



中国 China

薪酬报告 Salary Guide 2023

MichaelPage × PageInsights

关于

《Page Insights 薪酬报告》为我司年度调查报告, 旨在为招聘经理与求职者在了解各行业职能的薪资范围时提供参考, 涉及财务、技术、人力资源、销售等多个领域。

报告 统计方法

报告中所涉及的数据来自我们专有数据库以及针对中国大陆地区 2023 年的涨薪预估。

今年, 所有薪酬数据将以最低值、最高值与中位值呈现。中位值代表着一组按升序排列数据的中位数值。这意味着半数人员的薪酬会低于中位值, 而另一半人员的工资则会高于该数值。

About

The Page Insights Salary Guide is an annual resource that provides hiring managers and candidates with salary references across various industries by job functions, including Finance, Technology, Human Resources, Engineering, Sales and more. This report serves as a valuable tool for informed decisions in the hiring process.

Report methodology

The figures presented in the Page Insights Salary Guide are derived from our proprietary data and network in Mainland China.

This year, the salary figures are represented by the minimum, maximum and median – where the median represents the middle-most value in a set of data, arranged in ascending order. This means half the people who work in a specific field earn less than the median salary from the minimum, while the other half earns more towards the maximum.

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中国大陆的 人才市场前景

许多人在疫情期间找到了新工作。根据我们的《人才趋势报告2022》，中国大陆有 **48%** 的受访者在当前的岗位上工作了不到两年。

有 **59%** 的来自不同年龄组别、行业、市场与资历水平的受访者**计划寻求新的职业挑战**。

薪资仍是影响候选人决定在何处工作的**最大动力**。

在整体年**通胀率为 4%** 的大环境下，企业应该重新评估薪资并制定非货币策略，以留住人才。

影响候选人选择工作的 五大关键因素



薪资 / 奖金 / 奖励



企业文化与价值观



领导



晋升



办公地点

计划辞职的 五大原因



更换职业 / 职位 / 行业



寻求职业发展 / 晋升



对薪资不满意



对公司战略 / 方向不满意



不适应企业文化



Mainland China's Workforce Outlook

A lot of people found new jobs during the pandemic. According to our Talent Trends 2022 survey report, **48%** of respondents in Mainland China have **worked for not more than two years** in their current roles.

59% of respondents across every age group, industry, market and seniority level **plan to look for new career prospects**.

Salary is still the top motivator that influences candidates' decisions on where to work.

Companies should consider reviewing salaries and developing non-monetary strategies to improve talent retention with the overall **year-on-year inflation rate at 4%**.

Top 5 factors that influence candidates' decisions on where to work



Salary / bonus / rewards



Company Culture & values



Leadership



Promotion



Office location

Top 5 reasons for planned resignations



Change career / role / industry



Looking for career progression / promotion



Unhappy with salary



Unhappy with strategy / direction of company



Company Culture is not a fit



求职者： 了解你的价值，准备好行动

充满信心地进行 薪资谈判

做一些研究，了解自己的价值，在薪资谈判前做好充分准备。

2022 年如何有技巧地与雇主谈薪？

[阅读更多](#)

在不自断后路的情况下 优雅地辞职

整天感到疲惫或没有发展机会，表明你可能需要另谋他职。

如何判断离职时机是否恰当？

[阅读更多](#)

利用这些关键技能适应 未来的工作

在中国大陆，有 77% 的雇主宁愿对现有员工进行技能升级和再培训，也不愿雇用新员工。利用这些备受青睐的技能为你的职业生涯提供保障。

适应未来职场的七大重要技能

[阅读更多](#)



Job Seekers: Know your worth and be ready to move

Negotiate your salary with confidence

Do your research, understand your worth and be well-prepared before walking into a salary negotiation.

**How to negotiate salary and
get the pay rise you deserve**

[Read more](#)

Resign gracefully without burning any bridges

Feeling perpetually burnt out or having no growth opportunities may be signs that you need an exit strategy from your current workplace.

**How to know when it's time to
resign - and how to leave well**

[Read more](#)

Adapt to the future of work with these crucial skills

77% of employers in Mainland China would rather upskill and reskill existing employees than hire someone new. Future-proof your career with these sought-after skills.

**Seven crucial skills to adapt
to the new future of work**

[Read more](#)



雇主： 了解员工重视的东西

提升员工体验

除了薪酬福利，良好的员工体验能够聚拢顶尖人才，也能吸引现有员工保持专注，提升效率。应该在员工生命周期的各个阶段更新与这一话题相关的政策，以提升人才吸引力和保留率。

在面试阶段

当候选人得到多个工作机会时，他们更有可能选择那些提供愉快的面试经历的公司。

为什么您需要重视求职者体验？

[阅读更多](#)

在入职培训期间

有效的入职流程有助于让员工轻松融入新的职位，并感觉与公司的联系更紧密。对于那些有混合办公和远程工作安排的人来说，这一点尤为重要。

为什么高效的入职流程如此重要？

[阅读更多](#)

在绩效回顾阶段

对员工出色地完成工作表示赞赏会让员工明白他们所做的贡献得到了认可，这会让工作场所变得更具吸引力。当员工感到快乐时，他们去找寻新工作的可能性就更低。

想激发业务活力？你需要知道如何认可员工

[阅读更多](#)



Employers: Find out what Employees value

Invest in your Employee Experience

Remuneration aside, a great Employee Experience attracts top talent and also entices existing hires to stay engaged and productive. Policies surrounding this should be updated for every stage of an employee's life cycle to improve attraction and retention rates.

At the interview stage

When candidates receive multiple job offers, they are more likely to choose the company that provides a more pleasant interview experience.

Why candidate experience matters and how to do it well

[Read more](#)

During onboarding

An effective onboarding process helps new employees feel connected and supported, especially in hybrid and remote work settings.

Why an effective onboarding process is more important than you think

[Read more](#)

At performance reviews

Recognition fosters employee satisfaction and retention, making the workplace more engaging. It also helps retain employees.

A culture of employee recognition contributes to retention

[Read more](#)



银行与金融服务

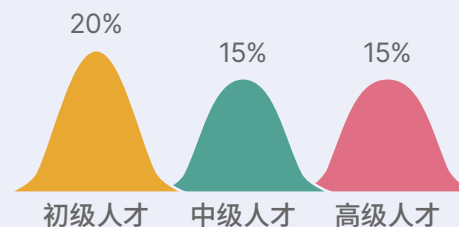
招聘趋势

投资者关系 / 募资的岗位非常火热，很多基金都在搭建或进一步加强自己专门的投资者关系团队，投资职位的招聘对于人选是相关专业背景出身越来越青睐。

随着保险公司投资一级市场的政策出台，本地人民币基金从保险公司筹集资金将相对容易。

投资领域今年的热门赛道集中在新能源、新材料、半导体等硬科技领域。

跳槽平均 涨薪幅度



热门技能

募资

硬科技领域投资

行业研究

热招职位

投资者关系

投资总监

资本运作总监



Banking & Financial Services

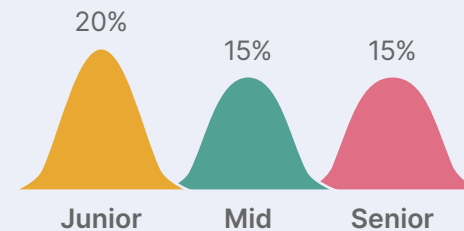
Hiring trends

Investor relations / fundraising positions are in high demand and favour candidates with relevant professional backgrounds.

As policies from insurance companies in the primary market are introduced, local RMB funds will be relatively easier to raise from insurance companies.

Hot investment areas are concentrated in new energy, new materials, and semiconductor sectors.

Average salary increase when switching jobs



Skills in demand

Fund Raising

Hard-tech Investment

Industry Research

Roles in demand

Investor Relationships

Investment Director

Capital Operations Director



Banking & Financial Services / 银行与金融服务

Primary Market 一级市场

Private Equity 私募股权

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Investment Analyst	投资分析师	200	300	600
Investment Associate	投资经理	450	600	1200
Senior Investment Associate	高级投资经理	600	900	1300
Vice President	投资副总裁	750	1200	1500
Investment Director	投资总监	900	1500	2000
Managing Director	董事总经理	1500	2000	3600

Venture Capital 风险投资

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Investment Analyst	风险投资分析师	120	220	380
Investment Associate	风险投资经理	200	400	550
Senior Investment Associate	高级风险投资经理	240	550	700
Vice President	风险投资副总裁	480	900	1000
Investment Director	风险投资总监	500	1200	1500

Managing Director	风险投资董事总经理	900	1500	2000
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Investor Relations 投资者关系

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Investor Relations Manager	投资者关系经理	240	400	600
Investor Relations Director	投资者关系总监	500	960	1500
Managing Director Investor Relations	投资者关系总经理	720	1800	2500

Portfolio Management 投后管理

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Portfolio Manager	投后管理经理	500	600	700
Portfolio Management Director	投后管理总监	800	1000	1500



Banking & Financial Services / 银行与金融服务

Compliance

合规

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Compliance Manager	经理	350	450	600
Compliance Director	总监	600	700	840

Risk Management 风险管理

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Risk Manager	风控经理	350	450	600
Risk Management Director	风控总监	600	700	840
Risk Management Vice President	风控副总裁	840	1200	1500
Chief Risk Officer	首席风控官	1500	1600	2000

Finance

财务

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Accountant	会计	150	240	320
Finance Manager	财务经理	250	390	500
Finance Director	财务总监	700	1200	1500
Finance Head	财务负责人	1000	1500	2000



Banking & Financial Services / 银行与金融服务

Insurance

保险

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Branch GM	分公司总经理	1000	1500	2000
Branch Vice GM	分公司副总	500	900	1500
BU Head	事业部负责人	1200	1500	2000
Private Channel Head	个险渠道总	500	900	1500
Bancassurance Head	银保渠道总	500	900	1500
Head of Group Channel	团险渠道总	500	900	1500
Head of Digital Channel	网络电销渠道总	500	900	1500
Channel Manager	渠道经理	300	500	700
Channel Head	渠道负责人	500	900	1500
Training Manager	培训经理	250	400	550
Training Director	培训总监	500	700	900
Product Manager	产品 / 企划经理	300	450	600
Product Director	产品 / 企划总监	550	700	900
Strategy Manager	战略经理	300	400	500
Strategy Director	战略总监	600	800	1000
Operation Manager	运营经理	250	450	600
Operation Director	运营总监	600	800	1000
Chief Operation Officer	首席运营官	1200	1500	2000

Claims Manager	理赔经理	250	350	600
Claims Director	理赔总监	500	700	900
Underwriting Manager	核保经理	300	500	600
Underwriting Director	核保总监	700	900	1200
Chief Underwriter	首席核保师	900	1200	1500
Actuary	精算分析师	200	350	600
Actuarial Manager	精算经理	450	600	750
Actuarial Director	精算总监	650	800	1000
Chief Actuarial officer	总精算师	800	1200	1500
Finance Manager	财务经理	350	500	650
Finance Director / Finance Controller	财务总监	650	850	1000
CFO	财务负责人	800	1200	1600
Risk / Compliance Manager	风控 / 合规经理	300	450	650
Risk / Compliance Director	风控 / 合规总监	600	800	1000
Chief Risk / Compliance Officer	首席风控官	1200	1600	2000
Audit Manager	审计经理	250	400	600
Audit Director	审计总监	550	700	900
Chief Audit Officer	审计责任人	900	1200	1600



Banking & Financial Services / 银行与金融服务

Secondary Market 二级市场

Institutional Sales 机构销售

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Institutional Sales Manager	机构销售经理	300	600	800
Institutional Sales Director	机构销售总监	600	1200	1500

Portfolio Management & Trading 基金管理与交易

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Portfolio Manager	基金经理	800	1500	2000
Trader	交易员	300	500	800

Researcher 研究员

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Research Analyst	研究分析师	300	400	900
Head of Research	首席研究员	800	1100	1500

Risk Management 风险管理

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Risk Management Manager	风控经理	350	450	600
Risk Management Director	风控总监	600	700	840
Chief Risk Officer	首席风控官	1500	1600	2000

Finance 财务

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Accountant	会计	150	240	320
Finance Manager	财务经理	250	390	500
Finance Director	财务总监	700	1200	1500
Finance Head	财务负责人	1000	1500	2000



Banking & Financial Services / 银行与金融服务

Banking / Fintech 银行/金融科技

C-Suite 高管层

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Chief Operations Officer	首席运营官	800	1200	1500
Chief Risk Officer	首席风险官	1200	1700	2000
Deputy Chief Executive Officer	副首席执行官	1200	3000	4500

Relationship Management 客户关系管理

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Assistant Relationship Manager	助理客户关系经理	250	300	400
Relationship Manager	客户关系经理	300	400	500
Team Leader Relationship Manager	团队领导客户关系经理	800	1000	1200
Senior Relationship Manager	高级客户关系经理	400	600	800
Relationship Management Vice President	客户关系管理副总裁	500	750	1000
Head of Relationship Management	客户关系管理负责人	1000	1200	1500

Relationship Management General Manager	客户关系管理总经理	1500	2500	4000
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Product Control & Valuations 产品控制与估值

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Product Manager	产品经理	180	275	650
Senior Product Manager	高级产品经理	200	350	600
Product Operations Manager	产品运营经理	240	360	480
Product Development Manager	产品开发经理	350	425	500
Senior Product Development Manager	高级产品开发经理	400	500	600
Product Director	产品总监	400	550	600
Deputy General Manager Product Control	产品控制副总经理	720	840	960
Product Valuation & Research	产品估值与研究	800	900	1000



Banking & Financial Services / 银行与金融服务

Risk Management 风险管理

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Anti Fraud Manager	反欺诈经理	180	390	540
Credit Risk Management Manager	信用风险对冲管理经理	300	450	600
Risk Management Director	风险管理总监	550	570	840
Head of Operational Risk	运营风险负责人	432	480	600
Risk Management Vice President	风险管理副总裁	500	800	1200

Loan 信贷

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Dealer	经销商	400	500	600
Loan Officer	信贷专员	200	250	300
Loan Manager	信贷经理	300	350	400
Senior Loan Operations Specialist	高级信贷运营专员	380	450	500

Remittance & Settlement

汇款与结算

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Bank Teller	银行出纳员	120	180	240
Payment Associate	账务专员	150	200	250
Bond Settlement Manager	债券结算经理	240	280	300
Remittance and Settlement Leader	汇款与结算负责人	200	300	400

Institutional Sales 机构销售

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Junior Institutional Sales	初级机构销售员	200	250	300
Institutional Sales Manager	机构销售经理	400	500	600
Institutional Sales Director	机构销售总监	600	800	1000
Head of Institutional Sales	机构销售负责人	1000	1200	1500



消费品与零售

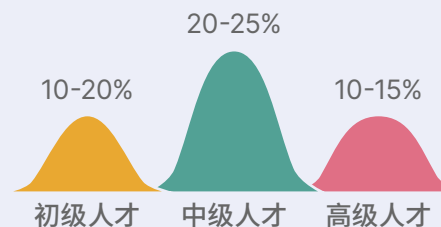
招聘趋势

消费市场趋于稳定并持续增长,尤其是在中国拥有庞大消费基础的品类。富裕的 Z 世代是推动消费增长的关键动力。

市场营销渠道战略将进一步数字化,同时伴随线下渠道在一定程度上的回暖。

拓展本土人才库被企业提上日程。吸引和留住优秀的本地人才成为跨国企业和本土企业的关键。

跳槽平均 涨薪幅度



热门技能

国际贸易

综合管理

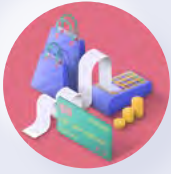
业务发展

热招职位

需求策划经理

客户经理

业务合作伙伴



Consumer & Retail

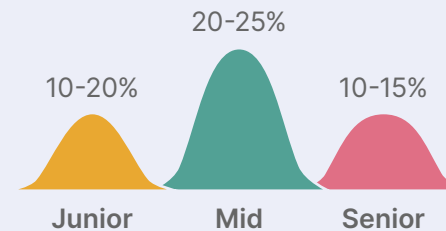
Hiring trends

The consumer market is stabilising and growing, especially for categories with a huge consumer base in Mainland China. The affluent Generation Z is a crucial driver of consumption growth.

Market channel strategies will further digitalise, with a certain level of recovery for offline channels.

Expanding the local talent pool is on the agenda of enterprises. Attracting and retaining excellent local talents has become the key to multinational and local enterprises.

Average salary increase when switching jobs



Skills in demand

International Trade

General Management

Business Development

Roles in demand

Demand Planning Manager

Account Manager

Business Partner



Consumer & Retail / 消费品与零售

Retail Training

零售培训

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Retail Trainer	零售培训师	180	250	400
Retail Training Manager	零售培训经理	300	450	600

Store Management

店铺管理

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Store Manager	店铺经理	200	420	600
Area Manager	区域经理	240	300	600
Retail Manager	零售经理	350	500	850
Senior Retail Manager	高级零售经理	500	800	1000
Retail Director	零售总监	800	1200	2000
Retail Operations Manager	零售运营经理	400	600	800
Merchandiser	商品采购员	144	240	360
Senior Merchandiser / Buyer	高级商品采购员 / 买家	180	228	360
Merchandising Manager / Buying Manager	商品采购经理 / 买家经理	180	360	600
Senior Merchandising Manager	高级商品采购经理	300	420	660

Merchandising Director / Buying Director	商品采购总监 / 买家总监	700	900	1200
Merchandising General Manager	商品采购总经理	700	900	1500
Head of Merchandising	商品采购负责人	700	900	1200
Vice President Merchandising	商品采购副总裁	1000	1200	1500
Merchandise Planning Manager	商品采购规划经理	120	330	600
Senior Merchandise Planning Manager	高级商品采购规划经理	360	540	720
Head of Loss Prevention	预防损失负责人	600	700	800
Allocation Manager	分配经理	300	400	600
Product Management Manager	产品管理经理	300	500	700
General / Country Manager	总经理 / 全国总经理	2000	2500	3500



Consumer & Retail / 消费品与零售

Visual Merchandising

视觉陈列

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Visual Merchandiser	视觉陈列员	144	180	240
Visual Merchandising Supervisor	视觉陈列主管	180	200	300
Visual Merchandising Manager	视觉陈列经理	240	400	600
Visual Merchandising Director	视觉陈列总监	360	600	1000

Design

设计

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Designer	设计师	180	300	400
Design Director / Chief Designer	设计总监 / 首席设计师	800	1200	2000

Marketing

市场营销

C-Suite

高管层

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Chief Marketing Officer	首席营销官	1500	2800	4000
Chief Growth Officer	首席增长官	1500	2800	4000

Advertising

广告

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Media Planning Manager	媒体策划经理	350	425	500
Media Director	媒体总监	700	950	1200
Head of Media Planning	媒体策划负责人	700	950	1200



Consumer & Retail / 消费品与零售

Affiliate & Partnerships

合作

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Affiliate and Partnerships Manager	合作经理	500	650	800
Partnerships Director	合作总监	800	1140	1500
Strategic Partnerships Director	战略合作总监	800	1149	1500
Head of Partnerships	合作负责人	1000	1140	2000
IP Manager	授权经理	400	500	600
IP Director	授权总监	800	1150	1500

Brand Management

品牌管理

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Brand Supervisor	品牌主管	200	250	300
Brand Ambassador	品牌大使	200	280	360
Brand Manager	品牌经理	300	400	600
Senior Brand Manager	高级品牌经理	500	650	800
Brand Director	品牌总监	1000	1300	1800
Brand Development Director	品牌发展总监	900	1100	1500

Content

内容

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Senior Content Specialist	高级内容专员	250	350	400
Content Manager	内容经理	300	350	400
Content Product Director	内容产品总监	800	1150	1500
Copywriter	文案撰稿人	150	200	250
Fashion Editor	时尚编辑	150	200	250
Chief Editor	主编	300	400	500



Consumer & Retail / 消费品与零售

Creative

创意

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Creative Designer	创意设计师	200	300	400
Creative Director	创意总监	700	1100	1500
Designer	设计师	140	220	300
Senior Designer	高级设计师	200	250	300
Design Director	设计总监	700	1100	1500
Graphic Designer	平面设计师	140	220	300
Senior Graphic Designer	高级平面设计师	180	255	330
Art Director	艺术总监	700	1100	1500
Video Editor	视频编辑	250	350	400
Video Manager	视频拍摄经理	500	1200	700
Digital Designer	线上设计师	200	250	300
Senior Digital Designer	资深线上设计师	250	325	400
Graphic Design Manager	平面设计经理	250	325	400
Visual Creative Director	视觉创意负责人	550	625	700

Customer Relationship Management (CRM)

客户关系管理 (CRM)

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
CRM Executive	CRM 专员	150	175	200
CRM Supervisor	CRM 主管	200	250	300
CRM Manager	CRM 经理	300	400	500
Senior CRM Manager	高级 CRM 经理	500	700	900
CRM Director	CRM 总监	700	1100	1500
CRM System Analysis Manager	CRM 系统分析经理	300	400	500



Consumer & Retail / 消费品与零售

Digital & Performance Marketing

数字与效果营销

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Senior Digital Executive	高级数字营销专员	300	350	400
Assistant Digital Manager	助理数字营销经理	350	425	500
Digital Marketing Manager	数字营销经理	500	550	600
Digital Performance Marketing Manager	数字效果营销经理	500	600	700
Senior Digital Marketing Manager	高级数字营销经理	600	750	900
Digital Marketing Director	数字营销总监	900	1200	1500
Digital Performance Marketing Director	数字效果营销总监	800	1000	1200
Growth Director	增长总监	1000	1300	1500
Head of Digital Marketing	数字营销负责人	1200	1500	1800

Digital Advertising 数字广告

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Pay Per Click (PPC) Manager	点击付费广告 (PPC) 经理	200	250	300

Digital Media Planning Manager	数字媒体策划经理	300	450	600
Media Buying Director	媒体购买总监	600	700	800
Digital Media Director	数字媒体总监	800	900	1000
Digital Advertising Director	数字广告总监	800	900	1000

Digital Strategy

数字战略

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Digital Strategist	数字战略策划师	240	300	360
Digital Planning Manager	数字策划经理	500	550	600
Senior Planning Manager	高级策划经理	600	700	800
Digital Strategy Director	数字战略总监	800	1000	1200
Digital Planning Director	数字策划总监	800	1000	1200

Event Management

活动管理

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Events Manager	活动经理	300	400	500
Events Director	活动总监	500	750	1000



Consumer & Retail / 消费品与零售

Market Development

市场拓展

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Market Developer	市场拓展专员	240	330	420
Market Development Manager	市场拓展经理	480	540	600
Senior Market Development Manager	高级市场拓展经理	600	725	850
Market Development Director	市场拓展总监	700	800	900

Marketing Communications

营销传播

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Communications Manager	传播经理	500	650	800
Senior Communications Manager	高级传播经理	600	750	900
Internal Communications Manager	内部通讯经理	400	500	600
Internal Communications Director	内部通讯总监	600	700	800
Marketing Communications Specialist	营销传播专员	200	250	300

Marketing Communications Manager	营销传播经理	500	650	800
Marketing Communications Director	营销传播总监	800	1150	1500
Marketing Specialist	营销专员	200	250	300
Senior Marketing Specialist	高级营销专员	240	270	300
Marketing Manager	营销经理	700	800	900
Senior Marketing Manager	高级营销经理	900	1050	1200
Marketing Director	营销总监	1000	1500	2000
Head of Marketing	营销负责人	1000	1500	2000

Product Marketing 产品营销

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Product Manager	产品经理	500	650	800
Senior Product Manager	高级产品经理	600	750	900
Product Director	产品总监	900	1200	1500



Consumer & Retail / 消费品与零售

Public Relations (PR)

公关

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Public Relations Manager	公关经理	500	650	800
Senior Public Relations Manager	高级公关经理	600	750	900
Public Relations Director	公关总监	800	1150	1500
Corporate Communications Director	企业公关总监	800	1150	1500
Senior Government Relations Manager	高级政府关系经理	600	700	900
Government Relations Director	政府关系总监	900	1200	1500
External Affairs Manager	对外事务经理	400	500	600
External Affairs Director	对外事务总监	900	1200	1500
CSR Manager	企业社会责任经理	400	500	600
CSR Director	企业社会责任总监	800	1000	1200
Sustainability Manager	可持续发展经理	600	750	900
Sustainability Director	可持续发展总监	900	1200	1500

Search Engine Optimisation (SEO)

搜索引擎优化 (SEO)

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Assistant SEO Manager	助理搜索引擎优化经理	250	300	350
SEO Manager	搜索引擎优化经理	400	450	500
SEO Director	搜索引擎优化总监	600	700	800

Social Media

社交媒体

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Social Media Supervisor	社交媒体主管	250	300	350
Social Media Manager	社交媒体经理	400	500	600
Senior Social Media Manager	高级社交媒体经理	700	800	900
Social Media Director	社交媒体总监	900	1150	1200



Consumer & Retail / 消费品与零售

Strategy & Research

战略与研究

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Market Insights Manager	市场洞察经理	400	500	600
Market Insights Director	市场洞察总监	700	950	1200
Market Research Manager	市场调研经理	400	500	600
Strategic Marketing Manager	战略营销经理	500	650	800
Senior Strategic Marketing Manager	高级战略营销经理	800	900	1000
Strategic Director	战略总监	1000	1500	2000

Trade Marketing

渠道营销

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Trade Marketing Specialist	渠道推广专员	250	350	400
Trade Marketing Supervisor	渠道推广主管	300	350	400
Trade Marketing Manager	渠道推广经理	500	600	700
Senior Trade Marketing Manager	高级渠道推广经理	700	800	900
Trade Marketing Director	渠道推广总监	900	1200	1500



医疗保健与生命科学

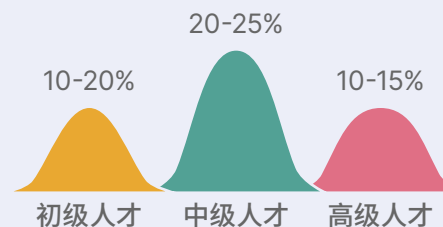
招聘趋势

带量采购 (VBP) 政策对传统商业模式造成压力, 现在更强调以患者为中心的产品旅程。这推动公司推动业务和数字化创新。

“VUCA (Volatility, uncertainty, complexity and ambiguity) 时期候选人更关注公司文化和员工敬业度。”

一个稳健和专业的人才选拔和筛选过程变得越来越重要。

跳槽平均涨薪幅度



热门技能

学术背景

了解产品生命周期

敏捷管理与敢于创新

热招职位

研发及临床医学

商务拓展

创新及数字化转型



Healthcare & Life Sciences

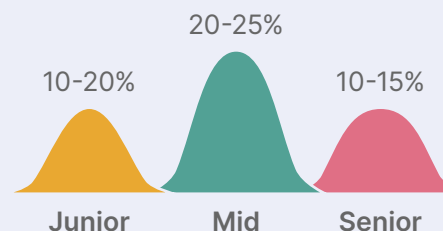
Hiring trends

The Volume-Based Purchasing (VBP) policy now emphasises a patient-centred product journey, driving traditional companies to push for business and digital innovation.

Candidates pay more attention to company culture and employee engagement during the VUCA (Volatility, Uncertainty, Complexity and Ambiguity) period.

A robust and professional talent selection and screening process are getting more important.

Average salary increase when switching jobs



Skills in demand

Scientific background (MD, PhD)

Understanding of full product life cycle

Grit and agility

Roles in demand

Research and Development

Business Development and Alliance Management

Innovation and Digital Transformation



Healthcare & Life Sciences / 医疗保健与生命科学

Healthcare Service

医疗服务

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Hospital Chief Executive Officer	医院首席执行官	2500	2800	3500
Hospital Chief Medical Officer	医院首席医药官	2000	2500	3000
Chief Commercial Officer	首席商业官	1800	2000	3000
Operations Vice President	运营副总裁	1800	2000	2500
Head of Hospital Project	医院项目负责人	1000	1300	1500

Pharmaceutical and Biotechnology

C-Suite

高管层

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Chief Executive Officer	首席执行官	3000	4500	5000
Chief Medical Officer	首席医学官	2900	3500	4250
Chief Science Officer	首席科学官	2100	2700	3200
Chief Business Officer	首席商务官	2500	3000	3400
Chief Operations Officer	首席运营官	2100	2700	2800

Chief Technology Officer	首席技术官	2500	2800	3500
Chief Commercial Officer	首席商业官	2000	2500	3000
Chief Strategy Officer	首席战略官	1500	2000	2500
Chief Quality Officer	首席质量官	1800	2000	3000

Research & Development (R&D)

研发 (R&D)

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Drug Discovery Director	药物研发总监	800	1200	1500
Biology Director	生物学总监	900	1200	1500
Medicinal Chemistry Director	药物化学总监	800	1000	1200
Senior Scientist	高级科学家	600	800	1000
Formulation Director	配方总监	700	850	1000
Toxicity and Animal Studies Director	毒性和动物研究总监	600	750	900
Lab Manager	实验室经理	500	650	800



Healthcare & Life Sciences / 医疗保健与生命科学

Clinical Development and Medical 临床研发与医药

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
		MIN	MED	MAX
Clinical Development Vice President	临床开发副总裁	1500	2000	2500
Clinical Development Director / SD / ED	临床开发总监	1300	1500	1700
Translational Medicine Director	转化医学总监	800	900	1000
Clinical Operations Vice President	临床运营副总裁	1500	1600	1700
Clinical Operations Director	临床运营总监	1100	1300	1500
Clinical Project Manager	临床项目经理	500	750	800
Medical Affairs Director	医疗事务总监	800	1000	1300
Medical Writing Director	医学写作总监	800	1000	1300
Medical Writing Manager	医学写作经理	400	600	800
Physician Lead	上市前医学总监	1000	1200	1500
Clinical Research Physician	临床研究医师	300	400	500
Safety and Pharmacovigilance Director	安全和药物警戒总监	800	900	1000
Pharmacokinetics and Pharmacodynamics Director	药代动力学和药效学总监	800	900	1000
Biometrics Vice President	生物统计副总裁	1500	2000	2400

Biometrics Director	生物统计总监	1200	1500	2000
Principal Biostatistician	首席生物统计师	700	850	1000
Senior Biostatistician	高级生物统计师	400	500	600
SAS Programming Associate Director / Director	编程副总监 / 总监	700	850	1000
SAS Programming Manager / Senior Manager	编程经理 / 高级经理	500	600	700
Principal Programmer	首席编程科学家	400	500	600
Data Management Associate Director / Director	数据管理副总监 / 总监	700	850	1000
Data Management Manager / Senior Manager	数据管理经理 / 高级经理	400	500	600

Regulatory Affairs (RA) & Quality 法规事务 (RA) 与质量

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
		MIN	MED	MAX
Regulatory Affairs Vice President	法规事务副总裁	1500	1600	1700
RA Director	法规事务总监	800	900	1000
Senior RA Manager	高级法规事务经理	400	450	500



Healthcare & Life Sciences / 医疗保健与生命科学

Drug Manufacturing

制药

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Senior CMC Director	CMC高级总监	800	1100	1300
CMC Director	CMC总监	450	600	900
CMC Project Manager	CMC项目经理	320	400	700
Process Development Vice President	工艺开发副总裁	1100	1400	1800
Quality Vice President	质量副总裁	1200	1400	1800
Quality Assurance Director	质量保证总监	500	700	900
Quality Control Director	质量控制总监	450	600	800
Upstream / Downstream Development Director	上下游开发总监	400	600	800
Upstream / Downstream Development Manager	上下游开发经理	250	320	360

Corporate

企业

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Corporate Communications Manager	企业传播经理	300	520	680

Corporate Communications Director	企业传播总监	720	1000	1500
CRM Manager	客户关系管理经理	400	480	620
Government Affairs Manager	政府事务经理	420	580	700
Government Affairs Director	政府事务总监	700	900	1300
HEOR / RWE Director	HEOR / RWE 总监	680	800	960
HEOR / RWE Manager	HEOR / RWE 经理	480	550	650
Market Access Manager	市场准入经理	520	680	700
Market Access Director	市场准入总监	720	900	1000
Business Development Manager	业务发展经理	500	600	700
Business Development Director	业务发展总监	800	1000	1500
Alliance Management Manager	联盟管理经理	500	600	700
Alliance Management Director	联盟管理总监	800	1000	1500
Portfolio Management Manager	投资组合管理经理	500	600	700
Portfolio Management Director	投资组合管理总监	800	1000	1500



Healthcare & Life Sciences / 医疗保健与生命科学

Marketing

市场营销

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Local / Regional Marketing Manager	本地 / 区域营销经理	240	280	380
Product Manager / Senior Product Manager	产品经理 / 高级产品经理	320	500	680
Marketing Manager / Senior Manager	市场经理 / 高级经理	480	600	720
Marketing Associate Director / Director	营销副总监 / 总监	640	920	1600
Strategic Planning Manager / Lead	战略规划经理	480	700	950
New Product Planning Manager / Senior Manager	新产品规划经理	500	600	720
New Product Planning / Development Head	新产品规划总监	640	920	1600

Procurement & Supply Chain

采购与供应链

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Direct Procurement Director	直接采购总监	900	1100	1400
Demand and Planning Manager	需求和计划经理	350	450	550
Senior Demand and Planning Manager	需求和计划高级经理	500	600	750
Direct Procurement / Sourcing Manager	直接采购 / 采购经理	400	500	600
Senior Direct Procurement / Sourcing Manager	直接采购 / 采购高级经理	600	750	850
Direct Procurement Director	直接采购总监	900	1100	1400
Indirect Procurement / Sourcing Manager	间接采购 / 采购经理	350	450	550
Senior Indirect Procurement / Sourcing Manager	间接采购 / 采购高级经理	500	600	750
Indirect Procurement Director	间接采购总监	900	1100	1400
Logistics Manager	物流经理	200	300	400
Supply Chain Director	供应链总监	900	1200	1400
Warehouse Manager	仓库经理	200	300	400



Healthcare & Life Sciences / 医疗保健与生命科学

Training

培训

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Business Training Director	业务培训总监	700	980	1500
Commercial Excellence Director	商业卓越总监	700	1200	1800
Senior Training Manager	高级培训经理	400	480	650
SFE Manager	SFE 经理	360	450	700
Associate SFE Director	SFE 副总监	480	680	720
SFE Director	SFE 总监	700	960	1100
Training Manager	培训经理	360	400	600

Medical Device (Including IVD)

C-Suite

高管层

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Chief Executive Officer	首席执行官	2500	2800	3300
Chief Medical Officer	首席医疗官	1500	1800	2500
Chief Operations Officer	首席营运官	1500	1800	2000
Chief Technology Officer	首席技术官	1500	1800	2000

Chief Commercial Officer	首席商业官	1800	2000	2500
Chief Strategy Officer	首席战略官	1500	1800	2200
Chief Quality Officer	首席质量官	1200	1800	2000

Research & Development

研发 (R&D)

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Research and Development Vice President	研发副总裁	1200	1800	2500
Research and Development Director	研发总监	600	1000	2000
Principal Scientist	首席科学家	700	1000	1500
Research and Development Manager	研发经理	350	450	600
Research and Development Engineer	研发工程师	300	400	500
Project Management Director	项目管理总监	600	800	1000
Project Management Manager	项目管理经理	400	500	600
Bioinformatics Scientist	生物信息学科学家	500	700	800



Healthcare & Life Sciences / 医疗保健与生命科学

Clinical Development and Medical

临床研发与医药

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Clinical Development Director	临床开发总监	700	1000	1300
Clinical Operations Director	临床运营总监	700	900	1200
Medical Affairs Director	医疗事务总监	700	900	1200

Regulatory Affairs (RA) & Quality

法规事务 (RA) 与质量

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Regulatory Affairs Manager	法规事务经理	400	600	900
Regulatory Affairs Director	法规事务总监	800	1000	1200
Regulatory Affairs Vice President	法规事务副总裁	1200	2000	2500

Operations & Manufacturing

运营与生产

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Operations Director	运营总监	700	1200	1500
Manufacturing Manager	制造经理	350	500	800
Manufacturing Director	制造总监	700	1200	1500
Quality Manager	质量经理	350	500	750
Quality Director	质量总监	700	900	1200
Facility / Process / Industrial Manager	设施 / 流程 / 工业经理	300	450	600



工程与制造

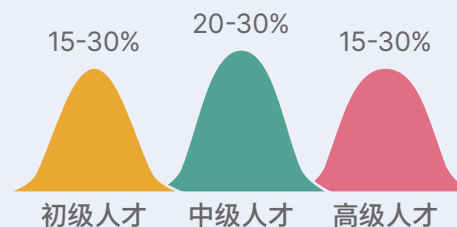
招聘趋势

新能源、新材料领域的研发岗位需求大增，主要得益于国家政策导向，特别是碳中和方面的投资风向。

与新能源、半导体相关的基础材料端新项目和投资趋势越发明显，与此相关的技术领军人才“一将难求”，在此情况下越来越多的雇主接受更灵活的“顾问式”和“项目制”的合作方式。

各行业加大研发领域布局，引进高精尖海内外研发技术人才。核心行业包括但不限于半导体、新能源汽车、机器人自动化、消费品等。

跳槽平均 涨薪幅度



热门技能

跨海销售

企业管理

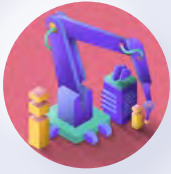
商务拓展

热招职位

质量经理 / 总监

厂长 / 运营总

EHS 经理



Industrial & Manufacturing

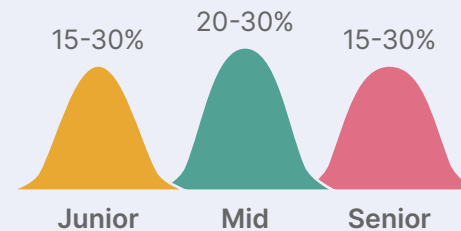
Hiring trends

R&D positions in new energy and new materials sectors have significantly increased due to the government's carbon-neutral policy.

