The survey data shows that artificial intelligence industry has the highest proportion (40%) of respondents believing that their salary is higher than the market average; respondents in this industry also had a high level of satisfaction with their work-life balance, with 30% of them rating "very good". As a cutting-edge technology, artificial intelligence industry has the professional threshold which leads to the scarcity of qualified talents and the higher pay. Under the wave of digital transformation in various industries, the importance of the field of artificial intelligence is self-evident. Professionals are aware of the value they created in their daily work, which also affects their evaluation of work-life balance to some extent.

您如何评价自己的薪资水平？

What do you think of your salary level?

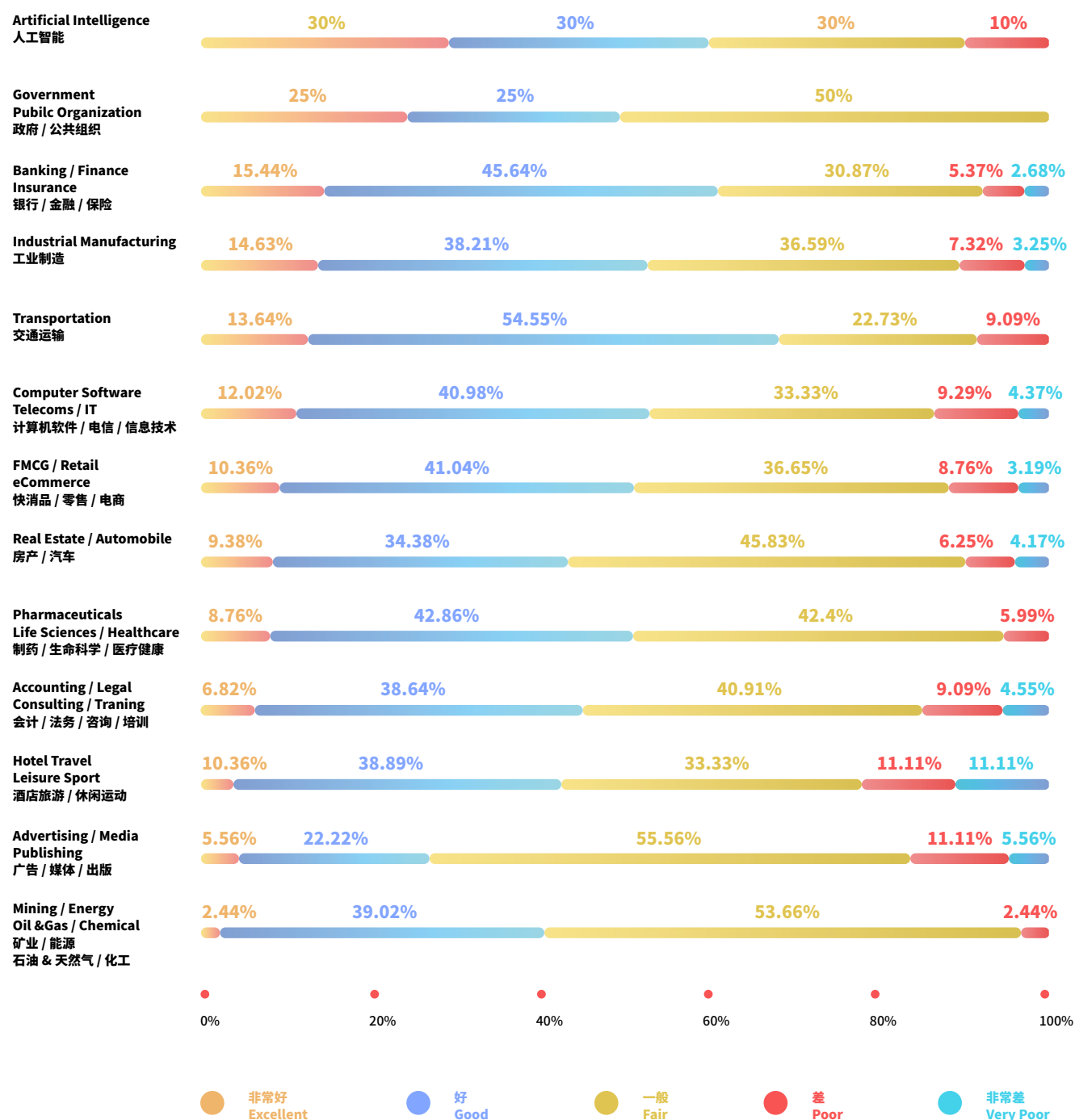


交通运输行业在“工作与生活平衡状态”的调研中拥有最高的积极评价（“好”与“非常好”）占比，而在“薪资水平评价”的调研中，积极评价占比位居第二，可见该行业在工作收入与付出的平衡方面也具有一定优势。政府 / 公共组织是“工作与生活平衡状态”的调研中唯一没有出现负面评价的行业，但该行业的被试者对自己薪资的评价处于最末位，由此可见工作的收入与付出之间存在一定的相关性。

The transportation industry has the highest percentage of positive reviews ("good" and "very good") in the "work-life balance" survey, and ranks 2nd in the "salary level" survey, which shows the industry's advantages in the balance of devotion and pay-off. The government/public organization is the only industry that doesn't have negative rates in the "work-life balance" survey, but the rates of its salary level rank the last, which indicates that there is certain correlation between devotion and pay-off in workplaces.

您如何评价自己当前工作与生活平衡状况？

What do you think of your current work-life balance?

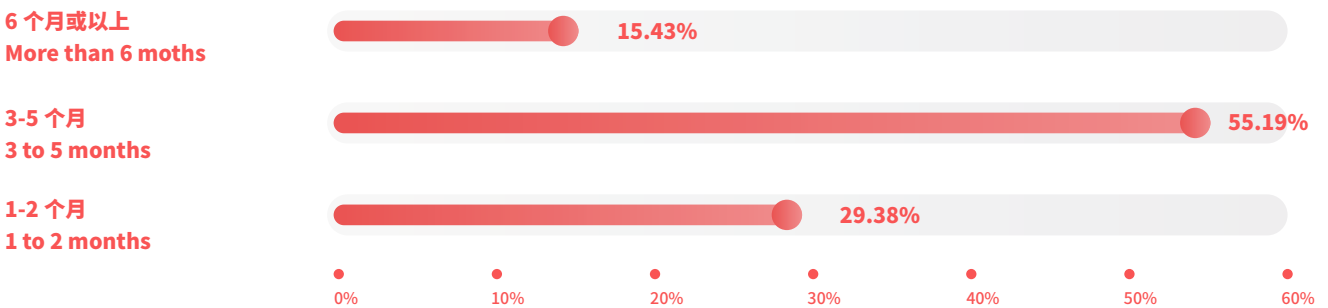


▶ 过半的企业核心岗位招聘周期近 3 至 5 个月

Half of the employers said it will take 3 to 5 months to fill core positions

来自雇主端的调查结果显示：超过半数的企业表示，核心岗位招聘周期为 3 至 5 个月。这体现出市场对更高效的高端人才寻猎的需求。能够在更短的时间内招聘到合适人选的招聘服务商将赢得企业的青睐。因此，探索缩短人才寻猎周期的方法，应该成为招聘机构提升自己价值和市场竞争力的工作重点。

The survey results from employers show that the recruitment cycle of core positions is 3 to 5 months. It indicates the demand for higher efficiency of executive search in the market. Recruitment service providers who are able to recruit suitable candidates in a shorter period of time will win the favor of employers. Thus, exploring methods to shorten the talent hunting cycle should be the focus of work for recruitment providers to improve their value and competitiveness in the market.

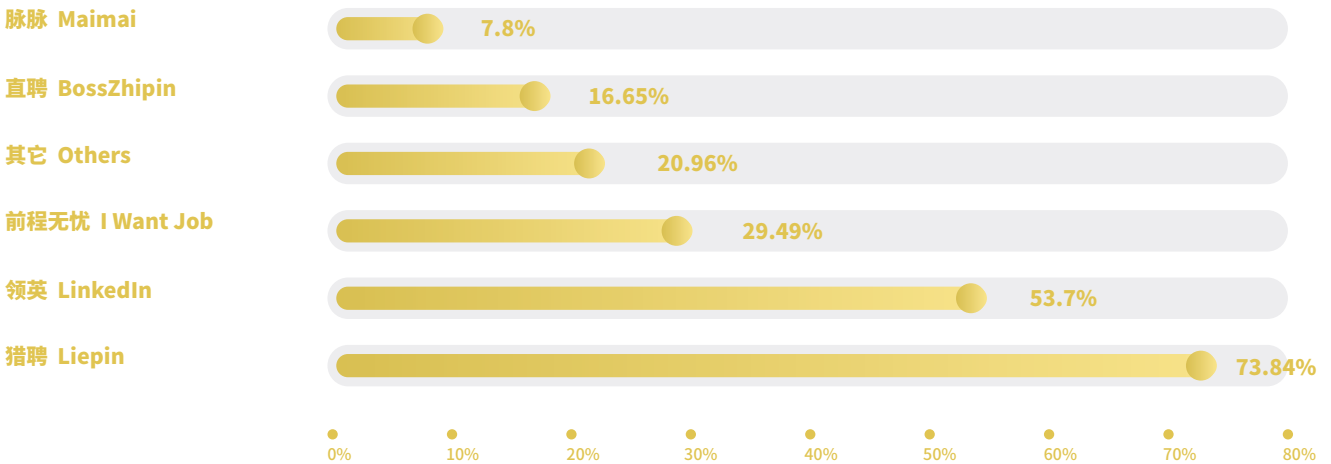


► 扩大人才触达渠道将有效提升招聘效率

Expanding recruit channels can effectively improve recruitment efficiency

来自人才端的调研结果显示：位居前三位的求职平台是猎聘、领英和前程无忧。对雇主企业来说，要缩短招聘周期，增加人才数据库的基数，布局核心求职平台是必然趋势，尤其是猎聘，吸纳了 73.84% 的人才数据信息。在核心求职平台发布职位信息，也能最大程度触达更多的人才，提高人才招聘的效率。

The survey data shows that the top three channels for employees to choose new jobs are Liepin, LinkedIn and 51job. For enterprises, it is an inevitable trend to lay out the mainstream job search platforms, especially Liepin which has absorbed 73.84% talent data, to shorten the recruitment cycle, increase talent database pool, and maximize the access to talents and improve recruitment efficiency.



消费品 Consumer



CGP Insight

移动互联催生众多新型岗位，线下消费仍是经济增长主力军

Mobile has spawned many new jobs, offline consumption is still the main force of economic growth

2021 年消费行业延续了前几年的大趋势，仍然是一个充满活力并令人兴奋的行业。化妆品及相关子类别保持强劲增长，全球和本地参与者均取得了强劲的业绩。得益于人们健康意识的提高，包括植物性食品和功能食品在内的健康食品销量持续走高，而糖果类产品则有所减少。

In 2021, the consumer industry continued the megatrend of previous years and remained a dynamic and exciting industry. Cosmetics and related sub-categories maintained strong growth, with strong results from both global and local players. Thanks to the improvement of people's health awareness, healthy foods including plant based and functional foods have continued to grow at the expense of the confectionery category.

线上消费构建完整消费旅程，线下消费仍占半壁江山

Online consumption builds a complete consumer journey, while offline still contributes a lot to the whole sales

不足为奇，数字化及电商渠道依然是 2021 年企业核心业务的支柱，但它的功能已不再是简单的销售或沟通平台，已然成为企业和消费者互动的主战场。

移动互联网作为一个生态系统，搭建了从知晓、搜寻、产品调研及口耳相传、比较到购买的完整消费者旅程（consumer journey），从线下交付、收据确认到消费者留存、客户服务以及社交媒体上的消费者宣传和评价，手机等移动设备一站式完成了消费的全旅程。

然而，线下消费仍然是对整体销售的主要贡献，它仍然是大量跨品类消费品公司的弹性招聘领域。现代贸易零售无论在国家、地区还是地方层面都具有重要意义。疫情常态化使得餐饮服务业迅速反弹，许多公司在填补职位空缺方面正面临重重困难。

No surprise that 2021 has continued to highlight the increased importance of digital and e-commerce channels as a core business pillar for companies. Rather than just a sales or communications channel, it's now the core platform for companies to interact with their consumers.

Mobile provides an ecosystem to complete a whole best case consumer journey - from awareness, search, product research and word of mouth, comparison to purchase through offline delivery and confirmation of receipts, to consumer retention, customer service and then customer advocacy and feedback on social media.

However, offline consumption is still a major contribution to overall sales. And it has remained an area of resilient hiring for a range of companies across categories. Modern trade retail continues to be of high importance across the national, regional and local level. Food service has rebounded quickly under the New Normal environment, and many companies face difficulties in filling roles.

消费品

Consumer



移动互联催生众多新型岗位，线下消费仍是经济增长主力军

Mobile has spawned many new jobs, offline consumption is still the main force of economic growth

移动互联催生更多细分职能，新兴电商求贤若渴

Mobile Internet has spawned more subdivision functions, and emerging e-commerce companies are eager for talents

从人才的角度来看，数字原住民（泛指 00 年后出生人群）对移动支付的依赖催生出了更多相关岗位的用工需求。过去几年，因电商的蓬勃发展，许多以往从未出现的岗位 / 角色变得非常重要，甚至供不应求。例如，电子商务营销岗位的需求量猛增，成为区别于数字营销职能截然不同的关键角色。

此外，电子商务行业整体对经验人士用工需求增加的同时，内部也出现了精细化的差别。相较于传统典型大平台（如京东、天猫、淘宝等），新兴平台（如拼多多、抖音、小红书等）对人才的渴望更为迫切。

由于人才争夺战永无止境，CGP 集团消费品行业招聘副总裁 Kourosh Asghari 建议企业保持良好的雇主声誉，确保招聘合作伙伴能够准确、主动地支持其雇主品牌推广工作，以此巩固并提升公司形象。

在 2022 年，有许多众所周知的因素将对行业和人才市场产生重大影响，值得密切关注。这些因素包括 COVID-19 疫情变化及病毒变异情况、国内和国际旅行限制、监管的严厉程度和执行速度、人口趋势、就业情况和消费者信心。

From a talent perspective, digital natives' dependence on mobile has spawned the demand for many new roles. A number of functions/roles which emerged over the past several years have become of major importance, and demand has outstripped supply. For example, functions such as e-Commerce Marketing has continued to grow and develop to become a critical role which is very distinct from related functions or roles such as Digital Marketing.

At the same time, while the overall demand for experienced workers in the e-commerce industry has increased, there are also subtle differences within the industry. Compared with traditional typical large platforms such as JD.com, Tmall, and Taobao, "emerging platforms" such as Pinduoduo, Tiktok and Red have a more urgent desire for talent.

Furthermore, as the war for talents is never ending, Kourosh Asghari, vice president of recruitment for the consumer goods industry of CGP Group, recommends that companies maintain a good employer reputation and ensure that any recruitment partners that they work with are able to accurately and proactively support the employers' brand promotion efforts, so as to consolidate and enhance the company's image.

In 2022, there are many well-known factors that will dramatically impact the industry and the talent market, which are worthy of close attention. These factors include COVID and its variants, domestic and international travel restrictions, the severity and speed of regulatory changes, demographics trends, employment and consumer confidence.

消费品 Consumer



人才短缺岗位 DIFFICULT TO HIRE

E-Commerce Key Account Manager
电商大客户经理

E-Commerce Trade Marketing Manager
电商通路营销经理

Senior Brand Manager
高级品牌经理

CRM Manager
客户关系经理

Digital Center Head
数字中心总监

E-Commerce Marketing Manager
电商市场经理



竞争激烈岗位 DIFFICULT TO COMPETE

Key Account Director
关键客户总监

Media Planing
媒介策划

Marketing Research
市场调查



Notes: Roles with limited qualified candidates while HR and company has less bargain power during recruitment process.

指某职位缺乏符合条件的应聘者，符合条件的候选人有较大选择空间。HR 及公司处于卖方市场。

Notes: Roles with poured qualified candidates while many candidates compete for one job. HR and company has more bargain power during recruitment process.

指某职位有大量符合条件的应聘者，候选人竞争激烈。HR 及公司处于买方市场。

Sales - 销售

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪						Need Indicator (0-100) 需求指数
		Min	Med	Max	Min	Med	Max	
		Tier 1 Cities 一线城市			Tier 2 Cities 二线城市			

Sales VP	销售副总裁	18 years +	2.5M			80			
Sales Director	销售总监	15 years +	1M	1.6M	2M	700K	1.3M	1.8M	80
Sales Manager	销售经理	8 years +	350K	550K	800K	250K	440K	600K	85
Sales Operations Manager	销售运营经理	5 years +	350K	550K	800K	70			
Key Account Director	大客户总监	10 years +	900K	1.2M	1.8M	70			
Key Account Manager	大客户经理	8 years +	400K	540K	700K	300K	450K	650K	80
Business Development Director	业务发展总监	10 years +	700K	1M	1.2M	500K	670K	850K	75
Business Development Manager	业务发展经理	6 years +	350K	500K	700K	300K	460K	600K	75
E-Commerce Director	电子商务总监	10 years +	800K	1.5M+	2M	1M+			85
E-Commerce Group Leader	电子商务负责人	6 years +	700K	880K	1M	550K	720K	900K	95
E-Commerce Manager	电子商务经理	4 years +	400K	550K	600K	250K	410K	550K	95
E-Commerce Channel Manager	电商渠道经理	4 years +	300K	420K	500K	95			
Trade Marketing Director	通路行销总监	10 years +	700K	1M	1.5M	70			
Trade Marketing Manager	通路行销经理	6 years +	400K	550K	650K	300K	420K	550K	85
EC-Trade Marketing Manager	电商通路行销经理		400K	600K	800K	95			

Corporate Finance - 财务

CFO	首席财务官	15 years +	1.5M	2M	2.5M				80
Finance Director	财务总监	10 years +	600K	900K	1.2M	450K	700K	1M	80
Finance Manager	财务经理	8 years +	300K	500K	700K	250K	410K	600K	80
Accounting Manager	会计经理	6 years +	250K	340K	450K	200K	300K	400K	80
Auditing Director	审计总监	10 years +	500K	850K	1.2M	400K	600K	800K	80
Auditing Manager	审计经理	6 years +	300K	440K	600K	200K	320K	450K	80

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市場中的青睞程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市場上人才的数量。反之，大于 80 表示是企业紧缺的人才，市場上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Marketing - 市场营销

Position Title 职位名称		Years of Experience 从业年数	Annual Package Range (RMB) 年薪						Need Indicator (0-100) 需求指数
			Min	Med	Max	Min	Med	Max	
			Tier 1 Cities 一线城市			Tier 2 Cities 二线城市			
Marketing VP	市场营销副总裁	16 years +	2.5M						85
Marketing Director	市场营销总监	12 years +	1M	1.4M	2M	800K	1.1M	1.5M	90
Marketing Manager	市场营销经理	8 years +	700K	800K	1.1M	500K	660K	800K	90
Brand Manager	品牌经理	4 years +	250K	400K	600K	200K	300K	400K	90
CRM Manager	客户管理经理	5 years +	300K	430K	900K	300K	410K	500K	85
E-Commerce Marketing Manager	电子商务市场经理	5 years +	300K	600K	900K	300K	400K	500K	95
Digital Marketing Director	数字营销市场总监	12 years +	800K	1.4M	2M	600K	900K	1.2K	95
Digital Marketing Manager	数字营销市场经理	8 years +	400K	650K	1M	200K	350K	500K	95
PR Director	公关总监	10 years +	800K	1.2M	2M	600K	700K	800K	80
PR Manager	公关经理	5 years +	350K	600K	800K	300K	375K	450K	75
Media Manager	媒介经理	6 years +	300K	500K	800K	250K	325K	400K	80
Market Insights Manager	市场洞察经理	7 years +	300K	400K	600K	200K	300K	400K	85

HR - 人力资源

HR Director	人力资源总监	15 years +	800K	1M	1.2M	400K	630K	900K	85
HR Manager	人力资源经理	8 years +	400K	500K	600K	300K	400K	500K	85
C&B Director	薪酬总监	10 years +	700K	850K	1M	450K	620K	800K	85
C&B Manager	薪酬经理	8 years +	400K	600K	800K	300K	450K	650K	85
Talent Acquisition Director	招聘总监	10 years +	550K	860K	1.2M	350K	550K	800K	85
Talent Acquisition Manager	招聘经理	8 years +	400K	600K	800K	350K	500K	700K	85
Training Manager	培训经理	6 years +	250K	350K	500K	200K	300K	400K	85

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Supply Chain - 供应链

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪						Need Indicator (0-100) 需求指数
		Min	Med	Max	Min	Med	Max	
		Tier 1 Cities 一线城市			Tier 2 Cities 二线城市			

Supply Chain VP	供应链副总裁	20 years +	2M+						80
Supply Chain Director	供应链总监	15 years +	1M	1.4M	1.8M	700K	1M	1.2M	80
Supply Chain Manager	供应链经理	8 years +	400K	500K	600K	350K	420K	500K	85
Logistics Manager	物流经理	8 years +	300K	400K	500K	250K	340K	450K	85
Procurement/Sourcing Manager	采购经理	5 years +	300K	450K	600K	250K	410K	580K	85
Planning Manager	计划经理	5 years +	300K	450K	600K	300K	450K	600K	85
Regulatory Affairs Director	法规事务总监	10 years +	1M	1.5M	2M				90
Regulatory Affairs Manager	法规事务经理	8 years +	350K	500K	650K	300K	450K	600K	90
Quality Manager	质量经理	8 years +	400K	500K	600K	250K	400K	550K	85
Plant Manager	生产经理	10 years +	300K	500K	800K	250K	470K	700K	85
R&D Director	研发总监	15 years +	1M	1.4M	2M				85
R&D Manager	研发经理	8 years +	500K	630K	800K	400K	550K	700K	85

IT Support - 技术支持

IT Director	IT 技术支持总监	15 years +	800K	1M	1.2M	600K	800K	1M	80
IT Manager	IT 技术支持经理	8 years +	500K	640K	800K	450K	600K	750K	80

Corporate Legal - 法务

General Counsel	总法务顾问	15 years +	1M	1.5M	2.2M				80
Legal Counsel	法务顾问	6 years +	250K	300K	450K	200K	300K	400K	80

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

企业财务

Corporate Finance



CGP Insight



企业财务

Corporate Finance



人才短缺岗位 DIFFICULT TO HIRE

CFO
首席财务官

Finance BP
财务业务伙伴

FP&A Director
财务分析总监

IT Audit Manager
IT 审计经理



竞争激烈岗位 DIFFICULT TO COMPETE

Finance Director
财务总监

Audit Manager
审计经理

Accounting Manager
会计经理

Finance Manager
财务经理



Notes: Roles with limited qualified candidates while HR and company has less bargain power during recruitment process.

指某职位缺乏符合条件的应聘者，符合条件的候选人有较大选择空间。HR 及公司处于卖方市场。

Notes: Roles with poured qualified candidates while many candidates compete for one job. HR and company has more bargain power during recruitment process.

