



Consumer

消费品行业

- Consumer-FMCG
消费品行业-快速消费品
- Consumer-Luxury & Retail
消费品行业-奢侈品 & 零售

Consumer-FMCG

消费品行业-快速消费品

HOT JOBS 2019

· Sales Director/Manager	销售总监/经理
· National Key Account Manager	全国大客户经理
· E-Commerce Trade Marketing	电商通路企划经理
· O2O Manager	新零售渠道经理
· Branding/Product Marketing	品牌/产品市场
· Digital Marketing Manager	数字营销经理
· Trade Marketing Manager	市场通路经理
· Merchandising Planning	营销计划
· CRM & Digital Manager	会员营销管理经理
· Content Manager	内容营销经理
· E-Commerce Operation Director	电商运营总监
· E-Commerce Marketing Manager	电商市场经理
· Maternal and infant channel Director	母婴渠道总监
· B2B Channel Manager	B2B渠道经理
· Business Analysis Manager	业务分析经理

Throughout 2018, the fast-moving consumer goods market has been sluggish. Most foreign-funded top 500 enterprises in China are cutting costs and downsizing operations. The market is adjusting and transforming, while the average salary increases.

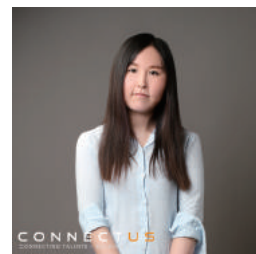
Customers increasingly desire product innovations and imported products. Products are constantly being designed and innovated with the goal of creating “healthy, environmentally-friendly and customized” products. Cosmetics, pets and healthcare products are three popular markets whose product categories are becoming more diversified.

As the E-Commerce industry develops, new E-Commerce platforms constantly emerge. Several mature platforms have built new retail models which integrate online and offline channels, where more jobs will be created.

2018年整个快消品市场还是在低谷期，大多数五百强外资企业都在缩减成本，大幅度人员优化，整个市场都在进行转型的调整期，薪资的涨幅也仍属于平均水平。

产品方面的创新及进口商品越来越受消费者的欢迎，始终遵循着“健康，绿色，个性”的趋势在不断的迭代着。美妆，宠物，保健3个类目值得我们作为重点关注，产品为之也会更加丰富化。

随着电商的日益成熟，新兴的电商平台不断涌出，成熟的平台进行线上线下渠道开始融合打通，新零售登上了舞



Lin Lin
Managing Consultant

Salary Insight 2019

2019 薪酬预测

Job Title	职位名称	Years of Experience	Salary Per Annum 2019 (CNY)
COO	首席运营官	25+	1.5M-2.5M
National Marketing Director	全国市场总监	15+	1M-1.8M
National Product Director	全国产品总监	15+	1M-1.5M
National Product Director	全国产品总监	15+	1M-1.5M
National Retail Director	全国零售总监	12+	1M-1.8M
E-Commerce Director	电子商务总监	10+	800K-1.5M
Country Manager	区域经理	15+	1.5M-2.5M
Brand General Manager	品牌总经理	20+	1.2M-2.0M
VP	副总裁	20+	2M-2.5M
National Sales Director	全国销售总监	15+	800K-2.0M
National Retail Operation Director	全国零售运营总监	15+	800K-1.5M
Digital Marketing Director	数字营销总监	12+	800K-1.5M
National Sales Manager	全国销售经理	8+	600K-1.2M
Regional Sales Director	区域销售总监	8+	600K-900K
Sales Operation Director	销售运营总监	15+	600K-900K
Sales Training Director	销售培训总监	12+	600K-900K
District Manager	区域经理	5+	400K-800K
Buying Manager	采购经理	6+	400K-700K
Regional Sales Manager	区域销售经理	10+	400K-600K
Digital Marketing Manager	数字营销经理	6+	350K-750K
E-Commerce Manager	电子商务经理	5+	350K-700K
Public Relations Manager	公关经理	5+	350K-650K
Market Insight Manager	市场调研经理	6+	350K-600K
Retail Marketing Manager	零售市场经理	6+	350K-600K
Media Manager	媒体经理	5+	300K-800K
Store General Manager	门店总经理	10+	300K-800K
Sales Training Manager	销售培训经理	6+	300K-650K
Training Manager	培训经理	5+	300K-650K
Category Manager	品类经理	5+	300K-600K
Merchandise Planning Manager	营销计划经理	10+	300K-600K
Real Estate Manager	地产经理	10+	300K-600K

Salary Insight 2019

2019 薪酬预测

Job Title	职位名称	Years of Experience	Salary Per Annum 2019 (CNY)
KA Manager	大客户经理	8+	300K-600K
Marketing Communication Manager	市场营销经理	6+	300K-550K
Trade Marketing Manager	市场通路经理	8+	300K-550K
Visual Merchandising Manager	视觉营销经理	7+	300K-550K
Allocation Manager	分货经理	10+	300K-500K
Business Analyst	业务分析	5+	300K-400K

In summary, there will be greater competitions in the fast-moving consumer goods market. Job requirements will be more specific to product needs. More jobs will be created in new e-commerce channels (such as new media).

