



Automotive

汽车行业

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汽车零部件市场销售

Automotive-OEM Sales & Marketing

OEM 市场销售

HOT JOBS 2019

· Connect Service BD Senior Manager	车联网业务拓展经理
· Connect Service Marketing Manager	车联网市场经理
· PR Manager-EPR	公关经理-数字营销
· E-commerce Manager	电子商务经理
· Dealer Marketing Manager	经销商市场经理
· CRM Manager	客户满意度经理
· Digitalization Manager	数字化经理
· Digital Marketing Manager	数字营销经理

· Area Sales Manager	区域销售经理
· Sales Planning/Pipeline Manager	销售计划/进程经理
· Technical Support Manager	技术支持经理
· Parts and Accessory Manger	零部件与附件经理
· Retail Improvement Manager	零售提升经理
· Non-technical Training Manger	非技术类培训经理
· Used Car / KA Manger	二手车/大客户经理
· Aftersales Improvement Manger	售后业务提升经理

With the emerging trend in new energy vehicles, there will be more job vacancies in product and strategy planning. Automobile manufacturers face a shortage in product planning talents. Product planning candidates rank autonomy as their number one criteria when changing jobs.

随着新势力造车进入市场，产品规划以及战略规划的人才成了市场中非常大的缺口。多数整车厂的招聘人员，陷入产品规划人才荒的境地。是否获得自主权，会是产品规划的候选人特别关注的因素。

Automotive-OEM Sales & Marketing

OEM 市场销售

Facing a slow growing industry, traditional OEM tend to focus on their existing distributor network and help distributors adapt to market changes by enhancing operation capability and profitability. Therefore, there is great demand for talents who can manage and improve regional retail operations.

Meanwhile, OEMs are planning to influence the market through customer life cycle management and to create more effective customer communications. A number of OEMs have established a Customer Relationship Management Department, an independent team parallel to sales, marketing, after-sales and network management. As a result, the job market greatly need talents with customer relationship management experience.

Furthermore, automobile manufacturers are developing new businesses such as IoV platforms and commuting services to offset potential risks in sales. Candidates for these businesses are mainly from consulting firms or from the new business/corporate strategy departments of rivals. It's difficult to find the right person for these jobs because of limited candidate choice and limited budget for salaries.

传统OEM在面临整体行业增长放缓的前提下，愈发注重对现有经销商网络的整理，帮助经销商面对市场变化，增强运营和盈利能力等问题。因此，零售区域的业务管理和能力提升等岗位在目前是较为热门的职业。

于此同时，整车厂正计划着从客户全生命周期的角度去影响市场以及和消费者取得更加积极有效的沟通。客户关系管理部门更被许多整车厂设置为平行于销售，市场，售后，网发的另一大独立团队。客户关系管理相关的职位也成了市场热门。

除此以外，各大车企也在寻求新业务的发展，以平衡整车销售市场受到冲击的风险。比如，车联网平台，出行服务等。人才主要来源于企业战略咨询公司或者竞争对手中新业务或企业战略部门。该类职位的招聘难的原因主要在于该领域的候选人才非常有限，他们的薪资又往往超过企业预算。



Yukina Ru
Consulting Manager



Irene Zou
Consulting Manager

Salary Insight 2019

2019 薪酬预测

Job Title	职位名称	Years of Experience	Salary Per Annum 2019 (CNY)
Marketing Director	市场总监	15+	1.5M-2M
PR Director	公关总监	15+	1.5M-2M
Sales Director	销售总监	15+	1.5M-2M
Service Director	服务总监	15+	1.5M-2M
Regional Sales Manager	区域销售经理	8+	450K-600K
Sales Planning/Reporting Manager	销售计划/报告经理	8+	400K-500K
Sales Operation Manager	销售运营经理	8+	400K-500K
Used Car/KA Manager	二手车/大客户经理	8+	450K-600K
Network Development Manager	网络发展经理	8+	400K-500K
Retail Improvement Manager	零售提升经理	8+	400K-500K
Network Operation Manager	网络运营经理	8+	400K-500K
Training Manager	培训经理	8+	400K-500K
Aftersales Service Manager	售后服务经理	8+	400K-500K
Parts and Accessory Manager	零部件与附件经理	8+	400K-500K
Technical Support Manager	技术支持经理	8+	400K-500K
EV Car Development Manager	新能源汽车发展经理	8+	450K-600K
OEM-Marketing Manager-Telematics	OEM市场经理-车联网	8+	400K-500K
Brand Manager	品牌经理	8+	350K-450K
Advertising Manager	广告经理	8+	350K-450K
New Product Launch Manager	新产品发布经理	8+	350K-450K
Digital Marketing Manager	数字营销经理	8+	350K-450K
Event Manager	活动经理	8+	350K-450K
Dealer Marketing Manager	经销商市场经理	8+	350K-450K
Media Relations Manager	媒体关系经理	8+	350K-450K
Product Communication Manager	产品传播经理	8+	350K-450K
Corporate Communication Manager	企业传播经理	8+	350K-450K
Connect Service BD Manager	车联网业务拓展经理	8+	450K-550K
Connect Service Marketing Manager	车联网市场经理	8+	450K-550K
E-commerce Manager	电子商务经理	8+	450K-550K