指某职位有大量符合条件的应聘者，候选人竞争激烈。HR 及公司处于买方市场。

Corporate Finance - 企业财务

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range 年薪		
		Min	Med	Max
		Tier 1 Cities 一线城市		

CFO	10 years +	1M	1.5M	3M
Finance Director	10 years +	600K	1M	2M
Accounting Manager	5 years +	250K	400K	500K
Finance Manager	8 years +	300K	500K	700K
FP&A Manager	8 years +	400K	500K	700K
Finance BP	8 years +	400K	600K	1M
Finance Reporting Manager	5 years +	400K	500K	700K
Finance System Manager	5 years +	400K	600K	800K
Treasury Director	10 years +	600K	800K	1.5M
Treasury Manager	5 years +	250K	350K	500K
Tax Director	10 years +	500K	800K	1.5M
Tax Manager	5 years +	250K	350K	500K
Audit Director	10 years +	800K	1.2M	2M
Audit Manager	5 years +	300K	450K	600K
Internal Control Manager	5 years +	300K	450K	600K
IT Audit Manager	5 years +	400K	500K	600K

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Corporate Finance - 企业财务

Position Title 职位名称	Annual Package Range 年薪			Need Indicator (0-100) 需求指数
	Min	Med	Max	
	Tier 2 Cities 二线城市			

首席财务官	600K	1.2M	2M	90
财务总监	500K	800K	1.2M	80
会计经理	200K	300K	400K	80
财务经理	250K	400K	600K	70
财务分析经理	300K	450K	600K	80
财务业务伙伴	350K	500K	700K	90
财务报表经理	300K	450K	600K	80
财务系统经理	300K	500K	600K	80
资金总监	400K	500K	700K	70
资金经理	200K	300K	400K	70
税务总监	400K	500K	700K	70
税务经理	200K	300K	400K	70
审计总监	500K	700K	1M	80
审计经理	250K	350K	450K	80
内控经理	250K	350K	450K	80
IT 审计经理	350K	450K	550K	80

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

地产与设计

Design & Property



CGP Insight

房地产行业下行，房产设计行业人才面临挑战

Market size of real estate industry shrinks, real estate design professionals face challenges

2021 年年初，“三条红线”政策颁布，行业开始了剧烈的洗牌。房地产行业施行去杠杆政策，在融资渠道受阻的环境下，普遍面临资金压力。随着政策影响的深化，多家房企违约，境外评级屡遭下调，市场波动，增加了境外发债融资难度。

Early 2021, the government has promulgated the "Three Red Lines" Policy, and the industry has begun to reshuffle violently. The real estate industry has implemented the deleveraging policy, and under the environment that the financing channels are blocked, it is generally faced with financial pressure. With the deepening of the policy impact, many real estate companies' default overseas ratings have been repeatedly downgraded, and the market has fluctuated, increasing the difficulty of overseas debt financing.

地产设计行业无法解决地产行业整体下行的趋势

Design function cannot stop the overall downward trend of real estate industry

房地产行业专注于宏观政策调控，而非依赖营销职能去挽回市场，原因在于地产广告在面对整个市场下行的环境下，很难产生根本作用。

从行业的角度出发，地产广告行业完全受房地产行业规模的影响，地产市场进一步收缩，与之对应的是地产广告行业资金链问题的扩大。传统地产广告公司无法解决低毛利时代与日益增长的成本结构之间的根本矛盾，导致行业内竞争的加剧，地产设计行业作为地产广告的核心职位，也因此收到了严重影响。

The real estate industry focuses on macro-policy regulation, rather than relying on marketing functions to restore the market, because real estate advertising is difficult to play a fundamental role in the face of the entire market downward environment.

From the perspective of the industry, the real estate advertising industry is completely affected by the scale of the real estate industry, and the real estate market shrinks further, corresponding to the expansion of the capital chain of the real estate advertising industry. Traditional real estate advertising companies cannot solve the fundamental contradiction between the low gross profit and the growing cost structure, which leads to the intensification of competition in the industry. As the core position of real estate advertising, the real estate design industry has been seriously affected.

地产与设计

Design & Property



房地产行业下行，房产设计行业人才面临挑战

Market size of real estate industry shrinks, real estate design professionals face challenges

房产行业削减开支，营销费用进一步下调

Further reduction of marketing expenditure in real estate industry

整个 2021 年房地产行业的发展偏保守运营。一方面，维持高密度营销工作，加速资金回笼，通过出售项目或寻求股权合作等方式来稳定资金链，盘活现金流；同时，加快精细化管理和运营，节省开支。

其中，营销费用的下调，对于利润逐年下降的地产广告行业而言，意味着利润空间的进一步收缩。此外，两大核心技术的发展令设计行业的人力成本进一步下降。其一是以 Python 语言为主导的人工智能（AI）开发已经将计算图像与 AI 深度融合，可以利用 AI 技术在短时间内完成大量的基础设计工作。其二是国内的设计内容网站竞争日益加剧，更高质量的网站内容令设计师的职业技能水平趋同，设计师的行业价值正受到挑战。

The development of the real estate industry in 2021 is conservative. On the one hand, it maintains high-density marketing, accelerates the recovery of funds, and stabilizes the capital chain and revitalize cash flow by selling projects or seeking equity cooperation. At the same time, it speeds up the shift to fine management and operation to save the costs.

Among them, the reduction of marketing cost means the further contraction of profit space for the real estate advertising industry whose profit is declining year by year. In addition, the development of the two core technologies further reduces the human cost of the design industry. One is that the development of artificial intelligence (AI) led by Python language has deeply integrated the computational image with AI, and AI technology can be used to complete a large number of basic design work in a short time. Second, the competition among domestic design content websites is increasing. The improvement of the quality of online content causes a convergence on designers' professional skills, and industrial value of designers is being challenged.

地产设计人才面临转型与艰苦留守双重选择

Transformation or persistence, real estate designers face choices

根据政府目前释放的信息，房地产行业势必在未来的一个时间点内反弹，但是否能达到之前黄金年代的利润率还有待考量。一方面，市场的回暖过程中需要大量营销工作的投入；另一方面，房地产行业利润率下降导致营销工作的资金投入将下降，这意味着地产广告公司已经全面进入低毛利时代，无法应对日益增长的人力成本，地产设计行业的前景不容乐观。地产行业人才面临行业转型与艰苦留守两种选择。

According to the information released by the government, the real estate industry is bound to rebound at some point in the future, but whether it can reach the profit rate of the previous golden age remains to be observed. On the one hand, the recovery of the market requires a lot of efforts on marketing work. On the other hand, the decline in the profit rate of the real estate industry will lead to a decline in the capital investment in marketing work, which means that real estate advertising companies have comprehensively entered the era of low gross profit and cannot cope with the growing labor costs, which means that the prospect of the real estate design industry is not optimistic. Talents in the real estate industry are faced with two choices: industry transformation or persistence.

地产与设计

Design & Property



房地产行业下行，房产设计行业人才面临挑战

Market size of real estate industry shrinks, real estate design professionals face challenges

CGP 集团市场洞察显示：“地产行业的整齐下行导致周边产业同样受到打击，对于地产设计人才而言，可以选择目前更具有前景的行业，依靠设计行业本身的外延性，在其他行业获得更多的就业机会”。

房地产行业与地产设计是相互依托的行业关系，期房销售的模式导致作为核心供应商的地产广告公司很难获得一个健康的资金链，公司的高风险运营会对地产设计人才的就业稳定性与自身的行业发展产生很深的负面影响。

对于地产设计人才而言，目前的地产广告领域的竞争加剧，很难获得对等的劳动收益，地产设计人才应回归职位的核心价值，以视觉传达与创意启发的职能为核心价值，在更多的外延性产业中寻求更具潜力的岗位。

According to CGP Group Marketing Insight, the neat decline of the real estate industry has also dealt a blow to the surrounding industries. Real estate design talents can choose industries with more prospects, and rely on the extensiveness of the design industry itself to obtain more employment opportunities in other industries.

There is a mutually dependent relation between real estate industry and real estate design, and the sales mode of futures housing makes it difficult for real estate advertising companies, as core suppliers, to obtain a healthy capital chain. Companies' high-risk operation has a profound negative impact on the employment stability of real estate design talents and their industrial development.

For real estate design talents, the competition in the field of real estate advertising is increasing, and it is difficult to obtain equal labor income. Real estate design talents should reconsider the core value of the position, take the function of visual communication and creative inspiration as the core value, and seek potential positions in more extension industries.

地产与设计

Design & Property



人才短缺岗位

DIFFICULT TO HIRE

Logistics Leasing
物流招商

Retail Leasing
商业招商

Asset Management
资产管理

CRM
会员管理系统

Mall Operations
商业运营职位



竞争激烈岗位

DIFFICULT TO COMPETE

Cost Manager
成本造价

Design Management
设计管理

Office Leasing
办公招商

Project Management
项目管理



Notes: Roles with limited qualified candidates while HR and company has less bargain power during recruitment process.

指某职位缺乏符合条件的应聘者，符合条件的候选人有较大选择空间。HR 及公司处于卖方市场。

Notes: Roles with poured qualified candidates while many candidates compete for one job. HR and company has more bargain power during recruitment process.

指某职位有大量符合条件的应聘者，候选人竞争激烈。HR 及公司处于买方市场。

Commercial & Industrial Property - 商业及产业地产

Position Title 职位名称		Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
			Min	Med	Max	
Retail Leasing Director	商业招商总监	12 years +	700K	860K	1M	90
Retail Leasing Sr. Manager	商业招商高级经理	8 years +	500K	600K	700K	90
Retail Leasing Manager	商业招商经理	6 years +	300K	460K	500K	90
Office Leasing Director	办公招商总监	12 years +	700K	880K	1M	80
Office Leasing Sr. Manager	办公招商高级经理	10 years +	500K	600K	700K	80
Office Leasing Manager	办公招商经理	6 years +	300K	400K	500K	80
Industrial Leasing Director	产业招商总监	12 years +	800K	910K	1M	93
Industrial Leasing Sr. Manager	产业招商高级经理	8 years +	500K	540K	600K	93
Industrial Leasing Manager	产业招商经理	6 years +	300K	400K	500K	90
Consulting Director	咨询总监	15 years +	600K	800K	1M	80
Consulting Manager	咨询经理	8 years +	300K	440K	600K	80
Operation Director	运营总监	12 years +	600K	800K	1M	90
Operation Manager	运营经理	6 years +	300K	360K	400K	90
Mall General Manager	商场总经理	15 years +	1M	1.4M	2M	88
Property Director	物业总监	15 years +	700K	950K	1.2M	92
Property Senior Manager	物业高级经理	10 years +	500K	650K	700K	92
Property Manager	物业经理	8 years +	300K	400K	500K	92
Marketing Director	市场总监	15 years +	600K	900K	1.5M	85
Marketing Senior Manager	市场高级经理	10 years +	500K	600K	700K	82
Marketing Manager	市场经理	6 years +	400K	440K	500K	82

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Project Management - 项目管理

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range 年薪			Need Indicator (0-100) 需求指数
		Min	Med	Max	

Project Head	项目负责人	18 years +	1.2M	2M	3M	85
Project Director	项目总监	15 years +	800K	1M	1.5M	85
Project Manager	项目经理	8 years +	500K	570K	650K	85
MEP Director	机电总监	15 years +	800K	1.2M	1.5M	85
MEP Senior Manager	机电高级经理	10 years +	600K	700K	800K	85
MEP Manager	机电经理	8 years +	500K	560K	600K	85
Cost Director	成本总监	12 years +	700K	1.1M	1.5M	85
Cost Manager	成本经理	8 years +	400K	500K	600K	85
BIM Manager	BIM 经理	5 years +	500K	570K	650K	80
Structural Director	结构总监	15 years +	700K	840K	1M	80
Structural Senior Manager	结构高级经理	10 years +	600K	675K	750K	80
Structural Manager	结构经理	8 years +	500K	540K	600K	80
EHS Director	EHS 总监	15 years +	800K	1M	1.2M	80
EHS Manager	EHS 经理	8 years +	520K	580K	650K	80
Scheduling Manager	计划经理	8 years +	400K	520K	600K	80

Residential Property - 住宅地产

Residential Sales VP	住宅地产销售副总裁	15 years +	2M	2.4M	3M	85
Residential Sales Director	住宅地产销售总监	10 years +	1M	1.4M	2M	85
Residential Sales Manager	住宅地产销售经理	7 years +	400K	480K	600K	90
Marketing Director	营销总监	12 years +	800K	900K	1M	80
Marketing Senior Manager	营销高级经理	8 years +	500K	540K	600K	82
Marketing Manager	营销经理	5 years +	200K	300K	400K	82
City GM	城市总经理	15 years +		2M+		90

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB in China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Investment & Asset Management - 投资及资管

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数	
		Min	Med	Max		
Chief Investment Officer	首席投资官	15 years +	2M	4M	6M	85
Investment Director	投资总监	10 years +	700K	1.4M	2M	85
Investment Manager	投资经理	5 years +	300K	500K	700K	85
Investment Analyst	投资分析师	3 years +	150K	320K	500K	90
Asset Management Director	资产管理总监	15 years +	800K	1.6M	2.5M	90
Asset Management Senior Manager	资产管理高级经理	10 years +	600K	700K	800K	90
Asset Management Manager	资产管理经理	6 years +	500K	550K	600K	90
Valuation Director	估算总监	15 years +	600K	700K	800K	82
Valuation Manager	估算经理	6 years +	300K	440K	600K	82

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Design Management - 设计管理

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
		Min	Med	Max	
Design Head 设计负责人	15 years +	1M	2.5M	4M	80
Archi Design Director 建筑设计总监	15 years +	800K	1.5M	2M	85
Archi Design Senior Manager 建筑设计高级经理	12 years +	600K	700K	800K	90
Archi Design Manager 建筑设计经理	8 years +	500K	600K	700K	90
Urban Planning Director 城市规划总监	15 years +	800K	1.4M	2M	80
Urban Planning Senior Manager 城市规划高级经理	10 years +	500K	600K	700K	80
Urban Planning Manager 城市规划经理	6 years +	400K	450K	500K	80
Landscape Design Director 景观设计总监	15 years +	700K	950K	1.2M	80
Landscape Design Senior Manager 景观设计高级经理	10 years +	500K	550K	600K	80
Landscape Design Manager 景观设计经理	6 years +	300K	400K	500K	80
Interior Design Director 室内设计总监	15 years +	700K	800K	900K	82
Interior Design Senior Manager 室内设计高级经理	10 years +	400K	500K	600K	86
Interior Design Manager 室内设计经理	6 years +	200K	300K	400K	86

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

数字化转型

Digital Transformation



全行业面临数字化转型 数据人才出现缺口

Digital transformation happens, data process talents are competitive

现如今，数字化转型已成为全球产业升级的关键，世界各国均发布国家数字战略，以加速产业数字化进程。成立数字枢纽中心是数字化转型的重要一步，这一过程也能够凝聚人才与创新举措，同时加速发展本地生态，实现金融、物流、制造等多个行业的同步升级，从而提升国际竞争力。

Today, digital transformation has become the key to global industrial upgrading, and countries around the world have released national digital strategies to accelerate the process of industrial digitization. The establishment of a digital hub is an important step in digital transformation, which gathers talents and innovation initiatives, accelerates local ecological development, and realizes the simultaneous upgrade of multiple industries such as finance, logistics and manufacturing, thereby enhancing international competitiveness.

全球产业复苏的灯塔 面向未来的产业升级

Digital Transformation Is the Key to Global Economic Recovery

在 2021 年，数字化转型推动了多领域的创新，技术的升级帮助全人类享受更平等的服务。随着数字化转型链条式结构的延伸发展，工作场景移动化、工作数据云端化和工作流程低代码封装化已经成为了企业数字化应用的主流。

受疫情影响，数字化转型成为了传统行业快速恢复生产的路径。人工智能与机器学习被越来越多地嵌入到关键业务领域的多个业务功能中，不仅提高了企业效率，也实现了产品与服务的创新；而基于云计算的数字化模型正帮助企业满足业务场景的变化与需求。

In 2021, digital transformation has promoted innovation in many fields, and technological upgrades have helped all mankind enjoy more equal services. With the chain structure extension and development of digital transformation, the mobilization of work scenarios, cloudification of work data and low-code encapsulation of work processes have become the mainstream of enterprise digital applications.

Affected by the epidemic, digital transformation has become a path for traditional industries to quickly resume production. Artificial intelligence and machine learning are increasingly embedded in multiple business functions in key business areas, which not only improves the efficiency of enterprises, but also realizes the innovation of products and services; and the digital model based on cloud computing is helping enterprises meet the changes and needs in business scenarios.

数字化转型 Digital Transformation



全行业面临数字化转型 数据人才出现缺口

Digital transformation happens, data process talents are competitive

数字化转型进程加快 全球产业面临换血

Digital Transformation Accelerating of all Global Industries

预测 2022 年，全球产业数字化进程将更进一步深化。在数字化转型过程中，对于供应链的优化成为了多数企业首要关注的方向，而电商化将成为企业供应链数字化转型的重要手段。先进的数字化技术能够高度整合线上线下供应链，打通供应链与支付，从而提高企业业务终端与产品结构的运转效率，实现利益最大化。

数字化转型的另一个热点是私域开发。产品和服务数字化日益成为制造企业拓宽业务价值的主攻方向。私域开发利用互联网工具，创建生态系统，让企业直接面向消费者，挖掘会员属性价值，更好地触达并服务消费者，成为了所有企业所重点关注的方向。

It is predicted that the process of global industrial digitalization will be further deepened in 2022. In the process of digital transformation, the optimization of supply chain has become the primary concern of most enterprises, and e-commerce will become an important means of digital transformation of enterprise supply chain. Advanced digital technology can highly integrate the online and offline supply chain, connect the supply chain and payment, so as to improve the operation efficiency of enterprise business terminals and product structure, and maximize profits.

Another hot topic of digital transformation is private domain development. The digitalization of products and services has increasingly become the main direction for manufacturing enterprises to expand their business value. Private domain development uses Internet tools to create an ecosystem, allowing enterprises to face consumers directly and excavating the value of membership attributes to better reach and serve consumers, which has become the focus of all enterprises.

面对人才缺口 人才再开发是突破关键

Talent redevelopment is the key to relieve talent shortage

在数字化转型的浪潮中，电商、金融等行业的引领地位比较明显；而制造业内部需要完成现代化与连通性的迭代，对 5G、云计算与物联网的技术更迭迫在眉睫。由此可见，未来这些行业将需要大量数字化转型领域的人才。

In the wave of digital transformation, the leading position of e-commerce, finance and other industries is relatively obvious, while the manufacturing industry needs to complete the iteration of modernization and connectivity, in which the technological upgrade of 5G, cloud computing and the Internet of Things is imminent. These industries obviously need a large number of talents in the field of digital transformation.

数字化转型

Digital Transformation



CGP Insight

全行业面临数字化转型 数据人才出现缺口

Digital transformation happens, data process talents are competitive

作为企业数字化转型过程中的关键要素，数字化人才对于企业转型有着至关重要的影响，而解决数字化转型人才的缺口也是对企业巨大挑战。加快数字化转型的步伐，需要企业突破固有的思维壁垒。转型的根本，不仅是新工具或者新技能的应用，而是一场针对自身的转变，对于企业或者个人而言都是如此。

CGP 集团市场洞察显示：“数字化转型不仅仅是单向的技术类转型，从根本而言，其实是一个企业创新型人才的专项。数字人才的核心价值是多领域、多学科的融合与应用。企业在对外开展人才招聘的同时，应结合自身的情况，开辟企业内部的培训与晋升渠道，提升现有员工的数字化能力，先于企业启动数字化转型；而对人才而言，具备数字化转型方向的技能将大大提升其在人才市场的竞争力”。

As a key element in the process of enterprise digital transformation, digital talents have a crucial impact on enterprise transformation, and solving the shortage of digital transformation talents is huge challenge for enterprises. Accelerating the pace of digital transformation requires companies to break through the inherent barriers of thinking. The foundation of transformation is not only the application of new tools or new skills, but a transformation of itself, both to companies and individuals.

CGP Group Marketing Insight shows that digital transformation is not just a one-way technical transformation, but fundamentally a special project for innovative talents in the enterprises. The core value of digital talents is the integration and application of multiple fields and disciplines. While recruiting talents externally, enterprises should develop internal training and promotion channels based on their own conditions, improve the digital capabilities of existing employees to start digital transformation prior to the enterprise; and for talents, those who have skills dealing with digital transformation will greatly enhance the competitiveness in the talent market.

数字化转型

Digital Transformation



人才短缺岗位

DIFFICULT TO HIRE

Algorithm Engineer
算法工程师

Solution Architect
解决方案架构师

Engineering Manager
研发经理

Engineering Lead
研发主管



竞争激烈岗位

DIFFICULT TO COMPETE

Java Engineer
Java 开发工程师

QA Engineer
测试工程师

.NET Engineer
.Net 开发工程师

Project Manager
项目经理



Notes: Roles with limited qualified candidates while HR and company has less bargain power during recruitment process.

指某职位缺乏符合条件的应聘者，符合条件的候选人有较大选择空间。HR 及公司处于卖方市场。

Notes: Roles with poured qualified candidates while many candidates compete for one job. HR and company has more bargain power during recruitment process.

指某职位有大量符合条件的应聘者，候选人竞争激烈。HR 及公司处于买方市场。

Digital Transformation - 数字化转型

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range 年薪		
		Min	Med	Max
		Tier 1 Cities 一线城市		
Python Engineer	3-10 years	200K	350K	500K+
Java Engineer	3-10 years	200K	350K	500K+
.Net Engineer	3-10 years	150K	300K	400K+
C++/C Engineer	3-10 years	200K	350K	500K+
PHP Engineer	3-10 years	200K	350K	500K+
iOS Engineer	3-10 years	250K	400K	510K+
Android Engineer	3-10 years	250K	400K	520K+
Architect	8-15 years	350K	500K	700K+
QA Engineer	3-10 years	150K	250K	320K+
QE Engineer	3-10 years	180K	320K	450K+
Engineering Lead	8-15 years	350K	450K	600K+
Engineering Manager	10-20 years	450K	600K	700K+
Algorithm Engineer	1-10 years	250K	400K	1M+
Algorithm Lead	6-10 years	500K	800K	1.2M+

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Digital Transformation - 数字化转型

Position Title 职位名称	Annual Package Range 年薪			Need Indicator (0-100) 需求指数
	Min	Med	Max	
	Tier 2 Cities 二线城市			
Python 开发工程师	140K	250K	350K	80
Java 开发工程师	140K	250K	350K	100
.Net 开发工程师	100K	150K	250K	60
C++/C 开发工程师	140K	250K	350K	60
PHP 开发工程师	140K	250K	350K	60
iOS 开发工程师	150K	300K	400K	80
Android 开发工程师	150K	300K	400K	80
架构师	250K	350K	500K	70
测试工程师	100K	150K	230K	80
测试开发工程师	120K	220K	300K	60
研发主管	250K	320K	400K	70
研发经理	300K	450K	500K	70
算法工程师	200K	300K	500K+	100
算法主管	350K	500K	700K+	80

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.