Rising demand for a flexible workforce with consulting and project-based professionals as there's a prominent development for projects and investments in basic materials related to new energy and semiconductors.

Companies across industries are investing more on R&D to attract top-tier R&D talent. These companies are from new EV, semiconductor, robotics and consumer industries.

Average salary increase when switching jobs



Skills in demand

International Sales

Corporate Management

Business Development

Roles in demand

Quality Manager / Director

Operation Director

EHS Manager



Industrial & Manufacturing / 工程与制造

C-Suite

高管层

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Chief Operations Officer	首席运营官	1500	2000	3000
Chief Executive Officer	首席执行官	2000	2500	4000

Automation, Mechatronics & Robotics

自动化、机电一体化、机器人

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Senior Automation Engineer	高级自动化工程师	180	210	240
Automation Engineering Director	自动化工程总监	600	720	840
Automation Specialist	自动化专员	240	270	300
Automation Manager	自动化经理	450	500	600
Head of Automation	自动化总监	600	720	840
Automation Vice President	自动化副总裁	900	1200	1800
Mechatronic Engineering Manager	机械电子工程经理	450	500	600
Artificial Intelligence (AI) Hardware Director	人工智能硬件总监	800	1200	2500

Engineering

工程

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Engineer	工程师	150	200	400
Senior Engineer	高级工程师	240	330	400
Lead Engineer	负责人工程师	250	350	400
Engineering Supervisor	工程主管	180	240	300
Chief Engineer	首席工程师	360	660	960
Engineering Manager	工程经理	350	420	700
Senior Engineering Manager	高级工程经理	450	720	800
Engineering Director	工程总监	600	800	1500
Engineering Vice President	工程副总裁	1200	1800	2500
Staff Engineer	主任工程师	300	400	450
Senior Staff Engineer	高级主任工程师	350	450	550



Industrial & Manufacturing / 工程与制造

Environment, Health & Safety (EHS)

环境、健康与安全 (EHS)

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
EHS Engineer	EHS 工程师	120	150	180
EHS Supervisor	EHS 主管	150	180	240
EHS Consultant	EHS 顾问	360	480	600
EHS Director	EHS 总监	800	1000	1200
EHS Lead	EHS 主任	300	420	800
Regional Head of EHS	EHS 区域负责人	1000	1500	2500
Environmental Manager	环境经理	450	500	600
Safety Specialist	安全专员	120	150	180
Safety Director	安全总监	600	720	960
Security Manager	安保经理	400	500	600
Senior Security Manager	高级安保经理	500	550	700
Security Director	安保总监	1000	1500	2500
Process Safety Manager	流程安全经理	420	480	600

Field Services & Maintenance

现场服务与维护

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Facilities Supervisor	设施主管	156	168	180
Facilities Maintenance Manager	设施维护经理	350	450	600
Field Application Engineer	现场技术支持工程师	180	250	350
Senior Field Application Engineer	高级现场技术支持工程师	200	300	350
Senior Field Services Engineer	高级现场服务工程师	180	250	350
Field Services Specialist	现场服务专员	200	250	350
Field Services Manager	现场服务经理	300	350	400
Senior Field Services Manager	高级现场服务经理	450	550	650
Field Services Director	现场服务总监	600	750	840
Maintenance Engineer	维护工程师	180	300	360
Assistant Maintenance Manager	助理维护经理	300	350	400
Maintenance Manager	维护经理	350	450	600
Maintenance Director	维护总监	480	720	840
Repair Manager	维修经理	360	420	480
Senior Service Engineer	高级服务工程师	250	350	400



Industrial & Manufacturing / 工程与制造

Service Manager	服务经理	360	420	480
Technical Engineer	技术工程师	180	240	300
Senior Technical Specialist	高级技术专员	250	300	400
Technical Specialist	技术专家	200	250	350
Technical Manager	技术经理	350	450	600
Senior Technical Manager	高级技术经理	450	550	650
Technical Director	技术总监	500	650	800
Technical Program Manager	技术程序经理	360	420	480
Technical Service & Support Director	技术服务与支持总监	500	650	800
Senior Technician	高级技术员	132	156	180
Technician Supervisor	技术员主管	180	200	240

Lean & Process Improvement

精益与流程优化

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		RMB'000		
		MIN	MED	MAX
Continuous Improvement (CI) Manager	持续优化 (CI) 经理	300	360	480
Principal Lean Consultant	精简总顾问	480	540	600
Lean Specialist	精简专员	350	500	720
Process Engineer	流程工程师	144	200	840
Senior Process Engineer	高级流程工程师	250	350	450
Process Specialist	流程专员	360	420	480
Process Manager	流程经理	400	550	600
Process Engineering Director	流程工程总监	600	700	750



Industrial & Manufacturing / 工程与制造

Product Development

产品开发

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
New Product Implementation (NPI) Engineer	新产品导入 (NPI) 工程师	240	360	420
New Product Implementation (NPI) Manager	新产品导入 (NPI) 经理	400	500	600
Product Development Manager	产品开发经理	240	410	840
Product Development Director	产品开发总监	600	700	900
Head of Product Development	产品开发负责人	600	900	1200
Product Engineering Manager	产品工程经理	300	500	700
Head of Product Engineering	产品工程负责人	720	900	1200
Product Engineer	产品工程师	180	240	420
Senior Product Engineer	高级产品工程师	200	300	600
Product Specialist	产品专员	300	350	400
Product Manager	产品经理	350	420	500
Product Director	产品总监	480	720	1200

Production, Manufacturing & Plant Operations

生产、制造与工厂运营

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Manufacturing Engineer	制造工程师	180	216	300
Senior Manufacturing Engineer	高级制造工程师	200	250	350
Manufacturing Engineering Manager	制造工程经理	300	410	600
Manufacturing Manager	制造经理	350	410	600
Associate Manufacturing Director	助理制造总监	450	550	650
Manufacturing Director	制造总监	600	720	720
Manufacturing Operations Director	制造运营总监	550	600	720
Operations Director	运营总监	700	800	1500
Senior Operations Director	高级运营总监	1000	1300	2000
Operational Excellence Specialist	运营卓越专员	300	350	600
Operational Excellence Manager	运营卓越经理	360	400	450
Operational Excellence Director	运营卓越总监	700	1000	1200
Operational Excellence Vice President	运营卓越副总裁	1000	1300	1800



Industrial & Manufacturing / 工程与制造

Operations Manager	运营经理	350	410	550
Senior Operations Manager	高级运营经理	450	550	600
Operations Vice President	运营副总裁	1200	2000	3000
Plant Engineering Manager	厂房工程经理	480	540	600
Plant Manager	厂房经理	500	600	800
General Plant Manager	工厂总经理	1000	1500	2000
Plant Director	工厂总监	800	1200	1600
Production Engineer	生产工程师	180	240	300
Production Supervisor	生产主管	250	300	350
Production Manager	生产经理	360	450	500
Senior Production Manager	高级生产经理	450	550	600
Production Director	生产总监	500	600	700
Production Control Manager	生产控制经理	360	400	450
Production Operations Manager	生产运营经理	360	400	450
Production Planning Lead	生产规划主任	180	210	240
Production Planning Supervisor	生产规划主管	180	210	240
Production Planning Manager	生产规划经理	240	282	360
Production Planning Director	生产规划总监	500	550	600
Section Manager	部门经理	360	400	450
Site General Manager	现场总经理	500	800	1000

Project Management

项目管理

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		RMB'000		
		MIN	MED	MAX
Project Lead	项目领导	300	420	500
Project Manager	项目经理	350	420	600
Senior Project Manager	高级项目经理	450	500	650
Project Director	项目总监	500	550	800
Project Management Officer	项目管理专员	900	1200	1500



Industrial & Manufacturing / 工程与制造

Quality

质量

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Homologation Officer	认证专员	300	350	400
Homologation Manager	认证经理	360	390	500
Quality Assurance (QA) Engineer	质量保证 (QA) 工程师	180	240	280
Senior Quality Assurance (QA) Engineer	高级质量保证 (QA) 工程师	240	280	300
Quality Assurance (QA) Manager	质量保证 (QA) 经理	350	500	600
Senior Quality Assurance (QA) Manager	高级质量保证 (QA) 经理	450	550	650
Quality Assurance (QA) Director	质量保证 (QA) 总监	550	600	900
Head of Quality Assurance (QA)	质量保证 (QA) 负责人	600	660	720
Quality Control (QC) Inspector	质量控制 (QC) 检查员	120	132	144
Quality Control (QC) Leader	质量控制 (QC) 主任	180	240	280
Quality Control (QC) Manager	质量控制 (QC) 经理	350	500	600
Senior Quality Check (QC) Manager	高级质量检查 (QC) 经理	450	550	650
Quality Engineer	质量工程师	120	200	250

Senior Quality Engineer	高级质量工程师	144	246	300
Quality Supervisor	质量主管	180	240	280
Quality Leader	质量主任	180	240	280
Quality System Specialist	质量系统专员	240	270	300
Quality System Manager	质量系统经理	450	550	600
Quality Manager	质量经理	350	500	600
Senior Quality Manager	高级质量经理	400	600	700
Quality Director	质量总监	700	900	1100
Quality Vice President	质量副总裁	1500	2000	2500



Industrial & Manufacturing / 工程与制造

Research & Development (R&D)

研发 (R&D)

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Lead R&D Engineer	研发主工程师	200	250	360
R&D Manager	研发经理	360	500	700
R&D Director	研发总监	600	800	1500
Head of R&D	研发负责人	1000	1500	2000
R&D Vice President	研发副总裁	1500	2500	3500
Design Leader	设计负责人	240	276	360
Design Engineer	设计工程师	200	300	360
Senior Design Engineer	高级设计工程师	250	350	480
Design Engineering Manager	设计工程经理	360	390	480
Design Manager	设计经理	360	390	480
Design Director	设计总监	480	600	840
Design Engineering Director	设计工程总监	700	800	1500
Engineering Manager	工程经理	360	390	480
Lab Manager	实验室经理	350	400	600
Mechanical Design Engineer	机械设计工程师	200	300	400
Mechanical Design Manager	机械设计经理	360	390	480
Packaging Engineer	包装工程师	200	250	300

Packaging Manager	包装经理	400	600	700
Chief Scientist	首席科学家	840	1020	3000
User Experience / User Interface (UX / UI) Designer	用户体验 / 用户界面 (UX / UI) 设计师	264	276	432
Senior User Experience / User Interface (UX / UI) Designer	高级用户体验 / 用户界面 (UX / UI) 设计师	300	350	500
User Experience / User Interface (UX / UI) Design Director	用户体验 / 用户界面 (UX / UI) 设计总监	600	780	960



Industrial & Manufacturing / 工程与制造

Application & Testing

应用与测试

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Application Engineer	应用工程师	150	250	350
Senior Application Engineer	高级应用工程师	240	300	420
Application Engineering Lead	应用工程负责人	350	450	550
Application Engineering Manager	应用工程经理	400	500	700
Test Engineer	测试工程师	200	300	500
Senior Test Engineer	高级测试工程师	300	360	420
Test Manager	测试经理	360	480	600
Senior Manager Product Verification	产品验证高级经理	480	600	720
Validation Manager	验证经理	350	450	600
Validation Director	验证总监	600	700	1000



房地产与建筑

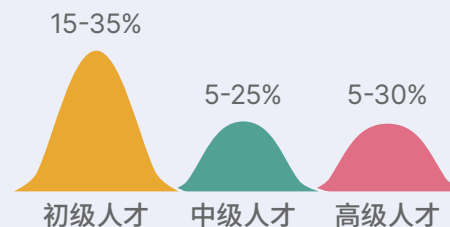
招聘趋势

传统住宅开发业务的人才大量溢出。仍旧有招聘需求的企业会对岗位任职资格提出更高的要求。基层和高层岗位有空缺，中端岗位需求基本停滞。

目前还较为活跃的雇主分别是——外资地产、国企和前几年没有进行快速扩张的民营房企。但是，除外资地产还能给予跳槽者一定涨幅以外，国企和中小型民企都希望求职者略微降低薪酬期望。

目前中国的房地产市场正在进行前所未有的变革。所以很多岗位职责也在被重新设定。例如从设计端口转向营销产品策划端口；从投资端口转向资产处置端口；从人力端口转向业务端口等等。

跳槽平均 涨薪幅度



热门技能

新业务战略制定

协调能力

资产处置与盘活

热招职位

招商总监/总经理

资产管理总监

商业管理总经理



Property & Construction

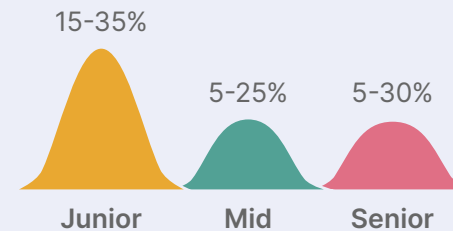
Hiring trends

A lot of talent are moving out of the traditional housing development business. There are vacancies at lower and higher level positions, while demand for mid-level positions has largely stagnated. Companies with ongoing recruitment needs will have higher requirements for job qualifications.

The most active employers are foreign real estate, state-owned enterprises, and privately-owned housing companies without recent rapid expansion. Foreign real estate companies can offer higher salaries, but state-owned enterprises and small/medium private enterprises hope for lower salary expectations from job seekers.

The Chinese real estate market is undergoing transformation, leading to the re-evaluation of job duties. For example, design roles may shift to marketing product planning, investment roles may shift to asset disposal, and HR roles may shift to business roles.

Average salary increase when switching jobs



Skills in demand

Business Strategy

Coordination Skills

Assets Management

Roles in demand

Leasing Director / General Manager

Asset Management Director

Commercial Properties Head



Property & Construction / 房地产与建筑

Asset Management

资产管理

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Asset Management Manager	资产管理经理	480	500	600
Property Manager	物产经理	240	300	600
Property Director	物业总监	360	500	1200

Construction

建筑业

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Senior Construction Manager	高级施工经理	300	600	800
Construction Director	施工总监	400	600	1200

Design & Architecture

设计与建筑

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Architecture Manager	建筑经理	240	400	550
Architecture Design Director	建筑设计总监	600	900	1500

Interior Designer	室内设计师	240	400	600
Space Planning Manager	空间规划经理	300	400	600

Facilities Management

设施管理

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Area Operations Manager	区域运营经理	240	360	480
Facilities Manager	设施经理	240	360	480
Facilities Director	设施总监	480	600	1000
Site Ambassador	场地大使	240	300	400

Leasing & Transactions

租赁与交易

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Leasing Manager	租赁经理	240	400	800
Senior Leasing Manager	高级租赁经理	350	750	1800
Leasing Director	租赁总监	500	900	2200



Property & Construction / 房地产与建筑

Property Development & Consultancy

房地产开发与咨询

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Advisory Manager	顾问经理	240	300	400
Economist	经济学家	600	1000	1500
Senior Real Estate Manager	高级房地产经理	360	600	1000
Senior Consultant Strategic Consulting	战略咨询高级顾问	800	1500	2000
Store Development Director	店铺发展总监	500	900	1500
Strategic Planner	战略规划师	360	480	600
Quantity Surveyor Director	工料测量总监	480	500	600

Marketing

市场

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Marketing Manager (Residence)	营销经理 (住房)	240	360	450
Marketing Director (Residence)	营销总监 (住房)	400	600	1000
Marketing Manager (Commercial)	营销经理 (商业)	300	400	500

Marketing Director (Commercial)	营销总监 (商业)	680	800	1500
CRM Manager	CRM 经理	300	450	600
CRM Director	CRM 总监	500	750	1200

Project Management

项目管理

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Operations Director (Office)	运营总监 (办公室)	600	900	1500
Operations Director (Shopping Mall)	运营总监 (商场)	600	900	1500
Operations General Manager	运营总经理	800	1200	3000
Operations Director	运营总监	600	800	1500
Project Manager	项目经理	300	500	700
Project Director	项目总监	600	800	1500



半导体

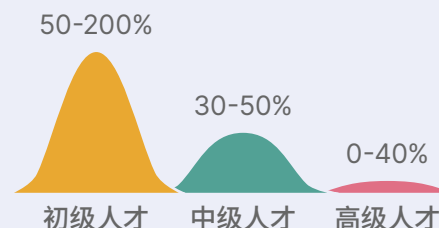
招聘趋势

随着供货短缺缓解及下游市场需求疲软，半导体全球超级周期结束，进入去库存周期，费城半导体指数从历史高点大幅回调，半导体国际巨头招聘需求收窄，甚至开始裁员。

国内一级市场投资者普遍认为 fabless 项目估值过高，导致进入 fabless 市场的资金量同比下降一半以上，加速初创芯片企业淘汰/并购步伐，人才流动速度减缓。企业招聘风格更加保守，入门级岗位及应届生岗位需求同比呈断崖式下降。

半导体设备及材料领域景气度持续上升，成为新的投资热点。尖端技术人才显著供不应求，甚至是有价无市，招聘周期也随之拉长。

跳槽平均涨薪幅度



热门技能

Verilog, SystemVerilog, UVM, RTL Simulation

RISC-V, ARM, X86

刻蚀, 清洗, 光刻, 扩散, 离子注入, 薄膜沉积

热招职位

IC 设计

工艺开发

材料开发



Semiconductors

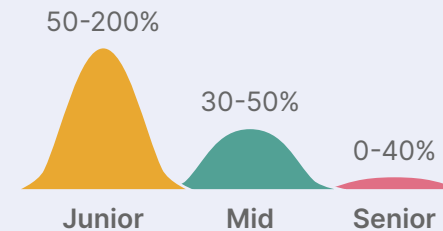
Hiring trends

As supply shortages ease and downstream market demand weakens, the global semiconductor supercycle enters an inventory clearance period. The Philadelphia Semiconductor Index has significantly dropped from its historical high, and recruitment demand for international semiconductor giants has decreased, even starting layoffs.

Investors in the domestic primary market generally believe that the valuation for fabless project is too high, leading to a year-on-year drop of funds entering the fabless market by more than half, and accelerating the pace of elimination / merger of start-up chip enterprises, as well as slowing down the flow of talent. Companies are more conservative in hiring talent, and the demand for entry-level talent and new graduates has dropped precipitously year on year.

Semiconductor equipment and materials continue to be hot and become a new investment hotspot. The supply of cutting-edge technical talent falls significantly short of demand, and the recruitment cycle will also be prolonged.

Average salary increase when switching jobs



Skills in demand

Verilog, SystemVerilog, UVM, RTL Simulation

RISC-V, ARM, X86

Etching, Wet Clean, Litho, Diffusion, Implantation, Film Deposition

Roles in demand

IC Design

Process Development

Materials Development



Semiconductors / 半导体

C-Suite

高管层

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Chief Operations Officer	首席运营官	800	1500	2000
Chief Technology Officer	首席技术官	1200	2000	3000

IC Design

芯片设计

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
IC Design Principal Engineer	芯片设计首席工程师	1200	1800	3000
R&D Director / VP	研发总监 / 副总	1200	1800	3000
Sales Manager	销售经理	400	600	800
Sales Director / VP	销售总监 / 副总	850	1000	2000
Product Marketing Manager	产品经理	450	700	950
Product Marketing Director / VP	产品总监 / 副总	800	950	1800
Operations Director / VP	运营总监 / 副总	750	1125	2000

Compound Semiconductors and Discrete Devices

化合物半导体与分立器件

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
R&D Manager	研发经理	550	700	1000
R&D Director / VP	研发总监 / 副总	800	1200	2000
Sales Manager	销售经理	400	600	800
Sales Director / VP	销售总监 / 副总	750	900	1800
Product Marketing Manager	产品经理	400	700	900
Product Marketing Director / VP	产品总监 / 副总	800	900	1800
Process Manager / Director	工艺经理 / 总监	500	750	1400
Strategy Director / VP	战略总监 / 副总	700	1000	1500



Semiconductors / 半导体

OSAT

封装测试

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
R&D Manager	研发经理	450	600	900
R&D Director / VP	研发总监 / 副总	700	1000	1700
Sales Manager	销售经理	250	450	750
Sales Director / VP	销售总监 / 副总	600	750	1600
Product Marketing Manager	产品经理	300	450	750
Product Marketing Director / VP	产品总监/副总	600	750	1600
Plant Manager	厂长	700	900	1200
Supply Chain Director	供应链总监	600	900	1400

Equipment

设备及零部件

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
(Software, Mechanical, Electrical) Engineering Manager	(机电软)工程经理	400	600	900
(Software, Mechanical, Electrical) Engineering Director / VP	(机电软)工程总监 / 副总	800	1000	1600

Sales Manager	销售经理	350	450	700
Sales Director / VP	销售总监 / 副总	500	700	1100
Product Marketing Manager	产品经理	400	500	750
Product Marketing Director / VP	产品总监 / 副总	650	800	1100
Service Manager / Director	服务经理 / 总监	450	800	1000
Process Manager / Director	工艺经理 / 总监	500	600	1300
Strategy Director / VP	战略总监 / 副总	600	800	1200

Materials

材料

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
R&D Manager	研发经理	300	450	950
R&D Director / VP	研发总监 / 副总	500	700	1200
Sales Manager	销售经理	250	400	800
Sales Director / VP	销售总监 / 副总	400	650	1200
Operations Director	生产运营总监	400	700	1000



技术

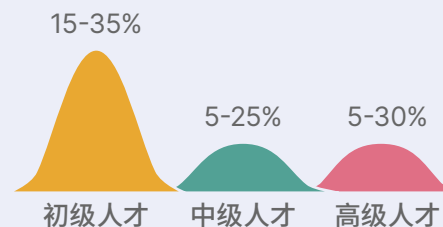
招聘趋势

为发展硬核技术能力，中国政府将投资和支持芯片组和核心技术发展，因此 IC 相关技术职位需求将显著增加。

中国在走制造强国之路，加上智慧城市、机器人、智能制造等科技领域的发展，IOT 相关的技术岗位以及软硬件结合的技术岗位需求将大增。

数据岗位依然火热，需求持续攀升，不仅仅是应用到 IOT、硬科技以及智能化、智慧化领域，还将应用于传统行业的数字化转型。

跳槽平均 涨薪幅度



热门技能

数字化

C / C++ / Algorithm / Embedded / FPGA

大数据, 统计, 算法

热招职位

数字化负责人

软件工程师 / 算法工程师 / 嵌入式工程师

数据科学家



Technology

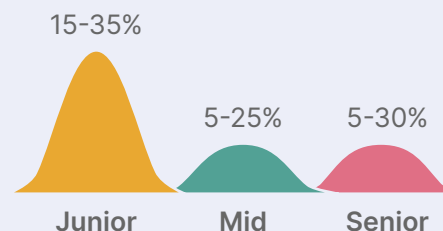
Hiring trends

To develop hardcore technology capabilities, the Chinese government will invest in and support the development of chipsets and core technologies, leading to an increased demand for IC-related technical positions.

As China works towards becoming a manufacturing powerhouse and develops technologies such as smart cities, robots, and intelligent manufacturing, there will be a significant increase in demand for IoT and software/hardware hybrid technical positions.

Big data positions remain in high demand, and the demand continues to rise, not only in IoT, hard technology, and intelligent and smart fields, but also in the digital transformation of traditional industries.

Average salary increase when switching jobs



Skills in demand

Digitalisation

C / C++ / Algorithm / Embedded / FPGA

Big Data, Statistics, Algorithm

Roles in demand

Head of Digital Transformation

Senior Software Engineer / Algorithm / Embedded Engineer

Data Scientist



Technology / 技术

C-Suite

高管层

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Chief Technology Officer	首席技术官	900	2100	3500
Chief Product Officer	首席产品官	600	1500	2400
Chief Information Officer	首席信息官	800	1600	2600

Data & Artificial Intelligence (AI)

数据与人工智能 (AI)

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
AI Engineer	人工智能工程师	300	650	1200
Algorithms Engineer	算法工程师	300	660	1200
Business Analyst	业务分析师	240	440	700
Business Intelligence (BI) Manager	商业智能 (BI) 经理	240	490	700
Senior Business Intelligence (BI) Manager	高级商业智能 (BI) 经理	300	580	800
Data Analyst	数据分析师	240	370	500
Data Analytics Manager	数据分析经理	300	480	600
Data Analytics Director	数据分析总监	360	800	1100
Data Development Engineer	数据发展工程师	300	400	500

Data Mining Specialist	数据挖掘专员	300	460	600
Data Modelling Specialist	数据建模专员	360	490	600
Data Scientist	数据科学家	480	690	1200
Data Architect	数据架构师	480	680	1000
Data Manager	数据经理	300	540	700
Senior Data Manager	高级数据经理	360	580	800
Data Director	数据总监	600	930	1300
Data Vice President	数据副总裁	720	1440	2200
Quantitative Developer	量化程序员	360	620	900
Senior Quantitative Engineer	高级量化工程师	480	870	1200

Enterprise Resource Planning (ERP)

企业资源规划 (ERP)

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
ERP Analyst	ERP 分析师	180	300	400
Associate ERP Analytics Manager	ERP 分析经理	240	400	500
ERP Engineer	ERP 工程师	180	300	400
ERP Consultant	ERP 顾问	240	390	500
Senior ERP Consultant	高级 ERP 顾问	360	460	600
ERP Consulting Manager	ERP 顾问经理	360	530	700



Technology / 技术

IT Development & Architecture IT 开发与架构

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Developer	开发工程师	180	410	600
Development Manager	开发经理	240	550	700
DevOps Engineer	开发运营工程师	180	430	600
Senior DevOps Engineer	高级开发运营工程师	240	530	700
Front End Developer	前端程序员	180	370	500
Front End Development Manager	前端开发经理	240	470	700
Back End Developer	后端程序员	240	380	600
Cloud Engineer	云计算工程师	180	390	500
Senior Cloud Developer	高级云计算开发工程师	240	480	600
Operating System Development Officer	操作系统开发专员	180	340	500
Robotic Process Automation (RPA) Developer	机器人流程自动化 (RPA) 程序员	240	420	600
Robotic Process Automation (RPA) Leader	机器人流程自动化 (RPA) 负责人	360	580	700
Software Developer	软件开发人员	180	360	500
Senior Software Developer	高级软件程序员	240	450	600
Software Development Manager	软件开发经理	240	560	700

Software Architect	软件架构师	300	580	800
Senior System Architect	高级系统架构师	300	620	800
System Engineer	系统工程师	240	400	500
Infrastructure Engineer	基础设施工程师	180	330	400
Senior Infrastructure Engineer	高级基础设施工程师	240	440	600
Senior Infrastructure Architect	高级基础设施架构师	360	580	700
Digital Architect Manager	数字架构经理	360	630	800
Engineer	工程师	180	320	400
Embedded Engineer	嵌入工程师	240	420	500
Network Engineer	网络工程师	180	370	500
Principal Engineer	总工程师	360	660	900
IT Application Manager	信息技术应用经理	240	500	600



Technology / 技术

IT General & Project Management

IT 综合与项目管理

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
IT Specialist	IT 专员	120	230	300
IT Supervisor	IT 主管	150	330	500
IT Engineer	IT 工程师	120	230	300
IT Manager	IT 经理	180	430	600
Senior IT Manager	IT 高级经理	240	610	800
Head of IT	IT 负责人	360	850	1100
IT Director	IT 总监	360	930	1200
IT Project Manager	IT 项目经理	240	480	600
Senior Project Manager	高级项目经理	360	530	700
Project Director	项目总监	360	630	800

IT Security

信息安全

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Senior Manager Cyber Security	网络安全高级经理	360	750	1000
Information Security Specialist	信息安全专员	240	420	500
Information Security Manager	信息安全经理	360	550	700
Information Security Director	信息安全总监	480	1080	1500
Head of Information Security	信息安全负责人	600	1210	1800
IT Auditor	信息技术审计员	240	440	500
IT Audit Manager	信息技术审计经理	360	540	700
IT Risk Management Manager	信息技术风险管理经理	240	550	700
IT Risk Management Director	信息技术风险管理总监	480	1020	1400
IT Risk Specialist	信息技术风险专员	240	390	500
Senior IT Risk Modelling Specialist	高级信息技术风险建模专员	360	480	600
IT Risk Modelling Manager	信息技术风险建模经理	480	650	800



Technology / 技术

IT Testing

IT 测试

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Test Engineer	测试工程师	180	320	400
Test Development Engineer	测试发展工程师	180	330	400
Test Automation Engineer	测试自动化工程师	216	370	500
Senior Test Engineer	高级测试工程师	240	410	500
Test Manager	测试经理	300	510	600
Test Center Manager	测试中心经理	360	550	600
Test Director	测试总监	420	680	900
Quality Assurance (QA) Analyst	质量保证 (QA) 分析师	180	280	400
Senior Quality Assurance (QA) Engineer	高级质量保证 (QA) 工程师	240	320	400
Quality Assurance (QA) Manager	质量保证 (QA) 经理	300	460	600

Operations & Maintenance

运营与维护

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Operations and Maintenance Engineer	运营与维护工程师	150	250	300
Senior Operations and Maintenance Engineer	高级运营与维护工程师	180	350	500
Operations Manager	运营经理	240	450	500
Operations Director	运营总监	360	560	700

Product, Research & Development (R&D)

产品与研发 (R&D)

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
R&D Director	研发总监	480	950	1300



Technology / 技术

Solution Consulting

解决方案咨询

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Solution Engineer	解决方案工程师	180	340	500
Solution Manager	解决方案经理	240	540	700
Lead Solution Engineer	解决方案主工程师	240	550	700
Solution Director	解决方案总监	480	880	1200
Solution Architect	解决方案架构师	300	640	800

Technical

技术

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Field Engineer	现场工程师	144	270	300
Field Application Engineer	现场技术支持工程师	180	320	400
Technical Engineer	技术工程师	180	270	400
Senior Technical Engineer	高级技术工程师	240	370	500
Technical Manager	技术经理	300	500	600
Technical Director	技术总监	360	770	1000

Web Building

网站建设

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Web Developer / Engineer	网站程序员 / 工程师	180	340	400
User Experience / User Interface (UX / UI) Designer	用户体验 / 用户界面 (UX / UI) 设计师	180	390	500
User Experience / User Interface (UX / UI) Developer	用户体验 / 用户界面 (UX / UI) 程序员	180	350	500
Senior User Experience / User Interface (UX / UI) Engineer	高级用户体验 / 用户界面 (UX / UI) 工程师	240	470	600
Web Architect	网站架构师	300	540	700
Head of Web Development	网站开发负责人	300	570	800



中国 (北京) China (Beijing)

薪酬报告 Salary Guide 2023

MichaelPage × PageInsights

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数字化

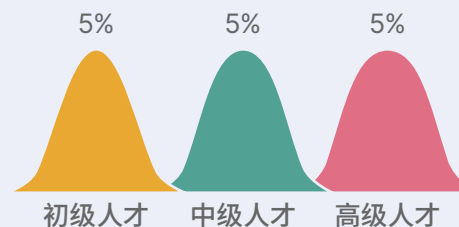
招聘趋势

社交媒体如抖音、快手、小红书的影响力，让品牌商在数字化营销方面的投入成为不可逆转的趋势。

品牌方正在投资数字化营销内容，致力于打造更具效果的品牌内容。

数据分享和数据运营类岗位需求量越来越高。

跳槽平均 涨薪幅度



热门技能

数字化, 社交, 市场营销

产品管理

数据分析

热招职位

数字营销经理

内容产品经理

数据分析和运营经理

热门行业

快消品

零售

健康和医药



Digital

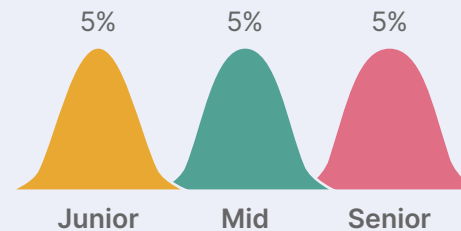
Hiring trends

With the rise of social media platforms such as TikTok, Kuaishou, and Little Red Book (Xiaohongshu), companies are investing more in digital marketing.