Automotive-Operation 汽车工厂运营

HOT JOBS 2019

· Quality Management	质量管理
· Program Manager	项目经理
· Automation Engineering	设备自动化工程

New energy vehicle sales in China totaled over 700,000 units in 2018, marking an emerging “golden era” in the market. On the one hand, traditional OEMs such as BMW, GM and VM, have taken actions to respond to policy changes and market trends. On the other hand, the new energy vehicle market is flourishing. Applicants are keeping a close eye on technological advancements and market trends, waiting cautiously and patiently for job opportunities. Thus, recruitment has become even more difficult.

Auto-parts manufacturers have a pressing need for top talents in new businesses generated by smart manufacturing and carbon control. For example, new energy vehicle manufacturers are looking for project/quality management talents who have strong learning abilities and communication skills.

Traditional and fuel oil manufacturers, who face even greater challenges during recruitment, need to work together with professional headhunters. These head hunters need to better understand traditional fuel oil products and markets, so they can find better candidates.

随着2018年国内新能源汽车突破70万辆大关的步伐，新能源车市可谓进入到“快马加鞭”的发展节奏；一方面传统品牌OEM 如BMW, GM, VW纷纷在政策趋势和市场战略两大因素影响下进行了一系列动作，另一方面新势力造车在市场上后劲十足，百花齐放。汽车的技术发展和市场导向，使得行业里的求职者蠢蠢欲动又胆颤心惊，更多的是伺机而动，从而进一步的加剧招聘的难度。

汽车零部件市场人才需求量依然是最活跃的，主要是电气智能化和碳排放控制的两大因素促使新一轮的汽车零部件制造商会有新的业务变化，从而对高质量人才的需求更加明显；比如，拿到新能源汽车项目的客户可能更青睐学习能力强，更善于客户沟通和愿意钻研产品技术的项目管理&质量管理的人才。

对于传统类和燃油类的产品的企业在招聘过程中难度会加大，因此需要专业的猎头顾问和客户方有更多的配合，对自身产品和市场的理解得更深才能影响到候选人。

2019 will be a special year for the job market in the automotive industry. Fluctuating market needs and technological changes will cause fluctuations in industry development and job applications.

2019年对于汽车行业的招聘市场将会是一个特殊的时间，稳中多变的市场需求和技术革新的速度将会引导业态的发展和求职的波动。



Ken Zhang
Managing Consultant



Vincent Sun
Consulting Director

Salary Insight 2019

2019 薪酬预测

Job Title	职位名称	Years of Experience	Salary Per Annum 2019 (CNY)
Plant General Manager	工厂总经理	15+	1M-2M
Regional Quality Director	区域质量总监	15+	900K-1.8M
Regional Operation Director	区域运营总监	15+	1.2M-2.5M
Plant Manager/ Ops Manager	工厂经理	15+	700K-1.3M
EHS Director	环境安全健康总监	15+	600K-1.2M
Plant Quality Director	工厂质量总监	10+	650K-900K
Regional Quality Manager	区域质量经理	10+	500K-900K
Regional Lean & 6 Sigma Manager	区域精益生产&6西格玛经理	10+	400K-700K
Production/ Manufacturing Manager	生产/制造经理	8+	400K-700K
Process Manager	工艺经理	8+	400K-700K
Maintenance Manager	维修经理	8+	400k-700K
Regional SQM/AQM/CQM	区域供应商/前期/ 客户质量经理	8+	400K-700K
ProjectLaunch Manager	项目投产经理	5-10	250K-700K
Program Manager	项目经理	5-10	260K-650K
Equipment Manager	设备经理	10+	350K-650K
EHS Manager	环境安全健康经理	8+	350K-600K
Plant Quality Manager	工厂质量经理	8+	350K-750K
Process Expert	工艺专家	8+	300K-500K
Plant Lean & 6 Sigma Black Belt	工厂精益生产&6西格玛黑带	8+	300K-450K
Quality Supervisor	质量主管	5-10	180K-350K
Production Supervisor	生产主管	5-8	180K-350K
Quality Engineer	质量工程师	4-8	180K-350K
AME Engineer	前期制造工程师	4-8	200K-350K
Automation Electrical Engineer	电气自动化工程师	4-8	200K-420K
Automation Mechanical Engineer	机械自动化工程师	5-8	200K-380K