新兴技术与互联网

Emerging Technologies & The Internet

互联网行业新一轮增长蓄势，人才个体价值凸显

Individual value magnifies in the Internet industry

互联网在全球经济发展的过程中，制造了无数经济传奇，也被人们誉为最能创造财富的行业。在享受了二十多年的红利期后，互联网的盛宴正在接近尾声。流量增长的枯竭，消费者习惯的改变以及全球范围内的平台经济反垄断行动，预示着互联网极速膨胀的时代落幕。

一个时代的结束也预示着另一个时代的崛起，互联网市场内，越来越多的品牌型、产品型以及内容型公司成为主流，他们将取代互联网平台型公司，成为新时代的独角兽。

In the process of global economic development, the Internet has created numerous economic legends, and is also known as the most wealth-creating industry. After enjoying the dividend period of more than 20 years, the Internet feast is coming to an end. The exhaustion of traffic growth, the change of consumer habits and the global antitrust actions on platform economy indicate the end of the era of rapid expansion of the Internet.

The end of an era also indicates the rise of another. In the Internet market, more and more brand-based, product-based and content-based companies have become the mainstream. They will replace the Internet platform companies and become the unicorn of the new era.

互联网行业增速放缓 新兴技术加速融合

Emerging technologies accelerates integration

2021 年的互联网行业，被形象地比喻为“带着枷锁跳舞”的舞者。受全球反垄断背景影响，国内的监管政策趋于严格，一定程度上影响了市场上避险情绪的资本，导致互联网企业融资受阻，发展受限。

政策上的严控，使得“公平竞争”和“信息共享”成为行业内的主旋律。前者要求平台之间公平竞争，不得滥用市场地位；后者要求平台之间不得筑起“信息隔墙”，要允许消费者跨平台共享信息。传统互联网企业在适应政策和市场变化的同时，正迫切寻求全新的变现途径，更多的新兴技术也正在被运用于互联网行业。

The Internet industry in 2021 is vividly compared to a dancer who dances with shackles. Under the influence of the global antitrust background, the domestic regulatory policy tends to be strict, which to some extent affects the capital of risk aversion in the market, resulting in the obstruction of financing and limited development of Internet enterprises.

Strict policy control makes "fair competition" and "information sharing" the main themes of the industry. The former requires fair competition between platforms and shall not abuse market position, while the latter requires that "information partition" should not be built between platforms and consumers should be allowed to share information across platforms. While adapting to policy and market changes, traditional Internet enterprises are urgently seeking new ways of realization, and more emerging technologies are applied to the Internet industry.

新兴技术与互联网

Emerging Technologies & The Internet



互联网行业新一轮增长蓄势，人才个体价值凸显
Individual value magnifies in the Internet industry

技术创新的步伐促进了互联网产业的多样性发展。为了在市场上站稳脚跟，各大企业必须利用新兴技术来保持竞争力，创造差异化的产品，在新兴技术日新月异、融合发展的趋势背景下，这将对企业未来的发展产生积极深刻的影响。

The pace of technological innovation promotes the diversified development of the Internet industry. In order to gain a foothold in the market, major enterprises must make use of emerging technologies to maintain competitiveness and create differentiated products, which will have a positive and profound impact on enterprises' future success with the rapid and integrated development of emerging technologies.

强监管背景下 互联网行业迈向新起点
Government supervision brings Internet industry to a new stage

在持续的严格管控下，预计在 2022 年，互联网行业将正式进入“强监管”时代。随着针对平台经济的全球反垄断政策逐步开始实施，中小型企业将获得更多的机会，同时这部分企业也是全产业链协同转型的关键领域，强调云计算、大数据、物联网，为产业赋能。

同时，在后疫情时代，人们意识到线上生活已经可以在某些层面取代线下生活，其中就涉及元宇宙的概念。元宇宙的本质是 3D 互联网，其中涉及到的 VR、AR 以及 AI 算法等一系列技术，是通往虚拟互联网世界的钥匙。顺应行业趋势，越来越多的企业都提出了发展元宇宙相关业务的心愿。

未来的互联网行业，会与新兴技术更快更彻底地融合。随着平台型互联网的狂欢进入尾声，更多提倡内容体验的互联网公司将走向台前。互联网行业的属性决定了即使经过二十多年的发展，它将仍然是一股支撑今后无数时代全球经济与社会发展的重要力量。

As the strict control continues, it is expected that in 2022, the Internet industry will officially enter the era of "strong supervision". With the gradual implementation of the global antitrust policy for the platform economy, small and medium-sized enterprises will have more opportunities. At the same time, these enterprises are also the key areas of the collaborative transformation of the whole industrial chain, emphasizing cloud computing, big data and the Internet of Things to empower the industry.

Meanwhile, in the post-epidemic era, people realize that virtual life can replace real life in some ways, which gives birth to the concept of the meta universe. The essence of meta universe is the 3D Internet, which is based on a series of technologies related to VR, AR and AI algorithms that are the keys to the virtual Internet world. In line with the trend of the industry, more and more enterprises have proposed the intention of developing business related with the meta universe concept.

In the future, the Internet industry will be more quickly and thoroughly integrated with emerging technologies. As the carnival of the platform Internet comes to an end, more Internet companies advocating content experience will go to the foreground. The nature of the Internet industry determines that even after more than 20 years of development, it will still be a strong power supporting the global economic and social development of countless times in the future.

新兴技术与互联网

Emerging Technologies & The Internet



互联网行业新一轮增长蓄势，人才个体价值凸显
Individual value magnifies in the Internet industry

人才个体价值崛起 中高端人才紧缺

Internet and technology industry facing shortage of high-level talents

虽然互联网行业受到的疫情影响偏弱，但是企业在人才方面依然趋向于控制投入，更加注重个体价值的挖掘。

CGP 集团市场洞察显示：“互联网行业的灵活性体现在方方面面，预计在 2022 年，行业内企业重组和人才流动的现象会进一步加剧，对中高端人才的需求也会加大。人才将有更多机会选择在能够实现自我价值的领域深耕与发展。怀揣与企业相一致的发展理念，能让人才获得更好的机会。”

通过打造赋能型组织，互联网企业能够不断激发个体价值，尽可能地将组织中个体的能力发展与组织的发展方向相匹配。而对人才来说，身处互联网这样一个思维开放的行业，更有利于实现自我价值的增长。

Although the epidemic has limited impact on the Internet industry, enterprises tend to control investment in talent and pay more attention to the excavation of individual value.

According to the CGP Group Marketing Insight, the flexibility of the Internet industry is reflected in all aspects. The industry is expected to have more intense enterprise restructuring and talent flow in 2022, and the demand for middle and high-end talents will also increase. Talents will have more opportunities to cultivate and develop professional skills and capabilities in areas where self-value can be realized. Having the development ideas that align with the enterprise will grant talents better career opportunities.

By building an enabling organization, Internet enterprises can constantly unleash individual value, and match the development of individual capabilities with the organization's development direction to the greatest extent. From the perspective of talents, being in an open-minded industry such as the Internet is conducive to the realization and increase of one's self-value.

新兴技术与互联网

Emerging Technologies & The Internet



CGP Insight

人才短缺岗位 DIFFICULT TO HIRE

Product Head
智能座舱产品总监

Autonomous Driving Algorithm Expert
智能驾驶算法专家

Cloud Architect
云平台架构师

APP Product Director
APP 产品总监

LBS Product Expert
地图产品专家



竞争激烈岗位 DIFFICULT TO COMPETE

BD/Sales Director
商务 / 销售总监

Marketing Director
市场总监

CPSP Director
生态合作总监

Operation Director
运营总监

Aftersales Expert
售后总监



Notes: Roles with limited qualified candidates while HR and company has less bargain power during recruitment process.

指某职位缺乏符合条件的应聘者，符合条件的候选人有较大选择空间。HR 及公司处于卖方市场。

Notes: Roles with poured qualified candidates while many candidates compete for one job. HR and company has more bargain power during recruitment process.

指某职位有大量符合条件的应聘者，候选人竞争激烈。HR 及公司处于买方市场。

AI - 人工智能

Position Title 职位名称			Years of Experience 从业年数	Annual Package Range (RMB) 年薪						Need Indicator (0-100) 需求指数
				Min	Med	Max	Min	Med	Max	
				Tier 1 Cities 一线城市			Tier 2 Cities 二线城市			
AI Chief Scientist	AI 首席科学家	15 years +	1.5M	2.2M	2.8M	1M	1.6M	2.1M	90	
Deep Learning Expert	深度学习专家	8 years +	650K	900K	1.2M	500K	750K	1M	90	
Deep Learning Senior Engineer	深度学习高级工程师	5 years +	450K	600K	700K	400K	500K	600K	95	
Deep Learning Engineer	深度学习工程师	3 years +	300K	375K	450K	250K	320K	400K	85	
Computer Vision Expert	计算机视觉专家	8 years +	650K	800K	1M	550K	750K	1M	90	
Computer Vision Senior Engineer	计算机视觉高级工程师	5 years +	450K	530K	650K	400K	475K	550K	95	
Computer Vision Engineer	计算机视觉工程师	3 years +	350K	420K	500K	250K	360K	450K	80	
NLP Expert	自然语言处理专家	8 years +	700K	900K	1.2M	600K	800K	1M	90	
NLP Senior Engineer	自然语言处理高级工程师	5 years +	450K	520K	600K	400K	470K	550K	95	
NLP Engineer	自然语言处理工程师	2 years +	350K	420K	500K	250K	320K	400K	85	
Machine Learning Expert	机器学习专家	8 years +	800K	1M	1.2M	650K	820K	1M	90	
Machine Learning Senior Engineer	机器学习高级工程师	5 years +	500K	650K	800K	450K	560K	650K	95	
Machine Learning Engineer	机器学习工程师	3 years +	300K	420K	550K	250K	330K	450K	85	
Speech Recognition Expert	语音算法专家	8 years +	700K	1M	1.2M	650K	900K	1.1M	95	
Speech Recognition Senior Engineer	语音算法高级工程师	5 years +	500K	630K	750K	450K	550K	650K	95	
Speech Recognition Engineer	语音算法工程师	2 years +	350K	400K	550K	300K	360K	450K	90	
Data Algorithm Expert	数据算法专家	8 years +	700K	900K	1.1M	600K	800K	1M	90	
Data Algorithm Senior Engineer	数据算法高级工程师	6 years +	450K	550K	700K	400K	500K	600K	85	
Data Algorithm Engineer	数据算法工程师	3 years +	300K	400K	500K	250K	320K	400K	80	
AI Open Source Expert	AI 开源平台开发专家	7 years +	1M	1.7M	2.5M	800K	1.2M	1.5M	90	
AI Product Director	AI 产品总监	8 years +	800K	1M	1.2M	650K	820K	1M	85	
AI Product Senior Manager	AI 产品高级经理	5 years +	500K	640K	800K	400K	530K	650K	90	
AI Product Manager	AI 产品经理	3 years +	300K	400K	500K	250K	325K	400K	80	

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Intelligent Driving - 智能驾驶

Position Title 职位名称		Years of Experience 从业年数	Annual Package Range (RMB) 年薪						Need Indicator (0-100) 需求指数
			Min	Med	Max	Min	Med	Max	
			Tier 1 Cities 一线城市			Tier 2 Cities 二线城市			
Intelligent Driving Chief Scientist	智能驾驶首席科学家	12 years +	1.5M	2.2M	3M	800K	1.1M	1.5M	80
ADAS Technical Director	ADAS 技术总监	12 years +	800K	1.2M	1.5M	500K	750K	1M	80
System Control Expert	控制系统专家	6 years +	400K	510K	600K	350K	420K	500K	85
Algorithm Expert	算法专家	7 years +	600K	700K	800K	500K	580K	650K	80
Cloud Computing Engineer	云计算工程师	5 years +	600K	700K	800K	450K	500K	600K	85
Information Security Engineer	信息安全工程师	5 years +	500K	600K	700K	350K	400K	500K	80
Function Security	功能安全	5 years +	400K	520K	700K	350K	450K	550K	85
Sensor Fusion Algorithms	传感器融合算法	7 years +	500K	700K	900K	400K	520K	650K	80
Positioning Algorithm	定位算法	5 years +	450K	570K	700K	350K	460K	600K	80
Path Planning Algorithm	路径规划算法	5 years +	450K	575K	700K	350K	450K	600K	85
HD Map Engineer	高精地图开发	5 years +	450K	520K	650K	400K	500K	600K	85
Millimeter Wave Radar Algorithm	毫米波雷达算法	6 years +	450K	550K	650K	400K	500K	600K	80

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

IoT - 物联网

Position Title 职位名称		Years of Experience 从业年数	Annual Package Range (RMB) 年薪						Need Indicator (0-100) 需求指数
			Min	Med	Max	Min	Med	Max	
			Tier 1 Cities 一线城市			Tier 2 Cities 二线城市			
Product VP/Director	产品 VP/ 总监	10 years +	1.8M	3M	5M	1M	1.5M	2M	90
Product Manager	产品经理	8 years +	500K	800K	1M	400K	450K	700K	95
Technical Director	技术总监	10 years +	1.5M	1.8M	2M	700K	1.1M	1.5M	80
Platform Development Architect	平台开发架构师	8 years +	800K	1.1M	1.5M	500K	750K	1M	85
WiFi/Bluetooth Technology Expert	WiFi/ 蓝牙技术专家	8 years +	450K	520K	600K	300K	400K	500K	90
Software Development Engineer	软件开发工程师	5 years +	300K	420K	550K	200K	300K	400K	95
Industry Solutions Architect	行业解决方案架构师	8 years +	500K	900K	1.2M	350K	520K	700K	80
Project Director	项目总监	10 years +	500K	650K	800K	450K	520K	600K	85
Project Manager	项目经理	5 years +	300K	400K	500K	200K	300K	400K	90
COO	首席运营官	10 years +	1.5M	2M	2.5M	700K	850K	1M	85
Operation Director	运营总监	8 years +	800K	900K	1M	600K	700K	800K	90
Operation Manager	运营经理	5 years +	500K	600K	800K	300K	400K	500K	80
UX/UI Designer	交互设计师	5 years +	400K	600K	800K	200K	400K	600K	90
Visual Designer	视觉设计师	5 years +	400K	600K	800K	200K	400K	600K	90
BD Director	业务拓展总监	10 years +	600K	820K	1M	400K	500K	600K	80
Sales Manager	销售经理	5 years +	400K	500K	600K	200K	300K	400K	85
Data Platform Architect	数据平台架构师	8 years +	700K	1.1M	1.5M	500K	780K	1M	95
Data Warehouse Architect	数据仓库架构师	8 years +	600K	1.1M	1.5M	500K	750K	1M	90
Data Analyst	数据分析师	8 years +	500K	900K	1.2M	300K	550K	800K	95

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

ICT Chip Manufacturing - ICT 芯片制造

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪						Need Indicator (0-100) 需求指数
		Min	Med	Max	Min	Med	Max	
		Tier 1 Cities 一线城市			Tier 2 Cities 二线城市			

BU General Manager	事业部总经理	10 years +	1M	1.5M	2M	900K	1.3M	1.8M	86
R&D Director	研发总监	12 years +	900K	1M	1.2M	500K	700K	900K	90
R&D Manager	研发经理	8 years +	500K	750K	1M	300K	500K	700K	90
Chief Scientist	首席研究科学家	8 years +	800K	1.4M	2M	600K	950K	1.3M	88
IC Design Expert	IC 设计专家 (数字 / 模拟电路)	8 years +	1.1M	1.3M	1.5M	1M	1.3M	1.5M	90
IC Process Development Expert	IC 工艺开发专家	8 years +	500K	1M	1.5M	400K	800K	1.2M	85
FPGA Expert	FPGA 专家	8 years +	1.1M	1.3M	1.5M	900K	1.1M	1.3M	84
SOC Architect	SOC 架构师	8 years +	1.3M	860K	1.2M	1.3M	1.5M	1.8M	90
SI/PI Expert	SI/PI 专家	8 years +	400K	650K	900K	300K	530K	800K	84
IC Verification Expert	IC 验证专家	8 years +	1.1M	1.3M	1.5M	1.1M	1.3M	1.5M	86
PD Design Expert	PD 设计专家	8 years +	400K	600K	800K	250K	375K	500K	86
Hardware Design Manager	硬件设计经理	10 years +	500K	650K	800K	400K	500K	600K	90
Hardware Engineer	硬件工程师	3 years +	250K	375K	500K	200K	275K	350K	80
Software Design Manager	软件设计经理	8 years +	500K	660K	800K	400K	500K	600K	90
Software Engineer	软件工程师	3 years +	250K	375K	500K	200K	275K	350K	80
Product Director / Manager	产品总监 / 经理	5 years +	500K	750K	1M	400K	500K	600K	90
Project Director / Manager	项目总监 / 经理	5 years +	350K	500K	700K	250K	375K	500K	90
Production Director	生产总监	12 years +	800K	1M	1.2M	600K	740K	900K	90
Production Manager	生产经理	8 years +	600K	750K	900K	400K	500K	600K	90
Quality Director	质量总监	12 years +	550K	770K	1M	450K	660K	900K	85
Quality Manager	质量经理	8 years +	400K	570K	750K	350K	470K	600K	90
Sales Manager	销售总监	10 years +	600K	800K	1M	400K	550K	700K	80
Regional Sales Manager	区域销售经理	5 years +	300K	450K	600K	250K	375K	500K	85
Overseas Sales Manager	海外销售经理	5 years +	400K	550K	700K	250K	370K	500K	90
Supply Chain Director	供应链总监	10 years +	700K	1M	1.3M	450K	570K	700K	82
Supply Chain Planning Manager	供应链计划经理	8 years +	400K	500K	600K	200K	320K	450K	84
Supply Chain Development Manager	供应链开发经理	8 years +	300K	500K	700K	200K	320K	450K	84
Planning Manager	物料计划经理	8 years +	400K	500K	600K	200K	325K	450K	84

System & IT Supporting - 系统 & IT 支持

Position Title 职位名称		Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
			Min	Med	Max	
CTO	首席技术官	12 years +	2M+			82
IT Director	IT 总监	10 years +	1M	1.5M	2M	84
IT Manager	IT 经理	5 years +	500K	650K	800K	84
Infrastructure / Engineering Manager	基础架构经理	8 years +	360K	500K	700K	82
IT Service / Helpdesk Manager	IT 服务台经理	8 years +	300K	500K	700K	80
Infrastructure Team Lead	基础架构组长	5 years +	250K	375K	500K	82
Network / Server Engineer	网络工程师	2 years +	200K	350K	500K	80
Application Manager	应用经理	8 years +	450K	575K	700K	82
System Analyst	系统分析员	3 years +	250K	420K	600K	84
CISO	首席信息安全官	10 years +	1.2M+			85
Cyber Security Manager	信息安全经理	8 years +	600K	900K	1.2M	83
SAP(ERP) Director	SAP 总监	8 years +	1M	1.4M	1.8M	85
SAP(ERP) Project Manager	SAP 项目经理	5 years +	400K	600K	800K	82
SAP(ERP) Consultant / Business Analyst	SAP 顾问分析师	2 years +	300K	430K	600K	82

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Developer & Architect - 架构开发

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range 年薪			Need Indicator (0-100) 需求指数
		Min	Med	Max	

Head of Architect	首席架构师	10 years +	1M	1.5M	2M	90
Solution / Application / Mobile Architect	解决方案 / 移动架构师	8 years +	600K	900K	1.2M	88
Cloud Architect	云端架构师	5 years +	400K	700K	1M	90
IT Programme Manager	IT 开发经理	10 years +	1M	1.2M	1.5M	86
IT Project / Product Manager	IT 项目 / 产品经理	8 years +	400K	700K	1M	85
IT Business Analyst	IT 商业分析员	2 years +	300K	510K	700K	86

Internet - 互联网

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range 年薪			Need Indicator (0-100) 需求指数
		Min	Med	Max	

Data Scientist	数据科学家	5 years +	500K	1M	1.5M	91
Data Architect	数据架构师	5 years +	400K	700K	1M	92
BI Architect	商业分析架构师	5 years +	400K	700K	1M	90
Aglorithm (Research) - Ph.D	算法工程师 (理论研究)	2 years +	400K	820K	1.2M	94
Aglorithm (Development)- Ph.D	算法工程师 (开发)	2 years +	400K	1M	1.5M	94
UX/UI Director	交互设计总监	10 years +	700K	1M	1.2M	88
UX/UI Manager	交互设计经理	5 years +	400K	600K	800K	88

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

能源

Energy



CGP Insight

能源行业全面转型，“绿色人才”成行业内争抢对象

Competition for green energy professional talents

在整个 2021 年，后疫情时代的全球经济复苏还在持续。上半年，原油市场上涨，得益于市场需求复苏以及供给约束的超预期表现，库存加速去化。进入下半年，新冠病毒德尔塔变种导致疫情加剧，叠加美联储缩减购债规模，油价再度回调。第四季度，欧洲爆发能源危机，原油价格攀升至多年新高。回顾全年，在全球传统化石能源转型阶段内，新能源的供给瓶颈问题非常明显。

The global economic recovery in the post-epidemic era continued throughout 2021. The crude oil market rose in the first half of the year as destocking accelerated thanks to the recovery in demand and the better-than-expected performance of supply constraints. In the second half of the year, the intensification of the COVID-19 epidemic led by the Delta Mutation and the Fed's reduction of the scale of bond purchase made the oil price fell back. In the fourth quarter of the year, the energy crisis broke out in Europe, and the price of crude oil reached the highest level in the past few years. Looking back at the whole year, in the transformation stage of global traditional fossil energy, the bottleneck of new energy supply is pretty obvious.

传统能源行业扭转亏损，行业转型持续推进

Traditional energy industry reversed losses, industry transformation continued

随着全球市场的重新开放，以油气行业为首的传统能源行业摆脱了 2020 年以来持续亏损的阴影，油价也攀升至 2 年以来的最高水平。尽管市场复苏，盈利大增，但西方原油巨头并未表示有追加资本开支的计划。受监管收紧与气候变化的双重影响，他们施行了放慢增长，清理碳排放的政策。在油气投资上减量，在可再生能源方向增量，成为西方石油巨头的共同选择。

同时，随着行业整体现代化进程的逐步推进，5G 商用的发展，能源公司将大范围引进云计算技术。2021 年的一些主要趋势将为 2022 年的行业整体转型做好铺垫。2021 年各国政府在政策、监管及其承诺方面都有一些积极进展，这将促进各经济体向低碳能源转型。

With the reopening of the global market, the traditional energy sector, led by the oil and gas industry, has recovered from the losses it had been suffered since 2020, and oil prices have reached their highest level in two years. Despite the market recovery and surging profits, the Western crude oil giants have not indicated plans for additional capital expenditure. Instead, they have implemented policies to slow growth and clean up carbon emissions due to the impact of tight regulation and climate change. Reducing investment in oil and gas and increasing in renewable energy sector have become the Western oil giants' common choices.

At the same time, with the gradual advancement of the modernization process of the industry as a whole and the steady progress of 5G commercialization, energy companies will introduce cloud computing technology on a large scale. Some of the major trends in 2021 will pave the way for the overall industry transformation in 2022. Governments in various countries have made some progress in policy, regulation and commitment in 2021, which will promote the economies' transformation toward low-carbon energy.