Companies are making efforts in digital content marketing, hoping to attract a bigger audience through more compelling content.

Increased demand for data sharing and data operation positions due to the popularity of digital marketing.

Average salary increase when switching jobs



Skills in demand

Digital, Social Media, Marketing

Product Management

Data Analysis

Roles in demand

Digital Marketing Manager

Content Product Manager

Data Analysis and Operation Manager

Top Hiring industries

FMCG

Retail

Healthcare and pharma



Digital / 数字化

C-Suite

高管层

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Chief Operations Officer	首席运营官	1000	1650	2300
Chief Digital Officer	首席数字官	1200	2400	3600

Content

内容

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Digital Copywriter	数字文案撰稿人	150	275	400
Content Management Executive	内容管理专员	260	430	600
Content Management General Manager	内容管理总经理	800	1300	1800

Design

设计

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
User Experience / User Interface (UX / UI) Manager	用户体验 / 用户界面 (UX / UI) 经理	400	575	750

Senior Innovation and Design Director

高级创新与设计总监

700

950

1200

Digital & Performance Marketing

数字与绩效营销

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Digital Specialist	数字专员	250	325	400
Digital Manager	数字经理	350	500	650
Digital Director	数字总监	700	950	1200
Growth Marketing Manager	增长营销经理	400	600	800
Growth Director	增长总监	700	950	1200
Growth Marketing Senior Director	高级增长营销总监	800	1000	1200
Digital Expert	数字专家	400	550	700
Digital Vice President	数字副总裁	900	1750	2600
Digital Advertising Manager	数字广告经理	450	600	750
Digital Advertising Director	数字广告总监	650	925	1200



Digital / 数字化

E-commerce

电子商务

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
E-commerce Leader	电子商务领导	300	400	500
E-commerce Manager	电子商务经理	400	550	700
E-commerce Director	电子商务总监	600	750	900
Head of E-commerce	电子商务负责人	800	1050	1300
E-commerce General Manager	电子商务总经理	800	1300	1800
E-commerce Vice President	电子商务副总裁	1000	1600	2200

Product & Operations

产品与运营

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Operations Manager	运营经理	350	475	600
Operations Supervisor	运营主管	300	375	450
Product Marketing Manager	产品营销经理	400	500	600

Search Engine Optimisation (SEO)

搜索引擎优化 (SEO)

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
SEO Manager	搜索引擎优化经理	400	525	650
SEO Director	搜索引擎优化总监	500	600	700
Head of SEO	搜索引擎优化负责人	600	750	900

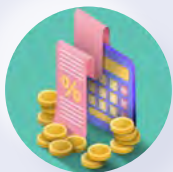
Social Media

社交媒体

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Social Media Specialist	社交媒体专员	300	375	450
Social Media Manager	社交媒体经理	400	450	500
Senior Social Media Manager	高级社交媒体经理	600	800	1000
Social Media Director	社交媒体总监	700	1100	1500



财务与会计

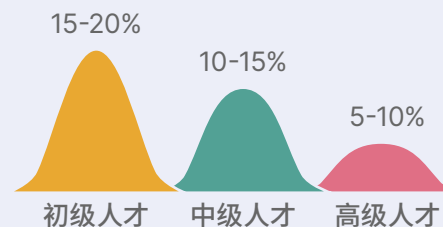
招聘趋势

更多的公司关注投资者关系、资本市场沟通、市值管理相关的人选。

公司在有挑战的经济环境下更加关注财务分析、经营分析相关的技能。

ESG、PowerBI 及数据分析相关的团队搭建是新的市场趋势。

跳槽平均涨薪幅度



热门技能

财务分析

成本优化

投资者关系

热招职位

财务总监

财务 BP 经理

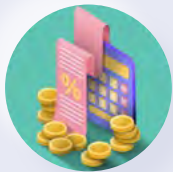
首席财务官

热门行业

科技

医疗

消费



Finance & Accounting

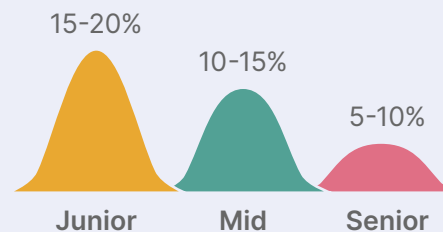
Hiring trends

More companies are interested in candidates with investor relations, capital market communication and market value management experience.

Financial analysis and business analysis skills are sought after by employers in a challenging economic environment.

More companies are building ESG, PowerBI and data analytics teams.

Average salary increase when switching jobs



Skills in demand

Financial Analysis

Cost Control

Investor Relations

Roles in demand

Finance Director

Finance BP Manager

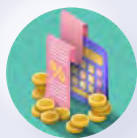
Chief Financial Officer

Top Hiring industries

Technology

Healthcare

Consumer



Finance & Accounting / 财务与会计

C-Suite

高管层

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Chief Financial Officer	首席财务官	1200	1600	2500
Head of Capital Market	资本市场负责人	1200	1600	2500

Accounting

会计

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Accountant	会计	120	200	240
Accountant, Accounts Receivable	应收账款会计	120	180	240
Senior Accountant	高级会计	180	240	360
Senior Accountant, Accounts Payable	应付账款高级会计	180	220	350
Accounting Supervisor	会计主管	250	300	350
Assistant Accounting Manager	助理会计经理	280	330	380
Accounting Manager	会计经理	350	450	500
Accounting Manager, Accounts Receivable	应收账款经理	300	400	500
Senior Accounting Manager	高级会计经理	400	500	550

Accounting Director	会计总监	500	650	800
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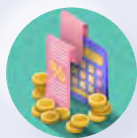
Finance

财务

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Finance Supervisor	财务主管	300	350	450
Assistant Finance Manager	助理财务经理	300	350	500
Finance Manager	财务经理	400	500	600
Senior Finance Manager	高级财务经理	500	600	850
Associate Finance Director	助理财务总监	500	700	900
Finance Director	财务总监	600	800	1000
Senior Finance Director	高级财务总监	900	1000	1500
Finance General Manager	财务总经理	1200	1700	2000
Vice President Finance	财务副总裁	1500	1700	2300



Finance & Accounting / 财务与会计

Analytics

分析

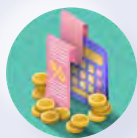
ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		RMB'000		
		MIN	MED	MAX
Financial Analyst	财务分析师	200	240	360
Senior Financial Analyst	高级财务分析师	250	360	480
Financial Analysis Manager	财务分析经理	400	450	550
Senior Financial Analysis Manager	高级财务分析经理	450	550	650
Financial Analysis Director	财务分析总监	500	600	800
Senior Credit Analyst	高级信贷分析师	144	210	300
Credit Analysis Manager	信贷分析经理	240	320	400
Financial Planning and Analysis (FP&A) Analyst	财务规划和分析 (FP&A) 专业分析师	240	280	350
Senior Financial Planning and Analysis (FP&A) Analyst	高级财务规划和分析 (FP&A) 专业分析师	250	300	420
Assistant Financial Planning and Analysis (FP&A) Manager	助理财务规划和分析 (FP&A) 经理	280	320	450
Financial Planning and Analysis (FP&A) Manager	财务规划和分析 (FP&A) 经理	400	450	550
Financial Planning and Analysis (FP&A) Leader	财务规划和分析 (FP&A) 领导	450	550	600
Financial Planning and Analysis (FP&A) Director	财务规划和分析 (FP&A) 总监	500	750	850
Reporting Manager	报表经理	240	350	450

Senior Reporting Manager	高级报表经理	300	420	550
Reporting Director	报表总监	550	650	700

Corporate Strategy

企业战略

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		RMB'000		
		MIN	MED	MAX
Investor Relations Manager	投资者关系经理	360	480	600
Senior Investor Relations Manager	高级投资者关系经理	600	650	700
Investor Relations Associate Director	投资者关系总监	600	700	1000
Investor Relations Vice President	投资者关系副总裁	850	1200	1500
Financial Business Planning Manager	财务业务规划经理	550	650	780
Financial Business Planning Director	财务业务规划总监	750	860	1000
Senior Planning Advisor	高级策划顾问	650	750	880
Senior Strategy Manager	高级战略经理	700	800	900



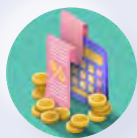
Finance & Accounting / 财务与会计

Audit & Control 审计与控制

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Senior Auditor	高级审计员	180	240	360
Associate Audit Manager	助理审计经理	300	360	420
Senior Audit Manager	高级审计经理	450	600	750
Head of Audit	审计负责人	600	800	1000
Senior Internal Auditor	高级内部审计员	240	300	360
Internal Audit Supervisor	内部审计主管	360	400	450
Internal Audit Manager	内部审计经理	420	450	480
Senior Internal Audit Manager	高级内部审计经理	550	650	780
Controlling Manager	控制经理	360	420	480
Cost Controller	成本控制员	360	400	450
Internal Auditor	内部审计师	180	240	300
Business Controller	财务控制负责人/总监	600	800	1000

Risk Management 风险管理

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Compliance Officer	合规官	240	300	350
Compliance Supervisor	合规主管	300	360	400
Compliance Consultant	合规顾问	300	420	480
Compliance Manager	合规经理	350	400	500
Senior Compliance Manager	高级合规经理	400	550	650
Compliance Director	合规总监	700	850	1000
Risk Specialist	风险专员	250	350	450
Risk Management Principal	风险管理负责人	300	400	500
Senior Risk Analyst	高级风险分析师	300	400	500
Risk Manager	风险经理	350	450	550
Risk Control Manager	风险控制经理	360	450	550
Risk Consulting Manager	风险顾问经理	360	480	600
Senior Risk Planning Manager	高级风险规划经理	400	480	540
Senior Risk Management Manager	高级风险管理经理	550	650	800
Risk Management Director	风险管理总监	800	880	1000
Risk & Compliance General Manager	风险与合规总经理	900	1200	1500



Finance & Accounting / 财务与会计

Mergers & Acquisitions (M&A)

并购 (M&A)

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
M&A Director	并购总监	800	900	1000
M&A Vice President	并购副总裁	900	1500	1800

Tax

税务

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Tax Editor	税务编辑	120	180	216
Tax Consultant	税务顾问	156	240	350
Tax Consulting Manager	税务顾问经理	350	400	450
Assistant Tax Manager	助理税务经理	300	350	450
Tax Manager	税务经理	350	400	600
Senior Tax Manager	高级税务经理	450	600	750
Tax Director	税务总监	700	840	1300

Treasury

资金

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Treasury Supervisor	资金主管	250	350	400
Treasury Manager	资金经理	350	400	450
Senior Treasury Manager	高级资金经理	500	550	600
Associate Treasury Director	助理资金总监	550	600	700
Head of Treasury	资金负责人	700	850	950
Treasury Director	资金总监	600	750	960
Senior Treasury Director	高级资金总监	700	850	1200

Credit

信贷

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Credit Analyst	信贷分析师	140	200	280
Credit Supervisor	信贷主管	180	250	350
Senior Credit Analyst	高级信贷分析师	200	300	400
Credit Controller	信贷总管	300	400	500
Credit Manager	信贷经理	400	600	800
Head of Credit	信贷总监	700	900	1200



Finance & Accounting / 财务与会计

Operations & Process Improvement

运营与流程优化

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Process Improvement Manager	流程优化经理	500	600	800
Head of Operations and Finance	运营与财务总监	800	1000	1500
Head of Digitalisation	共享中心负责人 / 数字化负责人	500	1000	1500



人力资源

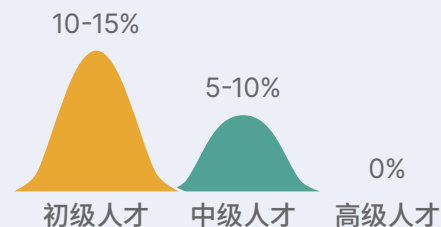
招聘趋势

企业在人才招聘方面更为慎重, 筛选更多候选人确保招聘到合适的人才, 以降低用人和时间成本。除专业背景之外, 也会额外考察人选软性技能, 比如创业情怀等等。

大环境导致企业注重成本控制, 在人力资源模块更为明显, 因此市场上跳槽薪资涨幅降低。

HR 人选对于新的机会更加谨慎, 也有人愿意接受更低涨幅, 换取更朝阳的行业赛道。

跳槽平均 涨薪幅度



热门技能

全盘管理

相关行业知识

英文能力

热招职位

人力资源总监

人才发展专家

秘书 / 行政

热门行业

科技

工业

医疗



Human Resources

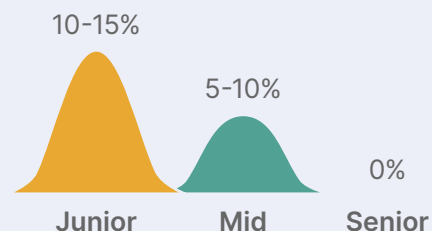
Hiring trends

Companies are more judicious when hiring new talent. Besides education and experience, hirers also look for soft skills and entrepreneurial spirit.

Companies have become more conservative in salary rises for those who job-hop to manage costs.

Candidates are more cautious about new opportunities; some will accept low salary increases to move into sunrise industries.

Average salary increase when switching jobs



Skills in demand

Full Functions Experience

Relevant Industry Knowledge

English Language Skills

Roles in demand

Human Resources Director

Talent Development

EA / Admin

Top Hiring industries

Technology

Industrial

Healthcare



Human Resources / 人力资源

C-Suite

高管层

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Chief Human Resources Officer	首席人力资源官	1800	2000	3500

Compensation & Benefits (C&B)

薪资福利 (C&B)

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Senior C&B Consultant	高级薪酬福利顾问	500	600	700
C&B Manager	薪酬福利经理	350	450	600
Senior C&B Manager	高级薪酬福利经理	500	750	850
C&B Director	薪酬福利总监	900	1000	1200

Corporate Culture & Employee Relations

企业文化与员工关系

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Corporate Culture Manager	企业文化经理	300	400	500
Corporate Culture Director	企业文化总监	600	700	800

Human Resources Business Partner (HRBP)

人力资源业务合作伙伴 (HRBP)

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
HRBP	HRBP	450	550	650
HRBP Manager	HRBP 经理	450	550	650
Associate HRBP Director	HRBP 副总监	500	700	900
HRBP Director	HRBP 总监	800	1000	1500



Human Resources / 人力资源

Human Resources (HR) Generalist 人力资源 (HR) 综合

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Junior HR	初级人力资源	96	120	144
HR Assistant	人力资源助理	150	180	200
Senior HR Officer	高级人力资源专员	200	250	300
Assistant HR Manager	助理人力资源经理	300	350	400
HR Manager	人力资源经理	400	500	600
Senior HR Manager	高级人力资源经理	500	600	700
Assistant HR Director	人力资源副总监	700	750	850
HR Director	人力资源总监	600	900	1400
HR Vice President	人力资源副总裁	1200	1800	3000

Human Resources Information Systems (HRIS) 人力资源信息系统 (HRIS)

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
HRIS Analyst	人力资源信息系统分析师	150	200	250

Learning & Development

学习与发展

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Learning and Development Manager	学习与发展经理	400	500	700
Talent Management Consultant	人才管理顾问	300	400	500
Talent Development Manager	人才发展经理	400	500	650
Talent Development Director	人才发展总监	650	750	900
Training Consultant	培训顾问	300	400	500
Training Manager	培训经理	400	550	650
Senior Training Manager	高级培训经理	550	650	750
Training Director	培训总监	700	850	1000



Human Resources / 人力资源

Organisational Development

组织发展

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Organisational Development Manager	组织发展经理	500	600	700
Organisational Development Director	组织发展总监	900	1000	1200
Senior Organisational Development Manager	高级组织发展经理	600	700	800
Organisational Effectiveness Manager	组织效能经理	400	500	600

Payroll

薪酬

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Payroll Executive	薪酬专员	150	200	250
Payroll Specialist	薪酬主管	300	350	400
Payroll Manager	薪酬经理	450	500	600

Talent Acquisition 人才招聘

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Talent Acquisition Specialist	助理人才招聘经理	200	250	350
Assistant Talent Acquisition Manager	人才招聘经理	350	400	500
Talent Acquisition Manager	高级人才招聘经理	500	600	700
Senior Talent Acquisition Manager	人才招聘总监	550	650	750
Talent Acquisition Director	人才招聘总监	700	850	1200



法务

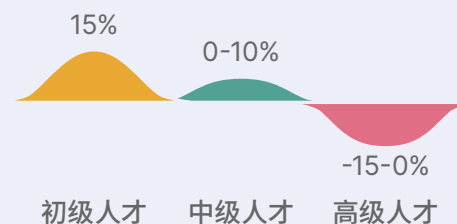
招聘趋势

外资企业对于法务招聘的需求有所下降，而国企及央企的需求有显著提升。

公司会更加关注候选人的项目经验或是深挖候选人跳槽原因以确保其稳定长期地工作。

知识产权或是数据隐私保护方面的律师需求有所提高。

跳槽平均 涨薪幅度



热门技能

投融资

常法

专利和商标

热招职位

高级法务经理

知识产权顾问

法务总监

热门行业

金融

医疗

科技



Legal

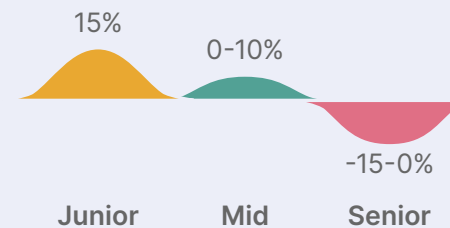
Hiring trends

The demand for legal talent has increased in state-owned enterprises, and decreased for MNCs.

Companies are paying more attention to candidates' project experience and reasons for changing jobs to help ensure stable, long-term employment.

Increasing demand for lawyers specialised in intellectual property and data privacy.

Average salary increase when switching jobs



Skills in demand

Investment

General Corporate

IP and Patent

Roles in demand

Senior Legal Manager

IP Counsel

Legal Director

Top Hiring industries

Financial Services

Healthcare

Technology



Legal / 法务

In-house Corporate – Lawyer

企业内部律师

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
		MIN	MED	MAX
Newly Qualified – 2 years PQE	新手 - 2 年职业资格	200	250	300
3–5 years PQE	3–5 年执业资格	250	400	700
6–8 years PQE	6–8 年执业资格	500	700	1000
8–10 years PQE	8–10 年执业资格	800	1000	1300
10–15 years PQE	10–15 年执业资格	1000	1500	2000
15+ years PQE	15+ 年执业资格	1200	2000	4500

In-house Financial Services – Lawyer

金融机构律师

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
		MIN	MED	MAX
Newly Qualified – 2 years PQE	新手 - 2 年职业资格	200	300	360
3–5 years PQE	3–5 年执业资格	300	480	600
6–8 years PQE	6–8 年执业资格	600	720	1000
8–10 years PQE	8–10 年执业资格	720	900	1200
10–15 years PQE	10–15 年执业资格	850	1440	2400

15+ years PQE	15+ 年执业资格	1200	2000	4000
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Legal Secretaries

法律秘书

Private Practice (US Law Firms)

私人执业 (美资律所)

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
		MIN	MED	MAX
Junior Legal Secretary (1–3 years)	初级法律文秘 (1-3 年)	120	130	140
Legal Secretary (3–5 years)	法律文秘 (3-5 年)	130	150	180
Senior Legal Secretary (5+ years)	高级法律文秘 (5+ 年)	180	200	350
Partner Secretary (5+ years)	合伙人秘书 (5+ 年)	220	280	350
Office Manager	办公室经理	360	450	850



Legal / 法务

Private Practice - 私人律所 - 纽约 New York Rates 费率

BASE SALARY RANGE

FOR 12 MONTHS

USD'000

ROLE	职位	Indicative
1st Year Associate	1 年级律师	220
3rd Year Associate	3 年级律师	280
5th Year Associate	5 年级律师	320
7th Year Associate	7 年级律师	360

Non-NY Rate US Firms 非美资律所

BASE SALARY RANGE

FOR 12 MONTHS

USD'000

ROLE	职位	Indicative
1st Year Associate	1 年级律师	120
3rd Year Associate	3 年级律师	150
5th Year Associate	5 年级律师	200
7th Year Associate	7 年级律师	230

Non-US International Firms 国际律所 (非 美资)

BASE SALARY RANGE

FOR 12 MONTHS

USD'000

ROLE	职位	INDICATIVE
1st Year Associate	1 年级律师	100
3rd Year Associate	3 年级律师	120
5th Year Associate	5 年级律师	150
7th Year Associate	7 年级律师	200

Large Domestic Firms 国内主要律所

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	Indicative
Newly Qualified	刚获资质	360
2nd Year Associate	2 年级律师	420
4th Year Associate	4 年级律师	540
6th Year Associate	6 年级律师	720
8th Year Associate	8 年级律师	840
Salary Partner	薪酬合作伙伴	1200



Legal / 法务

Legal Counsel

法律顾问

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Paralegal / Legal Assistant	律师助理 / 初级法务	150	250	300
Legal Counsel (Legal Manager)	法律顾问 (法务经理)	350	500	700
Senior Legal Counsel (Senior Legal Manager)	高级法律顾问 (高级法务经理)	600	800	1200
Legal Director	法务总监	1500	2000	3000
General Counsel	总法律顾问	2000	3000	4500

Intellectual Property (IP)

知识产权 (IP)

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
IP Specialist	知识产权专家	150	250	300
IP Manager	知识产权经理	400	500	600
IP Director	知识产权总监	600	800	1200

Compliance

合规

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Compliance Manager	合规经理	300	500	700
Compliance Director	合规总监	800	1200	1500
Chief Compliance officer	首席合规官	1200	1500	3000



市场营销

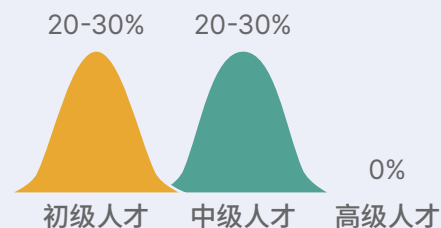
招聘趋势

相对于公关和品牌，产品岗位、政府事务岗位数量增加。

高级别人选对于新机会较为谨慎。同时，资深岗位数量也呈下降趋势。

电商行业火热，相关背景人才受追捧。

跳槽平均 涨薪幅度



热门技能

细分行业知识

政府资源

写作能力

热招职位

产品经理

电商负责人

政府事务

热门行业

医疗

金融

消费



Marketing

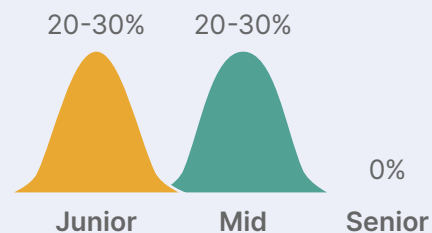
Hiring trends

Product roles and government affairs jobs have increased compared to public relations and branding.

Senior-level candidates are cautious about new job opportunities. At the same time, the number of senior positions has also declined.

The e-commerce industry is experiencing remarkable growth, and talents with relevant backgrounds are in demand.

Average salary increase when switching jobs



Skills in demand

Solid Industrial Knowledge

Government Networkings

Writing Skills

Roles in demand

Product Manager

Head of E-commerce

Government Affairs

Top Hiring industries

Healthcare

Financial Services

Consumer



Marketing / 市场营销

C-Suite

高管层

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Chief Marketing Officer	首席营销官	1000	1500	3500

Advertising

广告

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Media Planning Manager	媒体策划经理	200	250	300

Affiliate & Partnerships

合作

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Affiliate and Partnerships Manager	合作经理	300	400	500

Brand Management

品牌管理

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Assistant Brand Manager	助理品牌经理	180	240	300
Brand Manager	品牌经理	300	500	700
Senior Brand Manager	高级品牌经理	500	700	900
Associate Brand Director	助理品牌副监	500	700	900
Brand Director	品牌总监	800	1000	1200
Brand General Manager	品牌总经理	800	1650	2500

Content

内容

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Copywriter	文案撰稿人	150	200	250
Content Director	内容总监	250	350	500



Marketing / 市场营销

Creative

创意

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Creative Director	创意总监	400	600	800
Senior Designer	高级设计师	400	600	800

Customer Relationship Management (CRM)

客户关系管理 (CRM)

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
CRM Manager	CRM 经理	280	440	500
Senior CRM Manager	高级 CRM 经理	400	500	600
Senior CRM Director	高级 CRM 总监	600	700	800

Event Management

活动管理

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Events Manager	活动经理	400	500	600

Go-to-market

市场准入

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Trade Marketing Manager	交易营销经理	240	360	500
Distribution Manager	分销经理	300	350	400



Marketing / 市场营销

Marketing Communications

营销传播

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Communications Manager	传播经理	321	360	500
Senior Communications Manager	高级传播经理	400	500	600
Marketing Assistant	营销助理	120	200	240
Marketing Specialist	营销专员	120	200	250
Senior Marketing Specialist	高级营销专员	200	250	300
Marketing Supervisor	营销主管	200	250	280
Marketing Manager	营销经理	350	450	550
Senior Marketing Manager	高级营销经理	400	660	800
Assistant Marketing Director	助理营销总监	600	800	1000
Marketing Strategy Director	营销战略总监	500	700	900
Senior Marketing Director	高级营销总监	1000	1200	1800
Marketing Director	营销总监	700	1000	1500
Head of Marketing	营销负责人	800	1400	2000
Marketing Vice President	营销副总裁	800	1400	2000
Marketing General Manager	营销总经理	800	1400	2000

Product Marketing 产品营销

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Assistant Product Manager	助理产品经理	200	300	400
Product Promotion Manager	产品推广经理	200	300	400
Product Marketing Executive	产品营销专员	100	150	200
Product Marketing Manager	产品营销经理	240	420	600
Product Marketing Vice President	产品营销副总裁	600	1050	1500
Product Marketing Director	产品营销总监	600	1050	1500
Senior Category Manager	高级品类经理	300	500	700



Marketing / 市场营销

Public Relations (PR)

公关

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Public Relations Manager	公关经理	300	450	600
Senior Public Relations Manager	高级公关经理	400	550	700
Head of Public Relations	公关负责人	600	1000	1500
Public Relations Director	公关总监	600	1000	1500
Corporate Communications Director	企业公关总监	1000	1500	2000
Associate Government Relations Director	助理政府关系总监	700	800	900
Public Affairs Manager	公共事务经理	320	360	400
Government Affairs Director	政府事务总监	1000	2000	3000
Senior Government Affairs Manager	高级政府事务经理	600	800	1000
Associate Public Affairs Director	助理公共事务总监	600	800	1000
Senior Corporate Affairs Manager	高级企业事务经理	600	800	1000
External Affairs Director	对外事务总监	1200	1600	2000
Head of External Relations	对外关系负责人	1000	2000	3000
Market Access Manager	市场准入经理	360	400	450
Head of Market Access	市场准入负责人	700	800	900

Strategy & Research

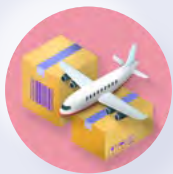
战略与研究

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Market Insights Manager	市场洞察经理	240	320	400
Market Research Manager	市场调研经理	240	320	400
Senior Market Research Manager	高级市场调研经理	300	550	800
Head of Market Research	市场调研负责人	300	550	800
Head of Market Strategy & Intelligence	市场战略与情报负责人	600	800	1200
Market Analysis Manager	市场分析经理	240	360	480
Assistant Research Manager	助理调研经理	180	200	250
Research Manager	研究经理	2400	3200	4000
Consumer Insights Director	消费者洞察总监	600	900	1200



采购与供应链

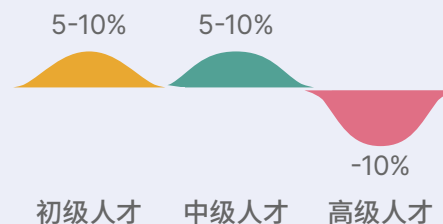
招聘趋势

外资企业采购和供应链方面的招聘量有所下降。

候选人倾向选择稳定的平台。

企业需要对比更多的候选人才会选出更合适的人选。

跳槽平均 涨薪幅度



热门技能

项目管理能力

审计能力

供应商管理能力

热招职位

采购经理

供应链经理

运营经理

热门行业

汽车

医药

科技



Procurement & Supply Chain

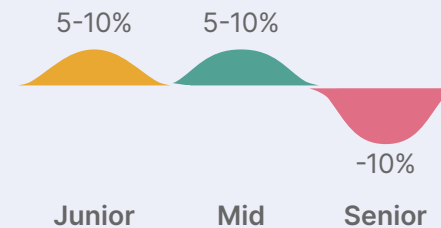
Hiring trends

Talent recruitment for procurement and supply chain positions in MNCs has declined.

Candidates tend to choose stable platforms.

Employers prefer to interview more candidates before making the final hiring decision.

Average salary increase when switching jobs



Skills in demand

Project Management

Audit

Supply Chain Management

Roles in demand

Procurement Manager

Supply Chain Manager

Operations Manager

Top Hiring industries

Automotive

Pharma

Technology



Procurement & Supply Chain / 采购与供应链

C-Suite

高管层

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Deputy Chief Operations Officer	副首席运营官	1000	1250	1500
Chief Operations Officer	首席运营官	1500	1750	2200

Logistics

物流

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Facilities Manager	设施经理	180	240	360
Freight Manager	货运经理	350	450	550
Logistics Manager	物流经理	300	380	650
Head of Logistics	物流负责人	600	650	700
Logistics Director	物流总监	600	650	700
Transportation Manager	运输经理	360	400	500
Warehouse Manager	仓储经理	240	380	480
Loss Prevention Manager	预防损失经理	400	460	520

Operations

运营

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Senior Operations Manager	高级运营经理	650	715	780
Operations Expert	运营专家	400	425	450
Operations Director	运营总监	550	700	800
Operational Excellence Manager	运营卓越经理	480	490	500
Operational Process Manager	运营流程经理	300	330	360
Business Operations Manager	业务运营经理	400	550	700

Order Management

订单管理

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Order Management Assistant	订单管理助理	100	150	200
Order Management Supervisor	订单管理主管	180	220	280
Order Management Manager	订单管理经理	400	450	500
Order Management Director	订单管理总监	600	700	800



Procurement & Supply Chain / 采购与供应链

Sourcing, Purchasing & Procurement

采购

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Sourcing Engineer	寻源采购工程师	150	225	300
Senior Sourcer	寻源采购员	300	375	450
Sourcing Manager	采购经理	400	500	600
Sourcing Director	采购总监	600	750	900
Purchasing Specialist	采购专员	200	300	400
Procurement Supervisor	采购主管	200	300	400
Senior Procurement Supervisor	高级采购主管	300	400	500
Procurement Executive	采购执行	500	600	700
Procurement Manager	采购经理	300	400	450
Senior Procurement Manager	高级采购经理	350	400	600
Procurement Expert	采购专家	350	575	800
Procurement Leader	采购领导	400	600	800
Procurement Director	寻源采购总监	500	650	800
Head of Procurement	采购负责人	500	650	850
Senior Procurement Director	高级采购总监	600	700	800
General Manager Procurement	采购总经理	600	800	1000

Commodity Manager

商品经理

350

450

500

Supplier Development & Quality

供应商开发与质量

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Supplier Development Manager	供应商拓展经理	350	400	600
Supplier Quality Manager	供应商质量经理	300	360	400



Procurement & Supply Chain / 采购与供应链

Supply Chain Management

供应链管理

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Supply Chain Supervisor	供应链主管	250	300	350
Assistant Supply Chain Manager	助理供应链经理	300	400	500
Supply Chain Consultant	供应链顾问	300	550	800
Supply Chain Manager	供应链经理	400	500	600
Senior Supply Chain Manager	高级供应链经理	500	600	800
Head of Supply Chain	供应链总监	600	650	700
Supply Chain Management	总经理供应链管理	800	900	1000
Vice President Supply Chain	供应链副总裁	1500	1600	1700
Supply Chain Planning Executive	供应链规划执行专员	150	200	250
Supply Chain Planning Manager	供应链规划经理	234	255	340
Resource Planning and Management	资源规划与管理	300	350	400
Demand and Supply Chain Manager	需求与供应链经理	400	450	500

Trade & Customs

贸易与海关

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Import/Export Manager	进口/出口经理	400	450	500



销售

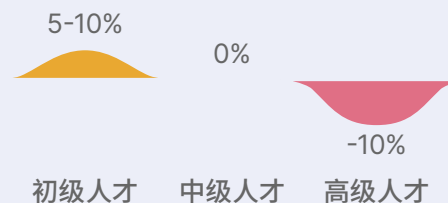
招聘趋势

雇主更加看重人选过往经验的匹配度，特别是同类产品的销售经验、所需客户资源开发经验等。

岗位编制不稳定，所需人才画像随着环境因素经常变动。

雇主更加关注人选在过往工作中的稳定性。

跳槽平均 涨薪幅度



热门技能

客户 / 代理商资源

新客户开发能力

英文和展示能力

热招职位

销售负责人

业务发展经理

销售经理

热门行业

信息与服务

医疗

工业



Sales

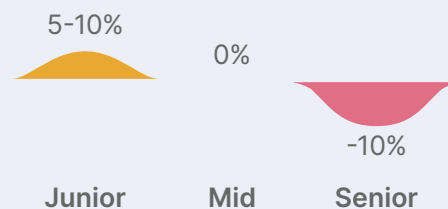
Hiring trends

Employers prefer candidates with previous job experiences similar to the position applied, especially sales experience in similar products and customer experience.