Automotive-R&D

汽车研发

HOT JOBS 2019

· Technical Manager	技术经理
· ADAS Manager	驾驶辅助系统研发经理
· Program Manager	项目经理
· Testing and Validation Engineer	测试与验证工程师
· Product Development Engineer	产品开发工程师
· Product Manager-Infotainment/Telematics	产品经理
· Calibration Engineer	标定工程师
· Software Engineer	软件工程师
· Telematics Manager	车联网经理
· System Engineer	系统工程师
· Designer UI	UI设计师
· Unmanned	无人驾驶
· BMS R&D Engineer	电源管理系统研发工程师
· HAD Map assistant manager	高精度地图助理经理
· LBS assistant manager	基于位置的服务助理经理
· Navigation assistant manager	导航助理经理
· Data Analysis Engineer	数据分析工程师
· Data architecture Engineer	大数据架构师
· Data Scientist	数据科学家
· ADAS system engineer	ADAS系统工程师
· Software development engineer(APPs/HMI/E-mobility)	软件开发工程师 (APPs/HMI/E-mobility)
· Development engineer charging system	充电系统研发工程师
· Development engineer wireless charging	无线充电系统研发工程师
· NEV charging infrastructure manager	充电基础设施经理
· Automotive security assistant manager	网络安全助理经理
· Machine learning engineer	机器学习工程师

Due to the connections between industries, the automotive industry welcomes candidates who work in the internet and AI related industries.

由于行业之间的相互渗透，汽车行业更加欢迎有过互联网行业、AI行业经验的人选加入。

Automotive-R&D

汽车研发

There is an enthusiasm for vehicle design/manufacturing in China, as demonstrated by the number of Internet companies which are designing and researching vehicles. Major manufacturers have focused their attention on digital, smart and shared vehicles.

While mechanical and electrical job openings have decreased, web developers who are competent in front-end or back-end development are still needed, especially as full-stack developers. With the popularity of IoV and autonomous driving, the number of jobs requiring AI, big data and algorithm skills will increase.

Building IT and cloud service platforms, has created job opportunities relating to IT infrastructure, project management and network security.

面对这互联网造车的猛烈势头，国内造车的疯狂热忱，汽车这个行业在经历着巨大的转型，各大知名厂商的布局更多的围绕数字化、智能化、共享化。

以往大量的机械或者电器方向的需求大幅度下降，目前需求大量技重在开发类岗位，尤其是focus在前端开发或者是有比较强的后端开发能力的候选人，全栈开发的尤甚。另外，随着车联网、无人驾驶的强势劲头，与互联网连接的AI、大数据、算法类岗位也成为需求的集中点之一。

另一方面，由于各种IT平台、云服务平台的搭建，对于IT的架构、项目管理、网络安全等方向的需求量也日益增大。



Borskar Zhou
Consulting Manager



Nora Liu
Consulting Manager

Salary Insight 2019

2019 薪酬预测

Job Title	职位名称	Years of Experience	Salary Per Annum 2019 (CNY)
R&D Head	研发中心负责人	15+	800K-1.8M
R&D Director	研发总监	10+	600K-1.2M
Program Department Director	项目部门总监	10+	600K-1.2M
System Manager	系统经理	8+	500K-750K
Software Manager	软件经理	8+	500K-750K
Hardware Manager	硬件经理	8+	500K-750K
Program Manager	项目经理	8+	400K-700K
Application Engineer	应用工程师	5+	200K-300K
Testing, Diagnosis, Validation Engineer	测试, 诊断, 验证工程师	4+	200K-300K
Hardware Engineer	硬件工程师	3-8	200K-400K
Software Engineer	软件工程师	3-8	150K-400K
Mechanical Engineer	机械工程师	3-8	150K-350K
Calibration Engineer	标定工程师	3+	200K-300K
Product Development Engineer	产品开发工程师	3+	200K-250K
Integration Engineer	集成工程师	3+	200K-250K
Homologation Engineer	认证工程师	3+	150K-300K
Design Engineer	设计工程师	3-5	100K-150K
HAD Map Assistant Manager	高精度地图助理经理	3-5	300K-400K
LBS Assistant Manager	基于位置的服务助理经理	3-5	300K-400K
Navigation Assistant Manager	导航助理经理	2-5	200K-400K
Development Engineer – Connect Service	车联网工程师	3-6	200K-400K
Data System Service Dev. & Ops	数据系统服务	5-8	300K-550K
AL Use Case Innovation & Mgmt.	用例创新分析 (数据营销)	5-8	300K-550K
Software development engineer (APPs/HMI/E-mobility)	软件开发工程师	2-10	250k-500k
China components evaluation(ADAS)	ADAS系统评估工程师	3-8	250k-350k
Development engineer charging system	充电系统研发工程师	1-3	250K-300K
Development engineer wireless charging	无限充电系统研发工程师	1-3	250K-300K