能源 Energy



能源行业全面转型，“绿色人才”成行业内争抢对象 Competition for green energy professional talents

新能源行业呈现爆发式增长，行业前景广阔 New energy industry shows explosive growth and broad prospects

随着碳中和政策的推进以及全球经济迈向复苏，传统能源向清洁能源的转型不断提速。资本涌入新能源产业链，促使行业呈现爆发式增长。在新能源汽车市场，预计在 2022 年，欧洲将拥有最高的市场份额比例，而中国将成为新能源汽车最大的单一市场。而美国方面，拜登总统提出在 2030 年前完成新能源汽车销售份额占比全国汽车 50% 的目标。

传统能源行业方面，数字化进程进一步推进。供应链体系内的产品制造商和零部件供应商将采用尖端的数字化机制，同时向新能源结构转型。随着氢能源的发展、电气技术和能源效率的提高，全球经济和排放量较大的产业将加快脱碳步伐。

With the promotion of carbon neutrality policy and the recovery of the global economy, the transformation of traditional energy into clean energy is accelerating. Capital flows into the new energy industry chain, promoting the explosive growth of the industry.

In the new energy vehicle market, Europe is expected to have the highest market share in 2022, while China will become the largest single market for new energy vehicles. In the United States, President Biden has outlined a goal that 50% of cars sold in 2030 will be zero-emission electric vehicles.

In the traditional energy industry, the digitization process has advanced considerably. The product manufacturers and parts suppliers in the supply chain system will adopt the cutting-edge digital mechanism and transform to the new energy structure. With the development of hydrogen energy and the improvement of electrical technology and energy efficiency, the global economy and industries with large emissions will accelerate the pace of decarbonization.

能源行业遭遇人才黑洞，数字化能源与新能源人才需求紧缺 Lack of digital and new energy talents

能源转型不仅导致金融资本转向，同时也引发了传统能源行业的人才转向新能源领域。随着国内能源结构大幅度的调整优化，数字化技术成为了推动油气类企业转型发展的关键，数字化能源与新能源的人才需求也在不断扩大。新能源行业还面临着高速发展带来的严重人才短缺问题；同时，更高的薪资水平加剧了能源领域的人才竞争。

Energy transformation not only leads to the shift of financial capital, but also leads to the shift of talents from traditional energy industry to the new energy field. With the substantial adjustment and optimization of domestic energy structure, digital technology has become the key to promoting the transformation and development of oil and gas enterprises, and the demand for talents in the field of digital energy and new energy is also expanding. The new energy industry is also facing a serious shortage of talents due to the rapid development. The rise of salary level has intensified the talent competition in the energy field.

能源 Energy



CGP Insight

能源行业全面转型，“绿色人才”成行业内争抢对象 Competition for green energy professional talents

CGP 集团市场洞察显示：“越来越多能源相关专业的应届毕业生选择了更有发展前景的清洁能源型公司，这对于初入能源行业的人才而言是更优的选择。而已经植根于传统能源行业的人才，应加大对于数字化转型相关能力的培养，这将对未来的职业规划与职场竞争力的提升带来更积极的作用。”

能源行业是全球经济迈向复苏的发动机。在全球能源结构转型的大背景下，能源行业的人才需求日益迫切。对于企业而言，除了加大对外部人才的引入，更应该注重企业本身人才的培养。在持续动态的市场变化中，建设合理的人才梯队，才能更好的赋予企业未来竞争力。

According to CGP Group Marketing Insight, more and more graduates of energy-related majors have chosen clean energy companies with more development prospects, which is a better choice for new entrants to the energy industry. Talents who have been rooted in the traditional energy industry should increase the training of capabilities related to digital transformation, which will play a positive role in future career planning and the promotion of career competitiveness.

The energy industry is the engine of global economic recovery. In the context of the transformation of the global energy structure, the demand for talents in the energy industry is becoming increasingly urgent. For enterprises, in addition to increasing the introduction of external talents, more attention should be paid to the cultivation of existing talents. In the continuous and dynamic market changes, building a reasonable talent pipeline will ensure enterprises' competitiveness in the future.

Engineering & Process - 工程与工艺

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
		Min	Med	Max	

Process Manager	工艺经理	5 years +	230K	300K	600K	80
Process Supervisor	工艺主管	3 years +	150K	200K	300K	80
Process Engineer	工艺工程师	2 years +	80K	150K	200K	85

Energy Digitization - 能源数字化

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
		Min	Med	Max	

Business Director	业务总监	10 years +	550K	800K	2M	70
Business Manager	业务经理	5 years +	350K	500K	1M	80
Solution Head	解决方案负责人	10 years +	500K	800K	1.5M	70
Solution Manager	解决方案经理	5 years +	350K	550K	700K	80

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

金融服务

Financial Service



CGP Insight

全球金融行业深化转型，数字化人才存在巨大缺口

Financial market transformation advanced, digital talents in need

新冠疫情的影响还在持续，虽然全球经济迈向复苏，但政经格局仍呈现严峻态势。我国金融系统正以“服务实体经济、防控金融风险、深化金融改革”三项核心任务，打造向全球市场开放的金融行业发展新格局。

2021 年，疫情为金融行业带来挑战的同时，也带来了转变。行业通过加大科技投入、深化数字化转型，实现弯道超车的机会。全球范围内，金融服务行业依旧面对来自监管的压力，受到金融科技以及数字化货币平台的影响。多重影响的叠加促使行业革新。同时，银行与新型金融科技的合作开始加速。

The impact of COVID-19's epidemic continues. Although the global economy is moving towards recovery, the global political and economic pattern shows a grim situation. China's financial system is creating a new pattern of financial industry opening to the global market with the three core tasks of "serving the real economy, preventing and controlling financial risks, and deepening financial reform".

In 2021, the epidemic brought challenges as well as changes to the financial industry. The industry realized the opportunity of corner overtaking by increasing investment in science and technology and deepening digital transformation. Globally, the financial service industry faced regulatory pressure, and was affected by financial technology (Fintech) and digital monetary platform. The superposition of multiple impacts promoted industry innovation. Meanwhile, the cooperation between banks and new Fintech began to accelerate.

风险资产上涨，全球金融市场稳步复苏

Risky assets rose and global financial markets recovered steadily

在 2021 年，全球主要发达经济体的风险资产价格普遍上涨，究其原因，主要有三个方面。其一，随着疫情控制的深入，全球经济修复达到预期水平；其二，全球主要发达经济体普遍采用刺激性财政政策，放宽货币政策；其三，目前主要发达经济体的央行对于通胀采取宽容政策，以此影响了投资者的风险偏好。

同时，经济修复预期波动带来的短期实际利率震荡，与新冠病毒变异株引发的疫情反复，使得市场中投资者的风险偏好也相应受到冲击，导致风险资产价格在特定时间段内出现较大幅度的波动调整。综合上述原因，推动风险资产上涨的因素强于波动调整因素，因此形成了 2021 年全年金融行业即使面对较大波动，依然实现风险资产价格全面大幅度上涨的局面。

The price of risk assets in the world's major developed economies rose generally in 2021, and there were three main reasons behind. First, with the deepening of epidemic control, the global economic recovery has reached the expected level; second, the world's major developed economies generally adopt stimulating fiscal policy, relaxing monetary policy; and third, the central banks of the major developed economies have adopted tolerant policies towards inflation, thereby influencing the risk appetite of investors.

At the same time, the short-term real interest rate volatility caused by the expected fluctuation of economic recovery, and the repeated epidemics brought by the new coronavirus mutant have had a corresponding impact on the risk appetite of investors in the market, which led to a large fluctuation adjustment in the price of risky assets in a specific period of time. Based on the above reasons, the factors that promote the rise of risk assets are stronger than the fluctuation adjustment factors. Therefore, the financial industry has achieved a comprehensive and substantial rise in risk asset prices even in the face of large fluctuations in 2021.

金融服务

Financial Service



全球金融行业深化转型，数字化人才存在巨大缺口
Financial market transformation advanced, digital talents in need

利好政策收缩，金融数字化转型唤醒行业势能
Positive policy contraction, more opportunities for digital transformation

时间来到 2022 年，预测全球经济将持续好转，各主要发达经济体的央行宽松政策将逐步退场，全球资金盛宴将进入尾声。在“量的有序增长”之下，“质的平稳提升”将更加明显，未来也将呈现出“消费唤醒”和“产业升级”两条主线。

“消费唤醒”方面值得期待的是，全球各国新冠疫苗接种普及率不断提升，疫情防控科学精准水平持续提升，经济日益适应大环境的变化，将减轻疫情对服务业和消费的影响。

“产业升级”方面值得期待的是，疫情与全球范围的体制变局交织，加速了全球经济数字化和绿色化的进程，激发了行业的自主创新活力。

In 2022, it is predicted that the global economy will continue to improve, relaxing policies of the central bank in major developed economies will gradually withdraw, and the global financial feast will come to an end. Under the "orderly growth of quantity", the "steady improvement of quality" will be more obvious, and there will be two main lines of "consumption awakening" and "industrial upgrading" in the future.

In terms of "consumption awakening", it is expected that the global popularization rate of COVID-19 vaccination will increase continuously, the scientific accuracy of epidemic prevention and control will continue to improve, and the economy is increasingly adapting to changes in the general environment, which will reduce the impact of the epidemic on the service industry and consumption.

In terms of "industrial upgrading", it is expected that the epidemic is intertwined with institutional changes on a global scale, accelerating the process of digitization and greening of the global economy, and invigorating independent innovation in the industry.

全球金融行业转型窗口期 数字化人才需求加大
Demand for digital talents booming with the industry transformation

疫情的影响改变了人们现有金融活动的行为和习惯，越来越多的业务被转移到线上。金融行业成为全球数字化转型浪潮下的排头兵，而金融科技人才在其中扮演着积极推动的作用。从全球市场角度来看，各大银行纷纷推进专业化金融科技队伍的建设，未来金融科技人员的占比将呈现上升趋势。

The impact of the epidemic has changed the behavior and habits of people's existing financial activities, and more and more businesses have been transferred online. The financial industry has become the leader in the wave of global digital transformation, in which Fintech talents play an active role. From the perspective of the global market, the major banks have promoted the construction of professional Fintech team, and the proportion of Fintech personnel will show an upward trend in the future.

金融服务

Financial Service



全球金融行业深化转型，数字化人才存在巨大缺口

Financial market transformation advanced, digital talents in need

CGP 集团市场洞察显示，“在全球数字化转型过程中，金融行业科技人才依然存在重大缺口，需要重点关注从业人员如何提升自身的数字化能力。同时，企业也应该设计一套数字化人才培养的战略管理体系。”

未来的金融行业将呈现多元化的产业结构。金融科技涵盖技术、数据、人、制度环境以及客户场景等多方面内容，也是引领金融行业数字化转型的驱动力。金融人才可以在上述方向中选择适合自身的转型路径，快速适应金融市场变革，提升自身的行业竞争力。

According to CGP Group Marketing Insight, in the process of global digital transformation, there is a major gap in technological talents in the financial industry, and more attention should be paid on how employees can improve their digital capabilities. At the same time, enterprises should also design a set of strategic management system for digital talents training.

In the future, the financial industry will present a diversified industrial structure. Fintech covers technology, data, people, institutional environment and customer scenarios, and is also the driving force for the digital transformation of the financial industry. Financial talents can choose their own transformation path in the above direction, quickly adapt to the changes in the financial markets, and enhance their career competitiveness.

金融服务

Financial Service



人才短缺岗位

DIFFICULT TO HIRE

Investment Relationship Director
投资关系总监

TMT Investor (Tech Background)
数字新媒体产业投资者（技术背景）

Healthcare Investor
医疗健康产业投资者



竞争激烈岗位

DIFFICULT TO COMPETE

Investment Associate
投资顾问

PE Vice President
私募股权投资副总裁



Notes: Roles with limited qualified candidates while HR and company has less bargain power during recruitment process.

指某职位缺乏符合条件的应聘者，符合条件的候选人有较大选择空间。HR 及公司处于卖方市场。

Notes: Roles with poured qualified candidates while many candidates compete for one job. HR and company has more bargain power during recruitment process.

指某职位有大量符合条件的应聘者，候选人竞争激烈。HR 及公司处于买方市场。

Fin-tech - 金融科技

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪						Need Indicator (0-100) 需求指数
		Min	Med	Max	Min	Med	Max	
		Tier 1 Cities 一线城市			Tier 2 Cities 二线城市			

CRO	首席风险官	10 years+	1.0M	1.5M	3.0M	800K	1.2M	1.8M	80
Supply Chain Finance Risk Director	供应链金融风险总监	12 years+	800K	1.2M	2.0M	700K	900K	1.5M	90
Micro Finance GM	小微金融总经理	15 years+	1.2M	1.8M	2.5M	800K	1.0M	2.0M	90
Post - Loan Head	贷后负责人	12 years+	600K	800K	1.8M	500K	700K	1.0M	95
Ant- Fraud Head	反欺诈负责人	8 years+	600K	800K	2.0M	500K	700K	1.2M	95
Operation Head	运营负责人	10 years+	1.5M	1.8M	2.5M	900K	1.0M	1.5M	88
Digital Prodcut Director	数字化产品总监	10 years+	700K	1.0M	1.2M	600K	800K	1.1M	90
Banking Pre-sales Expert	银行售前专家	8 years+	450K	700K	1.0M	400K	600K	900K	95
Treasury Liquidity Expert	资金流动性专家	5 years+	600K	800K	1.5M	550K	700K	1.0M	88
Digital Strategy/PMO Director	数字化转型战略 / 项目管理总监	8 years+	700K	1.0M	2.5M	700K	900K	1.5M	90

Fund Investment - 基金投资（二级）

Investment Director	投资总监	8 years +	1.5M	2.2M	5M	1M	1.5M	2M	80
Investment Manager	投资经理	5 years +	800K	1.2M	2M	500K	700K	1M	82
Fund Manager	基金经理	3 years +	500K	550K	700K	300K	400K	550K	85
Researcher	研究员	1 years +	280K	410K	550K	150K	165K	280K	80

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

VC - 风险投资

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪						Need Indicator (0-100) 需求指数
		Min	Med	Max	Min	Med	Max	
		Tier 1 Cities 一线城市			Tier 2 Cities 二线城市			

Partner / Managing Director	合伙人	15 years+	5M+	5M+	5M+	2M±	2M±	2M±	80
Executive Director	执行总经理	10 years+	3.5M	2M	2.5M	1.5M	1.7M	2M	80
Vice President	VP	6 years+	1.3M	1.6M	2M	800K	1M	1.5M	80
Senior Associate	高级投资经理	4 years+	800K	1M	1.5M	500K	700K	900K	60
Associate	投资经理	3 YEARS+	600K	700K	900K	300K	400K	500K	60
Analyst	分析师	1 YEAR+	300K	400K	500K	200K	250K	300K	60

PE - 私募股权投资

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪						Need Indicator (0-100) 需求指数
		Min	Med	Max	Min	Med	Max	
		Tier 1 Cities 一线城市			Tier 2 Cities 二线城市			

Partner / Managing Director	合伙人 / 董事总经理	15 years +	10M+			5M+			81
Executive Director	执行总经理	10 years +	5M+			3M			88
Vice President	副总裁	7 years +	2M			1.5M			88
Senior Associate	高级顾问	5 years +	1M+			800K			82
Associate	顾问	3 years +	1M+			500K			80
Analyst	分析员	1 years +	800K			1.2M			80

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

医疗健康

Medical Health



CGP Insight

疫情趋于常态化，医疗健康行业人才前景广阔

Epidemic sustaining makes medical and health talents prospect

新冠疫情的持续，使得全球医疗健康行业在未来将面临更多的挑战，市场的竞争越发激烈，同时监管也更加严格。疫情的持续影响拓展了无接触式医疗的需求，使得医疗与医保机构越发重视数字健康、网络安全和患者数据检阅，从而进一步提升以客户为中心的医疗服务的集成度。

With the continuation of the COVID-19 epidemic, the global health industry will face more challenges in the future, the competition in the market is getting fiercer, and the supervision will be more stringent. The continuous impact of the epidemic extends the demands for contactless medical, raises medical and health insurance institutions' attention on digital health, network security and patient data review, and further enhances the integration of customer-centric medical services.

医疗行业高速发展 新兴技术融合加速

Multiple emerging technologies adapted to healthcare industry

2021年，在疫情的影响下，行业数字化转型驶入快车道，越来越多的无接触式医疗服务上线，带给患者更智能化、便捷化的医疗体验。同时，随着数字化医疗的进步，用户的医疗数据能够以更优化的方式呈现。定制化的医疗服务以患者为核心，提升了患者的参与度。通过大数据，医疗机构能够全方位触达患者，了解健康的社会决定因素，以便更好地实现健康公平。

5G与物联网的应用，大大提升了实时医疗数据与智慧医疗的发展，为医疗管理带来更为灵活的工作模式。在疫情的大环境下，整个医疗行业不断获得资本的加持，产生了前所未有的提速。数字化与智能化的进程加快，越来越多的新兴技术被运用到临床诊断与医疗的过程中，带给患者更好的就医体验。

In 2021, with the impact of the epidemic, the digital transformation of the industry entered the fast lane, and more and more contactless medical services have gone online, bringing patients a more intelligent and convenient medical experience. At the same time, with the progress of digital medical treatment, users' medical data was presented in an optimized way. Customized medical services take patients as the core, which enhances the participation of patients. Through big data, medical institutions can reach patients comprehensively and understand the social determinants of health, so as to better achieve health equity.

The application of 5G and the Internet of Things has greatly improved the development of real-time medical data and smart medical, and brought a more flexible working mode for medical management. In the context of the epidemic, the whole medical industry speeds up unprecedentedly with the continues support of capital. With the acceleration of the process of digitization and intelligence, more and more emerging technologies are applied to the process of clinical diagnosis and medical treatment, bringing patients a better medical experience.

医疗健康 Medical Health



疫情趋于常态化，医疗健康行业人才前景广阔

Epidemic sustaining makes medical and health talents prospect

数字化进程加速 医疗行业面临大洗牌

Digitalization Accelerates the Transformation of Medical Industry

预测 2022 年，整个行业的数字化转型将进一步加快，线下场景与线上平台将深度融合，实体医院与互联网医院将实现无缝链接，线下药店与电商互通发展。同时，以患者为中心的个性化医疗、医药服务将不断创新，带来全生命周期的便捷体验。

同时，医疗医药行业加强云端数据建设，医疗服务数据的存储和使用，药品的研发、生产和物流等环节，都将引入云计算技术。与以往不同，未来的医疗数据管理将涵盖运算、链接与共享的功能，行业分工进一步细化，陈旧的模式将淘汰，更加集成、高效的商业模式将崛起。

It is predicted that in 2022, the digital transformation of the whole industry will be further accelerated. There will be more integration between offline scenes and online platforms, seamless connection between physical hospital and Internet hospital, as well as more interoperability between offline pharmacies and medical e-commerce. At the same time, patient-centered personalized medical and medical services will continue to innovate, bringing convenient experience throughout the life cycle.

Meanwhile, the medical and pharmaceutical industry will strengthen cloud data construction, the storage and use of medical service data, the research and development of drugs, and the production logistics will all adopt cloud computing technology. Different from the past, the future medical data management will cover the functions of computing, linking and sharing, the industry division of labor will be further refined, outdated models will be eliminated, and more integrated and efficient business models will rise.

人口老龄化催生新的人才需求

Aging trends create new demands for healthcare industry

随着大量人才与资本涌入医疗健康行业，企业与人才各自的竞争都愈发激烈。新的赛道会成就一批企业，也会淘汰一批企业。高端的医疗人才是企业发展的底层逻辑，也是增强企业竞争力的核心。

With the influx of a large number of talents and capital into the health care industry, both the competition between enterprises and talents are getting fiercer. The new track will fulfill and eliminate a number of enterprises respectively. High-end medical talents are not only the underlying logic of enterprise development, but also the core of enterprise competitiveness.

医疗健康

Medical Health



CGP Insight

疫情趋于常态化，医疗健康行业人才前景广阔

Epidemic sustaining makes medical and health talents prospect

CGP 集团市场洞察显示，“不仅是因为疫情的原因，随着国内老龄化城市不断出现，医疗健康行业未来的发展前景广阔。企业的发展离不开优质的人才，但在高速发展的风口，人才短缺的问题已经越发显著。企业理想的人才需要具备创新能力、跨领域能力和学习能力，帮助企业完成数字化医疗的转型，同时加强智能与个性化服务的能力。对于行业从业者而言，吸纳更多的跨领域知识，顺应当下行业不断更新发展的节奏，才能成为企业追逐的高端医疗人才。”

传统医疗健康行业的人才普遍重学术轻管理，很难融入目前的新兴智慧医疗体系，而跨领域的管理者又可能因为缺乏行业经验而导致水土不服。资本野蛮生长的同时，探索者行业专业知识薄弱，缺乏远见和长远规划等问题也渐渐显现，间接带来了目前医疗行业人才缺失的困境。

CGP Group Marketing Insight shows that not only because of the epidemic, but also with the continuous emergence of aging cities in China, there are broad prospects for the future development of the medical and health industry. Valuable talents are essential for the development of enterprises. Yet, in the tuye of rapid development, the problem of talent shortage has become more and more obvious. The ideal talents need to have innovation ability, cross-disciplinary ability and learning ability to help enterprises complete the transformation of digital medical care, while strengthening the ability of intelligent and personalized services. In order to become high-end medical talents pursued by enterprises, practitioners in the industry should absorb more cross-disciplinary knowledge and adapt to the pace of continuous upgrade and development of the industry.

Talents in the traditional medical and health industry generally attach importance to academic rather than management, which makes it hard for them to fit into the emerging intelligent medical system. With the barbaric capital growth, the explorers' 'shortcomings of limited professional knowledge, and lack of foresight and long-term planning have gradually appeared, which indirectly brings the talent shortage in the healthcare industry.

医疗健康 Medical Health



人才短缺岗位 DIFFICULT TO HIRE

Nursing Director
护理总监

Chief Nurse
护士长

Nurse
护士

Hospital President
医院院长



Notes: Roles with limited qualified candidates while HR and company has less bargain power during recruitment process.
指某职位缺乏符合条件的应聘者，符合条件的候选人有较大选择空间。HR 及公司处于卖方市场。

竞争激烈岗位 DIFFICULT TO COMPETE

Sales
销售

Marketing
市场



Notes: Roles with poured qualified candidates while many candidates compete for one job. HR and company has more bargain power during recruitment process.
指某职位有大量符合条件的应聘者，候选人竞争激烈。HR 及公司处于买方市场。

Medical - 医务

Position Title 职位名称		Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
			Min	Med	Max	
Medical Affairs Director	医学事务总监	15years +	600K	800K	1M	80
Medical Affairs Manger	医学事务经理	8years +	400K	580K	750K	80
Quality Director	质控总监	15years +	600K	800K	1M	80
Quality Manger	质控经理	8years +	300K	430K	600K	80
Nursing Director	护理总监	15 years +	350K	580K	800K	92
Chief Physician	主任医师	10years +	700K	1.1M	1.5M	90
Associate Chief Physician	副主任医师	10 years +	400K	700K	1M	85
Attending Physician	主治医师	5 years +	240K	520K	800K	91
Health Technician	住院医师	1 years +	100K	175K	250K	84
Chief Nurse	护士长	10years +	200K	250K	300K	92
Supervisor Nurse	主管护师	5years +	150K	175K	200K	84
Nurse Practitioner	护师	3years +	100K	125K	150K	90
Nurse	护士	1years +	75K	90K	100K	80

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市場中的青睞程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市場上人才的数量。反之，大于 80 表示是企业紧缺的人才，市場上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Operation & Management - 运营管理

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range 年薪			Need Indicator (0-100) 需求指数
		Min	Med	Max	

CEO	首席执行官	20 years +	4M	5M	6M	80
COO	首席运营官	20 years +	1M	2M	3M	80
CMO	首席医务官	18 years +	4M	5M	6M	80
Hospital President	医院院长	20 years +	500K	1.2M	2M	90
Clinical Director	诊所总监	15 years +	400K	520K	700K	82
Clinical Manager	诊所经理	10 years +	250K	320K	400K	82

Sales & Marketing - 销售 & 市场

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range 年薪			Need Indicator (0-100) 需求指数
		Min	Med	Max	

Sales Director	销售总监	15 years +	1M	1.2M	1.5M	81
Sales Manager	销售经理	10 years +	400K	600K	800K	80
Marketing Director	市场总监	15 years +	800K	1M	1.2M	80
Marketing Manager	市场经理	10 years +	400K	540K	700K	81

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

人力资源

Human Resources



人才短缺岗位 DIFFICULT TO HIRE

CHO
首席人力资源官

HRIS Head
Digital Transformation Focus
人力资源信息系统负责人
数字化转型方向

Performance Management Head
绩效考核负责人

Organization Development Head
组织发展负责人

Talent Acquisition Head
招聘负责人

Talent Acquisition Manager / Senior Manager
招聘经理 / 高级经理



竞争激烈岗位 DIFFICULT TO COMPETE

HRIS Head
Digital Transformation Focus
人力资源信息系统负责人
数字化转型方向

Performance Management Head
绩效考核负责人

Organization Development Head
组织发展负责人

Talent Acquisition Head
招聘负责人



Notes: Roles with limited qualified candidates while HR and company has less bargain power during recruitment process.