The workforce size tends to fluctuate, and required personnel often changes with economic and political factors.

Employers now pay more attention to the job tenure of candidates in their past jobs to help determine the potential of their stability in new roles.

Average salary increase when switching jobs



Skills in demand

Client / Distributor Resources

Customer Development Skills

English Language and Presentation Skills

Roles in demand

Procurement Manager

Supply Chain Manager

Operations Manager

Top Hiring industries

Information and Business Services

Healthcare

Manufacturing



Sales / 销售

Consumer Products

消费品

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Account Manager	客户经理	240	300	350
Key Account Manager	大客户经理	300	360	420
Senior Key Account Manager	高级大客户经理	300	450	600
Head of Key Account Management	大客户管理负责人	360	490	630
Business Development Manager	业务拓展经理	180	270	360
Senior Business Development Manager	高级业务拓展经理	240	330	420
Business Development Director	业务拓展总监	800	1200	1500
Sales Manager	销售经理	180	270	360
Senior Sales Manager	高级销售经理	360	490	630
Sales Director	销售总监	800	1200	1500
Vice President Sales	销售副总裁	1500	1800	2000
Product Manager	产品经理	300	360	420

Entertainment & Media

娱乐 / 媒体

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Senior Account Executive	高级客户执行专员	180	270	360
Account Manager	客户经理	240	300	350
Account Director	客户总监	420	570	720
Business Development Manager	业务拓展经理	240	330	420
Business Development Director	业务拓展总监	800	1200	1500
Product Director	产品总监	600	750	900
Vice President Sales	销售副总裁	1500	1800	2000
General Manager Sales	销售总经理	1500	1800	2400
Film Distribution Manager	电影发行经理	400	450	550



Sales / 销售

Financial Services 金融服务

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Key Account Manager	大客户经理	300	360	480
Vice President Account Management	客户管理副总裁	600	800	1200
Business Development Manager	业务拓展经理	240	330	420
Senior Business Development Manager	高级业务拓展经理	240	330	420
Business Development Director	业务拓展总监	800	1200	1500
Sales Manager	销售经理	180	270	360
Senior Sales Manager	高级销售经理	360	490	630
General Manager Sales	销售总经理	1500	1800	2400
Head of Sales	销售负责人	1500	1800	2400
Vice President Sales	销售副总裁	1500	1800	2000
Senior Product Manager	高级产品经理	350	450	550
Product Director	产品总监	480	720	960

Healthcare & Pharmaceutical

医疗保健 / 制药

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Account Manager	客户经理	300	400	500
Key Account Manager	大客户经理	350	450	550
Senior Key Account Manager	高级大客户经理	450	700	1050
Account Director	客户总监	850	1100	1500
Business Development Manager	业务拓展经理	500	750	900
Business Development Director	业务拓展总监	1100	1500	2000
Product Manager	产品经理	250	400	550
Sales Manager	销售经理	250	400	550
Senior Sales Manager	高级销售经理	450	650	900
Associate Director Sales	助理销售总监	500	750	1000
Sales Director	销售总监	800	1200	1500
Senior Sales Director	高级销售总监	800	1300	2000
Head of Sales	销售负责人	1000	1500	2500



Sales / 销售

Manufacturing & Industrial

制造业与工业

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Account Manager	客户经理	240	300	350
Account Director	客户总监	360	480	600
Key Account Manager	大客户经理	300	360	420
Senior Business Development Associate	高级业务拓展助理	240	330	420
Business Development Manager	业务拓展经理	240	330	420
Senior Business Development Manager	高级业务拓展经理	300	450	600
Business Development Director	业务拓展总监	800	1200	1500
Sales Engineer	销售工程师	120	180	240
Senior Sales Engineer	高级销售工程师	240	300	350
Sales Consultant	销售顾问	120	180	240
Sales Manager	销售经理	240	300	350
Senior Sales Manager	高级销售经理	360	490	630
Sales Director	销售总监	800	1200	1500
General Manager Sales	销售总经理	1440	1920	2400
Head of Sales	销售负责人	1500	1800	2400
Senior Sales Director	高级销售总监	800	1300	2000

Vice President Sales	销售副总裁	1500	1800	2000
Product Executive	产品执行专员	120	180	240
Product Manager	产品经理	180	270	360
Senior Product Manager	高级产品经理	240	330	420
Product Director	产品总监	480	720	960
Head of Product	产品负责人	600	650	700



Sales / 销售

Professional Services

专业服务

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Account Executive	客户主任	120	180	240
Account Manager	客户经理	240	300	350
Senior Account Manager	高级客户经理	300	450	600
Account Director	客户总监	420	570	720
Key Account Manager	大客户经理	300	360	420
Key Account Director	大客户总监	480	600	720
Business Development Executive	业务拓展主任	200	250	300
Business Development Manager	业务拓展经理	300	420	500
Senior Business Development Manager	高级业务拓展经理	300	550	600
Business Development Director	业务拓展总监	800	1200	1500
Head of Business Development	业务拓展负责人	720	1110	1500
Sales Consultant	销售顾问	224	287	350
Sales Manager	销售经理	180	270	360
Senior Sales Manager	高级销售经理	360	490	630
Sales Director	销售总监	800	1200	1500

Head of Sales	销售负责人	800	950	1300
Assistant Vice President Sales	助理销售副总裁	800	1250	1700
Vice President Sales	销售副总裁	1500	1800	2000
General Manager Sales	销售总经理	1440	1920	2400



Sales / 销售

Technology & Telecommunications 技术与电信

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Account Manager	客户经理	300	420	500
Senior Account Manager	高级客户经理	600	650	700
Account Director	客户总监	800	900	1000
Key Account Manager	大客户经理	300	450	600
Business Development Manager	业务拓展经理	300	450	600
Business Development Director	业务拓展总监	600	800	1000
Sales Executive	销售主管	800	950	1300
Sales Manager	销售经理	400	500	600
Associate Sales Director	助理销售总监	480	600	720
Sales Director	销售总监	800	1200	1500
Senior Sales Director	高级销售总监	800	1300	1800
General Manager Sales	销售总经理	1000	1750	2500
Head of Sales	销售负责人	800	950	1300
Vice President Sales	销售副总裁	1500	2000	2500
Product Manager	产品经理	200	300	420
Senior Product Manager	高级产品经理	300	480	600
Product Manager Director	产品经理总监	700	800	900

Business Services 商业服务

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Account Manager	客户经理	120	180	240
Business Development Manager	业务拓展经理	240	330	420
Business Development Director	业务拓展总监	600	700	800
Chief Sales Officer	首席销售官	1440	1920	2400
Sales Director	销售总监	800	1200	1500
Sales Manager	销售经理	180	270	360
Vice President Sales	销售副总裁	1200	1500	1800



中国（成都） China (Chengdu)

薪酬报告 Salary Guide 2023

MichaelPage × PageInsights

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数字化

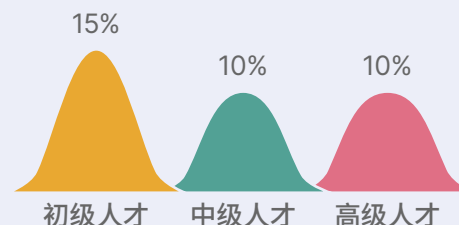
招聘趋势

由于线下业务遇到较大挑战，中西部地区越来越多的公司开始布局线上业务，产生了相关数字专业人才的缺口。许多企业对标猎取北上广等一线城市头部公司的人才，但在招聘过程中也遇到众多挑战（如文化差异，薪资不匹配等）

工业互联网、产业物联网进入新的发展阶段，对于数字化运营的人才需求日益增长。面对人才短缺，许多企业正积极寻求泛互联网行业的头部企业人才。

本土企业希望吸引更多有经验的新媒体人才，目标企业则来自于小红书、抖音及微信等平台。

跳槽平均 涨薪幅度



热门技能

线上运营管理

数字化思维

熟悉新媒体平台的运营

热招职位

电商负责人

电商平台运营--天猫 / 京东 / 抖音

会员运营经理运营经理

热门行业

快消品

零售

耐用消费品



Digital

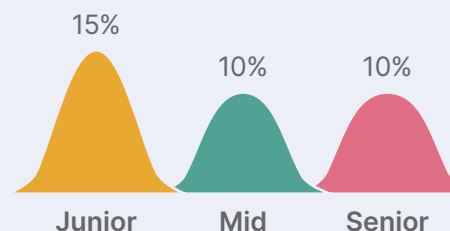
Hiring trends

Central and western China companies are shifting online due to offline challenges, causing a talent shortage. They are recruiting from top firms in first-tier cities but face cultural and salary challenges.

The Industrial Internet of Things (IIoT) is entering a new stage, increasing demand for digital talent. Facing a talent shortage, companies seek top talent from top-tier internet firms.

Domestic companies are targeting experienced new media talent from platforms like Xiaohongshu, Douyin, and WeChat.

Average salary increase when switching jobs



Skills in demand

Operational Management

Digitisation Mindset

New Media Skills

Roles in demand

E-commerce Head

E-commerce Operation - TMall / JD / Douyin

CRM Manager

Top Hiring industries

FMCG

Retail

Consumer Durables



Digital / 数字化

Content

内容

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Content Management Executive	内容管理专员	120	180	240

Digital & Performance Marketing

数字与绩效营销

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Digital Marketing Specialist	数字营销专员	120	180	240
Digital Manager	数字经理	240	360	480
Growth Marketing Manager	增长型营销经理	240	360	480

E-commerce

电子商务

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
E-commerce Manager	电子商务经理	240	300	360
E-commerce Director	电子商务总监	480	600	800

Product & Operations

产品与运营

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Operations Executive	运营专员	120	180	240
Operations Supervisor	运营主管	180	270	360
Operations Manager	运营经理	180	270	360
Product Operations Manager	产品运营经理	180	270	360

Social Media

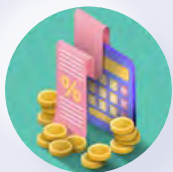
社交媒体

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Social Media Specialist	社交媒体专员	120	180	240
Social Media Manager	社交媒体经理	240	300	360



财务与会计

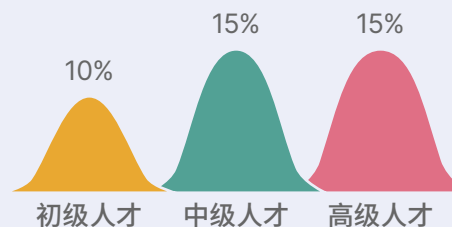
招聘趋势

本土能源、化工、制造重工行业的招聘需求增加，雇主看重候选人研产销一体的财务管理经验。

中小公司和创业公司招聘需求减少，对候选人融资以及资本运作要求降低，转而更看重人选内控以及制度流程管控能力。

大型集团化企业对财务信息化候选人需求激增，同时具备丰富的财务信息化项目经验的 CFO 受欢迎程度更高。

跳槽平均涨薪幅度



热门技能

财务信息化

管理会计

财务投资分析

热招职位

财务经理

财务总监

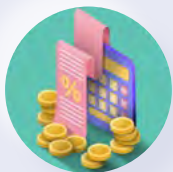
首席运营负责人

热门行业

能源

汽车

科技



Finance & Accounting

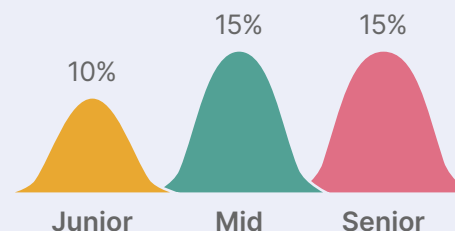
Hiring trends

Recruitment demand for local energy, chemical, and heavy manufacturing industries has increased, with employers valuing candidates with financial management experience in R&D, manufacturing and distribution.

Hiring needs in small and medium-sized companies and start-ups have decreased, with lower requirements for candidate financing and capital operations, and a greater emphasis on internal control and system process management abilities.

Large conglomerate enterprises are in high demand for financial information technology candidates, with experienced CFOs in particularly high demand.

Average salary increase when switching jobs



Skills in demand

Financial Informatisation

Management Accounting

Investment Analysis

Roles in demand

Finance Manager

Finance Director

Finance Controller

Top Hiring industries

Energy

Automotive

Technology



Finance & Accounting / 财务与会计

C-Suite

高管层

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Chief Compliance Officer	首席合规官	800	1000	1200
Chief Financial Officer	首席财务官	800	1200	2000

Accounting

会计

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Accountant, Accounts Receivable	应收账款会计	100	160	180
Accounting Supervisor	会计主管	150	180	220
Senior Accountant	高级会计	120	180	240
Senior Accountant, Accounts Payable	应付账款会计	100	160	180
Accounting Manager, Accounts Receivable	应收账款会计经理	200	250	380
Accounting Manager, Accounts Payable	应付账款会计经理	200	250	380
Accounting Manager, General Ledger	总账会计经理	240	300	400
Accounting Manager	会计经理	320	350	400

Accounting Director

会计总监

450

550

600

Analytics

分析

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Financial Analyst	财务分析师	144	240	360
Senior Financial Analyst	高级财务分析师	250	360	480
Financial Analytics Manager	财务分析经理	300	400	550
Financial Analytics Director	财务分析总监	400	600	800
Credit Analyst	信用分析师	120	180	200
Credit Analytics Manager	信用分析经理	240	318	400
Financial Planning and Analysis (FP&A) Analyst	财务规划和分析 (FP&A) 专业分析师	144	240	360
Financial Planning and Analysis (FP&A) Manager	财务规划和分析 (FP&A) 经理	320	400	550
Financial Planning and Analysis (FP&A) Director	财务规划和分析 (FP&A) 总监	450	600	800
Reporting Manager	报表经理	240	350	450
Reporting Director	报表总监	440	600	750



Finance & Accounting / 财务与会计

Audit & Control

审计与控制

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Senior Auditor	高级审计师	150	200	240
Associate Audit Manager	助理审计经理	220	280	320
Audit Manager	审计经理	300	350	550
Senior Audit Manager	高级审计经理	350	400	700
Head of Audit	审计负责人	680	800	1200
Internal Audit Manager	内部审计经理	240	450	600
Internal Audit Director	内部审计总监	480	600	1000
Cost Controller	成本控制员	150	200	240
Financial Controller	财务总监	400	750	1200
Internal Control Manager	内部控制经理	350	480	600
Internal Control Director	内部控制总监	500	600	800

Finance

财务

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Finance Supervisor	财务主管	180	220	240
Finance Manager	财务经理	240	350	440
Senior Finance Manager	高级财务经理	350	480	550
Associate Director Finance	财务副总监	400	550	680
Finance Director	财务总监	400	700	1000
Finance Vice President	财务副总裁	800	1200	1700

Mergers & Acquisitions (M&A)

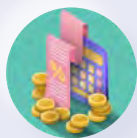
并购 (M&A)

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
M&A Manager	并购经理	240	350	500
M&A Director	并购总监	500	700	1000



Finance & Accounting / 财务与会计

Risk Management 风险管理

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Compliance Manager	合规经理	350	400	500
Compliance Director	合规总监	600	750	800
Compliance Supervisor	合规主管	144	240	280
Risk Manager	风险经理	240	380	420
Senior Risk Management Manager	高级风险管理经理	450	550	600
Risk Management Director	风险管理总监	650	850	1200
Risk Management Modelling Director	风险管理建模总监	480	550	800

Tax 税务

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Assistant Tax Manager	助理税务经理	200	260	300
Tax Manager	税务经理	360	420	420
Tax Advisory Manager	税务顾问经理	300	360	420
Tax Director	税务总监	400	600	1000

Treasury 资金

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Treasury Supervisor	资金主管	220	280	350
Treasury Manager	资金经理	360	450	550
Treasury Director	资金总监	450	500	800

Corporate Strategy 企业战略

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Investor Relations Manager	投资者关系经理	250	300	350
Head of Investor Relations	投资关系总监	450	550	800
Investor Relations Vice President	投资关系副总裁	800	1000	1200
Strategy Director	战略总监	600	800	1200



Finance & Accounting / 财务与会计

Credit

信贷

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Credit Analyst	信贷分析师	180	220	300
Credit Supervisor	信贷主管	700	800	900
Senior Credit Analyst	高级信贷分析师	220	250	350
Credit Controller	信贷总管	220	250	350
Credit Manager	信贷经理	300	350	380
Head of Credit	信贷总监	400	500	700

Operations & Process Improvement

运营与流程优化

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Process Improvement Manager	流程优化经理	300	400	500
Head of Operations and Finance	运营与财务总监	450	700	800



人力资源

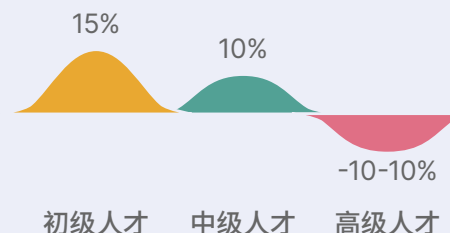
招聘趋势

候选人跳槽意愿相对保守, 导致因为人员流动产生的岗位需求量减少; 相反由于业务赛道转换、组织架构变动、股东更换等原因产生的招聘需求增多。

由于雇主对候选人业务能力需求提高, 民营公司存在因人设岗, 一岗多职的情况, 例如 CHO 兼任 COO。

雇主对 HR 专业性要求提高, 直观体现在对学历、过往参与的亮点项目、HR 专业工具使用情况的关注。同时咨询公司背景出身的候选人更受企业欢迎。

跳槽平均涨薪幅度



热门技能

干部管理, 人才盘点

集团化管控

沟通能力

热招职位

人力资源伙伴

人才发展

人力资源总监

热门行业

工厂制造

零售

能源



Human Resources

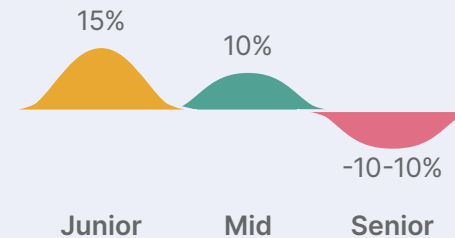
Hiring trends

Candidates are conservative about changing jobs, resulting in a decrease in hiring demand due to personnel mobility. On the contrary, there is an increase in hiring demand due to reasons like the business revolution, organisational structure change, and shareholder replacement.

With employers looking for candidates with strong business acumen, private companies are developing roles with multiple functions, such as the CHO serving as COO.

Employers now have higher expectations regarding educational background, project experience and proficiency in HR tools for HR talent. Also, candidates from consulting firms are more popular.

Average salary increase when switching jobs



Skills in demand

Leadership Development

Cooperative Management

Communication

Roles in demand

HRBP

Talent Development

HR Director

Top Hiring industries

Manufacturing

Retail

Energy



Human Resources / 人力资源

C-Suite

高管层

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Chief Human Resources Officer	首席人力资源官	700	1400	2000

Compensation & Benefits (C&B)

薪资福利 (C&B)

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
C&B Supervisor	薪资福利主管	180	250	420
Senior C&B Manager	高级薪资福利经理	360	420	600
C&B Director	薪资福利总监	450	500	800

Corporate Culture & Employee Relations

企业文化与员工关系

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Employee Relations Manager	员工关系经理	180	240	300

Human Resources Business Partner (HRBP)

人力资源业务合作伙伴 (HRBP)

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
HRBP	HRBP	144	210	360
HRBP Manager	HRBP 经理	240	320	420
HRBP Director	HRBP 总监	360	420	600

Human Resources (HR) Generalists

人力资源 (HR) 综合

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
HR & Administration Specialist	人力资源和行政专员	100	140	180
HR & Administration Manager	人力资源和行政经理	240	300	360
HR Specialist	人力资源专员	100	140	180
HR Supervisor	人力资源主管	120	180	240
HR Manager	人力资源经理	180	240	300
Senior HR Manager	高级人力资源经理	300	420	480
HR Director	人力资源总监	480	600	800



Human Resources / 人力资源

Learning & Development

学习与发展

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Learning and Development Manager	学习与发展经理	240	300	360
Talent Development Director	人才发展总监	360	420	480
Training Supervisor	培训主管	180	240	300
Training Manager	培训经理	240	300	360

Organisational Development

组织发展

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Organisational Development Supervisor	组织发展主管	240	300	360
Organisational Development Manager	组织发展经理	360	420	480
Senior Organisational Development Manager	高级组织发展经理	480	480	540

Payroll

薪酬

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Payroll Specialist	薪酬专员	150	180	220
Payroll Manager	薪酬经理	240	300	350

Talent Acquisition 人才招聘

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Talent Acquisition Supervisor	人才招聘主管	96	120	144
Talent Acquisition Specialist	人才招聘专员	60	96	120
Talent Acquisition Manager	人才招聘经理	120	144	180
Talent Acquisition Director	人才招聘总监	300	360	420
Head of Talent Acquisition	人才招聘负责人	360	420	480



法务

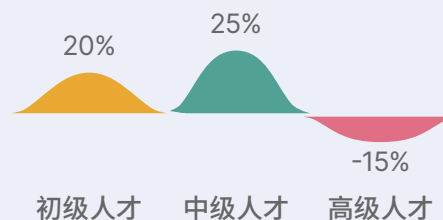
招聘趋势

企业对律师/企业法务的要求越来越高，希望人选具备除了日常法务以外更多的能力储备，例如熟悉法务信息化建设及后备人才培养计划等。

企业对法务的需求情况与公司业务规模和发展正相关。

企业对高级别法务候选人要求提高，本硕法学或过往作为重要项目负责人或关键成员的经历是加分项。

跳槽平均 涨薪幅度



热门技能

熟悉 IPO 流程

法务专业能力和业务伙伴思维

沟通能力及协作能力

热招职位

法务经理

高级法务经理

事务部法务总监

热门行业

生物制药

新能源和材料

快速消费品



Legal

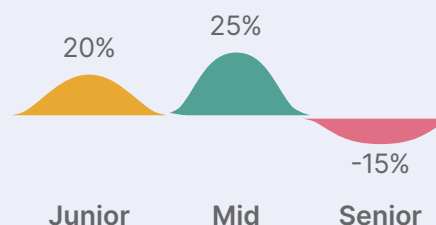
Hiring trends

Companies now expect their lawyers and corporate legal professionals to have a wider range of abilities, such as familiarity with legal informatisation construction and talent cultivation plans.

The needs of enterprises for legal services are directly related to a company's business scale and development.

The requirements for senior legal talent in enterprises are increasing, and having a master's degree in law or experience as a key member or project leader of notable projects is a plus.

Average salary increase when switching jobs



Skills in demand

IPO Process Familiarity

Business Partner Mindset

Communication

Roles in demand

Legal Manager

Senior Legal Manager

Business Unit Legal Director

Top Hiring industries

Bio-Pharma

New Energy and Materials

FMCG



Legal / 法务

In-house Corporate – Lawyer

企业内部律师

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Newly Qualified – 2 years PQE	助理律师 - 2 年职业资格	96	110	144
3–5 years PQE	3–5 年执业资格	180	200	240
6–8 years PQE	6–8 年执业资格	264	280	300
8–10 years PQE	8–10 年执业资格	300	400	600
10–15 years PQE	10–15 年执业资格	600	800	1000
15+ years PQE	15+ 年执业资格	600	900	1200

In-house Financial Services – Lawyer

金融机构律师

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Newly Qualified – 2 years PQE	助理律师 - 2 年职业资格	120	128	144
3–5 years PQE	3–5 年执业资格	192	250	300
6–8 years PQE	6–8 年执业资格	360	400	480
8–10 years PQE	8–10 年执业资格	500	550	624
10–15 years PQE	10–15 年执业资格	660	880	1000

15+ years PQE

15+ 年执业资格

1000

1500

2000

In-house Corporate

企业内部

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Legal Assistant / Paralegal / Legal Specialist	法律助理 / 法务专员	96	120	180
Legal Supervisor / Senior Paralegal	高级法务专员 / 法务主管	180	220	250

Private Practice

私人律所

Large Domestic Firms

国内主要律所

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Newly Qualified	助理律师	72	80	96
2nd Year Associate	2 年级律师	120	130	144
4th Year Associate	4 年级律师	240	280	350
6th Year Associate	6 年级律师	380	500	1500
8th Year Associate	8 年级律师	500	800	1500
Salary Partner	授薪合伙人	800	2000	5000



Legal / 法务

Legal Counsel

法律顾问

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Legal Counsel	法律顾问	144	280	300
Senior Legal Counsel	高级法律顾问	200	250	300
Legal Manager	法务经理	240	300	350
Senior Legal Manager	高级法务经理	350	400	500
Legal Director	法务总监	500	800	1200
General Legal Counsel	法律总顾问	600	1000	1500



市场营销

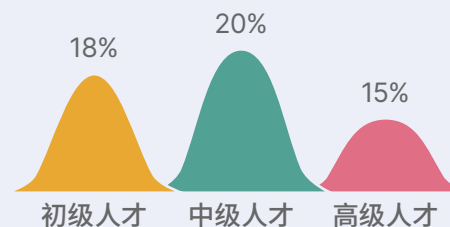
招聘趋势

企业对市场营销部门的需求更加细致化。在过去，中西部地区的大多数本土企业的市场营销部门职能不完善，如今随着企业对市场营销工作越来越重视，部门岗位的细分程度也越来越高，例如今年有更多企业新设立品牌岗位。

受近年大环境影响，实体经济行业中负责国际市场业务的市场营销岗位招聘需求量较往年减少，其他行业受影响较小。

品牌营销岗位成为热门岗位。本土企业在愈发激励的竞争中，希望建立自己品牌的积极形象。

跳槽平均涨薪幅度



热门技能

品牌传播与公关

消费者洞察

整合营销

热招职位

品牌总监

产品营销 / 创新

新媒体运营

热门行业

快速消费品

零售

耐用消费品



Marketing

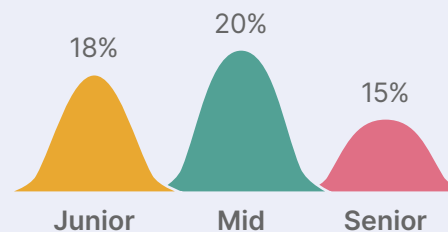
Hiring trends

Local companies in central and western China are starting to prioritise marketing and communication functions, with some hiring branding roles in 2022.

Decreasing hiring demand for marketing positions in charge of international business from substantial economy companies due to macro economy changes.

Brand marketing roles are in demand as local companies are keen to establish a positive brand image in the increasingly competitive market.

Average salary increase when switching jobs



Skills in demand

Brand Communication and PR

Consumer Insights

Integrated Marketing

Roles in demand

Brand Director

Product Marketing / Innovation

New Media Operation

Top Hiring industries

FMCG

Retail

Consumer Durables



Marketing / 市场营销

Brand Management

品牌管理

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Brand Specialist	品牌专员	120	150	180
Brand Manager	品牌经理	240	300	360
Brand Director	品牌总监	360	480	800

Content

内容

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Content Specialist	内容专员	120	150	180
Content Editor	内容编辑	240	300	360

Customer Relationship Management (CRM)

客户关系管理 (CRM)

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
CRM Executive	客户关系专员	120	150	180
CRM Manager	客户关系经理	180	240	300
CRM Director	客户关系总监	360	450	600

Event Management

活动管理

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Events Executive	活动专员	120	150	180
Events Manager	活动经理	240	300	400



Marketing / 市场营销

Marketing Communications

营销传播

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Marketing Communications Specialist	营销传播专员	120	150	180
Marketing Communications Manager	营销传播经理	240	300	360
Marketing Manager	营销经理	240	300	360
Marketing Director	营销总监	450	550	850

Product Marketing 产品营销

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Product Marketing Specialist	产品营销专员	120	150	180
Product Marketing Manager	产品营销经理	180	240	300

Public Relations (PR)

公关

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Public Relations Specialist	公关专员	120	150	180
Public Relations Manager	公关经理	180	270	360
Public Relations Director	公关总监	480	600	720
Government Affairs Manager	政府事务经理	180	270	360
Government Affairs Director	政府事务总监	480	600	800
Corporate Affairs Director	公司事务总监	360	480	600

Search Engine Optimisation (SEO)

搜索引擎优化 (SEO)

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
SEO Executive	搜索引擎优化专员	120	150	180
SEO Manager	搜索引擎优化经理	180	240	300
SEO Director	搜索引擎优化总监	300	390	480



Marketing / 市场营销

Strategy & Research

战略与研究

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Market Research Specialist	市场调研专员	120	150	180
Market Research Manager	市场调研经理	240	300	360

Trade Marketing

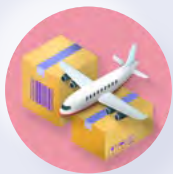
渠道营销

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Trade Marketing Manager	渠道经理	180	240	300
Senior Trade Marketing Manager	高级渠道经理	360	450	600



采购与供应链

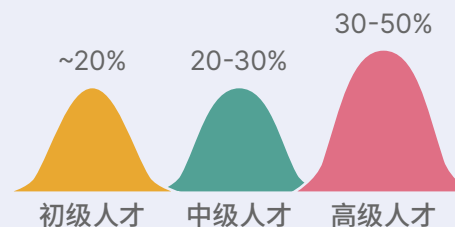
招聘趋势

传统供应链的价值正在被更多行业所接受和推广,尤其是在一些新兴的行业比如新消费,在推广和接纳的过程中也被这些新兴的行业重新定义和赋能,打破传统业务职能边界,反过来带动新的业务增长点。

企业愿意付出高薪聘请优质人才,也在执行层面更加务实,越来越多的高薪和实际达成的里程碑结果挂钩。

企业对生产制造和供应链运营一把手提出更高的软性素质要求,尤其是业务思维、领导力、沟通能力等。

跳槽平均涨薪幅度



热门技能

商业思维

领导力

沟通技巧

热招职位

技术总工

运营总监

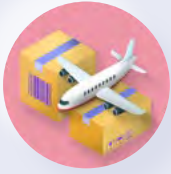
供应链副总裁

热门行业

半导体和电子

新能源和材料

快速消费品



Procurement & Supply Chain

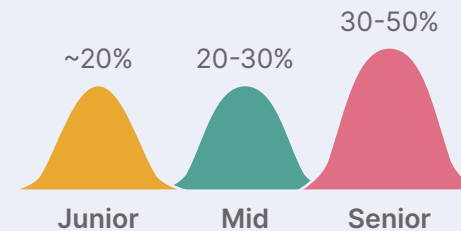
Hiring trends

Traditional supply chains are gaining acceptance and promotion in emerging industries, such as new consumption, which also redefine and empower them, leading to new business growth.

Companies are willing to pay high salaries and become more practical during their execution stage. High salaries are linked to milestone achievements.

Employers highly value soft skills in senior management candidates from manufacturing and supply chain sectors, especially in business acumen, leadership and communication skills.

Average salary increase when switching jobs



Skills in demand

Commercial Acumen

Leadership

Communication

Roles in demand

Chief Engineer

Operation Director

Supply Chain VP

Top Hiring industries

Semiconductor and Electronics

New Energy and Materials

FMCG



Procurement & Supply Chain / 采购与供应链

Logistics

物流

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Freight Manager	货运经理	200	250	300
Logistics Manager	物流经理	200	240	350
Warehouse Specialist	仓储专员	96	108	120
Warehouse Manager	仓储经理	200	325	350

Order Management

订单管理

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Order Management Manager	订单管理经理	250	288	330

Sourcing, Purchasing & Procurement

采购

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Sourcing Specialist	寻源专员	120	225	250
Procurement Engineer	采购工程师	180	250	320

Procurement Manager

采购经理

300

350

400

Supplier Development & Quality

供应商开发与质量

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Quality Auditor	质量审计员	96	140	180
Supplier Quality Engineer	供应商质量工程师	160	180	220
Supplier Quality Manager	供应商质量经理	400	550	660

Supply Chain Management

供应链管理

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Supply Chain Manager	供应链经理	400	500	800
Supply Chain Director	供应链总监	600	800	1500



销售

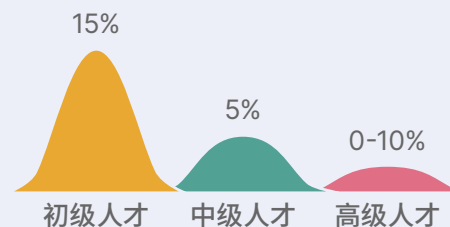
招聘趋势

中西部地区的客户在看重市场开拓能力、谈判能力等综合素质的同时,今年更加侧重候选人的资源情况,以解决企业中短期面临的业绩压力。

对初级销售人员的招聘要求变得更加多元化。

越来越多的本土企业引进外资背景的销售高管,越来越多的外企职业经理人愿意加入本土企业,但本土企业也面临管理思路的兼容问题。

跳槽平均涨薪幅度



热门技能

客户与渠道资源网络

客户管理能力

渠道管理能力

热招职位

大客户经理

渠道经理

营销负责人

热门行业

快速消费品

智能制造

商业服务



Sales

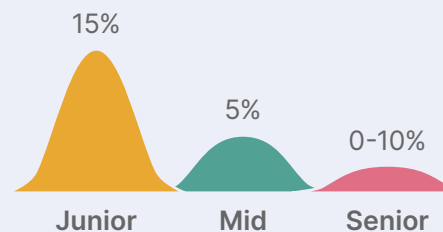
Hiring trends

Companies in central and western China prioritise marketing development, negotiation skills, and candidates' personal resources to relieve short- and medium-term business performance pressure.