Salary Insight 2019

2019 薪酬预测

Job Title	职位名称	Years of Experience	Salary Per Annum 2019 (CNY)
NEV charging infrastructure manager	充电基础设施经理	5-10	500K-600K
Automotive security assistant manager	网络安全助理经理	3-5	300K-400K
Machine learning engineer	机器学习工程师	1-3	300K-400K
Data Architect	数据平台架构师	8-10	800K-900K
Data Scientist	数据科学家	2-5	200K-500K
Data Analyst	数据分析师	2-8	200K-700K

Automotive-Parts Sales & Marketing

汽车零部件市场销售

HOT JOBS 2019

• Product Manager (IAM)	产品经理 (IAM)
• Business Development Manager	业务开拓经理
• Channel Excellence Manager	渠道优化经理
• E-commerce Sales	电商销售
• Area Sales Manager	地区销售经理

As automobile ownership expands, the auto-parts industry being the foundation for the OEM industry, still has potential for growth. In the short term, auto-parts manufacturers face high costs. However, in the long run, the goal of building energy-saving, electrical and smart vehicles will spur the industry's development.

Enterprises need to make strategic adjustments, such as the integration of upstream and downstream resources, asset spin-offs and mergers as well as horizontal expansions to adapt to the ever-changing markets.

In the automotive parts industry, there is still a stable need for talent working in the sales and marketing fields. Employers evaluate candidates based on their strategic thinking skills, negotiation skills and loyalty. The rapid development of self-owned brands has increased the importance of business development skills.

Additionally, the continuous increase of automobile ownership has created favorable conditions for the after-sales market. However, competitions in the after-sales market are fierce, as it requires little exclusive expertise and lacks an industry standard. Diverse channels, well-established processes and optimal services are imperative elements for improving brand competitiveness.

随着汽车保有量的稳步提升，汽车零部件行业作为整车行业的基础，仍然还有较大的增长空间。短期看，零部件企业面临成本压力，但从长远看，节能化，电气化，智能化等趋势也极大地刺激了行业的发展。

企业也需要不断的进行战略调整以适应市场快速的变化，如整合上下游资源，资产的剥离/并购，以及横向战略扩张等。

在配套市场，传统的销售、市场职位仍然有稳定的需要，且雇主对候选人战略思维能力、谈判能力、稳定性等几个方面进行考核。另外，由于自主品牌的快速提升，业务开拓能力也会尤为重要。

另一方面，汽车保有量的持续上升也为售后市场的发展奠定了良好的基础。但是由于售后市场缺少行业标准，且门槛较低，也会引来激烈的竞争。



Roman Chen
Managing Consultant

Salary Insight 2019

2019 薪酬预测

OE Market 配套市场

Job Title	职位名称	Years of Experience	Salary Per Annum 2019 (CNY)
Sales Director (OE)	销售总监	15-20	700K-1.3M
Sales Manager	销售经理	10-15	450K-750K
BD Manager	业务发展经理	8-15	400K-600K
Product Marketing Manager	产品市场经理	8-15	450K-600K
Key Account Manager	大客户经理	5-10	300K-500K
Account Manager	客户经理	3-5	180K-300K

Independent Aftermarket 独立售后市场

Job Title	职位名称	Years of Experience	Salary Per Annum 2019 (CNY)
Sales Director	销售总监	15-20	650K-1.3M
Regional Sales Manager	大区销售经理	10-15	400K-600K
Product Manager (IAM)	产品经理(售后市场)	8-15	350K-600K
E-Commerce/Online Sales	电商销售	5-15	200K-600K
Regional Sales Supervisor	区域销售主管	8-15	300K-400K
Area Sales	区域销售	3-8	150K-300K

Moving forward, key account sales, product management, online/e-commerce sales, sales operation and training jobs will become popular.

多样化渠道，完善的流程，优质的服务成为提高品牌竞争力的必要条件。大客户销售、产品经理、线上/电商销售、销售运营、培训等岗位也会变得紧俏。