指某职位缺乏符合条件的应聘者，符合条件的候选人有较大选择空间。HR 及公司处于卖方市场。

Notes: Roles with poured qualified candidates while many candidates compete for one job. HR and company has more bargain power during recruitment process.

指某职位有大量符合条件的应聘者，候选人竞争激烈。HR 及公司处于买方市场。

Human Resources - 人力资源

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range 年薪						Need Indicator (0-100) 需求指数
		Min	Med	Max	Min	Med	Max	
		Tier 1 Cities 一线城市			Tier 2 Cities 二线城市			

CHO/ HRVP	首席人力资源官 / 人力资源副总裁	15 Years+	1.5M	2M	2.5M	1M	1.4M	1.7-1.8M	75
Head of HRBP	人力资源伙伴负责人	15 Years+	800K	1M	1.2M	500K-600K	700K	800K-900K	75
HRBP	人力资源伙伴	8 Years+	400K	600K	800K	300K	400K-500K	600K	75
Rewards Head	薪酬福利负责人	15 Years+	800K	1M	1.2-1.3M	500K-600K	700K	800K-900K	75
Rewards Manager	薪酬负责经理	8 Years+	400K	600K	800K	300K	400K-500K	600K	75
OD/TD/LD Head	组织 / 人才 / 培训发展负责人	15 Years+	800K	1M	1.2-1.3M	500K-600K	700K	800K-900K	75
OD/TD/LD Manager	组织 / 人才 / 培训发展经理	8 Years+	400K	600K	800K	300K	400K-500K	600K	75
Talent Acquisition Head	招聘负责人	15 Years+	800K	1M	1.2M	500K-600K	700K	800K-900K	75
Talent Acquisition Manager	招聘经理	8 Years+	400K	600K	800K	300K	400K-500K	600K	75
HRSSC Head	人力资源共享中心负责人	15 Years+	800K	1M	1.2M-1.3M	500K-600K	700K	800K-900K	75
HRSSC Manager	人力资源共享中心经理	8 Years+	400K	600K	800K	300K	400K-500K	600K	75

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

法务与合规 Legal & Compliance



私募并购、资本与合规领域成发展聚焦，高端法律人才普遍求

CGP Insight | Investment and compliance have become the focus of development, high-end talents seek stability

2021 年，法律与合规行业已经逐步适应了新常态下经济社会发展的新形势。系统性的合规法律服务模式，不仅是大势所趋，也是客户需要，更是法律从业者自身建设发展的必然要求。

新冠疫情蔓延以来，使全球的经济的发展面临着很大的不确定性。跨国公司和顶级律所对于只做执行的高端法律人才的需求量总体下降，但对能带来业务的高端法律人才，以及法律基本功扎实且执行力强的中高端法律人才有比较明显的用工增长。

在执业领域上，诉讼、合规（包括数据合规、FCPA 海外反腐败法以及出口管制、贸易合规等）、劳动法、国内国外资本市场、私募股权投资、并购和破产重组等领域继续保持旺盛的需求。从行业来看，互联网、生命科学及大健康、消费品和金融科技等行业对复合型法律人才求贤若渴。

In 2021, the legal and compliance industry has gradually adapted to the new situation of economic and social development under the new normal. A systematic and compliant legal service model is not only the general trend, but also the demands of clients and an inevitable requirement for the development of legal practitioners themselves.

Since the spread of the COVID-19 epidemic, the global economic development has been facing great uncertainty. The multinational companies and top law firms has declined demands for high-end legal talents who merely focus on execution, but increased demands for those who can bring business. Meanwhile, demands for mid- and high-level legal talents with solid legal skills and strong execution ability have shown a relatively obvious increase in employment.

In terms of practice areas, litigation, compliance (including data compliance, FCPA foreign corruption law and export control, trade compliance, etc.), labor law, domestic and foreign capital markets, private equity investment, mergers and acquisitions, and bankruptcy and restructuring continued to maintain strong demand. From an industry perspective, Internet, life sciences and big health, consumer goods and financial technology are eager for compound legal talents.

法务与合规

Legal & Compliance



私募并购、资本与合规领域成发展聚焦，高端法律人才普遍求

CGP Insight | Investment and compliance have become the focus of development, high-end talents seek stability

数据合规边界日益清晰，防范风险和创造价值并重

Boundaries of data compliance become clearer, with equal emphasis on preventing risks and creating value

在国家大数据的战略下，数字法制建设是推进数字中国建设的重要一环。数据安全将成为下一个信息化发展聚焦点，金融、医疗健康、教育、电子商务、寄递和人工智能等重点数据相关行业或领域将进一步加强行业内网络安全和信息安全的规范和监管工作。

在大数据时代，快速的数据传播刺激着经济社会的发展。公民的个人信息，作为基础数据，其所蕴含的价值不言而喻。但与此同时，个人信息也成为网络犯罪的关键要素。因此，相关行业对在数据及隐私方面的法律人才的需求猛增。

CGP 集团旗下专注于中高端人才招聘的品牌 Forte Global Partners 公司创始人及总经理 Emma Zhang 表示，日益细化的隐私保护法律法规，对于海量隐私数据提出了不断量化的合规需求；企业合规意识也不断提高，纷纷开始组建或者扩大现有的数据隐私合规团队，招募合规专业人才；由于这是相对新兴的领域，所以这方面的人才呈现紧缺的状态；数据合规及政府日益严格的强监管，作为新型法律业务，对于法律人才提出了更专业、更多元的要求。

In the big data era, rapid data dissemination stimulates economic and social development. Citizens' personal information, as basic data, contains enormous value. But at the same time, personal information has also become a key element of cybercrime. As a result, the demand for legal talent in data and privacy fields has skyrocketed.

Emma Zhang, Founder and General Manager of Forte Global Partners, a brand under CGP Group that focuses on mid-to-high-level talent recruitment, said that increasingly refined privacy protection laws and regulations have put forward quantified compliance requirements for massive amounts of privacy data. "Corporates have continued to improve compliance awareness, form or expand existing data privacy compliance teams, and recruit compliance professionals. Since it is a relatively new field, there is a shortage of talent. Data compliance and increasingly strict government supervision, as a new type of legal business, have put forward more professional and diversified requirements for legal talents."

Under the national big data strategy, the construction of digital legal system is an important part of promoting the construction of digital China. Data security will become the next focus of informatization development. Key data-related industries or fields such as finance, health care, education, e-commerce, delivery and artificial intelligence will further strengthen the regulation and supervision of network security and information security in the industry.

法务与合规

Legal & Compliance



CGP Insight

私募并购、资本与合规领域成发展聚焦，高端法律人才普遍求

CGP Insight | Investment and compliance have become the focus of development, high-end talents seek stability

高端人才普遍求稳，软实力成为区分中层及以上候选人的重要因素

High-end talents seek stability, soft power becomes an important factor

疫情所造成的负面影响不断缩小，全国经济也逐渐呈现出增长态势，但后市不确定因素仍然阻碍高端人才流动。，如企业法务部总监级别及以上、或律所顾问或以及合伙人级别的候选人级别的律师在求职过程中求稳心态增强，除非新的机会对自己的职业发展有非常明显的提升，否则不然他们更倾向于管理好自己的“一亩三分地”。

受用人单位财务预算等影响，高端岗位供给在 2021 上半年整体处于收缩状态。此外，逐渐兴起并因为疫情而爆发的“零工经济”让法律行业迎来了“分布式劳动力时代”。执业能力强的中层法律人才相较于高端人才拥有更多的市场机会。

Emma Zhang 表示：“对于一个优秀的法律工作者来说，从业 10 年和 20 年对于法律知识理解、，掌握和运用并不像薪酬差距那么如此明显，换言之雇佣 10 年经验的人才性价比更高。反而最显著的差别其实在于和客户、上下级等权益方的沟通谈判、管理能力、影响能力和、团队协作等软性实力上。因此，中层法律求职者可以提升自己的软技能，以收获更多的职业成就。在中国这样的人口基数大国里，永远不缺的就是会踏实做事的‘工匠’。所以，，怎么为雇主带来稳定的客户，创造源源不断的价值，才是一个律师真正核心的竞争力，就是我们所说的‘造雨者（rain maker）’。”

The negative impact of the epidemic has been declining, and the national economy has gradually shown a growth trend. However, uncertainties in the market outlook still hinder the flow of high-end talents. Candidates at the level of director of corporate legal department and above, law firm consultants or partners have a stronger attitude of seeking stability during the job search process. Unless new opportunities significantly improve their career development, they are more inclined to stay where they are.

Affected by the financial budget of the employer, the supply of high-end jobs generally shrank in 2021. In addition, the "gig economy" that has gradually emerged and broke out due to the epidemic has driven the legal industry into the "distributed workforce era". Compared with high-end talents, middle-level legal talents with strong practicing ability have more market opportunities.

Emma Zhang said: "For an excellent legal professional, the understanding, mastery and application of legal knowledge in 10 and 20 years of practice doesn't differ as much as the salary gap. In other words, it is more cost-effective to hire talents with 10 years of experience. The difference lies in the soft skills such as communication and negotiation, management ability, influence and teamwork with stakeholders such as clients and superiors. Therefore, middle-level legal job seekers are highly recommended to improve their soft skills to gain more career achievements. In a country with a large population base like China, there is never a shortage of 'craftsmen' who work hard. Therefore, how to bring steady clients to employers and continuously create value is the real core competitiveness of a lawyer, which is what we call 'rain maker'."

法务与合规

Legal & Compliance



人才短缺岗位

DIFFICULT TO HIRE

Privacy Counsel
隐私法专家

Senior Compliance Counsel
资深合规顾问

Cloud Architect
云平台架构师

Senior Patent Counsel
资深专利律师

Senior DR Lawyer
资深争议解决律师



竞争激烈岗位

DIFFICULT TO COMPETE

General Corporate Lawyer
一般公司律师

M&A Lawyer
并购律师

Capital Market Lawyer
资本市场律师



Notes: Roles with limited qualified candidates while HR and company has less bargain power during recruitment process.

指某职位缺乏符合条件的应聘者，符合条件的候选人有较大选择空间。HR 及公司处于卖方市场。

Notes: Roles with poured qualified candidates while many candidates compete for one job. HR and company has more bargain power during recruitment process.

指某职位有大量符合条件的应聘者，候选人竞争激烈。HR 及公司处于买方市场。

In-house Lawyer - 企业内部法务合规律师

Position Title 职位名称	Years of Experience 从业年数			
	Less than 3 Years < 3 年	4-6 Years 4-6 年	7-9 Years 7-9 年	Over 10 Years 10 年或以上

Lawyer	律师	150K-400K	400K-800K	800K-1.5M	1M-4M
Paralegal	法律助理	100K-200K	200K-400K	400K-500K	
Company Secretary	公司秘书		700K-2M	700K-4M	1M-4M
Legal Secretary	法律秘书	80K-180K	80K-200K	150K-250K	250K-350K

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市場中的青睞程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市場上人才的数量。反之，大于 80 表示是企业紧缺的人才，市場上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

International Law Firm - 国际律师事务所

Position Title 职位名称	Years of Experience 从业年数			
	Less than 3 Years < 3 年	4-6 Years 4-6 年	7-9 Years 7-9 年	Over 10 Years 10 年或以上

Business Development	业务发展	180K-250K	250K-400K	400K-700K	600K-1M
Lawyer	律师	500K-800K	800K-1.5M	1M-2M	1.5M-3M
Paralegal	法律助理	150K-250K	200K-300K		
Legal Secretary	法律秘书	100K-180K	180K-300K	250K-350K	250K-400K
Office Manager	行政经理			350K-500K	400K-900K

Local Law Firm - 本地律师事务所

Position Title 职位名称	Years of Experience 从业年数			
	Less than 3 Years < 3 年	4-6 Years 4-6 年	7-9 Years 7-9 年	Over 10 Years 10 年或以上

Lawyer	律师	250K-550K	450K-800K	700K-1.2M	900K-2.5M
--------	----	-----------	-----------	-----------	-----------

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

生命科学

Life Science



CGP Insight

全球防疫时代，生命科学行业人才需求扩大

Global epidemic prevention expands demand for talents in life science industry

受新冠疫情影响，2021 年的生命科学行业发展迅猛，越来越多的创新型优质企业不断涌现。科技不断创新的同时，大众的关注度也不断提升，导致越来越多的资本涌入，促使行业发展提速。生命科学行业已经从一个小众领域成为了人们密切关注的热门板块。

Affected by the epidemic of COVID-19, the life science industry has developed rapidly in 2021, and more and more innovative and high-quality enterprises continue to emerge. With the continuous innovation of science and technology, the attention of the public is also increasing, which results in the influx of capital and accelerates the development of the industry. The life science industry has changed from a niche field to a hot area that people pay close attention to.

全球公共卫生环境带来行业迅猛发展

Global public health environment brings rapid industry development

回顾 2021 年，生命科学行业已经成为当今全球发展最快的一个产业。在生命科学基础研究飞速发展的同时，现代生物技术的发展同样向着应用领域加速渗透。生命科学为人类解决了社会发展过程中遇到的环境、健康、资源等问题，叠加新冠疫情影响，各国对于这一领域的研究资金都在快速增长，全球的研究资金投入将达到 1690 亿美元。

在行业整体发展的背景下，新兴国家在该领域也有所突破，科研成果转化收益显著，特别是在免疫、基因等细分领域，不断有新的研究成果被转化为颇具疗效的药物，成为令人瞩目的商业化案例。行业的基础研究正以更快速的方式进入商业化阶段，进一步推动着生命科学产业的发展。

Looking back on 2021, the life science industry has become the fastest growing industry in the world today. With the rapid development of basic research in life science, the development of modern biotechnology has also accelerated its penetration into the application field. Life science has solved the problems of environment, health and resources encountered in the process of social development, and with the impact of new coronal epidemics, the research funds of various countries in the field are growing rapidly, and the global research capital investment will reach 169 billion USD.

Under the overall industrial development, emerging countries have also made breakthroughs in the field, and significant benefits have been made in the transformation of scientific research achievements, especially in the fields of immunization, gene and other subdivisions. New research results have been made into effective drugs, becoming remarkable commercial cases. Basic researches are entering the commercialization stage in a faster way, further promoting the development of the life science industry.

生命科学 Life Science



全球防疫时代，生命科学行业人才需求扩大

Global epidemic prevention expands demand for talents in life science industry

产业成熟度进一步加深，数字化转型提升行业变现能力

Digital transformation enhances cashability

全球产业升级的进程仍在继续，更多数字技术的涌现所带来的高科技红利也将辐射到生命科学领域，推动数字技术纳入医疗文化，使得以智慧医疗为核心的医疗服务体系为患者带来更经济实惠的医护体验。越来越多的医疗机构会建立自己的数据中心，借助大数据框架体系，利用人工智能与真实世界的案例挖掘医疗数据背后的价值。

同时，整个生命科学行业将正式迈向工业化，以当前的认知技术提升核心流程的生产效率，完善生产线的合规性，从而满足日益扩大的市场需求。另一方面，精准量化的生活将成为 2022 年的另一个风口。在基因时代，人们更热衷于透过基因层面了解自身的健康状况。而以上这些，都离不开生命科学行业的贡献。

The process of global industrial upgrading continues, and the high-tech dividends brought by the emergence of more digital technologies will also radiate to the field of life science, promoting the integration of digital technology into medical culture, so that the medical service system with smart healthcare as the core will bring more economical and affordable healthcare experience to patients. More and more medical institutions will set up their own data centers, with the help of big data framework, using artificial intelligence and real-world cases to explore the value behind medical data.

Meanwhile, the whole life science industry will formally move towards industrialization, improve the production efficiency of the core process and the compliance of the production line with the current cognitive technology, so as to meet the growing market demand. On the other hand, accurate and quantitative life will be another trend in 2022. In the genetic era, people are keener to understand their health status at the genetic level. All these are inseparable from the contribution of the life science industry.

行业多板块深度融合 多领域行业人才缺口较大

Industry convergence, multi-disciplinary talents shortage

疫情的反复产生了大量的市场需求，带来了医疗体系的改进；同时，新技术的出现与突破带动了相关产业链的发展与升级。行业的种种新趋势开始吸引大量的外资和人才涌入，传统的医药人才也开始向新兴的医药领域转型，而更多的跨领域人才正为行业带来更专业的管理与运营方式。

The recurrence of the epidemic has generated a large number of market demand and brought about the improvement of the medical system, while the emergence and breakthrough of new technologies have led to the development and upgrading of related industrial chains. A variety of new trends in the industry began to attract a large number of foreign capital and talents, traditional medical talents also began to transform to the emerging pharmaceutical field, and more cross-disciplinary talents are bringing more professional management and operation methods to the industry.

生命科学

Life Science



全球防疫时代，生命科学行业人才需求扩大

Global epidemic prevention expands demand for talents in life science industry

CGP 集团市场洞察显示，“疫情的影响和商业化的成熟与加速，使得生命科学行业成为近几年来最火热的产业板块。人才需要时刻保持对行业的敏锐度，完善自身的数字化技能与热门板块，如认知医疗等领域的技能储备。”

近年来，行业自身创新的速度和规模，以及新科技，如自动化、工业机器人的出现都在很大程度上影响着生命科学行业的发展。未来的生命科学行业将会出现前所未有的挑战和更加令人振奋的发展机遇。

According to the CGP Group Marketing Insights, with the impact of the epidemic and the maturity and acceleration of commercialization, the life science industry has become the hottest industry sector in recent years. Talents need to maintain their sensitivity to the industry at all times and improve their digital skills and professional abilities in popular sectors, such as cognitive healthcare.

In recent years, the speed and scale of innovation in the industry, as well as the emergence of new technologies, such as automation and industrial robots, have affected the development of the life science industry to a great extent. The life science industry will face unprecedented challenges and more exciting opportunities for development in the future.

生命科学 Life Science



人才短缺岗位 DIFFICULT TO HIRE

Chief Technical Officer
首席技术官

Chief Scientific Officer
首席科学家

R&D Director
研发总监

RA Director
注册总监

Medical Director
医学总监



竞争激烈岗位 DIFFICULT TO COMPETE

Sales Director
销售总监

Marketing Director
市场总监



Notes: Roles with limited qualified candidates while HR and company has less bargain power during recruitment process.

指某职位缺乏符合条件的应聘者，符合条件的候选人有较大选择空间。HR 及公司处于卖方市场。

Notes: Roles with poured qualified candidates while many candidates compete for one job. HR and company has more bargain power during recruitment process.