Requirements on junior sales talent are becoming more diversified.

Local firms are hiring executive-level sales talent with MNC backgrounds, but facing challenges like discrepancies in management style.

Average salary increase when switching jobs



Skills in demand

Customer and Channel Networks

Customer Management

Channel Management

Roles in demand

Key Account Manager

Channel Manager

Sales Director

Top Hiring industries

FMCG

Manufacturing

Business Services



Sales / 销售

Consumer Products

消费品

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Account Manager	客户经理	180	240	300
Business Development Manager	业务拓展经理	180	240	300
Business Development Director	业务拓展总监	480	600	720
Sales Manager	销售经理	120	240	360
Senior Sales Manager	高级销售经理	240	360	550
Sales Director	销售总监	500	700	1000

Financial Services 金融服务

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Senior Sales Manager	高级销售经理	240	330	420

Healthcare & Pharmaceutical

医疗保健 / 制药

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Account Manager	客户经理	180	240	300
Key Account Manager	大客户经理	180	240	300
Senior Key Account Manager	高级大客户经理	240	330	420
Account Director	客户总监	420	510	600
Business Development Manager	业务拓展经理	240	300	360
Sales Assistant	销售助理	96	108	120
Sales Manager	销售经理	240	270	360
Sales Director	销售总监	420	610	800



Sales / 销售

Professional Services

专业服务

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Account Manager	客户经理	240	300	360
Business Development Manager	业务拓展经理	240	300	360
Sales Director	销售总监	420	600	800

Technology & Telecommunications

技术与电信

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Account Manager	客户经理	180	240	300
Sales Manager	销售经理	180	240	300
Sales Director	销售总监	420	600	800

Entertainment & Media

娱乐 / 媒体

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Account Manager	客户经理	180	240	300
Account Director	客户总监	300	500	600
Business Development Manager	业务拓展经理	180	280	400
Business Development Director	业务拓展总监	360	430	500
Product Director	产品总监	360	580	800



行政与办公室支持

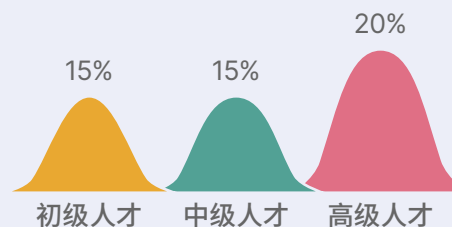
招聘趋势

候选人跳槽意向强，市场供大于求，企业对行政人员综合能力要求变高，主要体现在学历及整体风貌方面。

企业愿意付出高薪聘用一位综合能力全面的行政管理人员，配初级人员团队，但团队预算紧张。

企业更关注候选人在集团化的大公司的工作经历。

跳槽平均 涨薪幅度



热门技能

快速反应及反馈能力

协调能力

领导力

热招职位

总经理助理

高级行政经理

行政总监

热门行业

新能源和材料

生物制药

金融科技



Secretarial & Office Support

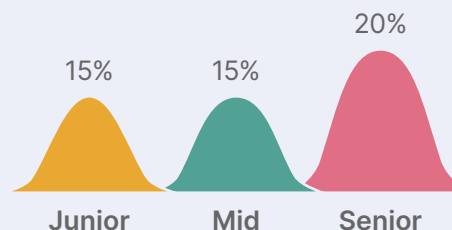
Hiring trends

Employers are more demanding of secretarial and office support candidates regarding educational background and personality.

With bigger budgets, companies are willing to offer attractive remuneration packages for administrative personnel who have comprehensive capabilities and a team of junior staff.

Companies are highly interested in candidates with work experience in large conglomerates or well-known companies.

Average salary increase when switching jobs



Skills in demand

Ability to react quickly

Coordination

Leadership

Roles in demand

Executive Assistant to CEO

Senior Administration Manager

Administration Director

Top Hiring industries

New Energy and Materials

Bio-pharma

Fintech



Secretarial & Office Support / 办公室行政与助理

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Administration Officer	行政专员	84	110	144
Administration Supervisor	行政主管	168	180	240
Administration Manager	行政经理	180	220	300
Administration Director	行政总监	300	450	600
Office Manager	办公室经理	180	240	450
Secretary	秘书	100	240	350
Executive Assistant	执行助理	120	240	300
Personal Assistant	个人助理	120	240	300



中国 (广州) China (Guangzhou)

薪酬报告 Salary Guide 2023

MichaelPage × PageInsights

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职能趋势 / Discipline Insights

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数字化

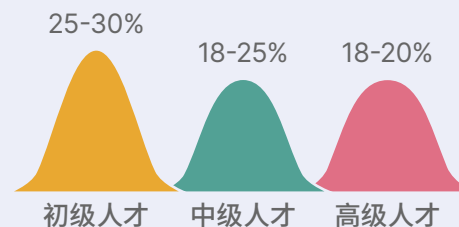
招聘趋势

拥有互联网平台，尤其是知名大厂工作经验的候选人是企业招聘时的首选。

企业越来越关注同时具备线上和线下经验的候选人。

企业青睐具备管理95后年轻化团队经验的候选人。

跳槽平均 涨薪幅度



热门技能

社交媒体与电商

社区团购和社群电商

新媒体

热招职位

社交电商总监

电商总经理

产品运营总监

热门行业

互联网

零售

快速消费品



Digital

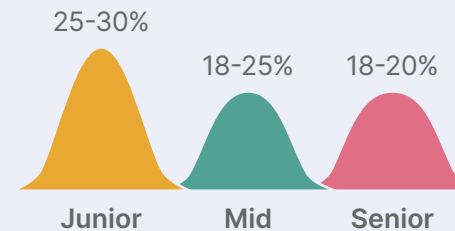
Hiring trends

Talent with working experience in Internet companies, especially at well-known companies, are sought after by employers.

Employers are looking for talent with both online and offline experience.

Companies often seek candidates who have experience managing teams composed of post-1995 generation employees.

Average salary increase when switching jobs



Skills in demand

Social Media and E-commerce

Community Group Purchase and E-commerce

New Media

Roles in demand

Social Commerce Director

E-commerce General Manager

Product Operations Director

Top Hiring industries

Internet

Retail

FMCG



Digital / 数字化

Advertising

广告

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Advertising Manager	广告经理	300	360	420

Content

内容

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Senior Content Editor	高级内容编辑	120	240	350
Content Manager	内容经理	240	270	360
Content Director	内容总监	360	500	700

Design

设计

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Creative Designer	设计师	200	240	280
Creative Manager	创意经理	280	400	520
Creative Director	创意总监	800	1000	1200

User Experience / User Interface (UX / UI) Designer	用户体验 / 用户界面 (UX / UI) 设计师	132	260	400
Senior User Experience / User Interface (UX / UI) Designer	高级用户体验 / 用户界面 (UX / UI) 设计师	200	400	540
User Experience / User Interface (UX / UI) Manager	用户体验 / 用户界面 (UX / UI) 经理	330	440	550
User Experience / User Interface (UX / UI) Director	用户体验/用户界面 (UX / UI) 总监	380	660	1100
Visual Designer	视觉设计师	200	230	270
Visual Design Manager	视觉设计经理	270	330	400
Visual Design Specialist	视觉设计专员	330	480	550
Visual Creative Director	视觉创意总监	600	800	1000

Digital & Performance Marketing

数字与绩效营销

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Digital Marketing Manager	数字营销经理	300	500	700
Digital Marketing Director	数字营销总监	700	1000	1440
Growth Marketing Manager	增长营销经理	350	600	800



Digital / 数字化

E-commerce

电子商务

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Assistant E-commerce Manager	助理电子商务经理	400	500	600
E-commerce Manager	电子商务经理	500	600	800
Senior E-commerce Manager	高级电子商务经理	550	650	750
E-commerce Director	电子商务总监	1200	1400	3000
Head of E-commerce	电子商务负责人	1200	1400	3000
E-commerce General Manager	电子商务总经理	1200	1400	3000

Product & Operations

产品与运营

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Operations Manager	运营经理	250	350	400
Senior Operations Manager	高级运营经理	400	500	600
Operations General Manager	运营总经理	1200	1400	3000
Associate Operations Director	运营副总监	650	800	1000

Operations Director	运营总监	800	1000	1200
Product Operations Manager	产品运营经理	350	450	600
Product Manager	产品经理	500	600	800
Senior Product Operations Manager	高级产品运营经理	550	650	800

Search Engine Optimisation (SEO)

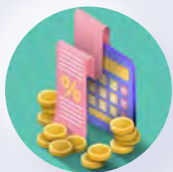
搜索引擎优化 (SEO)

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
SEO Manager	搜索引擎优化经理	480	540	600

Social Media

社交媒体

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Social Media Manager	社交媒体经理	400	500	600
Senior Social Media Manager	高级社交媒体经理	550	650	800
Social Media Director	社交媒体总监	800	1000	1300



财务与会计

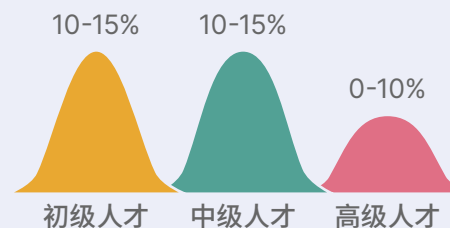
招聘趋势

企业招聘财务人才时，更关注候选人的同行业经验。

更多财务人才的招聘需求来自于中小型民营企业。

财务数字化转型对财务人才在推进企业发展的战略思想，优化运营等有了更高的技能要求和期待。

跳槽平均涨薪幅度



热门技能

数据分析能力

成本控制

融资能力

热招职位

首席财务官

风险控制

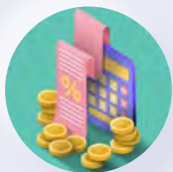
财务分析

热门行业

高端制造

快消 & 零售

电商 / 跨境电商



Finance & Accounting

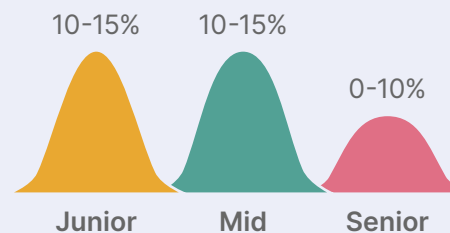
Hiring trends

Companies look for finance candidates with in-house experience in similar industries.

There is a growing demand for hiring from small and medium-sized private enterprises.

Digital transformation in finance requires financial talents to think strategically and optimise operations.

Average salary increase when switching jobs



Skills in demand

Financial Analysis

Cost Control and Management

Financing

Roles in demand

CFO

Risk Control

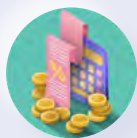
Financial Analysis

Top Hiring industries

Industrial & Manufacturing

FMCG & Retail

E-commerce



Finance & Accounting / 财务与会计

C-Suite

高管层

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Chief Financial Officer	首席财务官	1200	2000	4500

Accounting

会计

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Accountant	会计	90	126	180
Accountant, Accounts Payable	应付账款会计	96	126	180
Accountant, Accounts Receivable	应收账款会计	96	126	180
Senior Accountant	高级会计师	108	150	192
Accounting Supervisor	会计主管	150	200	240
Accounting Manager, Accounts Payable	应付账款经理	300	400	500
Accounting Manager, Accounts Receivable	应收账款经理	300	400	500
Accounting Manager	会计经理	300	400	500

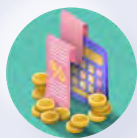
Analytics

分析

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Financial Planning and Analysis (FP&A) Analyst	财务规划和分析 (FP&A) 专业分析师	96	180	240
Financial Planning and Analysis (FP&A) Manager	财务规划和分析 (FP&A) 经理	300	400	500
Senior Financial Planning and Analysis (FP&A) Manager	高级财务规划和分析 (FP&A) 经理	420	600	720
Financial Planning and Analysis (FP&A) Director	财务规划和分析 (FP&A) 总监	800	1000	1200
Reporting Manager	报表经理	350	450	480
Senior Reporting Manager	高级报表经理	500	650	800
Reporting Director	报表总监	800	1000	1200



Finance & Accounting / 财务与会计

Audit & Control

审计和控制

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Auditor	审计员	96	110	120
Senior Auditor	高级审计师	150	240	300
Audit Manager	审计经理	400	600	700
Audit Director	审计总监	800	1000	1200
Senior Internal Auditor	高级内部审计师	180	200	270
Internal Audit Manager	内部审计经理	300	400	500
Senior Internal Audit Manager	高级内部审计经理	400	540	720
Internal Audit Director	内部审计总监	800	1000	1200
Financial Controller	财务总监	400	600	900
Financial Control Manager	财务管控经理	300	400	500
Internal Auditor	内部审计师	120	150	300
Internal Control Manager	内部控制经理	240	400	600
Senior Internal Control Manager	高级内部控制经理	500	600	800

Corporate Strategy

企业战略

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Investor Relations Manager	投资者关系经理	400	500	600
Investor Relations Director	投资者关系总监	800	1000	1200

Credit

信贷

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Credit Service Manager	信用服务经理	180	200	300
Credit Control Manager	信用控制经理	300	360	500
Assistant Credit Control Vice President	信用控制助理副总裁	400	500	600
Credit Control Vice President	信用控制副总裁	450	600	800
Credit Analyst	信用分析师	220	300	350
Senior Credit Analysis Manager	高级信用分析经理	350	500	500



Finance & Accounting / 财务与会计

Finance

财务

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Assistant Finance Manager	助理财务经理	200	250	300
Finance Manager	财务经理	350	400	500
Senior Finance Manager	高级财务经理	500	550	600
Associate Finance Director	财务副总监	600	700	800
Finance Director	财务总监	800	1000	1200

Operations & Process Improvement

运营与流程优化

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Process Improvement Manager	流程优化经理	400	500	750
Head of Operations and Finance	运营与财务总监	800	1000	1200

Mergers & Acquisitions (M&A)

并购 (M&A)

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
M&A Manager	并购经理	450	600	750
M&A Director	并购总监	900	1200	1500

Risk Management 风险管理

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Compliance Manager	合规经理	300	400	600
Senior Risk Management Manager	高级风险管理经理	350	400	450
Due Diligence Analyst	尽职调查分析师	100	160	250
Know Your Customer (KYC) Associate	“了解你的客户”(KYC) 助理	100	105	120
Know Your Customer (KYC) Manager	“了解你的客户”(KYC) 经理	200	250	260
Know Your Customer (KYC) Assistant Vice President	“了解你的客户”(KYC) 助理副总裁	400	450	550
Know Your Customer (KYC) Vice President	“了解你的客户”(KYC) 副总裁	550	600	650



Finance & Accounting / 财务与会计

Regulatory Compliance Manager	监管合规经理	300	400	500
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Tax

税务

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Tax Specialist	税务专员	100	150	160
Senior Tax Specialist	高级税务专员	150	200	300
Assistant Tax Manager	助理税务经理	200	250	350
Tax Manager	税务经理	300	400	500
Senior Tax Manager	高级税务经理	400	600	800
Associate Tax Director	助理税务总监	700	800	900
Tax Director	税务总监	800	1000	1200

Treasury

资金

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Treasury Supervisor	资金主管	200	250	300
Treasury Manager	资金经理	300	400	500
Treasury Director	资金总监	800	1000	1200



人力资源

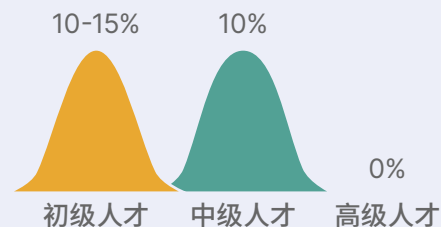
招聘趋势

企业更看重 HR 在组织管理方面的能力，当商业世界充满不确定性，高频的组织结构调整将会成为日常。

外部经济环境越来越糟糕的时候，进行组织结构调整，优化人才配置，提高单位人效，将会成为企业关注的焦点，也是人力资源工作重心。

同时精通组织、激励、数据、财务等几个方面的人力资源人才，将会越来越收到企业欢迎。

跳槽平均涨薪幅度



热门技能

组织发展

人才发展

变革管理

热招职位

人力资源副总裁

人才资源总监

组织发展总监

热门行业

新能源产业 (材料上游, 电池或者电车)

高端制造

新零售



Human Resources

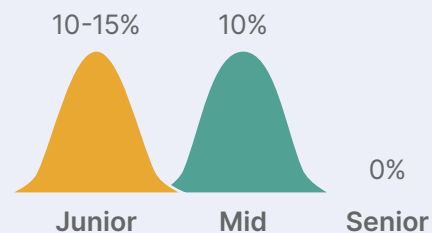
Hiring trends

As the business world is full of uncertainties, enterprises now pay more attention to HR candidates' organisational management skills.

As the external economic environment worsens, companies will focus on adjusting their organisational structure, optimising talent allocation, and improving efficiency, which will also be the essence of HR work.

Employers seek to hire HR talent who excel in organisation management, talent motivation, data and finance.

Average salary increase when switching jobs



Skills in demand

Organisation Development

Talent Development

Change Management

Roles in demand

HRVP

HRD

OD

Top Hiring industries

New Energy (Materials, batteries)

High-end Manufacturing

New Retail



Human Resources / 人力资源

C-Suite

高管层

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Deputy Chief Human Resources Officer	副首席人力资源官	1000	1200	2000
Chief Human Resources Officer	首席人力资源官	1500	2000	2500

Compensation & Benefits (C&B)

薪资福利 (C&B)

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
C&B Manager	薪酬绩效经理	250	300	400
Senior C&B Manager	高级薪酬绩效经理	300	400	500
C&B Director	薪酬绩效总监	650	750	850

Corporate Culture & Employee Relations

企业文化和员工关系

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Corporate Culture Manager	企业文化经理	240	300	400
Corporate Culture Director	企业文化总监	400	500	550
Employee Relations Manager	员工关系经理	240	325	400
Senior Employee Relations Manager	高级员工关系经理	300	350	400

Human Resources Business Partner (HRBP)

人力资源业务合作伙伴 (HRBP)

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
HRBP	HRBP	300	400	450
HRBP Director	HRBP 总监	700	800	850



Human Resources / 人力资源

Human Resources (HR) Generalists 人力资源 (HR) 综合

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
HR & Administration Manager	人力资源和行政经理	300	450	500
HR Administration Director	人力资源行政总监	450	525	600
HR Supervisor	人力资源主管	250	350	400
Senior HR Manager	高级人力资源经理	500	650	750
HR Director	人力资源总监	600	700	800
HR General Manager	人力资源总经理	800	900	1000
HR Vice President	人力资源副总裁	1000	1500	2000

Human Resources Information Systems (HRIS) 人力资源信息系统 (HRIS)

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
HRIS Manager	人力资源信息系统经理	300	400	450
HRIS Senior Manager	人力资源信息系统高级经理	400	500	500
HRIS Director	人力资源信息系统总监	500	600	600

Learning & Development 学习和发展

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Learning and Development Manager	学习与发展经理	250	350	400
Senior Learning and Development Manager	高级学习与发展经理	450	550	650
Learning and Development Director	学习与发展总监	500	700	800

Organisational Development 组织发展

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Organisational Development Manager	组织发展经理	500	650	700
Senior Organisational Development Manager	高级组织发展经理	600	700	850
Organisational Development Director	组织发展总监	500	700	800



Human Resources / 人力资源

Payroll

薪酬

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Payroll Manager	薪酬经理	350	450	500

Talent Acquisition 人才招聘

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Recruiter	招聘专员	200	250	300
Talent Acquisition Manager	人才招聘经理	250	350	400
Senior Talent Acquisition Manager	高级人才招聘经理	400	450	500
Talent Acquisition Director	人才招聘总监	500	600	700



法务

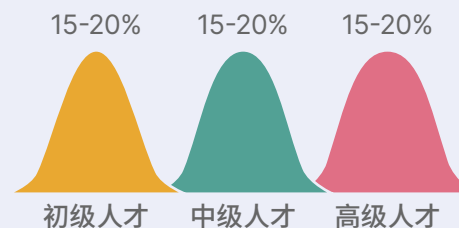
招聘趋势

企业更多专注内部合规与风险控制，因此拥有这两方面经验的候选人受到企业热招，尤其是外资企业。

中国企业走出海外，需要越来越多懂得海外法务的人才。

企业在招聘法务时，更希望招聘已经有企业内部法务经验的人才，仅拥有律所经验已不再足够。

跳槽平均 涨薪幅度



热门技能

数据合规能力

海外法务能力

投资法务能力

热招职位

总法律顾问

海外法务

合规

热门行业

高端制造

快消 & 零售

电商 / 跨境电商



Legal

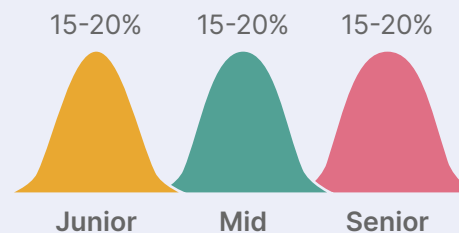
Hiring trends

Companies, especially MNCs, are seeking candidates with relevant experience in internal compliance and risk control as they focus more on these areas.

Domestic companies expanding their business abroad require professionals who understand international legal policies.

Employers prefer talent with in-house legal experience.

Average salary increase when switching jobs



Skills in demand

Data Compliance

International Law

Investment Law

Roles in demand

General Counsel

Overseas Legal Counsel

Compliance Director

Top Hiring industries

Industrial and Manufacturing

FMCG and Retail

E-commerce



Legal / 法务

In-house Corporate – Lawyer

企业内部律师

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Newly Qualified – 2 years PQE	新手 - 2 年职业资格	150	200	300
3–5 years PQE	3–5 年执业资格	250	500	600
6–8 years PQE	6–8 年执业资格	450	600	900
8–10 years PQE	8–10 年执业资格	600	900	1300
10–15 years PQE	10–15 年执业资格	800	1300	2000
15+ years PQE	15+ 年执业资格	1000	1500	4800

In-house Financial Services – Lawyer

金融机构律师

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Newly Qualified – 2 years PQE	新手 - 2 年职业资格	160	190	350
3–5 years PQE	3–5 年执业资格	250	380	500
6–8 years PQE	6–8 年执业资格	350	500	800
8–10 years PQE	8–10 年执业资格	450	750	1000
10–15 years PQE	10–15 年执业资格	650	800	2000

15+ years PQE	15+ 年执业资格	800	1200	3000
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Legal Secretaries

法律秘书

Private Practice (US Law Firms)

私人执业 (美资律所)

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Junior Legal Secretary (1–3 years)	初级法律文秘 (1-3 年)	100	110	120
Legal Secretary (3–5 years)	法律文秘 (3-5 年)	130	160	200
Senior Legal Secretary (5+ years)	高级法律文秘 (5+ 年)	200	300	350
Partner Secretary (5+years)	合伙人秘书 (5+年)	190	250	300
Office Manager	办公室经理	300	500	700



Legal / 法务

Private Practice (Non-US International Law Firms)

私人执业 (国际
律所, 非美资)

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
		MIN	MED	MAX
Junior Legal Secretary (1-3 years)	初级法律文秘 (1-3 年)	60	70	95
Legal Secretary (3-5 years)	法律文秘 (3-5 年)	85	95	125
Senior Legal Secretary (5+ years)	高级法律文秘 (5+ 年)	100	150	300
Office Manager	办公室经理	300	350	450

Private Practice (Major Domestic Law Firms)

私人执业 (国内
主要的法律事务
所)

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
		MIN	MED	MAX
Junior Legal Secretary (1-3 years)	初级法律文秘 (1-3 年)	30	45	70
Legal Secretary (3-5 years)	法律文秘 (3-5 年)	70	90	125
Senior Legal Secretary (5+ years)	高级法律文秘 (5+ 年)	120	150	200
Office Manager	办公室经理	200	300	400

Paralegal

律师助理

Private Practice

私人执业律师

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
		MIN	MED	MAX
Paralegal (0-5 years)	律师助理 (0-5 年)	100	200	400
Senior Paralegal (5+ years)	高级律师助理 (5 年以上)	150	250	600
Translator (1-5 years)	法律翻译 (1-5 年)	190	200	350
Translator (5-8 years)	法律翻译 (5-8 年)	200	350	450
Translator (8+ years)	法律翻译 (8 年以上)	300	400	600

In-house Corporate

企业内部

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
		MIN	MED	MAX
Legal Assistant / Paralegal / Legal Specialist	法律助理 / 法务助手 / 法律专员	100	190	250
Legal Supervisor / Senior Paralegal	法律主管 / 高级法务助手	200	250	300



Legal / 法务

Private Practice 私人执业

Non-US International Firms 非美资律所

BASE SALARY RANGE			
		FOR 12 MONTHS	USD'000
ROLE	职位	Indicative	
Associate 1 year	1 年級律師	85	
Associate 3 years PQE	3 年級律師	100	
Associate 5 years PQE	5 年級律師	110	
Associate 7 years PQE	7 年級律師	150	
Partner	授薪合夥人	235	

Intellectual Property (IP) 知识产权 (IP)

BASE SALARY RANGE				
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
IP Specialist	知识产权专家	200	250	300
IP Manager	知识产权经理	300	450	500
IP Director	知识产权总监	500	550	600

Large Domestic Firms 国内主要律所

BASE SALARY RANGE				
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Newly Qualified	新手	260	260	260
Associate 2 years PQE	2 年级律师	312	312	312
Associate 4 years PQE	4 年级律师	400	400	400
Associate 6 years PQE	6 年级律师	550	550	550
Associate 8 years PQE	8 年级律师	680	680	680
Salary Partner	授薪合伙人	1300	1300	1300

Lawyer 律师

BASE SALARY RANGE				
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Associate	副负责人	100	200	250
Lawyer	律师	300	350	450
Partner	合伙人	600	800	900



Legal / 法务

Legal Counsel

法律顾问

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Legal Counsel	法律顾问	100	150	150
Senior Legal Counsel	高级法律顾问	200	250	300
Legal Manager	法务经理	250	250	350
Senior Legal Manager	高级法务经理	350	400	800
Legal Director	法务总监	800	900	1300
General Legal Counsel	法律总顾问	1000	1400	1800

Mergers & Acquisitions (M&A)

并购 (M&A)

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
M&A Legal Counsel	并购法律总顾问	300	350	400
M&A Legal Manager	并购法务经理	400	500	550
M&A Legal Director	并购法务总监	550	700	1800



市场营销

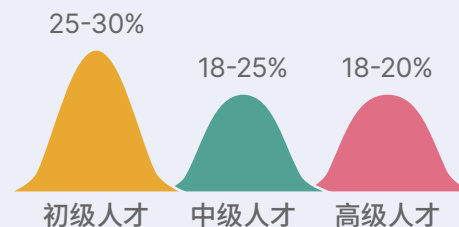
招聘趋势

有过新品研发与上市, 或者进入新市场经验的候选人备受关注。

新锐国民品牌市场营销一号位受到各大企业主青睐。

消费品出海需求激增, 拥有海外市场经验的候选人受欢迎。

跳槽平均涨薪幅度



热门技能

社交媒体与电商

投资回收管理

产品创新

热招职位

首席市场官

市场总监

产品总监

热门行业

消费品

零售

电商互联网



Marketing

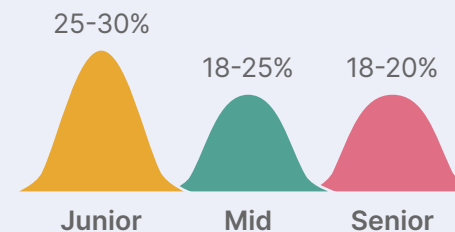
Hiring trends

Talent with experience in new product development or product launch in new markets are sought after.

Marketing leaders from trending local brands are sought after.

The increasing demand for consumer brands to expand internationally has led to a greater need for talent with overseas market experience.

Average salary increase when switching jobs



Skills in demand

Social Media and E-commerce

ROI Management

Product Innovation

Roles in demand

CMO

Marketing Director

Product Director

Top Hiring industries

Consumer

Retail

E-commerce



Marketing / 市场营销

C-Suite

高管层

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Chief Marketing Officer	首席营销官	1200	2000	4500

Advertising

广告

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Media Buying Manager	媒介采购经理	220	330	440
Media Planning Manager	媒介规划经理	280	540	600
Media Director	媒介总监	650	750	850

Affiliate & Partnerships

合作

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Partnership Marketing Manager	合作营销经理	400	500	600

Brand Management

品牌管理

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Assistant Brand Manager	助理品牌经理	400	500	600
Brand Manager	品牌经理	500	600	700
Senior Brand Manager	高级品牌经理	600	700	800
Brand Director	品牌总监	800	900	1000

Content

内容

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Copywriter	文案	96	150	200
Copywriting Manager	文案经理	240	360	450
Copywriting Director	文案总监	400	500	650
Social Media Manager	社交媒体经理	450	550	650



Marketing / 市场营销

Creative

创意

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Creative Director	创意总监	600	800	1200
Design Director	设计总监	600	800	1200

Customer Relationship Management (CRM)

客户关系经理 (CRM)

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
CRM Manager	CRM 经理	450	550	650
Senior CRM Manager	高级 CRM 经理	550	650	800
CRM Director	CRM 总监	700	850	1200

Marketing Communications

营销传播

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Marketing Manager	营销经理	480	720	960
Senior Marketing Manager	高级营销经理	600	780	1032
Marketing Director	营销总监	800	1000	1400
Marketing Vice President	营销副总裁	1200	2000	4500

Product Marketing 产品营销

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Product Marketing Manager	产品营销经理	450	550	650
Senior Product Marketing Manager	高级产品营销经理	550	650	800



Marketing / 市场营销

Public Relations (PR)

公关

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Public Relations Manager	公关经理	400	500	600
Senior Public Relations Manager	高级公关经理	500	600	700
Public Relations Director	公关总监	600	800	1200
Government Relations Manager	政府关系经理	500	600	700
Senior Government Relations Manager	高级政府关系经理	600	800	1200
Government Relations Director	政府关系总监	800	1000	1500

Strategy & Research

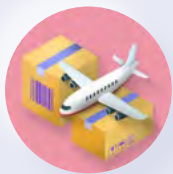
战略与研究

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Market Research Manager	市场调研经理	300	450	550
Senior Market Research Manager	高级市场调研经理	500	600	700
Market Research Director	市场调研总监	800	1000	1500
Consumer Insights Manager	消费者洞见经理	300	450	550
Senior Consumer Insights Manager	高级消费者洞见经理	500	600	700



采购与供应链

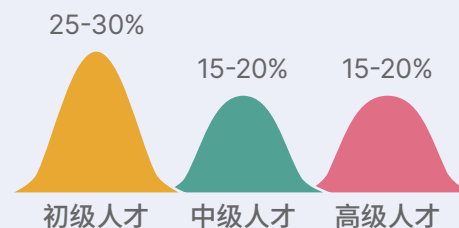
招聘趋势

预制菜赛道火热，促使该领域企业招聘需求激增。

疫情大环境下，企业更加注重重塑供应链。

数字化供应链管理继续火热，特别是电商出海的鞋服，家电等企业。

跳槽平均 涨薪幅度



热门技能

精益运营经验

智能制造

产品全流程管控

热招职位

精益管理专家

质量管理专家

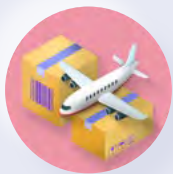
产品研发

热门行业

新能源产业 (材料上游, 电池或者电车)

预制菜行业

医疗



Procurement & Supply Chain

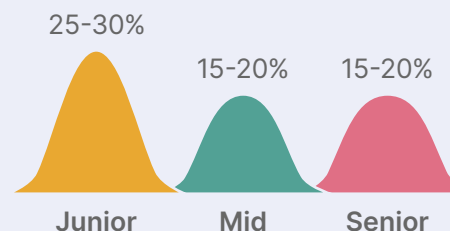
Hiring trends

The booming RTC (ready-to-cook) industry has led to a surge in hiring demand for businesses in this field.

Companies focus on reshaping supply chain systems due to the pandemic environment.

Digital supply chain management remains hot, especially for e-commerce companies exporting shoes, clothing, and household appliances.