总的来说，2019年的消费品环境依旧竞争激烈，产品及人才趋于专业细分化领域发展，电商新媒体渠道仍然会有持续的增长。

Consumer-Luxury & Retail

消费品行业-奢侈品 & 零售

HOT JOBS 2019

· Retail Director / Manager	零售总监/经理
· Marketing Director/Manager	市场总监/经理
· Merchandising Director/Manager	商品总监/经理
· PR Director/Manager	公关总监/经理
· Visual Merchandising Manager	视觉陈列经理
· Buyer	买手
· E-commerce Manager	电子商务经理
· Multiple Store Manager/Store Director	多店经理/门店总监
· Retail Marketing Manager	零售市场经理
· Digital Marketing Manager	数字营销经理
· Area Manager	区域经理
· Assistant Store Manager	助理门店经理
· Operation (Retail) Director / Manager	运营（零售）总监/经理
· E-commerce Big Data Analysis Senior Manager	电子商务大数据分析高级经理
· Senior Digital Operations Manager	高级数码运营经理
· Brand Communication Manager	品牌传讯经理
· Store General Manager	门店总经理

As the luxury goods market welcomes e-commerce sales and increase its digital marketing expenditures, there will be more job opportunities for candidates with experience in e-commerce and digital marketing.

由于奢侈品行业开始积极拥抱电子商务以及加大对数字营销的支出，相关电商，数字营销的人才将迎来更多的发展机会。

Consumer-Luxury & Retail

消费品行业-奢侈品 & 零售

Since the second half of 2016, the luxury goods market has been recovering. In 2018, Chinese customers' interest in luxury goods and innovations made by luxury manufacturers have both contributed to the continual growth of the luxury market. In the Chinese market, luxury brands should gradually abandon the "sales-driven" model and build long-term relationships with their customers. In the overseas market, brands should think of ways to attract wealthy tourists to their stores.

Last year, luxury brands spent 40-50% of their total expenditures on digital marketing, compared to 35% in previous years. Expenditure on WeChat marketing accounts for 30-60% of the total digital marketing expenditure. The world's top 40 luxury brands have created official WeChat public accounts, with 300,000 to 500,000 followers.

奢侈品行业自2016年下半年起，从低迷状态中逐渐复苏，整体向好的势头一直持续到2018年，全球奢侈品行业正迎来又一个春天，很大程度上得益于中国消费者重新高涨的奢侈品消费热情，当然，也归功于奢侈品企业奋起跟上时代步伐，积极求新求变。这就要求品牌商从两个方面思考新的策略：在国内市场，要逐渐抛弃“销售推动”模式，与客户建立长久关系；在海外市场，则应精心谋划，使海外店铺成为富裕人群出境游的“必达站”。

各大品牌去年的数字化营销支出在总支出的占比已由35%左右提升至40-50%，其中用于微信的开支占到数字化营销支出的三成至六成不等。全球前四十大奢侈品品牌都建立了微信公众号，都拥有30-50万粉丝。



Jackey Sun
Consulting Manager

Salary Insight 2019

2019 薪酬预测

Job Title	职位名称	Years of Experience	Salary Per Annum 2019 (CNY)
Country General Manager	全国总经理	25+	1.5M-3M
Brand General Manager	品牌总经理	20+	1.2M-2M
National Sales Director	全国销售总监	20+	1M-2M
Marketing Director	市场总监	20+	1M-2M
National Retail Director	全国零售总监	20+	1M-2M
National Visual Merchandising Director	全国视觉陈列总监	20+	1M-1.8M
Retail Director	零售总监	20+	900K-1.8M
Merchandising Director	商品总监	20+	800K-1.6M
National Product Director	全国产品总监	20+	800K-1.6M
National Retail Operation Director	全国零售运营总监	20+	800K-1.5M
National Brand Communication Manager	全国品牌传讯经理	15+	800K-1.2M
Regional Sales Manager	区域销售经理	15+	500K-800K
Buying Manager	买手经理	10+	400K-800K
Visual Merchandising Manager	视觉陈列经理	15+	400K-700K
Digital Marketing Manager	数字营销经理	10+	350K-750K
E-commerce Manager	电子商务经理	10+	350K-800K
CRM Manager	大客户经理	10+	350K-600K
Sr. Retail Expansion Manager	高级零售拓展经理	10+	350K-600K
Designer	设计师	10+	350K-550K
Area Manager	区域经理	10+	300K-800K
Store General Manager	门店总经理	10+	300K-800K
Construction Manager	建筑经理	10+	300K-650K
Marketing Communication Manager	市场传讯经理	10+	300K-600K
Merchandise Planning Manager	商品计划经理	10+	300K-600K
Public Relations Manager	公关经理	10+	300K-700K
Real Estate Manager	地产经理	10+	300K-700K
Retail Marketing Manager	零售市场经理	10+	300K-600K
Sr. Manager-Business Intelligence & Analytics	高级商业情报与分析经理	10+	300K-600K
Store Manager	店经理	10+	300K-600K
Training Manager	培训经理	10+	300K-600K

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Job Title	职位名称	Years of Experience	Salary Per Annum 2019 (CNY)
BD Manager	商务拓展经理	10+	300K-500K
Events Manager	活动经理	10+	300K-500K
Project Manager	项目经理	10+	300K-500K
Franchising Manager	连锁加盟经理	10+	300K-450K
Store Design Manager	门店设计经理	10+	300K-450K
Personal Styling Manager	私人订制经理	10+	280K-450K
Allocation Manager	分货经理	10+	200K-450K
Planning Manager	计划经理	10+	200K-400K