指某职位有大量符合条件的应聘者，候选人竞争激烈。HR 及公司处于买方市场。

NGS - 基因测序

Position Title 职位名称		Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
			Min	Med	Max	
CTO / CSO	首席技术官 / 首席信息官	15 years +	1.2M	1.8M	2.5M	95
R&D Director	研发总监	8 years +	600K	800K	1M	90
R&D Manager	研发经理	5 years +	350K	450K	550K	88
Bioinformatics Director	生物信息总监	10 years +	1M	1.2M	1.4M	85
Bioinformatics Manager	生物信息经理	4 years +	400K	545K	650K	80
Medical Director	医学总监	15 years +	600K	800K	1.5M	90
Medical Manager	医学经理	5 years +	300K	520K	600K	95
Sales Director	销售总监	10 years +	800	1M	1.2M	80
Regional Sales Manager	区域销售经理	6 years +	400K	510K	600K	90
Marketing Director	市场总监	10 years +	600K	700K	800K	85
Product Manager	产品经理	3 years +	300K	350K	400K	85
Manufacturing Director	生产总监	10 years +	600K	700K	800K	82
Regulatory Director	注册总监	10 years +	600K	900K	1M	92

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Medical Device (Non Commercial) - 医疗器械 (非业务类)

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪						Need Indicator (0-100)
		Min	Med	Max	Min	Med	Max	
		Local Company 本土公司			Foreign Company 外资公司			

R&D Vice president	研发副总裁	20 years +	1M	1.4M	2M	2M	2.3M	2.6M	60
R&D Director	研发总监	18 years +	800K	1.1M	1.2M	1M	1.5M	2M	70
R&D Manager	研发经理	10 years +	350K	495K	600K	500K	750K	900K	60
Production Director	生产总监	18 years +	400K	650K	700K	700K	900K	1.5M	70
Production Manager	生产经理	12 years +	350K	425K	500K	450K	550K	600K	60
Quality Director	质量总监	18 years +	400K	450K	600K	700K	1M	1.3M	82
Quality Manager	质量经理	7 years +	250K	325K	430K	350K	450K	520K	88
Regulatory Director	注册总监	15 years +	600K	700K	900K	700K	1.1M	1.5M	90
Regulatory Manager	注册经理	8 years +	300K	420K	500K	400	500K	580K	93
Clinical Director	临床总监	12 years +	500K	720K	1.2M	700K	1.2M	1.5M	95
Clinical Manager	临床经理	7 years +	300K	395K	450K	450K	530K	580K	98

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Medical Device (Commercial) - 医疗器械 (业务类)

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
		Min	Med	Max	

Chief Marketing Officer	首席营销官	15 years +	2M	2.5M	3M	82
Marketing Director	市场总监	12 years +	1M	1.3M	1.5M	82
Marketing Manager	市场经理	8 years +	600K	740K	900K	80
Market Research Manager	市场调研经理	3 years +	300K	490K	700K	80
Brand Director	品牌总监	12 years +	1M	1M	1.4M	90
Brand Manager	品牌宣传经理	5 years +	400K	500K	800K	90
Corporate Communication Director	传播总监	12 years +	1M	1.8M	2.5M	82
Product Manager	产品经理	5 years +	400K	500K	800K	90
Chief Commercial Officer	首席商务官	15 years +	2.5M	3.3M	4M	84
Sales VP	销售副总裁	15 years +	2.5M	2.8M	3M	92
Sales Director	销售总监	10 years +	1M	1.5M	2M	92
Sales Manager	销售经理	7 years +	500K	700K	900K	85
BD Manager	业务拓展经理	7 years +	500K	700K	900K	82
Strategy Director	战略总监	7 years +	1M	1.5M	2M	90
Commercial Operation Director	商业运营总监	8 years +	1M	1.3M	1.5M	85
GA Manager	政务经理	5 years +	400K	800K	800K	91
Market Access Manager	市场准入经理	5 years +	400K	800K	800K	90
Medical Affairs Manager	医学事务经理	5 years +	400K	700K	800K	90
Pricing Manager	定价经理	5 years +	400K	620K	800K	90

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

IVD (Non Commercial) - 体外诊断 (非业务类)

Position Title 职位名称		Years of Experience 从业年数	Annual Package Range (RMB) 年薪						Need Indicator (0-100)	
			Min	Med	Max	Min	Med	Max		
			Local Company 本土公司			Foreign Company 外资公司				
R&D Vice president	研发副总裁	20 years +	1M	1.9M	3M	1.8M	2M	2.6M	70	
R&D Director	研发总监	15 years +	800K	1M	1.2M	1M	1.5M	2M	90	
R&D Manager	研发经理	10 years +	350K	425K	500K	600K	650K	700K	60	
Production Director	生产总监	18 years +	400K	660K	900K	700K	800K	1.2M	82	
Production Manager	生产经理	10 years +	250K	325K	400K	400K	500K	600K	82	
Quality Director	质量总监	15 years +	400K	510K	600K	700K	810K	900K	85	
Quality Manager	质量经理	10 years +	300K	350K	400K	400K	500K	600K	85	
Regulatory Director	注册总监	12 years +	500K	660K	800K	800K	950K	1.5M	90	
Regulatory Manager	注册经理	8 years +	300K	400K	500K	500K	650K	700K	95	
Clinial Director	临床总监	12 years +	800K	1.2M	1.5M	1M	1.4M	1.6M	90	
Clinial Manager	临床经理	6 years +	350K	475K	600K	400K	560K	700K	90	

IVD (Commercial) 体外诊断 (业务类)

Position Title 职位名称		Years of Experience 从业年数	Annual Package Range 年薪			Need Indicator (0-100) 需求指数
			Min	Med	Max	
Sales Director	销售总监	15 years +	1M	1.3M	1.5M	82
Sales Manager	销售经理	8 years +	500K	750K	1M	82
Marketing Director	市场总监	15 years +	1.2M	1.3M	1.5M	80
Product Manager	产品经理	5 years +	400K	640K	900K	80
Application Manager	应用经理	8 years +	500K	650K	800K	81
Service Manager	服务经理	8 years +	500K	640K	800K	80

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

机械与自动化

Machinery & Automation



CGP Insight

制造业升级进程加快，推动机械与自动化人才转型

Manufacturing upgrades accelerate transformation of machinery and automation talents

后疫情时代，制造业自动化的趋势越来越明显。伴随着复工复产的推进，自动化行业呈现出迅猛的增长势头。在全球经济衰退的环境下，各国的流动性政策呈现宽松状态。其中，中国作为全球制造业的核心，供给的比例正大幅增加。在全球疫情的影响之下，制造型企业对机械自动化的需求愈发强烈。

全球市场逐步回暖，与之对应的是新一轮的制造业升级即将到来，高端集成化产品的占比和生产线自动化改造的比例都在提升。以国内市场为例，中国经济正处于从增量时代步入存量时代的阶段，制造业的更新升级也在持续进行中。

In the post-epidemic era, the trend of manufacturing automation is becoming more and more obvious. With the progress of resumption of work and production, the automation industry has shown a rapid growth momentum. In the context of the global economic recession, the liquidity policies of various countries are in a loose state. Among them, as the core of the global manufacturing industry, the proportion of China's supply is increasing significantly. Under the influence of the global epidemic, manufacturing enterprises have an increasingly strong demand for mechanical automation.

The global market is gradually picking up, and correspondingly, a new round of manufacturing upgrades is coming, and the proportion of high-end integrated products and the proportion of automation transformation of production lines are increasing. Taking the domestic market as an example, China's economy is in the stage of transitioning from the incremental era to the stock era, and the upgrading of manufacturing industry is also in progress.

全球经济复苏，制造型企业谋求自动化转型

Manufacturing enterprises seek automation transformation

在 2021 年，制造业升级带动了设备类投入的提升，产品更趋向高端化、集成化。同时，受到全球制造业向低成本方向转移趋势的推动，国内机械与自动化产业面临升级的历史窗口期，传统行业也面临自动化升级的挑战。

国内复工复产节奏领先国际市场，使得供应链提前复苏；同时，技术进步叠加供应链安全保障，导致整个制造业的进口替代加速。

In 2021, the upgrade of the manufacturing industry has driven the increase in equipment investment, and the products have become more advanced and integrated. At the same time, driven by the shift of the global manufacturing industry to the direction of low cost, the domestic machinery and automation industry faced a historical window period for upgrading, and traditional industries also faced the challenge of automation upgrading.

The pace of domestic resumption of work and production is ahead of the international market, allowing the supply chain to recover in advance; meanwhile, technological progress superimposed on the security of the supply chain has led to accelerated import substitution in the entire manufacturing industry.

机械与自动化 Machinery & Automation



制造业升级进程加快，推动机械与自动化人才转型

Manufacturing upgrades accelerate transformation of machinery and automation talents

技术创新的步伐促进了互联网产业的多样性发展。为了在市场上站稳脚跟，各大企业必须利用新兴技术来保持竞争力，创造差异化的产品，在新兴技术日新月异、融合发展的趋势背景下，这将对企业未来的发展产生积极深刻的影响。

In the post-epidemic era, machine replacement accelerated, and the market size has reached 100 billion level. High-quality brands in the domestic market are rising rapidly, and high-end manufacturing application scenarios continue to expand the incremental market. Meanwhile, in the context of global economic recovery, the export market is expected to further expand.

科技成果显现，科技红利推动制造业产业升级

Technological dividends promote manufacturing industry upgrades

进入工业 4.0 时代，工业自动化与数字化被认为是智能制造产业的关键技术，而机械是制造业中游最大、最主要的板块，对下游行业的景气度和需求有着直接影响。

在 2022 年，终端消费者对产品多样化和定制化的需求将不断提升，使得生产环节的工艺难度和制造水平相应提升。因此，制造业厂商将对产品质量、效率、精度和成本提出更高要求，逐渐以自动化生产取代传统人工操作，从而减少误差，降低安全性风险。

随着 5G 技术的推进和普及，新一轮科技红利将得到释放。伴随着全球芯片短缺的加剧，国内自主知识产权的半导体生态企业将进一步扩张，制程技术水平持续提升，加速设备国产化进程。多元的科技产业结合，将助力制造产业完成自动化升级。

Entering the era of Industry 4.0, industrial automation and digitization are considered to be the key technologies of the intelligent manufacturing industry, and machinery is the largest and most important sector in the midstream of the manufacturing industry, which has a direct impact on the prosperity and demand of downstream industries.

In 2022, end consumers' demand for product diversification and customization will continue to increase, which will lead to a corresponding increase in the technological difficulty and manufacturing level of the production process. Therefore, manufacturers will put forward higher requirements for product quality, efficiency, precision and cost, and gradually replace traditional manual operations with automated production, thereby reducing errors and safety risks.

With the advancement and popularization of 5G technology, a new round of technological dividends will be released. With the intensification of the global wave of core shortage, domestic semiconductor ecological enterprises with independent intellectual property rights will further expand, the level of process technology will continue to improve, and the process of equipment localization will be accelerated. The combination of diverse technology industries will help the manufacturing industry complete the automatic upgrade.

机械与自动化

Machinery & Automation



制造业升级进程加快，推动机械与自动化人才转型

Manufacturing upgrades accelerate transformation of machinery and automation talents

制造业升级进程加快，对于人才的学习适应性提出高要求

High requirements on the learning adaptability of talents

随着国内制造业的升级，产业自动化的比例不断提升，将诞生越来越多更高端、专业的岗位，对人才的要求也随之提高。随着机器人等自动化技术的普及，人才的职位与职能也会发生转变。

CGP 集团市场洞察显示，“国内制造业升级，提高了制造型企业的自动化程度，和对人才的要求。人才应该密切关注新兴制造业技术，提高自动化、智能化领域的知识储备，顺利过渡，以此稳固行业竞争力。”

随着自动化进程的不断深入，人才之间技能的差距会越来越大。新职位与职能的产生意味着人才现有的技能和经验正面临挑战。而对新技能的需求也将带来更为可观的工资和福利，对人才来说意味着新的机遇和挑战。

With the upgrading of the domestic manufacturing industry, the proportion of industrial automation continues to increase, more and more high-end and professional jobs will be created, and the requirements on talents will also rise. With the popularization of automation technologies such as robots, the positions and functions of talents will also change.

CGP Group's Marketing Insight shows that the upgrading of the domestic manufacturing industry has increased the degree of automation of manufacturing enterprises and the requirements for talents. Talents should pay close attention on emerging manufacturing technologies, improve knowledge reserves in the fields of automation and intelligence, and make a smooth transition to stabilize their competitiveness in the industry.

As automation progresses, the skills gap between talent will grow. The creation of new roles and functions means that talents' existing skills and experience are being challenged. The demand for new skills will also bring more substantial compensation and benefits, which means both opportunities and challenges to talents.

机械与自动化 Machinery & Automation



人才短缺岗位 DIFFICULT TO HIRE

R&D Engineer/Manager/Director
研发工程师 / 经理 / 总监

Process Engineer/Manager
工艺工程师 / 经理

Automation Engineer
自动化工程师

MES Engineer
MES 工程师

Engineering Manager
工程经理



竞争激烈岗位 DIFFICULT TO COMPETE

Sourcing Manager
采购经理

Production Manager
生产经理

Operation Manager
运营经理

Project Manager
项目经理

Plant Manager
厂长



Notes: Roles with limited qualified candidates while HR and company has less bargain power during recruitment process.

指某职位缺乏符合条件的应聘者，符合条件的候选人有较大选择空间。HR 及公司处于卖方市场。

Notes: Roles with poured qualified candidates while many candidates compete for one job. HR and company has more bargain power during recruitment process.

指某职位有大量符合条件的应聘者，候选人竞争激烈。HR 及公司处于买方市场。

R&D - 研发

Position Title 职位名称		Years of Experience 从业年数	Annual Package Range (RMB) 年薪						Need Indicator (0-100) 需求指数
			Min	Med	Max	Min	Med	Max	
			Tier 1 Cities 一线城市			Tier 2 Cities 二线城市			
R&D Director	研发总监	15 years +	750K	975K	1.2M	450K	625K	800K	82
R&D Manager	研发经理	10 years +	450K	575K	700K	300K	410K	500K	85
R&D Supervisor	研发主管	7 years +	250K	335K	400K	180K	250K	320K	88
R&D Engineer	研发工程师	3 years +	150K	195K	200K	100K	170K	200K	92

Production - 生产

Production Director	生产总监	12 years +	550K	690K	850K	320K	400K	500K	80
Production Manager	生产经理	9 years +	350K	475K	600K	230K	315K	400K	82
Production Supervisor	生产主管	6 years +	150K	200K	260K	130K	185K	240K	82
Production Engineer	生产工程师	3 years +	100K	150K	200K	90K	110K	150K	82

Operation - 运营

Operations Director	运营总监	15 years +	900K	1.1M	1.3M	550K	670K	800K	82
Operations Manager	运营经理	10 years +	500K	660K	800K	300K	380K	450K	85

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市場中的青睞程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市場上人才的数量。反之，大于 80 表示是企业紧缺的人才，市場上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Sales & Marketing - 市场 & 销售

Position Title 职位名称		Years of Experience 从业年数	Annual Package Range (RMB) 年薪						Need Indicator (0-100) 需求指数
			Min	Med	Max	Min	Med	Max	
			Tier 1 Cities 一线城市			Tier 2 Cities 二线城市			
Sales VP	销售副总裁	15 years +	1.5M	2M	2.5M				85
Sales Director	销售总监	15 years +	700K	960K	1.2M	500K	660K	800K	88
Sales Manager	销售经理	10 years +	400K	535K	650K	250K	420K	550K	90
Sales Supervisor	销售主管	7 years +	200K	275K	350K	180K	230K	280K	88
BD Director	业务开发总监	12 years +	500K	760K	1M				88
BD Manager	业务开发经理	7 years +	350K	450K	550K	250K	375K	500K	88
Marketing Director	市场总监	10 years +	500K	640K	800K	350K	465K	600K	80
Marketing Manager	市场经理	5 years +	350K	465K	600K	200K	315K	450K	80
Service Sales Director	销售支持总监	15 years +	650K	885K	1.1M	480K	640K	780K	88
Service Sales Manager	销售支持经理	10 years +	380K	515K	630K	230K	385K	520K	90
Service Sales Supervisor	销售支持主管	7 years +	180K	260K	320K	160K	220K	260K	88
Application Manager	技术支持经理	10 years +	500K	600K	700K	350K	460K	550K	89
Application Engineer	技术支持工程师	5 years +	300K	395K	450K	200K	310K	380K	92

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

制药 Pharmaceutical



CGP Insight



制药

Pharmaceutical



人才短缺岗位

DIFFICULT TO HIRE

BD Director
业务拓展总监

Digital Marketing Manager
数字营销经理

Portfolio Manager
产品管线管理经理

HEOR Manager
卫生经济学经理



竞争激烈岗位

DIFFICULT TO COMPETE

Business Unit Head
事业部负责人

National Sales Director
全国销售总监

Marketing Director
市场总监

Training Director
培训总监



Notes: Roles with limited qualified candidates while HR and company has less bargain power during recruitment process.

指某职位缺乏符合条件的应聘者，符合条件的候选人有较大选择空间。HR 及公司处于卖方市场。

Notes: Roles with poured qualified candidates while many candidates compete for one job. HR and company has more bargain power during recruitment process.

指某职位有大量符合条件的应聘者，候选人竞争激烈。HR 及公司处于买方市场。

Research & Clinical - 研发与临床

Position Title 职位名称		Years of Experience 从业年数	Annual Package Range (RMB) 年薪						Need Indicator (0-100) 需求指数	
			Min	Med	Max	Min	Med	Max		
			Local Company 本土公司			Foreign Company 外资公司				
Chief of Drug Discovery	首席药物研发师	20 years +	2M	2.5M	3M	2M	3.1M	4M	82	
Drug Discovery Director	药物研发总监	10 years +	500K	740K	1M	600K	1.2M	1.5M	80	
Drug Discovery Scientist	药物研发专家	5 years +	200K	390K	600K	300K	550K	800K	82	
Chief of Pre Clinical	首席临床前期专家	20 years +	2M	2.5M	3M	2M	2.5M	3M	83	
Pre Clinical Director	临床前期总监	10 years +	500K	740M	1M	800K	1.2M	1.5M	80	
Pre Clinical Manger	临床前期经理	5 years +	300K	440K	600K	400K	600K	800K	82	
Chief of Clinical Development	首席临床开发专家	20 years +	2M	2.5M	3M	2M	3.1M	4M	90	
Clinical Development Director	临床开发总监	10 years +	1M	1.5M	2M	1.2M	1.6M	2M	82	
Clinical Development Manger	临床开发经理	5 years +	300K	540K	800K	400K	650K	900K	81	
Regulatory VP	注册副总裁	20 years +	1M	2M	3M	1.5M	2.3M	3M	82	
Regulatory Director	注册总监	10 years +	500K	740K	1M	800K	1.5M	2M	80	
Regulatory Manger	注册经理	5 years +	200K	390K	600K	500K	650K	800K	80	

Production & Quality - 生产与质量

Chief of Process Development	首席过程工艺专家	20 years +	2M	2.5M	3M	2M	3.1M	4M	91
Process Development Director	过程工艺总监	10 years +	1M	1.3M	1.5M	1.2M	1.6M	2M	92
Process Development Scientist	过程工艺专家	5 years +	200K	400K	600K	300K	460K	600K	88
Chief of Manufacture	生产总经理	20 years +	2M	2.3M	2.5M	2M	2.5M	3M	84
Manufacture Director	生产总监	10 years +	500K	650K	800K	600K	800K	1M	82
Manufacture Engineer	生产工程师	5 years +	200K	400K	600K	300K	510K	700K	82
Quality VP	质量副总裁	20 years +	1M	1.3M	1.5M		2M+		90
Quality Director	质量总监	15 years +	800K	910K	1M	1M	1.1M	1.2M	90
Quality Manager	质量经理	8 years +	200K	360K	500K	300K	460K	600K	92
Analytical VP	分析副总裁	20 years +	1.5M	1.8M	2M		2M+		84
Analytical Director	分析总监	10 years +	800K	900K	1M	1M	1.1M	1.2M	84
Analytical Manager	分析经理	8 years +	200K	340K	500K	300K	450K	600K	84

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.
* Min.: Minimum, Med.: Medium, Max.: Maximum
* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Pharma Commercial - 商务开发

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪						Need Indicator (0-100) 需求指数
		Min	Med	Max	Min	Med	Max	
		Local Company 本土公司			Foreign Company 外资公司			

Chief Commercial Officer	首席商务官	20 years +	3M	4M	5M	4M	5M	7M	80
Commercial VP	营销副总裁	15 years +	1.5M	2M	2.5M	2M	3M	3.5M	80
BD VP	BD 副总裁	15 years +	1.5M	2.5M	3M	2M	3M	5M	85
BD Director	BD 总监	10 years +	600K	1M	2.5M	700K	1.2M	3M	85
BD Manager	BD 经理	5 years +	400K	500K	700K	450K	600K	800K	90
Market Access VP (Central)	市场准入副总裁 (中央)	18 years +	1.5M	2M	3M	2M	3M	3.5M	75
Market Access Director (Central)	市场准入总监 (中央)	10 years +	1M	1.5M	1.8M	1.5M	1.8M	2M	78
Marketing VP	市场部副总裁	18 years +	1.5M	2M	2.5M	2M	3M	4M	80
Marketing Director	市场总监	15 years +	800K	1M	1.5M	1M	1.5M	2M	85
Marketing Manager	市场经理	10 years +	600K	800K	1M	800K	1M	1.2M	85
Local Marketing Director/Lead	区域市场总监 / 负责人	12 years +	600K	800K	1M	800K	1M	1.5M	80
Local Marketing Manager	区域市场经理	5 years +	300K	400K	600K	350K	450K	600K	85
National Sales Director	全国销售总监	15 years +	1M	1.2M	1.5M	1.5M	1.8M	2M	85
Regional Sales Manager	大区销售经理	10 years +	500K	800K	1M	800K	1M	1.3M	85
Training Director	培训部总监	15 years +	800K	1M	1.2M	1M	1.2M	1.5M	78
SFE Director	销售绩效增效总监	15 years +	800K	1M	1.2M	1M	1.2M	1.5M	78
KA Director	关键客户总监	15 years +	700K	1M	1.3M	900K	1.3M	1.5M	75

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

零售与奢侈品

Retails & Luxury



维稳增量弥补消费转移

Keep steady growth to compensate for shifting consumption

2020 年全球奢侈品市值暴跌 23%，中国市场则以近 3460 亿元的全年营收实现同比约 48% 的增幅，这一数值远超中国前三季度 GDP 同比 0.7% 的增幅。

中国的奢侈品制造业始终处于产业链低收益端，国内代工厂只能以产能换生存。被区别对待的不只是制造业，还有线上渠道。各大奢侈品商虽在国内设立线上平台，比如官方网站和天猫，但并未将其纳入品牌管理，而是选择第三方代运营，与线下专柜的供应链、经营主体和销售定价分开管理。

对品牌而言，自建线上团队既缺乏经验，也耗费时间。抓住这一契机，发展我国奢侈品第三产业不但有利于产业结构转型，更将催生无数细分市场与就业——租赁、金融、培训、商业服务等等，品牌方的“线上快消思维”将为国内市场带来巨大的空缺岗位与人才晋升空间。

In 2020, the global luxury market value plummeted by 23%, but the Chinese market achieved a year-on-year increase of about 48% with an annual revenue of nearly 346 billion yuan, which far exceeded the 0.7% year-on-year increase in China's GDP in the first three quarters.

China's luxury manufacturing industry has always been at the low-yield end of the industrial chain, and domestic foundries can only trade production capacity for survival. It is not only the manufacturing that is treated differently, but also the online channel. Major luxury retailers have set up online platforms such as official websites and Tmall in China but excluded them from brand management, most of them choose the third-party operation outsourcing service. Online channel doesn't share the supply chain, business entities and sales pricing with offline counters, and is managed separately.

For Brands, building their own online teams is time-consuming, and they lack experience in it. Seizing this opportunity, the development of China's luxury tertiary industry is not only conducive to the transformation of the industrial structure, but will also spawn numerous market segments and employment — leasing, finance, training, business services, etc.. The brand's "online FMCG strategy" will bring many vacancies and promotion opportunities to talents promotion in the domestic market.

零售与奢侈品 Retails & Luxury



维稳增量弥补消费转移

Keep steady growth to compensate for shifting consumption

国内经济维稳复苏，两大模式弥补奢侈品消费转移

Two modes help compensate for shifting consumption

2021 年，国内奢侈品产业遵循经济规律呈现周期性递进，市场端和就业端具有两大特点。

一是中古（二手奢侈品）市场拉动民间消费，激活自主创业群体。2020 年，国内中古市场规模激增至 173 亿元，同比增长 47.87%，“买贵不如买对”的消费观充分渗透 00 后人群。就经济周期而言，中古产业正好处在直播带货与疫情后经济复苏的交汇点，其发展既适应消费水平，也更符合我国体制内要求。2021 年，直播和实体店推动了线上线下的同步发展，实现了中古市场产值的提升。

二是跨界联名渗透年轻人群，二级市场交易量上升。传统奢侈品商对设计师包容性低，强调品牌基调，弱化个性主张。2021 年，高保值率的经典款销量激增，而新款销量下降，历年款库存上升。如何弥补这个消费断层？奢侈品商与运动潮牌等产业跨界合作，推出联名款产品，以超高的保值率无障碍打通两大市场。与此同时，二级市场产值大幅上升，职业买家、中介平台、鉴定师等垂直度极高的三产岗位纷纷以自由职业或挂靠平台的方式开展工作。

In 2021, the domestic luxury industry followed the laws of economy and showed a cyclical progression, with two major characteristics in the market and employment side.

Firstly, second-hand luxury industry stimulated consumption, and activated self-employment groups. In 2020, the market size of the domestic second-hand luxury industry has surged to 17.3 billion yuan with a year-on-year increase of 47.87%. The consumption concept of "buying the right one is better than buying the expensive one" has fully penetrated into Gen Z. In terms of the business cycle, the domestic second-hand luxury industry is exactly at the intersection of live streaming and post-epidemic economic recovery. Its development is in line with the level of consumption as well as the requirements of the domestic system. In 2021, live streaming and physical stores promoted the simultaneous development of online and offline business, and achieved an increase in the output value of the second-hand luxury market.