Average salary increase when switching jobs



Skills in demand

Lean Operations Experience

Intelligent Manufacturing

Product Whole Process Control

Roles in demand

Lean Expert

Quality Expert

Product R&D

Top Hiring industries

New Energy (Materials, batteries)

RTC food (Ready-to-cook)

Healthcare and Life Sciences



Procurement & Supply Chain / 采购与供应链

C-Suite

高管层

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Chief Operations Officer	首席运营官	800	1500	2000

Logistics

物流

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Logistics Manager	物流经理	200	350	500
Senior Logistics Manager	高级物流经理	250	400	700
Logistics Director	物流总监	450	650	1000
Logistics General Manager	物流总经理	450	650	1200
Senior Transportation Manager	高级运输经理	200	300	450
Warehouse Specialist	仓储专员	100	180	250
Warehouse Manager	仓储经理	200	300	500

Operations

运营

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Operations Manager	运营经理	300	350	400
Senior Operations Manager	高级运营经理	350	400	500

Order Management

订单管理

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Customer Service Manager	客服经理	200	300	400
Order Management Manager	订单管理经理	200	300	400



Procurement & Supply Chain / 采购与供应链

Sourcing, Purchasing & Procurement

采购

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Sourcing Manager	采购经理	250	350	400
Senior Sourcing Manager	高级采购经理	350	450	500
Sourcing Director	采购总监	450	550	650
Sourcing General Manager	采购总经理	500	600	700
Head of Sourcing	采购负责人	600	700	800
Buyer	采购员	150	180	200
Indirect Procurement Manager	间接采购经理	250	350	400
Senior Manager Indirect Procurement	高级间接采购经理	350	450	500
Procurement Manager	采购经理	250	350	400
Senior Procurement Manager	高级采购经理	350	450	500
Procurement Director	采购总监	450	550	650
Purchasing Manager	采购经理	250	350	400

Supplier Development & Quality

供应商开发与质量

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Supplier Quality Engineer	供应商质量工程师	150	200	250
Supplier Quality Manager	供应商质量经理	300	350	400
Senior Supplier Quality Manager	高级供应商质量经理	400	450	550

Supply Chain Management

供应链管理

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Demand Planning Manager	需求规划经理	300	450	600
Demand Planning Director	需求规划总监	500	750	1200
Planning Manager	规划经理	300	450	600
Senior Planning Manager	高级规划经理	350	550	600
Senior Production Planning Manager	高级产品规划经理	300	450	600
Supply Chain Associate	供应链助理	120	180	250
Supply Chain Manager	供应链经理	250	400	550
Senior Supply Chain Manager	高级供应链经理	300	500	650



Procurement & Supply Chain / 采购与供应链

Supply Chain Director	供应链总监	450	600	800
Supply Chain Planner	供应链规划员	180	250	300
Supply Chain Planning Manager	供应链规划经理	250	400	550
Supply Planning Director	供应链规划总监	450	700	1000

Trade & Customs 贸易和海关

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Import / Export Manager	进口 / 出口经理	240	350	500



销售

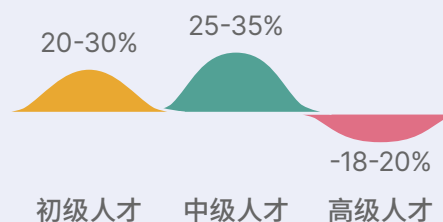
招聘趋势

中小型港资、民企和国企招聘量渐涨。

更多企业关注候选人是否有过中小规模业务拓展能力。

更多企业关注候选人带动销售增长与利润增长的平衡能力。

跳槽平均 涨薪幅度



热门技能

盈亏管理

社区团购和社群电商

开发新商机

热招职位

销售副总裁

运营副总裁

销售总经理

热门行业

消费品

零售

工业制造业



Sales

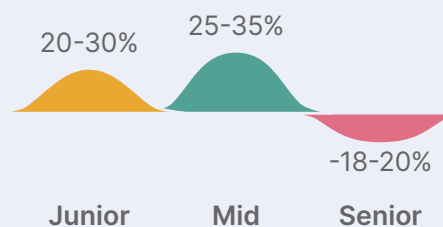
Hiring trends

Hiring by small and medium-sized Hong Kong-funded enterprises, domestic companies, and SOEs is increasing.

More companies are focusing on candidates' ability to expand small and medium-sized businesses.

More employers expect candidates to have the ability to boost both sales and revenue.

Average salary increase when switching jobs



Skills in demand

P&L Management

Community Group Purchase

New Business Development

Roles in demand

Sales VP

Operation VP

Sales General Manager

Top Hiring industries

Consumer

Retail

Manufacturing



Sales / 销售

Business Services 商业服务

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Account Manager	客户经理	300	480	500
Business Development Manager	业务拓展经理	240	300	480
Business Development Director	业务拓展总监	550	700	1000
Chief Sales Officer	首席销售官	1200	1500	2000
Sales Director	销售总监	1000	1200	1600
Sales Manager	销售经理	250	300	480
Sales Vice President	销售副总裁	1200	1500	2000

Consumer Products 消费品

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Key Account Executive	大客户主管	80	150	200
Key Account Manager	大客户经理	180	300	450
Key Account Director	大客户总监	500	650	800
Sales Specialist	销售专员	50	156	240
Sales Manager	销售经理	180	360	500

Sales Director	销售总监	1000	1200	1600
Sales Vice President	销售副总裁	1200	1500	2600
Sales Manager	销售经理	250	400	660
Sales Director	销售总监	600	800	1500
Sales Vice President	销售副总裁	1200	1500	2000

Entertainment & Media 娱乐 / 媒体

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Sales Manager	销售经理	250	300	380
Sales Director	销售总监	600	800	1000
Sales General Manager	销售总经理	1200	1500	2000



Sales / 销售

Financial Services 金融服务

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Business Development Specialist	业务拓展专员	180	225	270
Business Development Director	业务拓展总监	500	650	800
Sales Manager	销售经理	300	450	600
Sales Director	销售总监	360	600	800

Healthcare & Pharmaceutical 医疗保健 / 制药

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Key Account Manager	大客户经理	300	350	400
Sales Specialist	销售专员	200	225	250
Sales Manager	销售经理	350	500	800
Associate Sales Director	销售副总监	400	740	800
Sales Director	销售总监	500	800	1000
Pre-sales Manager	售前经理	360	480	600

Manufacturing & Industrial 制造业与工业

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Account Manager	客户经理	240	300	400
Business Development Manager	业务拓展经理	300	450	600
Business Development Director	业务拓展总监	480	710	1000
Key Account Manager	大客户经理	200	300	400
Sales Executive	销售主管	180	200	240
Sales Manager	销售经理	200	360	500
Sales Director	销售总监	600	800	1200
Sales General Manager	销售总经理	1000	1200	1600



Sales / 销售

Professional Services

专业服务

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Account Manager	客户经理	240	420	500
Key Account Manager	大客户经理	180	240	300
Business Development Manager	业务拓展经理	240	300	360
Business Development Director	业务拓展总监	500	550	600
Sales Manager	销售经理	200	250	300
Senior Sales Manager	高级销售经理	300	410	500
Sales Director	销售总监	600	880	1000
Sales General Manager	销售总经理	1000	1200	1600

Technology & Telecommunications

技术和电信

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Account Director	客户总监	600	700	800
Key Account Manager	大客户经理	240	350	450
Senior Key Account Manager	高级大客户经理	350	550	600
Key Account Director	大客户总监	600	750	1000
Business Development Manager	业务拓展经理	200	265	360
Senior Business Development Manager	高级业务拓展经理	300	400	550
Business Development Director	业务拓展总监	600	750	850
Sales Manager	销售经理	180	330	400
Senior Sales Manager	高级销售经理	300	500	600
Sales Director	销售总监	500	700	800
Sales General Manager	销售总经理	800	1200	1400
Sales Vice President	销售副总裁	800	1200	1400
Sales Engineering Manager	销售工程经理	250	300	400



中国（上海） China (Shanghai)

薪酬报告 Salary Guide 2023

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数字化

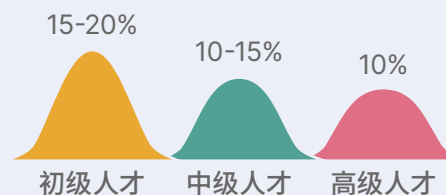
招聘趋势

随着抖音快手等社交电商平台的兴起，众多公司正在加大投资自建内部社交电商团队。

传统电商渠道的竞争变得愈发激烈，雇主偏向于选择有资深行业经验积累的候选人。

对有出海经验的跨境电商人才需求正在迅速增加。

跳槽平均涨薪幅度



热门技能

营收管理

主要电商平台关系

沟通能力

热招职位

电商总监

社交电商经理

数字化产品经理

热门行业

美妆个护

食品饮料

零售



Digital

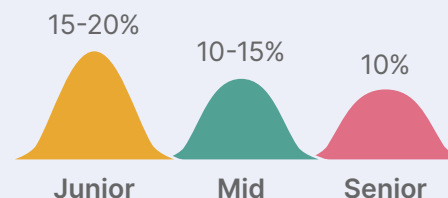
Hiring trends

With the rise of social e-commerce platforms such as TikTok and Kuaishou, many companies are increasing investment in building their own in-house social e-commerce teams.

Competition in traditional e-commerce channels is becoming increasingly fierce, and employers are more likely to choose candidates with extensive industry experience.

Increased demand for cross-border e-commerce talent with overseas experience.

Average salary increase when switching jobs



Skills in demand

P&L Management

Platform Network

Communication

Roles in demand

E-commerce Director

Social Commerce Manager

Digital Product Manager

Top Hiring industries

Cosmetics / Personal Care

Food and Beverage

Retail



Digital / 数字化

C-Suite

高管层

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Chief Digital Officer	首席数字官	2500	3000	3500
E-commerce General Manager	电商总经理	2500	3000	3500
E-commerce Vice President	电商副总裁	2000	2500	3000

Analytics & Intelligence

数据分析与智能

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Data Analytics Manager	数据分析经理	500	600	700
Data Analytics Director	数据分析总监	850	1000	1200
Business Insight Manager	商业洞察经理	500	600	700
Head of Data	数据负责人	1500	2000	2500

Content

内容

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Content Manager	内容经理	300	400	500
Senior Content & Insights Manager	高级内容与洞察经理	450	550	650
Content Director	内容总监	600	800	1000

Design

设计

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
User Experience / User Interface (UX / UI) Designer	用户体验 / 用户界面 (UX / UI) 设计师	300	400	500
User Experience / User Interface (UX / UI) Manager	用户体验 / 用户界面 (UX / UI) 经理	500	600	700
User Experience / User Interface (UX / UI) Director	用户体验 / 用户界面 (UX / UI) 总监	700	800	1000
Digital Creative Director	数字创意负责人	700	800	1000



Digital / 数字化

Digital & Performance Marketing

数字与效果营销

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Digital Director	数字化总监	1500	1800	2000
Growth Director	增长总监	1000	1200	1500
Head of Digital	数字化负责人	1500	2000	2500

Digital Strategy

数字战略

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Digital Transformation Director	数字化转型总监	1500	2000	2500
Digital Strategy Director	数字战略总监	1500	2000	2500

E-commerce

电子商务

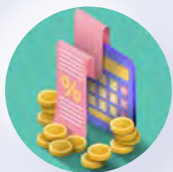
		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Assistant E-commerce Manager	助理电子商务经理	250	300	350

E-commerce Manager	电子商务经理	450	500	550
Senior E-commerce Manager	高级电子商务经理	600	700	800
E-commerce Director	电子商务总监	1000	1300	1500
E-commerce General Manager	电子商务总经理	1500	1800	2000
Social Commerce Manager	社交电商经理	400	500	600
EC Marketing Manager	数字效果营销总监	400	500	600
EC Marketing Director	电商营销总监	1000	1200	1500

Product & Operations

产品与运营

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Product Manager	产品经理	400	500	600
Senior Product Manager	高级产品经理	600	700	800
Product Director / Owner	产品总监 / 负责人	800	1300	1800
Operations Manager	运营经理	400	500	600
Senior Operations Manager	高级运营经理	600	700	800
Operations Director	运营总监	1000	1500	2000



财务与会计

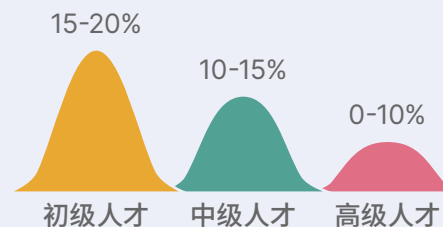
招聘趋势

从对财务人员的技能来说，企业对财务数字管理经验以及落地能力有了更高的要求。

具有战略眼光、有能力推动业务且能同时满足精细化管理，成为招聘财务高管的必要条件。

财务在公司的战略决策中发挥更大的作用，尤其在资本市场的作用更为突出。

跳槽平均涨薪幅度



热门技能

业财融合

战略思维

数字化思维

热招职位

财务总监

财务分析经理

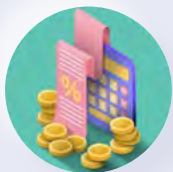
首席财务官

热门行业

工业制造业

物流行业

快消品



Finance & Accounting

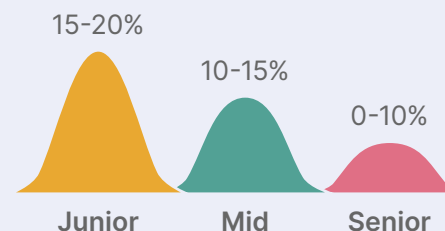
Hiring trends

Employers have higher requirements for financial digital management experience and implementation ability.

Having strategic vision, the ability to drive business and refined management skills are critical requirements for finance executive talents.

Finance now plays a more significant role in a company's strategic decision-making process, especially in the capital market.

Average salary increase when switching jobs



Skills in demand

Finance Business Partner

Strategic Thinking

Digitalisation

Roles in demand

Financial Controller

FP&A Manager

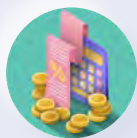
Chief Finance Officer

Top Hiring industries

Industrial and Manufacturing

Logistics and Freight Forwarding

FMCG / Retail



Finance & Accounting / 财务与会计

C-Suite

高管层

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Chief Compliance Officer	首席合规官	1000	1500	2200
Chief Financial Officer	首席财务官	1500	2800	4000

Accounting

会计

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Accountant	会计	80	150	200
Accountant, Accounts Payable	应付账款会计	80	150	200
Accountant, Accounts Receivable	应收账款会计	80	150	200
Senior Accountant	高级会计	180	220	300
Accounting Supervisor	会计主管	200	250	320
Accounting Manager	会计经理	300	380	450
Accounting Manager, Accounts Payable	应收账款会计经理	300	350	450
Accounting Manager, Accounts Receivable	应收账款经理	300	350	450
Accounting Director	会计总监	650	850	1100

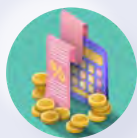
Analytics

分析

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Business Analyst	商务分析师	150	250	300
Senior Business Analyst	资深商务分析师	200	300	360
Cost Analyst	成本分析师	120	180	220
Senior Cost Analyst	高级成本分析师	150	200	300
Financial Reporting Manager	财务报表经理	400	450	550
Head of Financial Reporting	财务报表总监	1000	1250	1500
Financial Planning and Analysis (FP&A) Specialist	财务分析 (FP&A) 专员	200	250	300
Financial Planning and Analysis (FP&A) Supervisor	财务分析 (FP&A) 主管	220	260	300
Financial Planning and Analysis (FP&A) Manager	财务分析 (FP&A) 经理	350	390	500
Senior Financial Planning & Analysis (FP&A) Manager	高级财务分析 (FP&A) 经理	450	600	720
Pricing Analyst	定价分析师	120	150	180
Assistant Pricing Manager	助理定价经理	300	400	450
Pricing Manager	定价经理	400	450	600
Pricing Director	定价总监	600	720	900



Finance & Accounting / 财务与会计

Audit & Control

审计与控制

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Senior Auditor	高级审计师	250	300	350
Audit Supervisor	审计主管	300	350	400
Audit Manager	审计经理	350	450	600
Senior Audit Manager	高级审计经理	500	750	900
Associate Audit Director	助理审计总监	800	900	1000
Audit Director	审计总监	800	1200	1500
Costing Analyst	成本控制员	180	250	300
Costing Manager	成本控制经理	350	450	500
Financial Controller	财务控制总监	750	900	1200
Internal Auditor	内部审计师	180	250	300
Internal Controller	内控专员	180	250	300
Internal Control Manager	内控经理	350	500	650
Senior Internal Control Manager	高级内控经理	500	650	800
Head of Internal Control	内控总监	800	1200	1500

Corporate Strategy

企业战略

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Investor Relations Manager	投资者关系经理	350	500	700
Head of Investor Relations	投资关系总监	600	1000	1500
Investor Relations Vice President	投资关系副总裁	960	1200	2000
Strategy Director	战略总监	1000	1500	1800

Credit

信贷

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Credit Analyst	信贷分析师	200	250	350
Credit Supervisor	信贷主管	300	380	450
Senior Credit Analyst	高级信贷分析师	200	300	360
Credit Manager	信贷经理	500	600	700
Head of Credit	信贷总监	800	1000	1300



Finance & Accounting / 财务与会计

Finance

财务

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Finance Supervisor	财务主管	200	260	350
Assistant Finance Manager	助理财务经理	260	350	400
Finance Manager	财务经理	350	450	600
Senior Finance Manager	高级财务经理	400	600	800
Associate Finance Director	助理财务总监	600	800	1200
Finance Director	财务总监	750	1200	2000
Senior Finance Director	高级财务总监	1000	1500	2500
Finance Vice President	财务副总裁	1000	1800	3000

Mergers & Acquisitions (M&A)

并购 (M&A)

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
M&A Analyst	并购分析师	350	450	550
M&A Manager	并购经理	450	600	850
Senior M&A Manager	高级并购经理	600	750	1100
M&A Director	并购总监	750	1200	2000

Operations & Process Improvement

运营与流程优化

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Process Improvement Manager	流程优化经理	400	500	600
Head of Operations and Finance	运营与财务总监	1000	1200	1500

Risk Management 风险管理

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Compliance Manager	合规经理	400	500	650
Senior Compliance Manager	高级合规经理	550	750	850
Associate Compliance Director	助理合规总监	600	800	1000
Compliance Director	合规总监	800	1200	1800



Finance & Accounting / 财务与会计

Tax

税务

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Tax Analyst	税务分析师	150	250	350
Tax Supervisor	税务主管	180	250	400
Tax Manager	税务经理	350	480	600
Senior Tax Manager	高级税务经理	550	850	1200
Associate Tax Director	税务副总监	600	1000	1300
Head of Tax	税务总监	800	1200	2000

Treasury

资金

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Treasury Specialist	资金专员	120	160	200
Treasury Supervisor	资金主管	180	270	350
Senior Treasury Analyst	高级资金分析师	220	300	350
Treasury Manager	资金经理	300	400	700
Senior Treasury Manager	高级资金经理	500	650	900
Treasury Director	资金总监	650	900	1500



人力资源

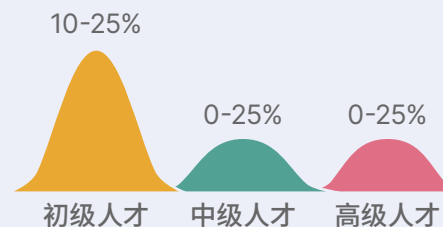
招聘趋势

各行业企业更看重拥有行业经验的候选人，了解行业语言成为筛选人才的重要因素。

软性技能例如文化驱动力、成长型思维、情绪管理，成为雇主选择 HR 候选人的必要衡量指标。

大环境下，雇主更希望招聘能够解构企业战略并落地人力资源方案的候选人。

跳槽平均涨薪幅度



热门技能

战略解码

文化驱动

人效提升

热招职位

人力负责人

人力资源伙伴

薪酬负责人

热门行业

工业制造业

奢侈品

系能源



Human Resources

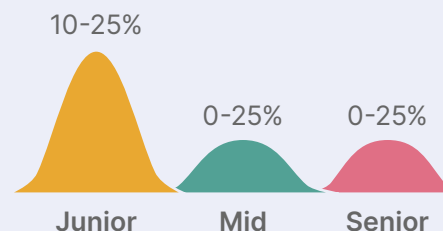
Hiring trends

Companies value candidates with industry experience. Understanding industry language has become an important consideration when selecting talent.

Soft skills such as cultural drive, growth mindset, and emotion management have become necessary metrics when considering HR candidates.

In the current environment, employers prefer candidates who can deconstruct the corporate strategy and implement human resource plans.

Average salary increase when switching jobs



Skills in demand

Strategic Planning

OC / OD

Cost Saving / Efficiency Drive

Roles in demand

Head of HR

HR Business Partner

Head of Compensation and Benefits

Top Hiring industries

Industrial and Manufacturing

Luxury Goods

New Energy



Human Resources / 人力资源

C-Suite

高管层

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Deputy Chief Human Resources Officer	副首席人力资源官	960	1200	1800
Chief Human Resources Officer	首席人力资源官	1200	1440	2640

Compensation & Benefits (C&B)

薪资福利 (C&B)

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
C&B Officer	薪酬福利专员	144	180	216
C&B Manager	薪酬福利经理	360	480	660
Senior C&B Manager	高级薪酬福利经理	480	600	720
Head of C&B	薪酬福利负责人	600	720	1000
C&B Director	薪酬福利总监	720	840	1080

Corporate Culture & Employee Relations

企业文化与员工关系

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Corporate Culture Director	企业文化总监	480	600	720
Employee Relations Specialist	员工关系专员	144	180	216
Employee Relations Manager	员工关系经理	300	420	720
Senior Employee Relations Manager	高级员工关系经理	420	600	780
Employee Relations Director	员工关系总监	720	960	1080
Expatriate Advisor	外派顾问	168	240	300
People Advisor	人员顾问	144	180	216
People Engagement Manager	人员参与经理	360	456	600



Human Resources / 人力资源

Human Resources Business Partner (HRBP) 人力资源业务合作伙伴 (HRBP)

BASE SALARY RANGE				
FOR 12 MONTHS RMB'000				
ROLE	职位	MIN	MED	MAX
HRBP	HRBP	210	240	300
Senior HRBP	高级 HRBP	250	300	450
Head of HRBP	HRBP 负责人	250	400	600
HRBP Director	HRBP 总监	500	700	1200
HRBP Vice President	HRBP 副总裁	800	1000	1500
HR Consultant	人力资源顾问	400	650	1000

Human Resources (HR) Generalist 人力资源 (HR) 综合

BASE SALARY RANGE				
FOR 12 MONTHS RMB'000				
ROLE	职位	MIN	MED	MAX
HR Assistant	人力资源助理	72	150	204
HR Officer	人力资源专员	120	180	240
HR Supervisor	人力资源主管	168	226	300
HR Manager	人力资源经理	300	450	660
Senior HR Manager	高级人力资源经理	450	550	800
HR Director	人力资源总监	500	750	1,000

Senior HR Director	高级人力资源总监	1,000	1,200	1,500
HR Vice President	人力资源副总裁	1,000	1,500	2,000

Human Resources Information Systems (HRIS) 人力资源信息系统 (HRIS)

BASE SALARY RANGE				
FOR 12 MONTHS RMB'000				
ROLE	职位	MIN	MED	MAX
HRIS Analyst	人力资源信息系统分析师	144	250	360
HRIS Advisor	人力资源信息系统顾问	240	400	550
HRIS Director	人力资源信息总监	500	850	1200

Human Resources Share Service Center 人力资源共享中心

BASE SALARY RANGE				
FOR 12 MONTHS RMB'000				
ROLE	职位	MIN	MED	MAX
SSC Manager	共享中心经理	384	540	660
SSC Sr. Manager	共享服务中心资深经理	660	780	840
SSC Director	共享服务中心总监	780	900	1440



Human Resources / 人力资源

Learning & Development

学习与发展

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Learning and Development Manager	学习与发展经理	300	450	600
Senior Manager Learning and Development	高级学习与发展经理	450	550	850
Learning and Development Director	学习与发展总监	750	900	1100
Talent Development Manager	人才发展经理	250	350	500
Senior Talent Development Manager	高级人才发展经理	450	650	900
Talent Development Director	人才发展总监	750	900	1100
Training Specialist	培训专员	180	220	300
Training Supervisor	培训主管	250	300	450
Training Manager	培训经理	250	350	500
Senior Training Manager	高级培训经理	300	500	700
Training Director	培训总监	600	700	1000

Organisational Development

组织发展

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Organisational Development Manager	组织发展经理	360	500	660
Organisational Development Director	组织发展总监	600	850	1000
Organisational Effectiveness Manager	组织效能经理	600	850	1000
People & Organisational Development Director	人员与组织发展总监	800	1200	1600
Talent Management Specialist	人才管理专员	180	250	300
Talent Management Manager	人才管理经理	400	660	850
Talent Mobility Manager	人才流动经理	400	660	850

Payroll

薪酬

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Payroll Executive	薪酬负责人	150	200	250
Payroll Specialist	薪酬专员	180	250	300
Payroll Manager	薪酬经理	300	500	600



Human Resources / 人力资源

Talent Acquisition 人才招聘

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Talent Acquisition Specialist	人才招聘专员	180	220	300
Talent Acquisition Supervisor	人才招聘主管	250	300	450
Talent Acquisition Manager	招聘经理	300	500	800
Senior Talent Acquisition Manager	高级招聘经理	500	750	900
Talent Acquisition Business Partner	招聘合作伙伴	400	500	800
Talent Acquisition Director	招聘总监	800	1000	1600

Diversify & Inclusive 多元化 & 包容

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Diversify & Inclusive Manager	多元化 & 包容经理	420	600	780
Diversify & Inclusive Senior Manager	多元化 & 包容高级经理	540	660	840
Diversify & Inclusive Director	多元化 & 包容总监	720	900	1200

Internal Communications 内部沟通

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Internal Communications Manager	内部沟通经理	350	450	600
Internal Communications Senior Manager	内部沟通资深经理	500	600	780
Internal Communications Director	内部沟通总监	600	720	1000

Employer Branding 雇主品牌

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Employer Branding Manager	雇主品牌经理	420	600	780
Employer Branding Senior Manager	雇主品牌资深经理	540	660	840
Employer Branding Director	雇主品牌总监	720	900	1200



Human Resources / 人力资源

Employee Relationships

员工关系

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
ER Manager	员工关系经理	350	450	600
ER Senior Manager	员工关系资深经理	500	600	780
ER Director	员工关系总监	600	720	1000



法务

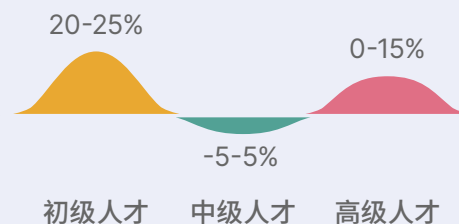
招聘趋势

更多企业专注于招聘能做执行的法务人才，而非高层管理人才。

合规顾问成为包括医疗、制造和零售在内的各个行业的热门需求岗位。

因为封控等因素，律所主要依赖从竞争对手吸纳有经验的法律人才。这导致律所和企业的法务部急求中高级法律人才，而初级人才招聘量骤降，校招暂停。我们也发现未来公司将着重于通过薪酬调整保证人才留存率。

跳槽平均 涨薪幅度



热门技能

法务综合

合规

专利

热招职位

高级法务经理

知识产权顾问

法务总监

热门行业

工业制造业

零售消费

医疗大健康



Legal

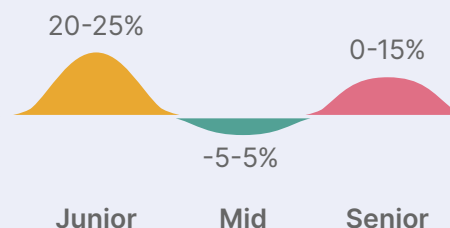
Hiring trends

More companies prefer to hire hands-on, in-house legal counsels rather than management-level talent.

Compliance counsels are in demand across various industries, including healthcare, manufacturing and retail.

Law firms rely on recruiting experienced legal talent from competitors, leading to high demand for mid-to senior-level legal talent at law firms and corporate legal departments, and a sudden drop in junior talent recruitment.

Average salary increase when switching jobs



Skills in demand

General Corporate

Compliance

Patent

Roles in demand

Senior Legal Counsel

Compliance Counsel

Patent Counsel

Top Hiring industries

Industrial and Manufacturing

FMCG / Retail

Healthcare



Legal / 法务

US Law Firm

美国律所

BASE SALARY RANGE

FOR 12 MONTHS

USD'000

ROLE	职位	Indicative
1st Year Associate	1 年级律师	215
3rd Year Associate	3 年级律师	250
5th Year Associate	5 年级律师	335
7th Year Associate	7 年级律师	381

Non-NY Rate US Firms

非美资律所

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	Indicative
1st Year Associate	1 年级律师	360
3rd Year Associate	3 年级律师	420
5th Year Associate	5 年级律师	600
7th Year Associate (of Counsel)	7 年级律师 (顾问)	1200

International Firms 国际律所

BASE SALARY RANGE

FOR 12 MONTHS

USD'000

ROLE	职位	INDICATIVE
1st Year Associate	1 年级律师	120
3rd Year Associate	3 年级律师	150
5th Year Associate	5 年级律师	180
7th Year Associate	7 年级律师	220

Large Domestic Firms

国内主要律所

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	Indicative
Newly Qualified	新手	280
2nd Year Associate	2 年级律师	350
4th Year Associate	4 年级律师	450
6th Year Associate	6 年级律师	600
Counsel	顾问	800



Legal / 法务

In-house Corporate – Lawyer

企业内部律师

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
		MIN	MED	MAX
Newly Qualified – 2 years PQE	新手 - 2 年职业资格	150	250	300
3–5 years PQE	3–5 年执业资格	250	400	500
6–8 years PQE	6–8 年执业资格	500	600	800
8–10 years PQE	8–10 年执业资格	800	900	1000
10–15 years PQE	10–15 年执业资格	900	1200	1500
15+ years PQE	15+ 年执业资格	1200	2000	2500

In-house Financial Services – Lawyer

金融机构律师

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
		MIN	MED	MAX
Newly Qualified – 2 years PQE	新手 - 2 年职业资格	200	250	300
3–5 years PQE	3–5 年执业资格	400	500	700
6–8 years PQE	6–8 年执业资格	500	850	1200
8–10 years PQE	8–10 年执业资格	700	1200	1500
10–15 years PQE	10–15 年执业资格	900	1500	2500

15+ years PQE	15+ 年执业资格	1000	2500	5000
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Legal Counsel

法律顾问

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
		MIN	MED	MAX
Paralegal / Legal Assistant	律师助理 / 初级法务	150	250	300
Legal Counsel (Legal Manager)	法律顾问 (法务经理)	400	600	700
Senior Legal Counsel (Senior Legal Manager)	高级法律顾问 (高级法务经理)	750	850	1000
Legal Director	法务总监	1000	1500	2000
General Counsel	总法律顾问	2000	2500	3500

Intellectual Property (IP)

知识产权 (IP)

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
		MIN	MED	MAX
IP Specialist	知识产权专家	200	300	400
IP Manager	知识产权经理	500	600	700
IP Director	知识产权总监	800	1000	1200



Legal / 法务

Compliance

合规

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Compliance Manager	合规经理	400	600	800
Compliance Director	合规总监	800	1200	1500
Chief Compliance officer	首席合规官	1200	1500	3000



市场营销

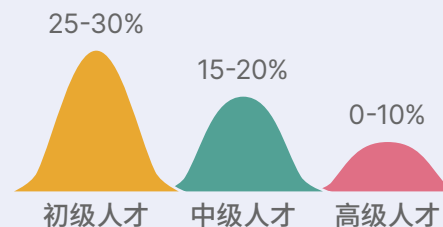
招聘趋势

同时具备外企背景及本土企业背景的候选人成为各行业热门人选。

企业希望候选人同时拥有传统市场营销经验与数字化转型经验。

品牌出海经验的候选人成为热门人选。

跳槽平均 涨薪幅度



热门技能

营收管理

战略策划

企业家精神

热招职位

客户关系管理

产品创新

市场总监

热门行业

大健康

泛文娱

工业制造



Marketing

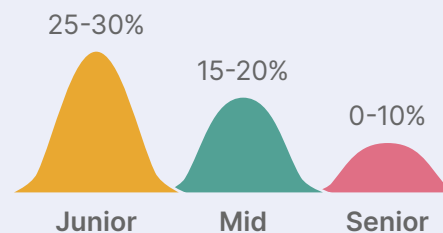
Hiring trends

Talent with working experience in both MNCs and domestic companies are in high demand.

Companies prefer candidates with both traditional market marketing experience and digital transformation experience.

Increasing demand for candidates with brand overseas expansion experience.