The second, co-branding has penetrated into the young crowd, and the transaction volume in the secondary market has increased. Traditional luxury companies are less inclusive to designers, emphasizing the brand tone and weakening individual claims. In 2021, sales of classic designs with high reserved value have surged, while sales of new designs have declined, and inventory of historical designs has increased. How to make up for this consumption gap? Luxury companies began to cooperate with sports brands and other industries to launch co-branded products, connecting two markets with a high value preservation rate. Meanwhile, the output value of the secondary market has risen sharply, and professional buyers, intermediary platforms, appraisers and other highly vertical tertiary industries positions worked as freelancers or affiliated platforms.

零售与奢侈品

Retails & Luxury



维稳增量弥补消费转移

Keep steady growth to compensate for shifting consumption

渠道多元化加速第三产业人才结构优化

Channel diversification accelerates talent structure optimization

2022 年，奢侈品产业将加速进入线上快消时代，品牌亟需完善第三产业人才结构。自带流量的产业属性让奢侈品在天猫的直播首秀轻松获得百万流量，但喧闹背后不是交易量的狂欢，而是严重的品牌焦虑。高度渗透的互联网暴露了奢侈品在中国市场面临的重大问题——渠道危机。代工产业链已打入部分品牌官网和国外线上渠道，进一步削减线下专柜体量，更弱化了其存在意义，奢侈品开始被动进入线上快销时代。

品牌数字化建设与渠道数字化转型有一定关联，但也存在巨大差异。快消式的线上产业链不是单一的甲方市场，众多针对性极强的细分运营更是具有溢出效应。当品牌面对复杂的快速消费品行业的工作结构时，他们甚至不知道它是如何运作的。由此看来，不规范的用工标准和难以量化的考核指标将进一步加速 2022 年奢侈品第三产业的人才竞争。

区别于传统的第三产业服务，奢侈品第三产业在品牌标准方面对从业者要求更高。第三方机构之间的竞争将变成细分岗位的结构性竞争。在服务闭环形成之前，首家完成岗位结构设置的机构将成为行业标准的制定者或领导者。除基础运营服务外，细分市场还有金融、数据分析、交易师等高知专业群体，以版块间合作的形式帮助品牌开发优质的线上资源。

In 2022, luxury industry will accelerate its entry into the online FMCG era, and brands urgently need to improve the talent structure of the tertiary industry. The industrial attributes of its own traffic make it easy for luxury goods to get millions of traffic on Tmall's live broadcast debut, but behind the excitement is not the carnival of transaction volume, but serious brand anxiety. The high penetration of the Internet has exposed the biggest problem that luxury brands are facing in the Chinese market — the channel crisis. The OEM industry chain has entered some brands' official websites and foreign online channels, further reducing the volume of offline counters and weakening their significance, making luxury retailers enter the era of FMCG passively.

Branding digital construction and brand channel digital transformation are related to a certain extent, but there are also huge differences. FMCG online industry chain is not a single party A market, and numerous highly targeted subdivision operations have spillover effects. When the brands face the job structure of the complicated FMCG industry, they don't even know how it works. Hence, the unformed employment standards and difficult-to-quantify assessment indicators will further accelerate the talent competition in the luxury tertiary industry in 2022.

Different from the traditional tertiary industry services, the luxury tertiary industry has higher requirements for practitioners in terms of brand standards. The competition among third-party agencies will turn into the structural competition for segmented positions. Before the closed service loop is formed, the first organization to complete the position structure will become the industry standard setter or leaders. In addition to basic operation services, the market segments also includes highly knowledgeable professional groups such as finance, data analysis, and traders, who help brands develop high-quality online resources in the form of inter-segment cooperation.

零售与奢侈品

Retails & Luxury



人才短缺岗位

DIFFICULT TO HIRE

CRM Manager
客户关系经理

E-marketing Manager
电商市场经理

E-merchandising Manager
电商营销经理

E-commerce Director
电商总监

E-commerce VP
电商副总裁

Merchandising Director
商品总监



竞争激烈岗位

DIFFICULT TO COMPETE

Retail Marketing Manager
零售市场经理

PR Manager
公关经理

Brand Communication Manager
品牌传播经理

Area Manager
区域经理

Retail Director
零售总监



Notes: Roles with limited qualified candidates while HR and company has less bargain power during recruitment process.

指某职位缺乏符合条件的应聘者，符合条件的候选人有较大选择空间。HR 及公司处于卖方市场。

Notes: Roles with poured qualified candidates while many candidates compete for one job. HR and company has more bargain power during recruitment process.

指某职位有大量符合条件的应聘者，候选人竞争激烈。HR 及公司处于买方市场。

Marketing - 市场

Position Title 职位名称		Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
			Min	Med	Max	
CMO/ Marketing VP	首席营销官 / 市场副总裁	15 years +	3M	5M	90	
Marketing Director	市场总监	10 years +	1.2M	2M	3M	95
Marketing Manager (overall)	市场经理	6 years +	600K	820K	1M	95
PR Manager	公关经理	6 years +	500K	660K	1M	85
CRM Manager	客户关系管理经理	5 years +	600K	800K	1M	100
Retail Marketing Manager	零售市场经理	6 years +	400K	620K	1M	85
Digital Manager	数字经理	5 years +	400K	610K	1M	95
Store Development VP	店铺发展副总裁	15 years +	2.5M+			80
Store Development Director	店铺发展总监	10 years +	1.2M	2M	3M	95
Store Development Manger	店铺发展经理	5 years +	400K	620K	800K	95
Visual Merchandising Director	视觉营销总监	10 years +	800K	1.2M	2M	90
Visual Merchandising Manger	视觉营销经理	6 years +	400K	610K	800K	85
Construction Director	工程总监	10 years +	1M+			90
Construction Manger	工程经理	6 years +	400K	610K	800K	85

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Merchandising - 商品

Position Title 职位名称		Years of Experience 从业年数	Annual Package Range 年薪			Need Indicator (0-100) 需求指数
			Min	Med	Max	
Merchandising VP	商品副总裁	20 years +	2M	2.5M	3M	80
Merchandising Director	商品总监	15 years +	1M	1.6M	2M	90
Merchandising Manager	商品经理	8 years +	400K	560K	700K	85
Luxury Buyer	奢侈品采购	5 years +	200K	320k	400K	90
Ecommerce Merchandising Director	电商商品总监	12 years +	800K	1.2M	1.5M	95
Ecommerce Merchandising Manager	电商商品经理	6 years +	350K	550K	800K	90
Planning & Allocation Director	计划 & 配货总监	15 years +	800K	1.2M	1.5M	93
Planning & Allocation Manager	计划 & 配货经理	8 years +	400K	570K	700K	93
Planning Director	计划总监	15 years +	800K	1.2M	2M	88
Planning Manager	计划经理	8 years +	300K	460K	800k	85
Allocation Director	配货总监	15 years +	600K	1M	1.2M	70
Allocation Manager	配货经理	8 years +	250K	350K	600K	80

Sales Operation - 销售运营

Wholesale VP	批发副总裁	20 years +	1.5M	2M+	3M	90
Wholesale Director	批发总监	15 years +	1.2M	1.7M	2M	95
Wholesale Manager	批发经理	6 years +	500K	660K	800K	90
Retail VP	零售副总裁	18 years +	1.2M	2M+	3M	85
Retail Director	零售总监	12 years +	1.2M	1.6M	2M	90
Retail Manager	零售经理	8 years +	700K	970K	1.2M	95

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Supply Chain - 供应链

Position Title 职位名称		Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
			Min	Med	Max	
Supply Chain VP	供应链副总裁	20 years +	2M+			90
Supply Chain Director	供应链总监	15 years +	1M	1.6M	2M	95
Supply Chain Manager	供应链经理	8 years +	400K	510K	600K	90
Logistics Director	物流总监	15 years +	1M	1.6M	2M	95
Logistics Manager	物流经理	8 years +	300K	460K	600K	85
Warehousing Manager	仓储经理	8 years +	300K	460K	600K	85
Transportation Manager	运输经理	8 years +	300K	460K	600K	85
Demand Planning Manager	需求计划经理	8 years +	300K	450K	600K	85

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

E-Commerce - 电商

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪			Need Indicator (0-100) 需求指数
		Min	Med	Max	

Ecommerce VP/ GM	电商副总裁 / 总经理	20 years +	2.5M+			95
Ecommerce Director/ Senior Director	电商总监 / 高级总监	15 years +	1.5M	1.9M	2.2 M	95
Ecommerce Manager/ Senior Manager	电商经理 / 高级经理	8 - 12 years	600K	910K	1.2 M	90
Ecommerce Operation Director	电商运营总监	12 years +	1M+			95
Ecommerce Operation Manager	电商运营经理	6 years +	500K+			90
Ecommerce Merchandising Director	电商营销总监	12 years +	1M+			95
Ecommerce Merchandising Manager	电商营销经理	6 years +	600K+			90
Ecommerce Content/Creative Director	电商内容 / 创意总监	12 years +	1M+			95
Ecommerce Content/Creative Manager	电商内容 / 创意经理	6 years+	600K+			90

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

销售与市场

Sales & Marketing



CGP Insight



销售与市场

Sales & Marketing



人才短缺岗位

DIFFICULT TO HIRE

Douyin Operation Head
抖音直播电商运营负责人

Media Head
媒介投放经理 / 负责人

Ecommerce Director
电商总监

Private Sphere Operation Positions
私域运营岗位



竞争激烈岗位

DIFFICULT TO COMPETE

Trade Marketing Positions
通路营销岗位

Regional Sales Positions
区域销售岗位

KA Positions
重点客户岗位



Notes: Roles with limited qualified candidates while HR and company has less bargain power during recruitment process.

指某职位缺乏符合条件的应聘者，符合条件的候选人有较大选择空间。HR 及公司处于卖方市场。

Notes: Roles with poured qualified candidates while many candidates compete for one job. HR and company has more bargain power during recruitment process.

指某职位有大量符合条件的应聘者，候选人竞争激烈。HR 及公司处于买方市场。

Sales & Marketing - 销售与市场

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range 年薪		
		Min	Med	Max
		Tier 1 Cities 一线城市		

GM/ BU Head/ Commercial Head	15-20 years	1.2-1.5M	1.5-3M	4-5M
CMO	10-15 years	800K-1M	1-1.5M	1.5-2.5M
Marketing Director	8-15 years	600K-1M	800K-1.2M	1.5-1.8M
Marketing Manager/Brand Manager	6-10 years	400-500K	500-700K	700-900K
Marketing Research/BI/CMI Manager	5-10 years	30-400K	500-700K	700-900K
Media Manager/AD/D	3-8 years	20-300K	300-500K	500-800K
Design/Creative Manager/AD/D	5-15 years	300-400K	500-700K	800-1.2M
Ecommerce Manager/AD/D	3-12 years	300-400K	500-700K	800-1.2M
KA Manager/AD/D	5-15 years	300-400K	500-700K	800-1.2M
Sales Operation Manager/Sr Manager/AD	5-15 years	250-350K	350-500K	500-600K

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Sales & Marketing - 销售与市场

Position Title 职位名称	Annual Package Range 年薪			Need Indicator (0-100) 需求指数
	Min	Med	Max	
	Tier 2 Cities 二线城市			

总经理 / 事业部负责人 / 商务负责人	50
首席市场官	60
市场总监	70
市场经理 / 品牌经理	80
市场调研 / 市场分析 / 数据分析经理	80
媒介经理 / 副总监 / 总监	100
设计 / 创意经理 / 副总监 / 总监	80
电商经理 / 副总监 / 总监	80
重点经理 / 高级经理 / 副总监	60
销售运营经理 / 高级经理 / 副总监	50

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

半导体

Semiconductor



CGP Insight

半导体供需失衡，人才选择机会虚高

Unbalanced semiconductor supply and demand leads to inflated talent opportunities

2018 年，中美贸易战打响。其中，提高商品关税只是表象，而核心的较量则是在科技赛道，涉及到半导体、芯片、电池、人工智能、大数据等领域。其中，在软件、半导体等领域，美国依靠多年来的技术封锁占据优势，中国由于没有自主研发的芯片常常处于被“掐脖子”的不利境地。

半导体是电子产品的核心，信息产业的基石。半导体行业是国民经济支柱性行业之一，其发展程度是衡量一个国家科技发展水平的核心指标。

过去四年里，在没有硝烟的战场上，中国厚积薄发，在科技领域的优势已经走在世界前列。在智能手机、无人机和新能源汽车等行业，中国拥有超强的国际竞争力，部分行业甚至遥遥领先。

In 2018, the Sino-US trade war started, in which the increase in commodity tariffs was only a superficial action, while the core contest was in the technology track, involving semiconductors, chips, batteries, artificial intelligence (AI), big data and other fields. Among them, in the fields of software, semiconductors, etc., the United States has taken the advantage of years of technological blockade, and China has often been in a disadvantageous situation because it didn't have self-developed chips.

Semiconductors are the core of electronic products and the cornerstone of the information industry. The semiconductor industry is one of the pillar industries of the national economy, and its degree of development is a core indicator to measure the level of scientific and technological development of a country.

Over the past three years, on the battlefield without arms, China has been advancing its strengths in the field of science and technology to be at the forefront of the world. In industries such as smartphones, drones and new energy vehicles, China has strong international competitiveness, and some industries are even far ahead.

半导体行业前景广阔，业内投资热情高涨

The semiconductor industry has broad prospects, and the investment enthusiasm is high

2021 年，下游半导体行业由于全球半导体硅片出货量和市场规模收窄受到一定影响，然而 5G 的普及和汽车行业的复苏为半导体市场带来利好，市场规模有望创出历史新高，而硅片的市场规模也有望在半导体行业的拉动下恢复增长。

从行业来看，随着物联网、5G、云、人工智能等领域的发展和进步，全球经济数字化转型继续加深。而半导体是电子设备和系统的核心组成部分，尤其常用于移动设备、汽车、消费类电子产品、5G 无线基础设施等，因此未来将有非常广阔的增长空间。

In 2021, the downstream semiconductor industry has been affected to a certain extent due to the shrinking of global semiconductor silicon wafer shipments and market size. However, the popularity of 5G and the recovery of the automotive industry have brought benefits to the semiconductor market, and the market size is expected to hit a record high. The market size of silicon wafers is also expected to resume growth driven by the semiconductor industry.

From an industry perspective, with the development and progress of the Internet of Things, 5G, cloud, artificial intelligence and other fields, the digital transformation of the global economy deepens continuously. As the core components of electronic devices and systems, semiconductor is commonly used in mobile devices, automobiles, consumer electronics, 5G wireless infrastructure, etc., so there is very broad room for growth in the future.

半导体 Semiconductor



半导体供需失衡，人才选择机会虚高

Unbalanced semiconductor supply and demand leads to inflated talent opportunities

半导体属于资本密集型行业，扩产需求的背后需要大幅资本的加持。当前业内投资热情高涨，大多数半导体企业都想抓住“缺芯”带来的机遇，通过 IPO 融资以加快扩张速度。

Semiconductors are a capital-intensive industry, and the demand for production expansion requires substantial capital support. Currently, the investment enthusiasm in the industry is high, and most semiconductor companies want to seize the opportunities brought by "lack of self-developed chips" and accelerate their expansion through IPO financing.

重构供应链，中国加速国产化进程

Restructuring the supply chain, China accelerates the process of localization

全球半导体 80% 的供给来源于亚洲。生产基地过于集中、半导体厂大型化等因素，让欧美等大国对自身的供应链安全深感不安。受新冠疫情和技术封锁影响，半导体供需平衡被打破，供应链剧烈波动。在此背景下，中国正加速半导体产业链和供应链国产化进程，从政策、技术、资源和资金等多维度持续注入发展动力。

中国是全球最大的芯片进口国和消费市场，没有中国参与的半导体产业链只能是一个残缺的产业链。近年来，为进一步鼓励国内半导体的整体发展，打破外国垄断，增强科技竞争力，国家相关部委出台了一系列支持和引导半导体行业发展的政策法规。

当前“摩尔周期”放缓，国产替代热潮势头正劲，中国应把握战略窗口期，以新型举国体制加快中国在全球半导体供应链中做出实质性突破。

80% of the global semiconductor supply comes from Asia. Excessive concentration of production bases and large-scale semiconductor factories have made major countries such as the United States and European countries deeply uneasy about the security of their supply chains. Affected by the COVID-19 and technology blockade, the balance of semiconductor supply and demand has been broken, and the supply chain has fluctuated violently. In this context, China has been accelerating the process of localization of the semiconductor industry chain and supply chain, and continues to inject development momentum from multiple dimensions such as policy, technology, resources, and capital.

China is the world's largest chip importer and consumer market. Without China's participation, there would be no complete semiconductor industry chain. In recent years, in order to further encourage the overall development of domestic semiconductors, break foreign monopolies, and enhance technological competitiveness, relevant state ministries and commissions have issued a series of policies and regulations to support and guide the development of the semiconductor industry.

The current "Moore cycle" is slowing down, and the domestic substitution is booming. China should seize the strategic window period and use the new national system to accelerate China's substantial breakthroughs in the global semiconductor supply chain.

半导体

Semiconductor



CGP Insight

半导体供需失衡，人才选择机会虚高

Unbalanced semiconductor supply and demand leads to inflated talent opportunities

人才选择机会虚高，切莫贪一时之利

Faced with inflated opportunities, talents shouldn't be greedy for temporary gains

对于这样的高精尖行业，人才供给远低于市场需求。目前我国芯片人才总缺口高达 30 万，诸如中芯国际、深圳海思等国内领先的半导体芯片企业，2020 年员工流失率均在 15% 以上。

CGP 集团上海办公室总经理、半导体行业招聘团队负责人 Norman Lau 表示，“市场复苏和人才告急导致半导体人才市场出现一定混乱，优质人才的议价空间极大。通常我们联系到的候选人至少手握三四个 offer，多的甚至有近十个。除了知名的跨国公司、本土公司正以优渥的薪酬待遇抢夺人才之外，一些新兴的小公司也正进入市场想要分到蛋糕。”

尽管半导体行业蓬勃发展，但是 Norman 建议人才还是尽可能专注一个领域深耕，切勿为了眼前利益而短视，而企业也应该通过完善培训和激励体系留住人才，实现良性循环。

高端芯片、先进半导体设备和晶圆制造工艺的技术提高需要时间积累，而中国正在对 5G、AI、IoT 和量子计算等下一代技术进行大量投资。以高铁、新能源、5G 网络、电动车和工业物联网等为代表的“新基建”将带动半导体产业走向高速增长。

在人才层面，除了引进、吸纳国际人才，更为重要的是通过变革教育体制、提升薪酬福利水平、健全企业人力资源制度等措施培养本土人才。

For such a sophisticated industry, the supply of talents is far below market demand. At present, the total shortage of chip talents in China is as high as 300,000. Domestic leading semiconductor chip companies, such as Semiconductor Manufacturing International Corporation (SMIC) and Shenzhen HiSilicon, have a staff turnover rate of more than 15% in 2020.

According to Norman Lau, General Manager of CGP Group's Shanghai office and head of the semiconductor industry recruitment team, "the market recovery and talent shortage have led to certain chaos in the labor market, and there is great bargaining space for high-quality talent. Usually, the candidates we contact have at least three or four offers, some of them have nearly ten. In addition to well-known multinational companies and local companies offering generous remuneration to snatch talents, some emerging small companies are also entering the market to share the cake."

Despite the vigorous development of the semiconductor industry, Norman suggests that talents should focus on one field, and not be short-sighted for immediate benefits, while companies should retain talents through well-developed training and incentive systems, achieving a virtuous circle.

While technological improvements in high-end chips, advanced semiconductor equipment, and wafer manufacturing processes take time, China is investing heavily in next-generation technologies such as 5G, AI, Internet of Things (IoT) and quantum computing. "New infrastructure" represented by high-speed rail, new energy, 5G networks, electric vehicles and industrial IoT will drive the semiconductor industry to grow rapidly.

In terms of talents, in addition to attracting and introducing international talents, it is more important to cultivate local talents through measures such as reforming the education system, improving the level of compensation and benefits, and completing enterprises' human resources management system.

半导体

Semiconductor



CGP Insight

人才短缺岗位

DIFFICULT TO HIRE

Analog Design Engineer
模拟设计工程师

RF Design Engineer
射频设计工程师

CPU Architect
CPU 架构师

SI Engineer
信号完整性工程师



竞争激烈岗位

DIFFICULT TO COMPETE

Analog Design Engineer
模拟设计工程师

RF Design Engineer
射频设计工程师

CPU Architect
CPU 架构师

SI Engineer
信号完整性工程师



Notes: Roles with limited qualified candidates while HR and company has less bargain power during recruitment process.

指某职位缺乏符合条件的应聘者，符合条件的候选人有较大选择空间。HR 及公司处于卖方市场。

Notes: Roles with poured qualified candidates while many candidates compete for one job. HR and company has more bargain power during recruitment process.

指某职位有大量符合条件的应聘者，候选人竞争激烈。HR 及公司处于买方市场。

R&D - 研发

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪						Need Indicator (0-100) 需求指数
		Min	Med	Max	Min	Med	Max	
		Tier 1 Cities 一线城市			Tier 2 Cities 二线城市			

R&D Director	研发总监	15 years +	1M	1.5M	2M	800K	1.5M	1.8M	80
R&D Manager	研发经理	10 years +	700K	1.5M	1.8M	600K	1M	1.2M	83
R&D Engineer	研发工程师	3 years +	380K	500K	700K	260K	350K	500K	90

Supply Chain - 供应链

Supply Chain VP	供应链副总裁	18 years +	1.2M	1.4M	1.5M	700K	850K	1M	81
Supply Chain Director	供应链总监	10 years +	800K	1M	1.2M	500K	750K	1M	85
Supply Chain Manger	供应链经理	5 years +	400K	560K	700K	300K	400K	500K	87
Purchasing Manager	采购经理	6 years +	300K	400K	500K	200K	310K	400K	88
Purchasing Supervisor	采购主管	3 years +	150K	175K	200K	120K	170K	200K	88
Planning Manager	计划经理	4 years +	180K	240K	300K	150K	205M	260K	85
Planner	计划专员	2 years +	120K	160K	200K	100K	140K	180K	85
B2B E-commerce Head	电子商务渠道业务负责人	12 years +	800K	1M	1.2M				90
B2B E-commerce Director	电子商务渠道总监	8 years +	600K	760K	900K	300K	460K	600K	90
B2B E-commerce Manger	电子商务渠道经理	5 years +	300K	435K	550K	200K	310K	400K	90

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Production & Operation - 生产工艺

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range (RMB) 年薪						Need Indicator (0-100) 需求指数
		Min	Med	Max	Min	Med	Max	
		Tier 1 Cities 一线城市			Tier 2 Cities 二线城市			

Production Director	生产总监	15 years +	1.5M	2M	3M	1.2M	1.5M	2M	80
Production Manager	生产经理	10 years +	800K	1.2M	2M	800K	1M	1.3M	82
Production Supervisor	生产主管	6 years +	600K	1M	1.2M	600K	800K	1.2M	82
Process Engineering Director	工艺总监	15 years +	1.5M	2M	3M	1.2M	1.8M	2.5M	79
Process Engineering Manager	工艺经理	9 years +	800K	1.2M	2M	600K	800K	1.5M	81
Process Engineering Supervisor	工艺主管	6 years +	600K	1M	1.2M	600K	800K	1M	84

Sales & Marketing - 销售与市场

Sales VP	销售副总裁	15 years +	2M	2.5M	3M	1.5M	2M	2.5M	
Sales Director	销售总监	12 years +	1.2M	1.5M	2M	1M	1.5M	2M	85
Sales Manager	销售经理	10 years +	800K	1M	1.2M	800K	1M	1.2M	85
Sales Supervisor	销售主管	6 years +	600K	800K	1M	600K	800K	1M	90
Application Manager	技术支持经理	10 years +	800K	1.2M	2M	800K	1M	1.5M	90
Application Engineer	技术支持工程师	5 years +	600K	800K	1M	600K	800K	1M	89
Marketing Director	市场总监	10 years +	1M	1.5M	2M	800K	1.2M	1.5M	92
Marketing Manager	市场经理	7 years +	800K	1.2M	1.5M	600K	1M	1.2M	83

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

供应链管理

Supply Chain Management



CGP Insight

贸易复苏与产业升级使得供应链管理出现人才紧缺

Trade recovery and industrial upgrades make supply chain management face talent shortage

自 2020 年疫情爆发以来，全球多地一度出现供应链紧张甚至中断的问题，使得全球经济的不确定性持续加剧。全球供应链的深度与广度将随着国际政治的走向而面临彻底性重组，一场关于全球供应链的“大洗牌”运动势在必行，全球区域化供应链体系也正式走向重组。

Since the outbreak of the epidemic in 2020, supply chain tensions and even interruptions have occurred in many places around the world, making the uncertainty of the global economy continue to increase. The depth and breadth of the global supply chain will face a complete restructure along with the trend of international politics. A "big reshuffle" movement on the global supply chain is imperative, and the global regionalized supply chain system will also be reorganized.

供应链管理能有效提升供应链弹性与风险防范能力

Supply chain management effectively improves supply chain flexibility and risk prevention capabilities

供应链管理是全球贸易的命脉，但其复杂性与全球性导致了其脆弱的抗风险属性。在疫情影响下，陡然升高的国际航运价格，市场需求时高时低的大幅度震荡，带来了供应链端巨大的波动；而原材料价格、人力成本与物流费用的飙升，为企业运营管理带来了更高的要求。供应链管理端人才的需求日益扩大，并且随着诸如人工智能、大数据云计算、区块链和 5G 等新兴技术的涌现，企业的供应链管理将迎来更多的机遇和挑战。

Supply chain management is the lifeblood of global trade, but its complexity and globality cause its weak risk resistance attribute. Under the influence of the epidemic, the sharp rise in international shipping prices and the large fluctuations in market demand have also brought huge fluctuations to the supply chain industry; meanwhile, the soaring prices of raw materials, labor and logistics costs have put forward higher requirements for the operation and management of enterprises. The demand for talents in supply chain management is expanding, and with the emergence of new technologies such as artificial intelligence, big data cloud computing, blockchain and 5G, enterprise supply chain management will encounter more opportunities and challenges.

供应链管理

Supply Chain Management



贸易复苏与产业升级使得供应链管理出现人才紧缺

Trade recovery and industrial upgrades make supply chain management face talent shortage

供应链随着全球贸易复苏走向升级

Supply chain upgrades as global trade recovers

在 2021 年，中国疫情防控的胜利成效进一步获得巩固，经济社会活动和居民商品消费、服务性消费全面恢复正常状态。疫情影响逐渐消退，经济增长回归“中国速度”，物流需求同步提升，带动了供应链管理的人才需求。

随着疫情期间贸易转移至线上，跨境电商成为稳外贸的重要力量。供应链管理可以为跨境电商提供系统性规划，在全球贸易逐渐回暖的大环境下，通过供应链管理实现企业有序增收，稳步扩张。受限于全球半导体产能短缺，传统工厂智能改造放缓，大多数企业选择引进供应链管理来调整供应链结构，从而提升利润，而这也成为了传统企业实现产业升级的又一路径。

当全球贸易走出供应链短缺的阴霾，全球市场的消费需求将得到充分释放，跨国贸易将获得进一步发展，随之而来的是企业对于供应链管理更加密集的需求。预计在 2022 年，全球将加速构建碳中和体系，这使得原来成本为零的空气成为一项重要的生产要素。以中国为例，2030 年将实现碳达峰；若按计划落实，整个制造业成本将提高 20% 左右。因此，供应链的升级改造所带来的成本增加迫切需要供应链管理的介入。

In 2021, China's success in epidemic prevention and control has been further consolidated, and economic and social activities and residents' consumption of goods and services have returned to normal. The impact of the epidemic has gradually subsided, economic growth has returned to "China speed", and logistics demand has increased simultaneously, driving the demand for talents in supply chain management.

As trade shifts to online during the epidemic, cross-border e-commerce has become an important force in stabilizing foreign trade. Supply chain management can provide systematic planning for cross-border e-commerce, and help corporates achieve orderly income increase and steady expansion in the context of the gradual recovery of global trade. Due to the shortage of global semiconductor production capacity and the slowdown in the intelligent transformation of traditional factories, most companies choose to introduce supply chain management to adjust the supply chain structure, thereby increasing profits, and this has become another path for traditional enterprises to achieve industrial upgrade.

When global trade recovers from the adverse effects of supply chain shortage, the consumer demand in the global market will be fully released, and cross-border trade will be further developed, followed by enterprises' more intensive demand for supply chain management. In 2022, the world is expected to accelerate the construction of a carbon-neutral system, making air, which was originally costless, an important factor of production. Taking China as an example, the carbon peak will be reached in 2030; if the plan is implemented, the cost of the entire manufacturing industry will increase by about 20 %. Therefore, the cost increase brought by the upgrade of the supply chain urgently requires the intervention of supply chain management.

供应链管理

Supply Chain Management



CGP Insight

贸易复苏与产业升级使得供应链管理出现人才紧缺

Trade recovery and industrial upgrades make supply chain management face talent shortage

全球市场需求增加，供应链人才缺口巨大

Huge talent shortage in supply chain area as the global market demand increases

无论是国内市场还是全球市场，都迫切需要供应链管理行业的人才。据统计，目前国内供应链人才缺口人数达到 430 万，一些世界 500 强企业以及国内规模较大的企业都创立了各自的供应链管理中心，更多企业意识到供应链管理的战略合作能够为企业带来的无限成长空间。

CGP 集团上海办公室总经理、供应链管理行业招聘团队负责人 Norman Lau 表示，“全球市场的复苏对于企业而言，即是机遇，也是挑战。当企业在跨国贸易领域的核心竞争力向供应链管理方向倾斜，相关领域人才的需求量会直线攀升，随之而来的将是全球范围的人才短缺问题。”

企业的竞争实际上是供应链的竞争，而供应链管理行业能帮助企业形成自己的核心优势，这其中离不开优质的供应链管理优质人才的储备。因此，企业在持续保持吸纳市场优质人才的同时，更应该具备培养供应链管理人才的能力。

尽管目前供应链管理行业存在巨大人才短缺，但是从整个行业发展的角度而言，依旧处在发展阶段。随着供应链管理理论的发展，行业也会提高对人才的要求。对于人才而言，保持供应链管理行业的知识更新，有助于在人才市场中获得议价权。

Whether it is the domestic market or the global market, there is an urgent need for talents in the supply chain management industry. According to statistics, the current domestic supply chain talent shortage has reached 4.3 million. Some Fortune 500 companies and large domestic companies have established their own supply chain management centers. More enterprises are aware of the infinite growth space that the strategic cooperation they have with supply chain management can bring.

According to Norman Lau, the General Manager of CGP Group Shanghai Office and the Head of recruitment team in supply chain management industry, the recovery of the global market is both an opportunity and a challenge for companies. "When the core competitiveness of enterprises in the field of cross-border trade is tilted towards supply chain management, the demand for talents in related fields will skyrocket, and there will be a global shortage of talents", Norman said.

The competition of enterprises is actually the competition of supply chains, and the supply chain management industry can help enterprises to form their own core advantages, which is inseparable from the reserve of high-quality supply chain management talents. Therefore, while continuing to absorb high-quality talents in the market, enterprises should also have the ability to cultivate supply chain management talents.

Although the supply chain management industry is in serious talent shortage currently, yet, from the perspective of the development of the entire industry, it is still in the development stage. With the development of supply chain management theory, the industry will elevate the requirements for talents. For talents, keeping up with the knowledge update of the supply chain management industry can help gain bargaining power in the talent market.

供应链管理 Supply Chain Management



人才短缺岗位 DIFFICULT TO HIRE

Quality Head
质量负责人

Logistic solution head
物流规划负责人



Notes: Roles with limited qualified candidates while HR and company has less bargain power during recruitment process.

指某职位缺乏符合条件的应聘者，符合条件的候选人有较大选择空间。HR 及公司处于卖方市场。

竞争激烈岗位 DIFFICULT TO COMPETE

Procurement Director
采购负责人

EHS Head
环境安全健康主管



Notes: Roles with poured qualified candidates while many candidates compete for one job. HR and company has more bargain power during recruitment process.

指某职位有大量符合条件的应聘者，候选人竞争激烈。HR 及公司处于买方市场。

Supply Chain Management - 供应链管理

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range 年薪		
		Min	Med	Max
		Tier 1 Cities 一线城市		

Head of Procurement	15+	1.2M	1.5M	2M
Supply Chain Head	15+	1M	1.3M	1.8M
Quality Head	20+	850k	1.1M	1.5M
Logistic manager	10+	500k	700K	900K
(Sr)Planninig manager	10+	550K	750K	950K
Manufactory Head	20+	1M	1.3M	1.8M

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市場中的青睞程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市場上人才的数量。反之，大于 80 表示是企业紧缺的人才，市場上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Supply Chain Management - 供应链管理

Position Title 职位名称	Annual Package Range 年薪			Need Indicator (0-100) 需求指数
	Min	Med	Max	
	Tier 2 Cities 二线城市			

采购负责人	1M	1.3M	1.5M	95
供应链负责人	800k	1M	1.3M	85
质量负责人	800k	1M	1.2M	90
物流经理	400k	600K	850K	75
计划经理	500K	650K	750K	80
制造负责人	800K	1M	1.2M	80

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市場中的青睞程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市場上人才的数量。反之，大于 80 表示是企业紧缺的人才，市場上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

旅游与休闲

Travel & Leisure



CGP Insight

行业呈现复苏迹象，复合型人才更具市场竞争力

Industry shows signs of recovery, compound talents become competitive

受新冠疫情影响，全球国际旅游业总收入下降 70% 左右，得益于全球疫苗接种工作取得的进展以及部分国家的旅行限制松绑，国际旅行市场在 2021 年 6、7 两月出现了反弹迹象。以国内市场为例，中国旅游人数已经恢复至往年 70% 的水平，但消费水平却低于 70%，这也意味着国内旅游产业结构出现了降级。

Affected by the epidemic, the total global international tourism revenue has dropped by about 70 %. Thanks to the progress made in the global vaccination efforts and the relaxation of travel restrictions in some countries, the international travel market has shown signs of rebound in June and July 2021. In the domestic market, for example, the number of tourists has returned to 70% of the level in previous years, but the consumption level is lower than 70%, which means that the domestic tourism industry structure has been downgraded.

全球旅游业复苏缓慢，各国需统一防疫标准

Epidemic prevention standards contribute to show tourism recovery

在 2021 年，后疫情时代的国际旅游行业开始恢复，但受限于世界各地的疫苗接种率参差不齐，以及病毒变体 Delta 和 Omicron 的出现，使得旅游业全年市场行情正常化缓慢，叠加油价飙升以及全球供应链中断的影响，全球旅游业复苏步伐缓慢。

时间进入 2022 年，全球旅游市场依然在很大程度上受到疫情的控制，伴随着疫苗普及的加深以及各国日益宽松的旅行政策，在各国稳步防疫的前提下，全球旅游市场有望在第二季度旅游旺季到来时，迎来报复性增长。

虽然疫情导致全球旅游市场收缩，但在此期间，消费者也储备了大量积蓄，长时间压抑的消费需求在市场小规模复苏阶段得以释放，因此人均旅游消费支出将大幅上升，一定程度上弱化疫情对全球旅游经济的影响。综合来看，在疫情短时间难以彻底结束的阶段，全球旅游业的健康复苏依赖于各国在旅行限制、统一安全和卫生协议方面的沟通和协调，以此帮助消费者恢复信心。

In 2021, the international tourism industry in the post-epidemic era began to recover, but due to the uneven vaccination rates around the world, the emergence of virus variants Delta and Omicron, the impact of soaring oil prices and disruptions to global supply chains, the pace of global tourism recovery was slow.

In 2022, the global tourism market is still largely under the control of the epidemic. With the deepening of vaccination popularization and the increasingly loose travel policies of various countries, under the premise of steady epidemic prevention in various countries, the global tourism market is expected to have a retaliatory growth when the peak season arrives in the second quarter.

Although the global tourism market has shrunk due to the epidemic, consumers have also accumulated a lot of savings during this period, and the long-suppressed consumption demand has been released in the phase of small-scale market recovery. Therefore, per capita tourism consumption expenditure will increase significantly, weakening the impact of the epidemic on the global tourism economy to a certain extent. On the whole, at a stage where the epidemic is difficult to end in a short period of time, the healthy recovery of the global tourism industry depends on countries helping consumers restore confidence through communication and coordination on travel restrictions and unified safety and health protocols.

旅游与休闲 Travel & Leisure



行业呈现复苏迹象，复合型人才更具市场竞争力

Industry shows signs of recovery, compound talents become competitive

全球旅游行业即将回暖，定制游顺应环境需求 Customized tours meet the needs of the market

旅游开发的本质是对于自然资源的文化展现，以及对人文资源文化意义的挖掘。作为疫情常态化背景下受影响最严重的行业之一，旅游业正在转变以往的行业规则，改变常态思维，以旅游路线的深度定制，满足消费者的不同需求，适应目前多变的市场环境。

以中国市场为例，2021 年正逢中国共产党建党一百周年，在多重红利和政策支持下，红色旅游线路全面占领市场，同比增长约 7 倍。另一个方向是城市周边游；在疫情反复的阶段，大部分文旅企业开发了城市周边旅游资源，制定了一系列郊区旅游项目，为城市微度假市场提供了更多选择。这些新项目的开展使得国内旅游市场在 2021 年呈现出回暖的迹象。

进入 2022 年，冬奥会带来的关注度将极大地提振国内旅游市场。与严峻的国际防疫形势相比，国内疫情相对可控，使得供应链的完整性获得保障，旅游市场的供求关系得以维护。随着市场的进一步复苏，在疫情常态化的环境下，内循环和双循环的战略将引导旅游市场走向新的方向。随着旅游市场的本土化和短程化更加显著，旅游将比往年更加融入生活和乡村。周边、短途旅行和城市度假将成为新常态，城市休闲和乡村旅游将迎来机遇。从市场细分来看，数字智慧、沉浸式体验、夜游、冰雪旅游、红色旅游仍将是热门项目。

The essence of tourism development is the cultural display of natural resources and the exploration of cultural significance of humanistic resources. As one of the most severely affected industries in the context of the normalization of the epidemic, the tourism industry is changing the previous industry rules and thinking model, and using the in-depth customization of travel routes to meet the different needs of consumers and adapt to the current changeable market environment.

Taking the Chinese market as an example, 2021 was the 100th anniversary of the founding of the Communist Party of China. With the support of multiple dividends and policies, "Red Tour" have fully occupied the market, with a year-on-year increase of about 7 times. Another direction was tourism around the city; in the stage of repeated epidemics, most cultural and tourism companies have developed tourism resources around the city and formulated a series of suburban tourism projects, providing more choices for the urban micro-vacation market. The development of these new projects made the domestic tourism market show signs of recovery in 2021.

Entering 2022, the attention brought by the Winter Olympics will greatly boost the domestic tourism market. Compared with the severe international epidemic, the domestic epidemic is relatively controllable, which ensures the integrity of the supply chain and maintains the supply and demand relationship in the tourism market. With the further recovery of the market, in the context of the normalization of the epidemic, the strategy of "internal circulation" and "dual circulation" will guide the tourism market to a new direction. As the trends of localization and short-distance trips become more significant, tourism will be more integrated into life and the countryside than in previous years. Surrounding tours, excursions and urban vacations will become the new normal, providing opportunities for urban leisure and rural tourism. From the perspective of market segmentation, digital intelligence, immersive experience, night tours, ice and snow tourism, and "Red Tour" will remain popular projects.

旅游与休闲

Travel & Leisure



CGP Insight

行业呈现复苏迹象，复合型人才更具市场竞争力

Industry shows signs of recovery, compound talents become competitive

人才市场规模收缩，复合型人才更受青睐

Talent market shrinks, compound talents more favored

受限于全球旅游行业下行，旅游行业人才需求同步收缩，导致行业对于单一人才的岗位要求会逐步提升。原本两个岗位实现的职能，将由单一人才个体承担。与以往市场中以技能作为人才的划分不同，目前的旅游行业更渴望多职能型的复合型人才，既有利于企业收缩成本，也便于人才管理。

在现阶段国内的市场环境下，文旅休闲产业对复合型人才的需求将进一步扩大。目前，国内旅游市场的人才主要是技能型人才，如策划与咨询人才、设计与视觉传达创意人才、投资人才、运营人才等，缺乏高素质、实用性和创新性的人才。在文旅融合、夜游经济、文化会展等产业形态较深的领域，人才供给也存在不足。

CGP 集团市场洞察显示，“随着国内经济不断发展，文化产业需求也将进一步提升。全球旅游行业发展正步入了一个转型的关键点，未来的市场潜力巨大。目前大量的技能型人才应该在保证自身专业水准的同时，多接触其他领域的技能，完善自身职业技能体系，向多元化、复合型人才转型，具备更顺应当下发展的行业竞争力。”

Constrained by the downturn of the global tourism industry, the demand for talents in the tourism industry shrinks simultaneously, resulting in a gradual increase in the industry's job requirements for individuals. The functions originally realized by the two positions will be undertaken by a single individual. Different from the previous market where skillsets are regarded as the division of talents, the current tourism industry is more eager for multi-functional compound talents, which not only helps enterprises reduce costs, but also facilitates talent management.

In the context of the current domestic market environment, the demand for compound talents in the cultural tourism and leisure industry will be further expanded. At present, the talents in the domestic tourism market are mainly skilled talents, such as planning and consulting talents, creative design and visual communication talents, investment talents and operation talents. There is a lack of high-quality, practical and innovative talents. In areas with deep industrial forms, such as cultural and tourism integration, night tourism economy, and cultural exhibition, there is also a shortage of talent supply.

CGP Group's Marketing Insight shows that, with the continuous development of the domestic economy, the demand for cultural industries will be further enhanced. The development of the global tourism industry is entering a key point of transformation, and the potential is huge. At present, a large number of skilled talents should have more exposure to skills in other fields while ensuring their own professional standards, improve their professional skill system, and transform to diversified and compound talents, so as to equip themselves with career competitiveness that suits the current industrial development.

旅游与休闲 Travel & Leisure



人才短缺岗位 DIFFICULT TO HIRE

Operation Management
运营管理

Product Innovation
产品服务创新

Data Analyze
大数据分析

API Connectivity
技术对接

Commercial Strategy
战略规划

Project Management
项目统筹管理



竞争激烈岗位 DIFFICULT TO COMPETE

Sales Marketing Management
市场销售

F&B Director
餐饮总监

Revenue Management
收益管理

E commerce Management
电商运营管理

Trade Marketing
渠道推广

Digital Marketing
数字营销



Notes: Roles with limited qualified candidates while HR and company has less bargain power during recruitment process.

指某职位缺乏符合条件的应聘者，符合条件的候选人有较大选择空间。HR 及公司处于卖方市场。

Notes: Roles with poured qualified candidates while many candidates compete for one job. HR and company has more bargain power during recruitment process.

指某职位有大量符合条件的应聘者，候选人竞争激烈。HR 及公司处于买方市场。

Cultural & Tourism, Destination - 文旅，目的地

Position Title 职位名称		Years of Experience 从业年数	Annual Package Range 年薪			Need Indicator (0-100) 需求指数
			Min	Med	Max	
Operation Director	运营总监	10 years+	500K	700K	1M	80
Operation VP	常务副总裁	15 years+	700K	1-1.2M	1.5M	70
General manager	总经理	12-15 years+	800K	1.3M	1.8M	70
PR Director	公关总监	10 years+	600K	800K	1M	60
Marketing Director	市场总监	10 years+	650K	800K	1M	60
Head of Sales&Marketing	市场营销总监	15 years+	700K	1M	1.5M	50
Senior Digital Marketing Manager	数字营销资深经理	8-10 years+	450K	600K	700K	90
Strategic Planning Director	战略规划总监	10 years+	700M	900M	1.2m	70
Product VP	产品 VP	12-15 years+	800K	1.2M	1.6M	50
Director of Retail Business	零售业务总监	10 years+	550K	700K	1M	40
F&B Consultant	餐饮顾问	10 years+	550K	700K	900K	40

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.

Hotels & Resorts Group, Cruise Line, Travel Technology Service Provider

酒店度假集团，邮轮，旅游技术服务商

Position Title 职位名称	Years of Experience 从业年数	Annual Package Range 年薪			Need Indicator (0-100) 需求指数
		Min	Med	Max	

General Manager	总经理	15 years+	650K	800K	1.2-1.5M	70
Product/Service Innovation Manager	产品 / 服务创新经理	10 years+	400K	550K	700K	80
Revenue Director	收益管理总监	15 years+	650K	800K	1M	80
Revenue Manager	收益管理经理	10 years+	350K	500K	600K	80
E commerce Senior manager	电商运营资深经理	10 years+	400K	500K	700K	80
Media Campaign Manager	媒体投放经理	10 years+	300K	400K	550K	70
Senior BD Manager, digital	数字化业务开发经理	12-15 years+	400K	550K	700K	70
F&B Director	餐饮总监	10 years+	500K	700K	1M	70
Director of Rooms	房务总监	10 years+	450K	600K	800K	50
Procurement Director	采购总监	10 years+	600K	800K	1M	50
Procurement Manager	采购经理	10 years+	300K	450K	600K	40
Chief Strategic Consultant	首席战略顾问	15 years+	1M	1.5M	2M+	50

* 年薪：基本工资加奖金（不包括股权或者其他福利），货币单位为当地货币，如在中国，货币单位是人民币。

* 最小值、中位值、最大值

* 需求指标：表示人才在市场上的青睐程度。80 分表示平均水平，也就是企业的需求和人才的数量持平。小于 80 表示企业需求小于市场上人才的数量。反之，大于 80 表示是企业紧缺的人才，市场上这样的人才并不充足。

* Annual Package: Basic Salary + Standard Bonus (excluding stocks or other benefits), use local currency, ex: use RMB In China.

* Min.: Minimum, Med.: Medium, Max.: Maximum

* Need Indicator: A metric to measure the need of the specific position or talent within the market. A score of 80 indicates an average demand or need. A score below 80 indicates an oversupply in the market. A score above 80 indicates an urgent need, or a scarcity in the market.



2022 Mainland China Salary Trends

2022 中国大陆薪酬趋势报告

Unleashing Talent, Enabling Entrepreneurs.

让才华自由施展，做业界精英