Average salary increase when switching jobs



Skills in demand

P&L Management

Strategic Plans

Entrepreneurship

Roles in demand

CRM

Product Innovation

Marketing Director

Top Hiring industries

Well-being / Healthcare

Entertainment

Industrial and Manufacturing



Marketing / 市场营销

C-Suite

高管层

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Chief Marketing Officer	首席营销官	2000	3000	4000
Chief Growth Officer	首席增长官	1500	2800	4000

Advertising

广告

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Media Planning Manager	媒体策划经理	350	425	500
Media Director	媒体总监	700	950	1200
Head of Media Planning	媒体策划负责人	700	950	1200

Affiliate & Partnerships

合作

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Affiliate and Partnerships Manager	合作经理	500	650	800
Partnerships Director	合作总监	1000	1500	2000

Strategic Partnerships Director	战略合作总监	1000	1500	2000
Head of Partnerships	合作负责人	1000	1500	2000
IP Manager	授权经理	400	500	600
IP Director	授权总监	800	1150	1500

Brand Management

品牌管理

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Brand Supervisor	品牌主管	200	250	300
Brand Ambassador	品牌大使	200	280	360
Brand Manager	品牌经理	300	400	600
Senior Brand Manager	高级品牌经理	500	650	800
Brand Director	品牌总监	1000	1500	2000
Brand Marketing Manager	品牌营销经理	300	450	600
Brand Marketing Director	品牌营销总监	1000	1500	1800
Brand Development Director	品牌发展总监	900	1100	1500



Marketing / 市场营销

Content

内容

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Senior Content Specialist	高级内容专员	250	350	400
Content Manager	内容经理	300	450	600
Content Product Director	内容产品总监	700	950	1200
Copywriter	文案撰稿人	150	200	250
Fashion Editor	时尚编辑	150	200	250
Chief Editor	主编	300	400	500

Creative

创意

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Creative Designer	创意设计师	200	300	400
Creative Director	创意总监	800	1150	1500
Designer	设计师	150	225	300
Senior Designer	高级设计师	200	250	300
Design Director	设计总监	700	1100	1500
Graphic Designer	平面设计师	150	225	300
Senior Graphic Designer	高级平面设计师	180	255	330

Art Director	艺术总监	800	1000	1200
Video Editor	视频编辑	250	350	400
Video Manager	视频拍摄经理	400	500	600
Digital Designer	线上设计师	200	250	300
Senior Digital Designer	资深线上设计师	250	325	400
Graphic Design Manager	平面设计经理	250	325	400
Visual Creative Director	视觉创意负责人	800	1000	1200

Customer Relationship Management (CRM)

客户关系管理 (CRM)

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
CRM Executive	CRM 专员	150	175	200
CRM Supervisor	CRM 主管	200	250	300
CRM Manager	CRM 经理	300	400	500
Senior CRM Manager	高级 CRM 经理	500	700	900
CRM Director	CRM 总监	700	1100	1500
CRM System Analysis Manager	CRM 系统分析经理	300	400	500



Marketing / 市场营销

Digital & Performance Marketing

数字与效果营销

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Senior Digital Executive	高级数字营销专员	300	350	400
Assistant Digital Manager	助理数字营销经理	350	425	500
Digital Marketing Manager	数字营销经理	500	550	600
Digital Performance Marketing Manager	数字效果营销经理	500	600	700
Senior Digital Marketing Manager	高级数字营销经理	600	750	900
Digital Marketing Director	数字营销总监	900	1200	1500
Digital Performance Marketing Director	数字效果营销总监	800	1000	1200
Growth Director	增长总监	1000	1300	1500
Head of Digital Marketing	数字营销负责人	1200	1500	1800

Digital Advertising 数字广告

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Pay Per Click (PPC) Manager	点击付费广告 (PPC) 经理	200	250	300

Digital Media Planning Manager	数字媒体策划经理	300	450	600
Media Buying Director	媒体购买总监	600	700	800
Digital Media Director	数字媒体总监	800	900	1000
Digital Advertising Director	数字广告总监	800	900	1000

Digital Strategy

数字战略

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Digital Strategist	数字战略策划师	240	300	360
Digital Planning Manager	数字策划经理	500	550	600
Senior Planning Manager	高级策划经理	600	700	800
Digital Strategy Director	数字战略总监	800	1000	1200
Digital Planning Director	数字策划总监	800	1000	1200

Event Management

活动管理

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Events Manager	活动经理	300	500	700
Events Director	活动总监	800	900	1000



Marketing / 市场营销

Market Development

市场拓展

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Market Developer	市场拓展专员	240	330	420
Market Development Manager	市场拓展经理	480	540	600
Senior Market Development Manager	高级市场拓展经理	600	725	850
Market Development Director	市场拓展总监	700	800	900

Marketing Communications

营销传播

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Communications Manager	传播经理	500	650	800
Senior Communications Manager	高级传播经理	600	750	900
Internal Communications Manager	内部通讯经理	400	500	600
Internal Communications Director	内部通讯总监	700	950	1200
Marketing Communications Specialist	营销传播专员	200	250	300

Marketing Communications Manager	营销传播经理	500	650	800
Marketing Communications Director	营销传播总监	800	1150	1500
Marketing Specialist	营销专员	200	250	300
Senior Marketing Specialist	高级营销专员	240	270	300
Marketing Manager	营销经理	700	800	900
Senior Marketing Manager	高级营销经理	900	1050	1200
Marketing Director	营销总监	1000	1500	2000
Head of Marketing	营销负责人	1000	1500	2000

Product Marketing 产品营销

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Product Manager	产品经理	500	650	800
Senior Product Manager	高级产品经理	600	750	900
Product Director	产品总监	900	1200	1500



Marketing / 市场营销

Public Relations (PR) 公关

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Public Relations Manager	公关经理	500	650	800
Senior Public Relations Manager	高级公关经理	600	750	900
Public Relations Director	公关总监	800	1150	1500
Corporate Communications Director	企业公关总监	800	1150	1500
Senior Government Relations Manager	高级政府关系经理	600	700	900
Government Relations Director	政府关系总监	900	1200	1500
External Affairs Manager	对外事务经理	400	500	600
External Affairs Director	对外事务总监	900	1200	1500
CSR Manager	企业社会责任经理	400	500	600
CSR Director	企业社会责任总监	800	1000	1200
Sustainability Manager	可持续发展经理	600	750	900
Sustainability Director	可持续发展总监	900	1200	1500

Search Engine Optimisation (SEO) 搜索引擎优化 (SEO)

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Assistant SEO Manager	助理搜索引擎优化经理	250	300	350
SEO Manager	搜索引擎优化经理	400	450	500
SEO Director	搜索引擎优化总监	600	700	800

Social Media 社交媒体

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Social Media Supervisor	社交媒体主管	250	300	350
Social Media Manager	社交媒体经理	400	500	600
Senior Social Media Manager	高级社交媒体经理	700	800	900
Social Media Director	社交媒体总监	900	1150	1200



Marketing / 市场营销

Strategy & Research

战略与研究

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Market Insights Manager	市场洞察经理	400	500	600
Market Insights Director	市场洞察总监	700	950	1200
Market Research Manager	市场调研经理	400	500	600
Strategic Marketing Manager	战略营销经理	500	650	800
Senior Strategic Marketing Manager	高级战略营销经理	800	900	1000
Strategic Director	战略总监	1500	2250	3000

Trade Marketing

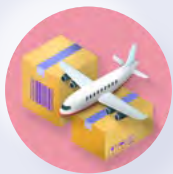
渠道营销

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Trade Marketing Specialist	渠道推广专员	250	350	400
Trade Marketing Supervisor	渠道推广主管	300	350	400
Trade Marketing Manager	渠道推广经理	500	600	700
Senior Trade Marketing Manager	高级渠道推广经理	700	800	900
Trade Marketing Director	渠道推广总监	900	1200	1500



采购与供应链

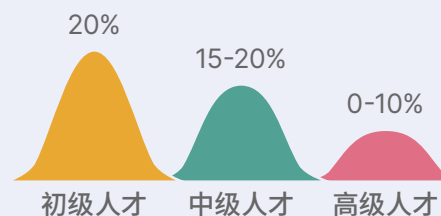
招聘趋势

同时在传统快消品行业及 O2O 行业具备丰富电商经验 (D2C) 的候选人成为企业热招人选。以互联网及新消费为代表的本土招聘市场急需人才。

传统工业行业采购候选人倾向于进入新能源、ESG 及半导体领域企业。

本土企业出海需求火热, 跨境供应链, 或有海外工作经验的候选人成为企业热门招聘对象。

跳槽平均涨薪幅度



热门技能

创业精神

数字化供应链

战略采购及流程优化

热招职位

D2C / 新零售物流供应链

跨境供应链负责人

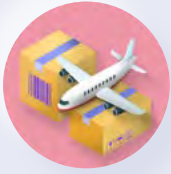
端到端采购供应链负责人

热门行业

新能源

第三方物流

新消费



Procurement & Supply Chain

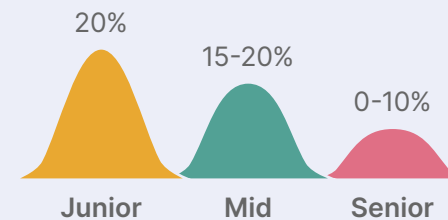
Hiring trends

Talent with rich D2C experience in both traditional FMCG and O2O business are sought after. The local recruitment market, represented by the internet and new consumption, urgently needs talent.

Traditional Industrial supply chain candidates tend to enter companies in the new energy, ESG, and semiconductor fields.

Candidates with cross-border working experience are sought after by domestic companies expanding overseas.

Average salary increase when switching jobs



Skills in demand

Entrepreneurship

Digital Supply chain

Strategic Procurement and Process Excellence

Roles in demand

D2C Logistics / Supply Chain

Cross-border Supply Chain Head

E2E Supply Chain Head

Top Hiring industries

ESG / New Energy

Logistics and Freight Forwarding

New Consumer



Procurement & Supply Chain / 采购与供应链

3rd Party Logistics

第三方物流

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Branch Manager	分公司总经理	400	650	800
Seafreight / Airfreight Manager	海运 / 空运经理	400	500	650
Ocean Director	海运总监	600	800	1000
Air Director	空运总监	700	900	1200
Trade Lane Manager	航线经理	400	600	800
Pricing / Procurement Manager	报价经理	300	400	500
Product Manager	产品经理	400	500	600
Customer Service Manager	客服经理	400	500	600
Customer Service Director	客服总监	600	800	1200
Freight Forwarding General Manager	货代总经理	1000	1500	2000
Freight Forwarding Overseas Director / Vice President	海外市场总监 / 副总裁	1200	1800	2000
Logistics Cross-border Director / Vice President	物流跨境电商总监 / 副总裁	1200	1800	2000
Logistics Manager	物流经理	300	500	720
Senior Logistics Manager	高级物流经理	400	600	800
Logistics Director	物流总监	800	1000	1200

Logistics Vice President	物流副总裁	1500	1800	2000
Logistics Planning Manager	物流计划经理	500	600	800
Transportation Manager	运输经理	300	400	500
Senior Transportation Manager	高级运输经理	400	500	600
Transportation Director	运输总监	500	700	1000
Warehouse Manager	仓储经理	300	400	500
Senior Distribution Manager	高级仓储经理	480	600	800
Warehouse Director	仓储总监	600	800	1000
Solution Head	方案总监	600	700	800
Contract Logistics GM	合同物流总经理	800	900	1000

Order Management

订单管理

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Customer Service / Order Fulfilment Manager	客服 / 订单执行经理	300	400	500
Customer Supply Chain Manager	客户供应链管理经理	350	500	700
Customer Service Director	客服总监	650	800	1200



Procurement & Supply Chain / 采购与供应链

Sourcing / Buying Office 采购办公室

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
		MIN	MED	MAX
Merchandiser	跟单	200	300	400
Senior Merchandiser	高级跟单	300	400	500
Buyer / Senior Buyer	买手 / 高级买手	500	600	700
Sourcing / Merchandise Manager	采购经理	550	650	750
Senior Sourcing / Merchandise Manager	高级采购经理	750	850	900
Sourcing Director	采购总监	900	1000	1500
Quality Manager	质量经理	500	600	700
Quality Director	质量总监	700	800	900
General Manager	总经理	1500	2000	2500
Sourcing Development Manager (cost saving)	项目采购经理	600	800	1000
Sourcing Sustainability Project Manager	可持续发展项目采购经理	600	800	1000

Sourcing, Purchasing & Procurement 采购

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
		MIN	MED	MAX
Purchasing Engineer	采购工程师	300	450	600
Category / Commodity Manager	品类采购经理	450	550	700
Senior Category Manager	高级品类经理	600	700	900
Indirect Procurement Manager	间接采购经理	500	600	800
Indirect Procurement Director	间接采购总监	900	1200	1500
Procurement Manager	采购经理	600	800	1200
Head of Procurement	采购总监	1000	1200	1500
Senior Procurement Director	高级采购总监	1200	1500	2000
Procurement Vice President	采购副总裁	1500	2000	2500



Procurement & Supply Chain / 采购与供应链

Supplier Development & Quality

供应商开发与质量

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Supplier Development / Quality Manager	供应商开发与质量经理	400	600	800
Supplier Development / Quality Director	供应商开发与质量总监	700	900	1200
Supplier Quality Manager	供应商质量经理	350	500	720

Logistics & Supply Chain Management

供应链管理

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Demand Planning Manager	需求规划经理	400	500	600
Senior Demand Planning Manager	高级需求规划经理	450	600	800
Demand Planning Director	需求规划总监	900	1000	1500
Sales & Operations Planning (S&OP) / Integrated Business Planning (IBP) Manager	S&OP / IBP 经理	500	600	700

Senior Sales & Operations Planning (S&OP) / Integrated Business Planning (IBP) Manager	S&OP / IBP 高级经理	800	1200	1500
Inventory Planning Manager	库存规划经理	400	450	500
Senior Inventory Planning Manager	高级库存规划经理	450	500	550
Planning Manager	计划经理	400	500	600
Planning Director	计划总监	800	1000	1200
Replenishment Manager	补货经理	300	400	500
Supply Chain Excellence Manager	供应链流程优化经理	450	550	800
Supply Chain Manager	供应链经理	400	500	600
Senior Supply Chain Manager	高级供应链经理	600	800	1000
Supply Chain Director	供应链总监	1000	1500	2000
Supply Chain Vice President	供应链副总裁	1800	2500	3000
Logistics Manager	物流经理	300	400	500
Logistics Director	物流总监	600	700	800



Procurement & Supply Chain / 采购与供应链

Trade & Customs 贸易和海关

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Trade Compliance Manager	贸易合规经理	300	500	700
Trade Compliance Director	贸易合规总监	600	800	1200
Import / Export Manager	进口 / 出口经理	240	360	600
Custom Affairs Director	关务总监	400	520	720



销售

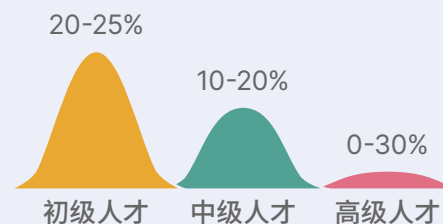
招聘趋势

消费品行业中，拥有多渠道销售经验的候选人受追捧。

越来越多的企业倾向于招聘在大公司及初创企业有实际操盘经验的管理者。

因为架构变革及削减成本等原因，扁平化团队架构取代高管职位成为趋势。

跳槽平均 涨薪幅度



热门技能

新业务开拓

战略思维

企业家精神

热招职位

市场开拓经理 / 总监

战略性大客户负责人

销售总监 / 副总裁

热门行业

第三方物流

可再生能源

健康食品



Sales

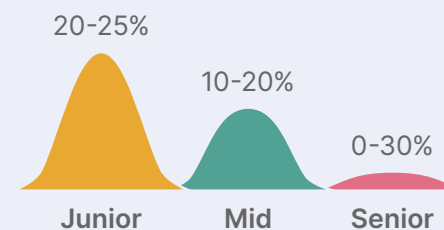
Hiring trends

Candidates with multi-channel sales experience are sought after in the consumer goods industry.

Companies are inclined to hire managers with practical hands-on experience in large companies and startups.

Flat team structures are replacing executive positions due to structural changes and cost-cutting reasons.

Average salary increase when switching jobs



Skills in demand

New Business Development

Strategic Thinking

Entrepreneurship

Roles in demand

Business Development Manager / Director

Head of Strategic Account

Sales Director / VP

Top Hiring industries

Logistics and Freight Forwarding

Renewable Energy

Healthy Food



Sales / 销售

Consumer Products

消费品

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Account Manager	客户经理	240	360	460
Account Director	客户总监	500	600	960
Key Account Manager	大客户经理	300	480	600
After Sales Manager	售后经理	288	324	360
Wholesales Manager	批发经理	270	500	650
Business Development Specialist	业务拓展专员	120	180	240
Business Development Manager	业务拓展经理	240	450	700
Call Center Manager	客服中心经理	180	240	300
Customer Care Manager	客户关怀经理	180	300	480
Sales Manager	销售经理	240	360	480
Sales Director	销售总监	800	1200	1600
General Manager	总经理	1500	2000	6000

Entertainment & Media

娱乐 / 媒体

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Account Manager	客户经理	150	260	400
Account Director	客户总监	400	600	800
Business Development Executive	业务拓展主任	200	350	500
Business Development Manager	业务拓展经理	300	400	660
Business Development Director	业务拓展总监	600	800	1000
Business Director	业务总监	600	800	1500
Licensing Sales Director	许可销售总监	850	1200	1800
Sales Manager	销售经理	250	400	660
Sales Director	销售总监	600	800	1500
Sales Vice President	销售副总裁	1200	1500	2000
General Manager	总经理	1500	2000	3000



Sales / 销售

Healthcare & Pharmaceutical

医疗保健 / 制药

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Account Manager	客户经理	200	250	350
Key Account Manager	大客户经理	350	450	800
Business Development Manager	业务拓展经理	400	550	840
Business Development Director	业务拓展总监	850	1200	1800
Sales Engineer	销售工程师	150	180	250
Sales Manager	销售经理	360	480	800
Sales Director	销售总监	1000	1500	2000
Sales Vice President	销售副总裁	1500	1800	2500
General / Country Manager	总经理 / 全国总经理	2500	3200	4500

Manufacturing & Industrial

制造业与工业

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Account Manager	客户经理	240	300	450
Senior Account Manager	高级客户经理	300	400	500
Account Director	客户总监	400	500	800
Key Account Manager	大客户经理	240	300	450
Key Account Director	大客户总监	400	500	800
Business Development Manager	业务拓展经理	300	400	500
Senior Business Development Manager	高级业务拓展经理	350	500	600
Business Development Director	业务拓展总监	600	800	1000
Sales Engineer	销售工程师	150	200	240
Sales Manager	销售经理	300	400	500
Senior Sales Manager	高级销售经理	300	400	600
Sales Director	销售总监	600	800	1200
Head of Sales	销售负责人	800	1200	1500
Sales Vice President	销售副总裁	1000	1300	1600
General / Country Manager	总经理 / 全国总经理	1200	1500	1800



Sales / 销售

Professional Services

专业服务

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Account Manager	客户经理	200	360	550
Key Account Manager	大客户经理	300	400	500
Key Account Director	大客户总监	500	660	800
Business Development Executive	业务拓展主任	180	250	360
Business Development Manager	业务拓展经理	300	360	600
Business Development Director	业务拓展总监	600	750	1000
Head of Business Development	业务拓展负责人	650	800	1200
Sales Consultant	销售顾问	250	360	400
Sales Manager	销售经理	250	400	600
Sales Director	销售总监	600	750	1000
Head of Sales	销售负责人	650	750	1100
Sales Vice President	销售副总裁	1000	1200	1800
Chief Sales Officer	首席销售官	1500	1800	2300
General Manager Sales	销售总经理	1500	1800	2300
General / Country Manager	总经理 / 全国总经理	1500	2200	2700

Technology & Telecommunications

技术与电信

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Account Manager	客户经理	300	400	540
Account Director	客户总监	500	700	1200
Key Account Manager	大客户经理	300	450	600
Business Development Manager	业务拓展经理	300	360	600
Senior Business Development Manager	高级业务拓展经理	400	540	700
Sales Consultant	销售顾问	300	400	540
Sales Manager	销售经理	300	500	750
Sales Director	销售总监	500	800	1000
Head of Sales	销售负责人	800	1000	1200
General Manager Sales	销售总经理	1200	1500	1800
General / Country Manager	总经理 / 全国总经理	2000	3000	6000



办公室行政与秘书

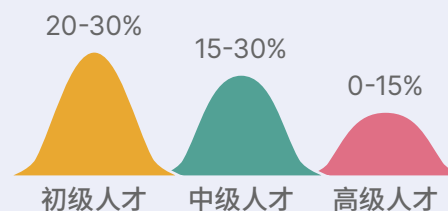
招聘趋势

在招聘量方面，品牌企业招聘数量远高于商业服务类企业。

本土企业更愿意招聘具有业务素养的行政职能人才。

本土企业与外企招聘行政人才的侧重点不同。本土企业更倾向于招聘有业务需求的助理，未来大概率是转型业务方向，而外资企业还是主要以招聘事务性行政人才为主。

跳槽平均 涨薪幅度



热门技能

高管支持的相关经验

多语言能力

多维度支持能力

热招职位

执行助理

行政专员

执行秘书

热门行业

工业制造

零售消费

服务行业



Secretarial & Office Support

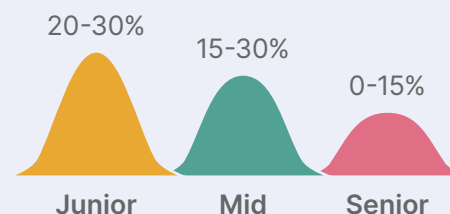
Hiring trends

Corporate hiring volume is much higher than professional services industry.

Local companies prefer to hire administrative function talents who also have business literacy.

MNCs tend to hire administrative personnel for strictly administrative purposes.

Average salary increase when switching jobs



Skills in demand

Senior Management Team Support Experience

Multiple Language Capability

Multiple Support Capability

Roles in demand

Executive Assistant

Administration Officer

Executive Secretary

Top Hiring industries

Industrial and Manufacturing

FMCG / Retail

Professional Services



Secretarial & Office Support / 办公室行政与秘书

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Administrator	行政人员	120	150	180
Administration Assistant	行政助理	180	210	240
Administration Officer	行政专员	220	280	300
Administration Manager	行政经理	350	450	600
Administration Director	行政总监	500	800	1000
Chief Administration Officer	首席行政官	1000	1200	1400
Office Administrator	办公室行政专员	120	270	420
Office Manager	办公室经理	300	500	800
Secretary	秘书	150	450	650
Executive Assistant	执行助理	180	400	700
Personal Assistant	个人助理	120	300	500
Receptionist	前台	96	180	250



中国（深圳） China (Shenzhen)

薪酬报告 Salary Guide 2023

MichaelPage × PageInsights

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数字化

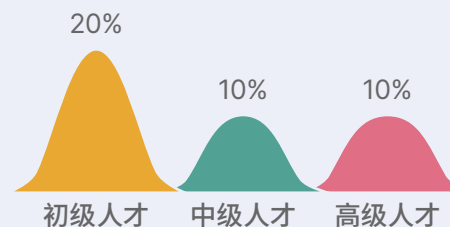
招聘趋势

市场整体下行状态下, 企业招聘更加谨慎。

跨境电商领域火热, 独立站负责人和品牌营销人选成为新兴的主流招聘岗位, 产生更多招聘需求。

消费升级大环境下, 新国货潮流品牌不断涌现发展, 高端电商岗位和社交媒体营销传播岗位增多。

跳槽平均 涨薪幅度



热门技能

独立站运营设计

品牌定位和塑造

电商体系搭建与渠道管理

热招职位

广告投放专员

独立站运营负责人

电商渠道负责人

热门行业

新消费

智能硬件出海

新能源出海



Digital

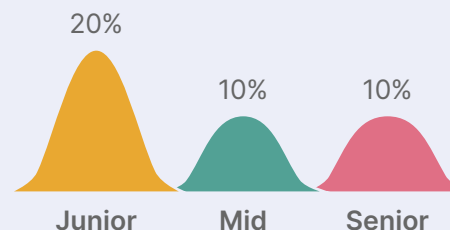
Hiring trends

Companies are more conservative in making hiring decisions amidst current market conditions.

High demand for independent platform managers and branding talent as the cross-border e-commerce sector continues to boom.

Increased demand for e-commerce and social media marketing talent as the consumption of social media increases and new domestic brands enter social commerce.

Average salary increase when switching jobs



Skills in demand

Independent E-commerce Platform Head

Brand Positioning and Development

E-commerce System Development and Channel Management

Roles in demand

Advertising Specialist

Independent E-commerce Platform Head

Head of E-Commerce

Top Hiring industries

New Consumer

Smart Hardware (cross board)

New Energy (cross board)



Digital / 数字化

C-Suite

高管层

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Chief Operations Officer	首席运营官	800	1000	1200
Chief Digital Officer	首席数字官	1000	1200	1500

Content

内容

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Content Specialist	内容专家	200	250	300
Content Operations Manager	内容运营经理	350	400	450
Content Operations Director	内容运营总监	500	600	700
Senior Content Operations Director	高级内容运营总监	800	1000	1100

Design

设计

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Junior Graphic Designer	初级平面设计师	200	300	400
Creative Director	创意总监	600	800	1000

Digital & Performance Marketing

数字与绩效营销

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Digital Marketing Manager	数字营销经理	300	400	500
Digital Marketing Director	数字营销总监	800	900	1000
Head of Growth Marketing	用户增长营销负责人	800	1000	1200



Digital / 数字化

Digital Strategy

数字战略

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Digital Strategist	数字化战略专家	400	450	500
Digital Strategy Director	数字战略总监	450	600	750
Digital Planning Manager	数字策划经理	450	500	550
Senior Planning Manager	高级策划经理	350	450	550
Digital Planning Director	数字化规划总监	450	550	650
Digital Transformation Manager	数字化转型经理	450	550	650
Digital Transformation Director	数字化转型总监	700	850	1000

E-commerce

电子商务

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
E-commerce Manager	电子商务经理	300	400	500
Senior E-commerce Manager	高级电子商务经理	400	520	600
E-commerce Director	电子商务总监	800	900	1000

Product & Operations

产品与运营

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Operations Manager	运营经理	300	350	400
Senior Operations Manager	高级运营经理	400	550	700
Operations Director	运营总监	650	800	1000

Search Engine Optimisation (SEO)

搜索引擎优化 (SEO)

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Assistant SEO Manager	助理搜索引擎优化经理	450	550	650
SEO Manager	搜索引擎优化经理	550	650	750
SEO Director	搜索引擎优化总监	800	950	1200



Digital / 数字化

Social Media

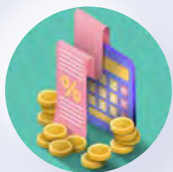
社交媒体

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Social Media Manager	社交媒体经理	300	400	500
Senior Social Media Manager	高级社交媒体经理	350	450	550



财务与会计

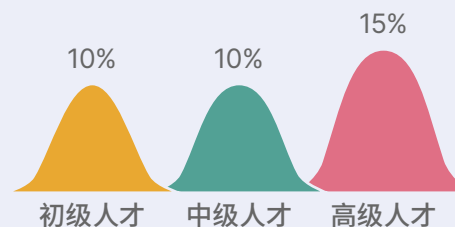
招聘趋势

高新制造企业 A 股 IPO 依然比较活跃，因此具备相关行业上市经验的财务总监及 CFO 依然会有较高需求。

对经济形势的保守估计是主流预测，企业经营中更关注成本管控和降本增效，相关财务岗位会增加，例如财务共享中心负责人等。

经过过去两年较为活跃的市场积累，上市企业或在行业中获得头部地位的企业，在较为保守的经济环境中，会发力提升精细化管理水平，所以来自头部成熟企业的财务 BP 类岗位会增多。

跳槽平均涨薪幅度



热门技能

财务分析

财务管理

IPO

热门行业

制造业

医疗

商业服务

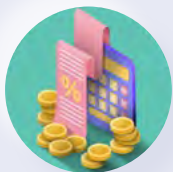
热招职位

财务分析总监

财务 BP 负责人

财务总监

首席财务官



Finance & Accounting

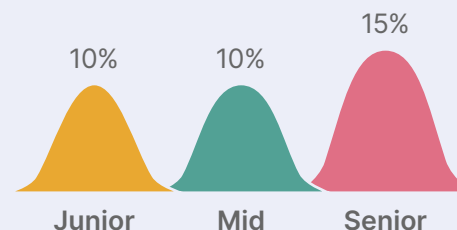
Hiring trends

High-tech manufacturing firms seek IPO opportunities in the A-share market, so there is a high demand for finance directors and CFOs with relative experience.

Increasing demand for finance roles like SSC leaders to control cost, improve efficiency and manage transformation as businesses develop conservatively.

Financial BP talent, especially from well-developed MNCs and top domestic companies, are sought after by companies that have survived competition in the past two years.

Average salary increase when switching jobs



Skills in demand

Financial Analysis

Managerial Finance

IPO

Roles in demand

FP&A Director

Finance BP Director

Finance Director

CFO

Top Hiring industries

Manufacturing

Healthcare & Life Sciences

Business Services



Finance & Accounting / 财务与会计

C-Suite

高管层

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Chief Financial Officer	首席财务官	1000	1800	4000

Accounting

会计

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Accountant	会计	150	180	220
Accountant, Accounts Receivable	应收账款会计	150	180	220
Senior Accountant	高级会计	180	200	250
Accounting Manager	会计经理	360	500	600

Analytics

分析

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Financial Analyst	财务分析师	180	250	300
Financial Planning and Analysis (FP&A) Manager	财务规划和分析 (FP&A) 经理	360	500	600

Audit & Control

审计与控制

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Auditor	审计员	150	200	280
Audit Manager	审计经理	350	400	550
Senior Audit Manager	高级审计经理	400	600	750
Financial Controller	财务总监	500	600	700
Senior Financial Controller	高级财务总监	550	750	900
Internal Auditor	内部审计师	180	250	300
Senior Internal Auditor	高级内部审计师	250	300	400
Internal Audit Manager	内部审计经理	360	450	600
Internal Audit Director	内部审计总监	500	700	900
Financial Planning and Analysis (FP&A) Control Director	财务规划和分析 (FP&A) 控制总监	600	750	900



Finance & Accounting / 财务与会计

Credit

信贷

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Credit Analyst	信贷分析师	180	220	250
Credit Supervisor	信贷主管	250	300	350
Senior Credit Analyst	高级信贷分析师	280	350	400
Credit Controller	信贷总管	400	500	600
Credit Manager	信贷经理	450	550	600
Head of Credit	信贷总监	600	800	900

Finance

财务

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Assistant Finance Manager	助理财务经理	250	350	450
Finance Manager	财务经理	350	450	550
Senior Finance Manager	高级财务经理	400	550	650
Finance Director	财务总监	700	1000	1500
Finance General Manager	财务总经理	900	1500	2500

Mergers & Acquisitions (M&A)

并购 (M&A)

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
M&A Director	并购总监	800	1000	1200
M&A Vice President	并购副总裁	900	1500	2000

Operations & Process Improvement

运营与流程优化

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Process Improvement Manager	流程优化经理	450	550	800
Head of Operations and Finance	运营与财务总监	800	1000	1500

Risk Management 风险管理

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Compliance Manager	合规经理	400	600	700
Senior Compliance Manager	高级合规经理	500	750	800



Finance & Accounting / 财务与会计

Associate Compliance Director	助理合规总监	550	750	800
Compliance Director	合规总监	600	800	1000

Tax

税务

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Tax Assistant	税务助理	150	180	240
Tax Manager	税务经理	320	400	500
Senior Tax Manager	高级税务经理	400	500	800
Tax Director	税务总监	600	800	1500

Treasury

资金

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Senior Treasury Manager	高级资金经理	550	800	1000
Senior Treasury Vice President	高级资金副总裁	1200	1800	2500



人力资源

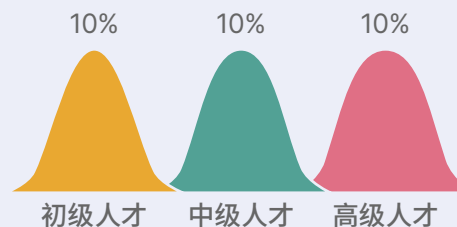
招聘趋势

人力资源精细化管理以及企业出海成为主旋律，组织发展、薪酬绩效、招聘运营、海外 HRBP 岗位需求增多。

企业对人力资源负责人的组织变革、组织效能提升、成本管控、绩效管控及激励等能力需求提高，因此引进相应人才时薪酬会提升。但大部分 HR 高管跳槽时薪酬增长较少。

来自科技制造、新能源、机器人、医疗器械等领域的招聘量持续增长，但传统行业的招聘需求相比往年下滑较多。

跳槽平均涨薪幅度



热门技能

组织发展

绩效

薪酬与福利

热招职位

人力资源总监

组织发展总监

海外人力资源业务伙伴

热门行业

新能源

制造业

科技



Human Resources

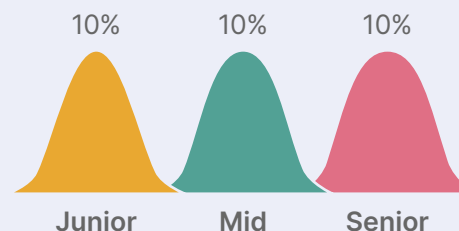
Hiring trends

Robust demand for positions like organisational development, compensation and benefits, and recruitment and overseas HRBP, as more companies refine management and expand overseas.

HR specialists in organisational change, efficiency improvement, cost control and performance management are in higher demand and command attractive salary raises.

Recruitment from technology manufacturing, new energy, robotics, and medical equipment continues to grow. In contrast, the recruitment demand of traditional industries has declined in recent years.

Average salary increase when switching jobs



Skills in demand

Organisation Development

Performance

Compensation & Benefits

Roles in demand

HRD

Organisational Development Director

Overseas HRBP

Top Hiring industries

New Energy

Manufacturing

Technology



Human Resources / 人力资源

C-Suite

高管层

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Deputy Chief Human Resources Officer	副首席人力资源官	800	1500	2500
Chief Human Resources Officer	首席人力资源官	1300	2500	5000

Compensation & Benefits (C&B)

薪资福利 (C&B)

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
C&B Specialist	薪酬福利专家	120	150	240
Senior C&B Consultant	高级薪酬福利顾问	240	350	400
C&B Manager	薪酬福利经理	200	350	500

Human Resources Business Partner (HRBP)

人力资源业务合作伙伴 (HRBP)

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
HRBP	HRBP	200	350	450
HRBP Manager	HRBP 经理	300	450	600
Senior HRBP Manager	高级 HRBP 经理	450	550	700

Human Resources (HR) Generalist

人力资源 (HR) 综合

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
HR Assistant	人力资源助理	100	180	220
HR Manager	人力资源经理	200	300	480
Senior HR Manager	高级人力资源经理	350	500	700
HR Director	人力资源总监	500	800	1200
Senior HR Director	高级人力资源总监	800	1000	1500



Human Resources / 人力资源

Learning & Development

学习与发展

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Learning and Development Manager	学习与发展经理	240	270	300
Talent Development Manager	人才发展经理	240	300	500
Training Manager	培训经理	240	320	400

Organisational Development

组织发展

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Talent Management Manager	人才管理经理	200	350	500
Talent Development Director	人才发展总监	500	700	900
Organisational Development Manager	组织发展经理	300	450	600
Organisational Development Director	组织发展总监	600	800	1500
Organisational Development Expert	组织发展专家	400	700	1000

Payroll

薪酬

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Payroll Executive	薪酬专员	80	120	220
Payroll Specialist	薪酬专家	80	120	180
Payroll Manager	薪酬经理	220	300	400

Talent Acquisition 人才招聘

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Recruiter	招聘人员	70	180	300
Talent Acquisition Associate	人才招聘助理	110	135	160
Talent Acquisition Manager	人才招聘经理	250	350	500



法务

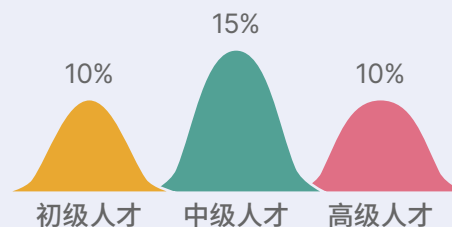
招聘趋势

企业对投并购和 IPO 律师的需求有所下降。

随着个人信息保护法的颁布，企业对隐私保护、数据合规方面的律师需求在增加。

企业希望法务团队融入业务团队，因此对法务人员的业务思维提出了更高的要求。

跳槽平均 涨薪幅度



热门技能

公司法

涉外法

知识产权

热招职位

法律顾问

法务总监

涉外法务

热门行业

科技

消费类电子

企业服务



Legal

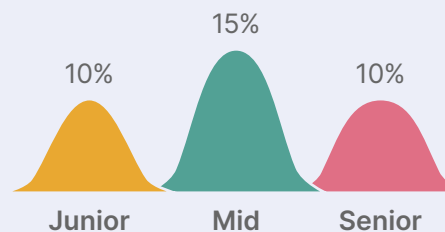
Hiring trends

Demand for M&A and IPO lawyers from businesses has decreased due to the slowdown of business growth.

Increasing demand for lawyers specialised in data privacy with the promulgation of the Personal Privacy Protection Law.

Legal professionals must possess the business acumen to support and advise their business teams.

Average salary increase when switching jobs



Skills in demand

Corporate Law

International Legal Affairs

IP Protection

Roles in demand

Legal Counsel

Legal Director

Lawyer (Foreign Law)

Top Hiring industries

Technology

Consumer Electronics

Business Services



Legal / 法务

Lawyer

律师

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Associate	副主管 (律师助理)	150	250	300
Lawyer	律师	300	500	800
Partner	合伙人	500	1000	3000

Legal Counsel

法律顾问

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Legal Counsel	法律顾问	150	200	240
Senior Legal Counsel	高级法律顾问	250	300	400
Legal Manager	法务经理	240	300	500
Senior Legal Manager	高级法务经理	300	400	600
Legal Director	法务总监	500	720	900
General Legal Counsel	法律总顾问	900	1500	3000

Mergers & Acquisitions (M&A)

并购 (M&A)

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
M&A Legal Counsel	并购法律总顾问 (投并购律师)	200	240	300
M&A Legal Manager	并购法务经理 (资深投并购律师)	300	400	600
M&A Legal Director	并购法务总监	500	800	1200

Intellectual Property (IP)

知识产权 (IP)

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
IP Specialist	知识产权专家	150	240	400
IP Manager	知识产权经理	240	360	600
IP Director	知识产权总监	600	800	1200



Legal / 法务

In-house Corporate

企业内部

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Legal Assistant / Paralegal / Legal Specialist	法律助理 / 法务助手 / 法律专员	240	360	500
Legal Supervisor / Senior Paralegal	法律主管 / 高级法务助手	400	600	800

Large Domestic Firms

国内主要律所

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	Indicative		
Associate 1st Year	1年级律师	180	240	300
Associate 3rd Year	3年级律师	300	360	400
Associate 5th Year	5年级律师	480	500	600
Associate 7th Year	7年级律师	600	700	800
Salary Partner	授薪合伙人	800	1000	1200



市场营销

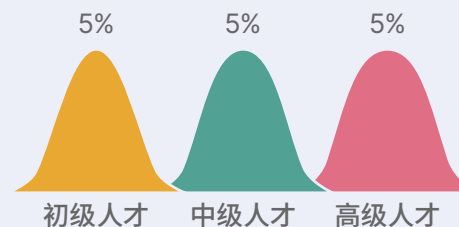
招聘趋势

品牌营销人选依旧是高度竞争行业中的刚需人选。

全球快消企业的市场营销人选依旧是甲方公司的首选目标。

CMO 仍旧是企业热招岗位。

跳槽平均 涨薪幅度



热门技能

品牌定位和塑造

市场推广

流量转化

热招职位

首席营销官

品牌总监

市场总监

热门行业

新能源

消费类电子

快消



Marketing

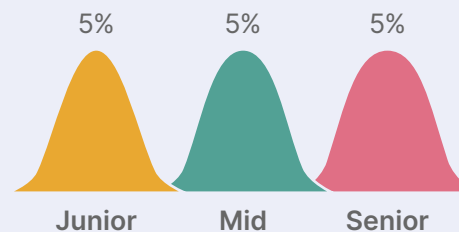
Hiring trends

Brand marketing candidates are still in high demand in competitive industries.

Marketing candidates for global FMCG companies are preferred.

CMOs are in hot demand.

Average salary increase when switching jobs



Skills in demand

Brand Positioning

Marketing Communications

Traffic Conversion

Roles in demand

CMO

Brand Director

Marketing Director

Top Hiring industries

New Energy

Consumer Electronics

FMCG



Marketing / 市场营销

C-Suite

高管层

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Chief Marketing Officer	首席营销官	1200	1500	2000

Advertising

广告

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Media Planning Manager	媒体策划经理	200	240	360
Media Director	媒体总监	500	800	1200

Brand Management

品牌管理

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Brand Manager	品牌经理	300	480	600
Brand Director	品牌总监	600	800	1000
Senior Brand Director	高级品牌总监	800	1000	1200

Content

内容

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Chief Editor	主编	300	400	500
Copywriting Manager	文案经理	200	240	360
Copywriting Director	文案总监	500	800	1200
Social Media Manager	社交媒体经理	200	240	360

Creative

创意

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Creative Director	创意总监	500	700	1000

Customer Relationship Management (CRM)

客户关系管理 (CRM)

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
CRM Director	CRM 总监	600	700	800



Marketing / 市场营销

Marketing Communications

营销传播

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Marketing Manager	营销经理	300	360	500
Senior Marketing Manager	高级营销经理	400	500	600
Marketing Director	营销总监	600	800	1000

Product Marketing 产品营销

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Product Marketing Manager	产品营销经理	300	360	500
Senior Product Marketing Manager	高级产品营销经理	400	500	600
Product Marketing Director	产品营销总监	600	800	1000

Public Relations (PR)

公关

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Public Relations Manager	公关经理	300	360	500
Public Relations Director	公关总监	600	720	800

Strategy & Research

战略与研究

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Strategic Marketing Manager	战略营销经理	360	480	600

Social Media

社交媒体

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Social Media Manager	社交媒体经理	300	360	400



Marketing / 市场营销

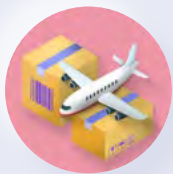
Trade Marketing 渠道营销

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Trade Marketing Manager	渠道营销经理	300	400	500
Trade Marketing Director	渠道营销总监	600	800	1000



采购与供应链

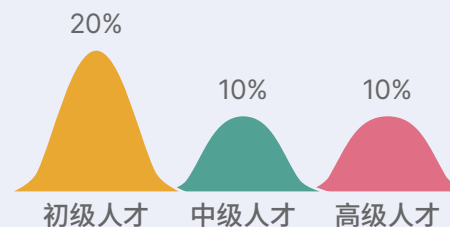
招聘趋势

企业对于采购和供应链人才的专业背景 and 知识要求更高。企业需要人才更加了解产品及具体物料的工程技术知识，具有更多维度的方法优化供应链效率。

越来越多公司青睐品牌公司出身的人选，而非生产制造型企业背景的人选。

企业对采购和供应链人才的数据信息分析处理能力要求越来越高，要求他们对前端市场的变化足够敏感。

跳槽平均涨薪幅度



热门技能

寻源

议价

需求计划

热招职位

物料经理

供应链总监

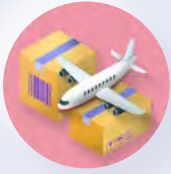
采购经理

热门行业

新能源

消费类电子

跨境电商



Procurement & Supply Chain

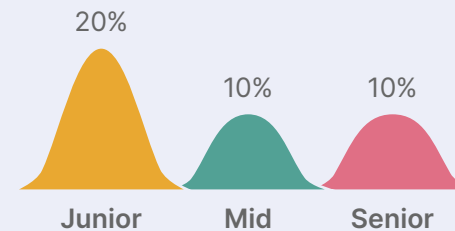
Hiring trends

Procurement and supply chain talent are required to have a deep understanding of products and specific materials of relevant industries, and have a more comprehensive approach to optimising supply chain efficiency.

More and more companies prefer candidates from brand companies, rather than candidates from manufacturing enterprise backgrounds.

Companies increasingly require procurement and supply chain talent to have robust data analysis and processing skills, and be sensitive to changes in the front-end market.

Average salary increase when switching jobs



Skills in demand

Supplier Sourcing

Price Negotiation

Planning

Roles in demand

Commodity Manager

Supply Chain VP

Procurement Manager

Top Hiring industries

New Energy

Consumer Electronics

E-commerce



Procurement & Supply Chain / 采购与供应链

Logistics

物流

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Logistics Manager	物流经理	250	300	550

Operations

运营

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Senior Operations Manager	高级运营经理	400	500	650

Sourcing, Purchasing & Procurement

采购

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Sourcing Specialist	采购专家	120	180	250
Senior Sourcing Specialist	高级采购专家	150	200	300
Sourcing Manager	采购经理	220	300	380
Senior Sourcing Manager	高级采购经理	250	350	550
Sourcing Director	采购总监	600	700	1200

Head of Buying	采购负责人	500	750	900
Procurement Officer	采购专员	220	250	280
Commodity Manager	商品经理	240	350	420

Supplier Development & Quality

供应商发展与质 量

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Supplier Audit Manager	供应商审计经理	180	210	240
Supplier Development Engineer	供应商发展工程师	180	216	300
Supplier Compliance Supervisor	供应商合规主管	240	280	320
Supplier Quality Engineer	供应商质量工程师	120	240	550



Procurement & Supply Chain / 采购与供应链

Supply Chain Management

供应链管理

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Supply Chain Planner	供应链规划员	144	192	240
Supply Planner	供应规划员	180	240	300
Demand Planner	需求规划员	180	270	420
Supply Planning Manager	供应规划经理	300	360	420
Supply Chain Manager	供应链经理	240	350	550
Supply Chain Director	供应链总监	500	800	1200
Senior Inventory Analyst	高级库存分析师	120	200	300

Trade & Customs

贸易与海关

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Customs Compliance Officer	海关合规官	180	200	230
Customs Director	海关总监	550	650	700
General Manager Trading	贸易总经理	400	550	700



销售

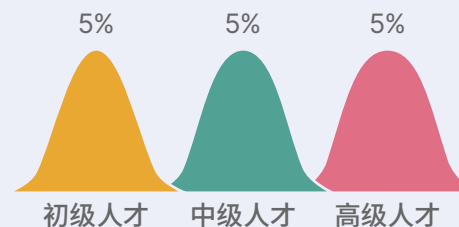
招聘趋势

大部分行业依旧开放大量的销售类型岗位，其中以中高端岗位为主。

国际化的人才依旧是热门招聘目标，他们对出口和电商类型企业尤为重要。

企业希望整体解决方案类型的销售人选具备相应的产品/技术经验和知识积累。

跳槽平均涨薪幅度



热门技能

拓展能力

关单能力

团队管理能力

热招职位

销售副总裁

销售总监

整体解决方案总监

热门行业

新能源

消费类电子

快消



Sales

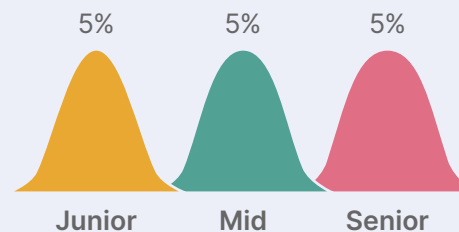
Hiring trends

Most industries still have many open sales positions, mostly middle to senior levels.

International talent are sought after by companies in the export and e-commerce sectors.

Companies prefer solution sales candidates with relevant product / technical experience and knowledge.

Average salary increase when switching jobs



Skills in demand

Recourse Development

Deal Closing

Team Management

Roles in demand

Sales VP

BD / Sales Director

Solution Director

Top Hiring industries

New Energy

Consumer Electronics

FMCG



Sales / 销售

Business Services 商业服务

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Account Manager	客户经理	240	400	500
Business Development Manager	业务拓展经理	240	400	500
Business Development Director	业务拓展总监	400	600	800
Sales Manager	销售经理	240	400	500
Sales Director	销售总监	400	600	800
Sales Vice President	销售副总裁	800	1200	1500
Chief Sales Officer	首席销售官	800	1200	2000
Call Center Manager	客服中心经理	180	240	300
Customer Care Manager	客户关怀经理	180	300	480
Sales Manager	销售经理	240	360	480
Sales Director	销售总监	600	800	1000
General Manager	总经理	800	1000	1500

Consumer Products 消费品

ROLE	职位	BASE SALARY RANGE		
		FOR 12 MONTHS		
		MIN	MED	MAX
Account Manager	客户经理	240	360	480
Senior Account Manager	高级客户经理	300	500	800
Business Development Manager	业务拓展经理	240	360	480
Business Development Director	业务拓展总监	600	800	1200
Sales Manager	销售经理	240	360	480
Senior Sales Manager	高级销售经理	300	500	800
Sales Director	销售总监	500	800	1200
Sales Vice President	销售副总裁	800	1000	1500
General Manager	总经理	1500	2000	3000



Sales / 销售

Financial Services 金融服务

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Business Development Specialist	业务拓展专员	96	150	240
Business Development Director	业务拓展总监	400	600	800
Sales Manager	销售经理	240	400	500
Sales Director	销售总监	400	600	800

Healthcare & Pharmaceutical 医疗保健/制药

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Account Manager	客户经理	240	400	500
Key Account Manager	大客户经理	240	400	500
Business Development Manager	业务拓展经理	240	400	500
Business Development Director	业务拓展总监	400	600	800
Sales Engineer	销售工程师	96	150	240
Sales Manager	销售经理	240	400	500
Sales Director	销售总监	400	600	800

Sales Vice President	销售副总裁	800	1200	1500
General / Country Manager	总经理 / 全国总经理	800	1200	1500

Manufacturing & Industrial 制造业与工业

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Account Manager	客户经理	240	360	480
Senior Account Manager	高级客户经理	300	500	700
Account Director	客户总监	400	600	800
Business Development Manager	业务拓展经理	300	500	700
Business Development Director	业务拓展总监	400	600	800
Senior Business Development Director	高级业务拓展总监	500	700	1000
Sales Manager	销售经理	240	360	480
Senior Sales Manager	高级销售经理	300	500	800
Sales Director	销售总监	400	600	800
Sales Vice President	销售副总裁	800	1000	1500



Sales / 销售

Professional Services

专业服务

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Business Development Manager	业务拓展经理	240	400	500
Business Development Director	业务拓展总监	400	600	800
Sales Consultant	销售顾问	96	150	240
Sales Manager	销售经理	240	400	500
Senior Sales Manager	高级销售经理	300	500	800
Sales Director	销售总监	400	600	800

Technology & Telecommunications

技术与电信

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Account Manager	客户经理	240	400	500
Account Director	客户总监	400	600	800
Business Development Manager	业务拓展经理	240	400	500
Sales Engineer	销售工程师	180	216	340
Sales Manager	销售经理	240	400	500
Senior Sales Manager	高级销售经理	300	500	600
Sales Director	销售总监	400	600	800
Sales Vice President	销售副总裁	800	1200	2000



办公室行政与秘书

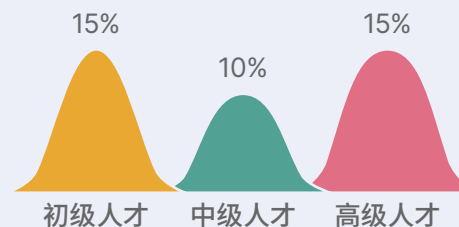
招聘趋势

高管助理市场对行业背景要求更高。科技制造、多元化集团及服务业需求依然较旺盛。行政人才需求趋于平稳。

企业对高管助理的多元化背景和英语能力要求提高，愿意支付较高薪酬涨幅给优秀的高管助理人选。

市场对行政人才的整体需求量较往年有所下降。

跳槽平均 涨薪幅度



热门技能

项目管理

会议组织

差旅安排

热招职位

高管助理

办公室经理

行政总监

热门行业

新能源

制造业

科技



Secretarial & Office Support

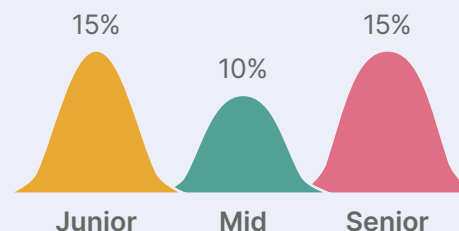
Hiring trends

Strong demand for executive assistant talent in high-tech, conglomerate companies, especially those with relevant industry professional experience. Stable demand for administrative talents.

Employers are more demanding on executive assistant candidates for cross-sector experience and English ability, and are willing to extend higher salary increases for qualified talent.

The overall demand for administrative talent has decreased compared to previous years.

Average salary increase when switching jobs



Skills in demand

Project Management

Coordinate Meetings

Plan Business Travel

Roles in demand

Executive Assistant

Office Manager

Administration Director

Top Hiring industries

New Energy

Manufacturing

Technology



Secretarial & Office Support / 办公室行政与秘书

		BASE SALARY RANGE		
		FOR 12 MONTHS	RMB'000	
ROLE	职位	MIN	MED	MAX
Administrator	行政人员	96	150	200
Administration Manager	行政经理	150	200	300
Office Manager	办公室经理	180	350	450
Secretary	秘书	120	160	220
Executive Assistant	执行助理	300	450	600
Receptionist	前台	80	124	180
Personal Assistant	个人助理	144	200	350



中国（苏州） China (Suzhou)

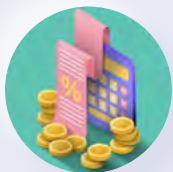
薪酬报告 Salary Guide 2023

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销售 / Sales	273



财务与会计

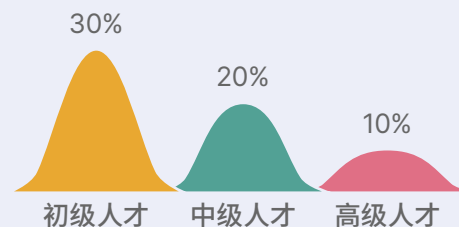
招聘趋势

本土上市企业的财务中高管招聘需求持续增长, 主要目的是希望通过变革、数字化转型、业财结合等方式提高整体企业运营效率。

外企财务高管招聘需求降低。

生命科学、高科技、高端制造、新能源等行业的财务招聘量依旧较高。

跳槽平均涨薪幅度



热门技能

财务分析

IPO

投资关系

热招职位

财务总监

财务总监

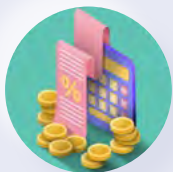
投资关系

热门行业

工业

医疗

高新科技



Finance & Accounting

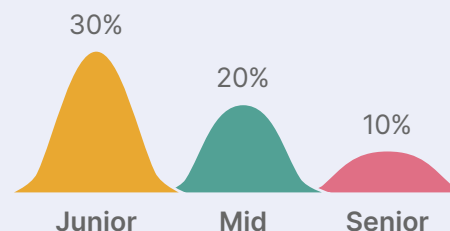
Hiring trends

Increased demand for middle to senior management finance professionals from listed domestic companies to help improve operational efficiency through process improvement and digital transformation.

Decreasing demand for senior-level finance professionals from MNCs.

High hiring demand from healthcare, life sciences, high tech, smart manufacturing, and new energy industries.

Average salary increase when switching jobs



Skills in demand

Financial Analysis

IPO / Financing

Investor Relationship

Roles in demand

Financial Controller

Head of Finance

Investor Relations

Top Hiring industries

Manufacturing

Healthcare

High Tech



Finance & Accounting / 财务与会计

C-Suite

高管层

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Chief Financial Officer	首席财务官	800	1200	2500

Accounting

会计

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Accountant, Accounts Payable	应付账款会计	96	108	120
Accounting Supervisor, Accounts Payable	应付账款会计主管	180	210	240
Accounting Supervisor, Accounts Receivable	应收账款会计主管	180	210	240
Senior Accountant	高级会计	200	250	300
Accounting Manager	会计经理	350	450	560

Analytics

分析

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Senior Cost Analyst	高级成本分析师	148	185	222
Costing Manager	成本经理	300	400	600
Head of Costing	成本负责人	600	700	800
Head of Credit Analytics	信用分析负责人	600	700	800
Financial Planning and Analysis (FP&A) Analyst	财务规划和分析 (FP&A) 专业分析师	200	300	350
Senior Financial Planning and Analysis (FP&A) Analyst	高级财务规划和分析 (FP&A) 专业分析师	300	350	500
Financial Planning and Analysis (FP&A) Manager	财务规划和分析 (FP&A) 经理	400	550	700
Senior Financial Planning and Analysis (FP&A) Manager	高级财务规划和分析 (FP&A) 经理	550	700	900



Finance & Accounting / 财务与会计

Audit & Control

审计与控制

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Assistant Internal Audit Manager	助理内部审计经理	200	250	300
Internal Audit Manager	内部审计经理	250	350	500
Senior Internal Audit Manager	高级内部审计经理	400	600	800
Internal Audit Director	内部审计总监	600	800	1500
Financial Controller	财务总监	216	300	400
Financial Control Manager	财务管控经理	360	500	600
Senior Financial Control Manager	高级财务管控经理	450	600	800
Financial Control Director	财务管控总监	700	800	1200
Internal Controller	内部控制员	180	210	240
Internal Control Manager	内部控制经理	375	400	420
Senior Internal Control Manager	高级内部控制经理	600	650	700
Business Control Manager	业务管控经理	225	325	450
Senior Business Control Manager	高级业务管控经理	480	570	601
Business Control Director	业务管控总监	800	900	1000

Corporate Strategy

企业战略

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Investor Relations Director	投资者关系总监	600	800	1200

Finance

财务

Base salary range for 12 months
(RMB'000)

ROLE	职位	MIN	MED	MAX
Assistant Finance Manager	助理财务经理	200	300	400
Finance Manager	财务经理	200	400	600
Senior Finance Manager	高级财务经理	400	600	700
General Finance Manager	财务总经理	550	700	800
Finance Director	财务总监	700	800	1500

Mergers & Acquisitions (M&A)

并购 (M&A)

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
M&A Director	并购总监	600	700	800



Finance & Accounting / 财务与会计

Tax

税务

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Tax Supervisor	税务主管	200	250	300
Tax Manager	税务经理	300	400	550
Tax Director	税务总监	800	1000	1200

Treasury

资金

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Treasury Manager	资金经理	350	450	600

Credit

信贷

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Credit Manager	信贷经理	300	350	450
Head of Credit	信贷总监	400	500	800

Operations & Process Improvement

运营与流程优化

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Process Improvement Manager	流程优化经理	350	500	600
Head of Operations and Finance	运营与财务总监	800	900	1000

Risk Management 风险管理

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Compliance Manager	合规经理	300	400	550
Senior Compliance Manager	高级合规经理	450	550	650
Compliance Director	合规总监	650	800	1000



人力资源

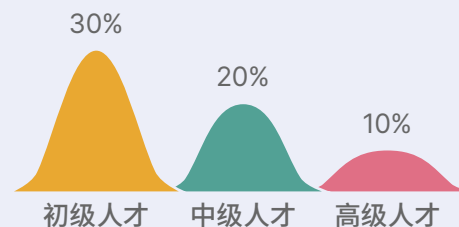
招聘趋势

本土创业公司 HR 中高端岗位需求与去年持平, 其主要职责是从 0-1 搭建体系, 并完善优化流程。

外企人力资源管理岗位需求降低。

生命科学、新能源、新材料化工行业招聘需求较大。

跳槽平均涨薪幅度



热门技能

行业资源

发展目标

绩效评估

热招职位

人力资源合作伙伴

薪酬绩效经理

人力资源总监

热门行业

半导体

工业

新能源



Human Resources

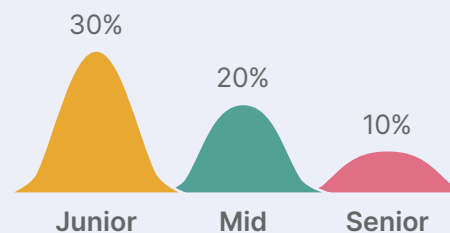
Hiring trends

The demand for mid-to-senior HR positions in local startups remains the same, with building systems and improving processes as key responsibilities.

Decreasing demand for senior HR talent from MNCs.

High hiring demand from healthcare, life sciences, new energy and new material chemical industries.

Average salary increase when switching jobs



Skills in demand

Industry Resources

Goal Development

Performance Assessment

Roles in demand

HRBP

Compensation & Benefits Manager

Human Resources Director

Top Hiring industries

Semiconductor Industry

Manufacturing

New Energy



Human Resources / 人力资源

C-Suite

高管层

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Deputy Chief Human Resources Officer	副首席人力资源官	650	750	1400
Chief Human Resources Officer	首席人力资源官	850	950	1800

Compensation & Benefits (C&B)

薪资福利 (C&B)

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
C&B Supervisor	薪资福利主管	150	180	250
C&B Manager	薪资福利经理	250	210	500
C&B Director	薪资福利总监	400	220	600

Corporate Culture & Employee Relations

企业文化与员工关系

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Corporate Culture Manager	企业文化经理	280	320	360
Employee Relations Specialist	员工关系专员	100	180	230

Human Resources Business Partner (HRBP)

人力资源业务合作伙伴 (HRBP)

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
HRBP	HRBP	140	300	500



Human Resources / 人力资源

Human Resources (HR) Generalist 人力资源 (HR) 综合

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
HR Specialist	人力资源专员	120	168	190
HR Manager	人力资源经理	220	320	650
Senior HR Manager	高级人力资源经理	450	650	900
HR Director	人力资源总监	750	900	1200

Human Resources Information Systems (HRIS) 人力资源信息系统 (HRIS)

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Senior HRIS Analyst	高级人力资源信息系统分析师	220	280	320

Learning & Development 学习与发展

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Learning and Development Manager	学习与发展经理	240	320	400
Senior Learning and Development Manager	高级学习与发展经理	360	400	500
Talent Development Supervisor	人才发展主管	150	280	350
Talent Development Manager	人才发展经理	220	320	500
Senior Talent Development Manager	高级人才发展经理	360	550	700
Training Manager	培训经理	300	450	600
Senior Training Manager	高级培训经理	450	650	800

Organisational Development 组织发展

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Organisational Development Supervisor	组织发展负责人	200	250	320



Human Resources / 人力资源

Payroll

薪酬

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Payroll Executive	薪酬专员	180	200	250
Payroll Specialist	薪酬负责人	180	220	280
Payroll Manager	薪酬经理	250	300	350

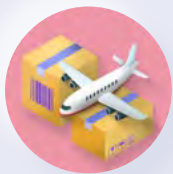
Talent Acquisition 人才招聘

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Talent Acquisition Supervisor	人才招聘负责人	180	220	350
Talent Acquisition Manager	人才招聘经理	250	300	550



采购与供应链

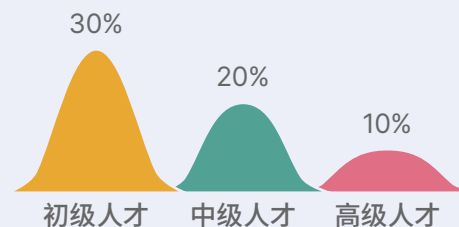
招聘趋势

技术采购需求变大, 因此技术背景出身的候选人相对更有优势。其中, 电子件是目前市场上较为火热的品类, 无论是外企和国企都争相招聘精通此品类的候选人。

新能源赛道依旧火热, 光伏、储能、锂电类行业人才需求较大, 很多传统行业也在往这些方向转型因而招聘相关人才。

在采购行业, 降本增效是不变的话题, 如何通过 VA / VE 或本土化项目达到长远的价格优势变得尤为重要。

跳槽平均涨薪幅度



热门技能

品类知识

品类知识+团队管理能力+供应商谈判管理+降本

端到端的供应链管理

热招职位

采购专员 / 主管

采购经理

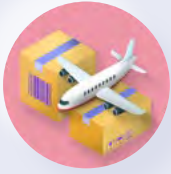
供应链总监

热门行业

汽车制造

工业

快消



Procurement & Supply Chain

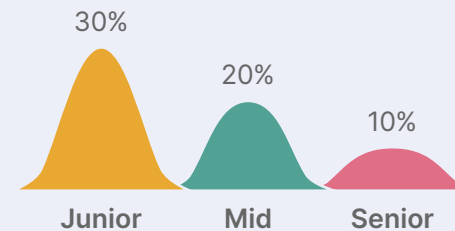
Hiring trends

As the need for technical purchasing increases, the demand for relevant candidates also rises, with both foreign and state-owned enterprises scrambling to recruit talent with strong technical backgrounds.

The new energy industry is still booming, and there is a high demand for talent from companies in the photovoltaic, energy storage and lithium electricity industries. Many traditional manufacturing companies are investing in these industries, boosting the hiring market.

Achieving long-term price advantages through VA / VE or localisation projects has become particularly important.

Average salary increase when switching jobs



Skills in demand

Commodity Knowledge

Team Management

End To End Supply Chain Management

Roles in demand

Commodity Buyer

Purchasing Manager

Supply Chain Director

Top Hiring industries

Automotive

Manufacturing

FMCG



Procurement & Supply Chain / 采购与供应链

Logistics

物流

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Logistics Specialist	物流专员	180	200	220
Logistics Supervisor	物流主管	210	230	260
Logistics Manager	物流经理	320	400	600
Logistics Director	物流总监	620	720	800
Warehouse Manager	仓储经理	260	375	450
Senior Distribution Centre Director	高级配送中心总监	650	780	880

Operations

运营

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Operations Manager	运营经理	480	550	650

Sourcing, Purchasing & Procurement

采购

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Sourcing Manager	采购经理	300	400	500
Senior Sourcing Manager	高级采购经理	500	600	700
Category Manager	品类经理	300	400	500
Indirect Purchasing Manager	间接采购经理	300	400	500
Procurement Manager	采购经理	300	400	500
Procurement Director	采购总监	600	700	850

Supply Chain Management

供应链管理

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Planning Supervisor	规划主管	180	200	240
Demand Planning Manager	需求规划经理	320	400	450
Supply Chain Manager	供应链经理	400	500	600
Senior Supply Chain Manager	高级供应链经理	600	700	800
Supply Chain Director	供应链总监	600	800	1000



Procurement & Supply Chain / 采购与供应链

Supplier Development & Quality

供应商开发与质量

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Supplier Quality Supervisor	供应商质量主管	180	210	250
Supplier Quality Engineer	供应商质量工程师	180	210	250

Trade & Customs

贸易与海关

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Head of Import	进口负责人	300	400	500



销售

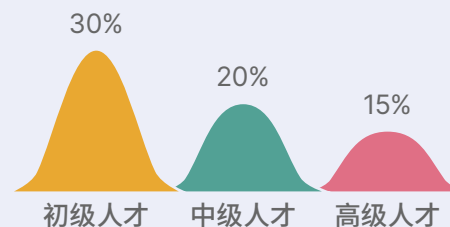
招聘趋势

企业继续进行薪资架构的调整，从高底薪往高提成方向发展。

本土企业持续关注候选人的去平台化能力，尤其是新客户开发的能力和速度。

从扩张的角度，本土企业同时注重国内与海外市场，这其中需要很多销售人才。

跳槽平均涨薪幅度



热门技能

新业务开拓

战略思维

企业家精神

热招职位

市场开拓经理 / 总监

战略性大客户负责人

销售总监 / 副总裁

热门行业

第三方物流

大工业

医疗器械



Sales

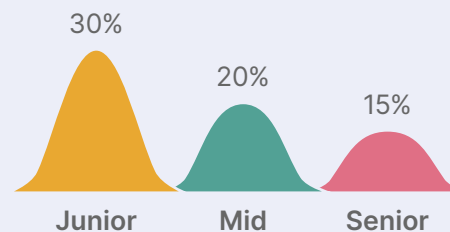
Hiring trends

Companies are restructuring salaries for sales professionals, from high-base pay to high-commission incentives.

Domestic companies pay attention to candidates' track record in business development, especially their ability to acquire new customers.

Domestic companies seek growth opportunities within the Mainland China and abroad, creating more demand for sales talent.

Average salary increase when switching jobs



Skills in demand

New Business Development

Strategic Thinking

Entrepreneurship

Roles in demand

Business Development Manager / Director

Head of Strategic Account

Sales Director

Top Hiring industries

Logistics and Freight Forwarding

Industrial

Medical Device



Sales / 销售

Consumer Products

消费品

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Senior Sales Manager	高级销售经理	300	450	600
Sales Director	销售总监	500	600	800
Head of Sales	销售负责人	800	900	1000

Financial Services 金融服务

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Business Development Manager	业务拓展经理	300	350	500
Business Development Director	业务拓展总监	600	750	1000

Healthcare & Pharmaceutical

医疗保健 / 制药

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Sales General Manager	销售总经理	800	900	1000

Manufacturing & Industrial

制造业与工业

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Business Development Manager	业务拓展经理	250	300	350
Business Development Director	业务拓展总监	600	660	720
Sales Consultant	销售顾问	100	180	240
Sales Manager	销售经理	240	370	500
Senior Sales Manager	高级销售经理	300	600	800
Sales Director	销售总监	600	1000	1200

Professional Services

专业服务

BASE SALARY RANGE

FOR 12 MONTHS RMB'000

ROLE	职位	MIN	MED	MAX
Business Development Manager	业务拓展经理	300	350	500
Sales Manager	销售经理	300	400	500
Sales Director	销售总监	500	800	1000



Sales / 销售

Technology & Telecommunications 技术与电信

BASE SALARY RANGE

FOR 12 MONTHS

RMB'000

ROLE	职位	MIN	MED	MAX
Account Manager	客户经理	240	330	420
Sales Director	销售总监	600	700	800
Sales Vice President	销售副总裁	800	1000	1200

BEIJING

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