2022 JOB MARKET INSIGHT

市场趋势与薪资报告

CONNECTUS

CONNECTING TALENTS • BUILDING SUCCESS

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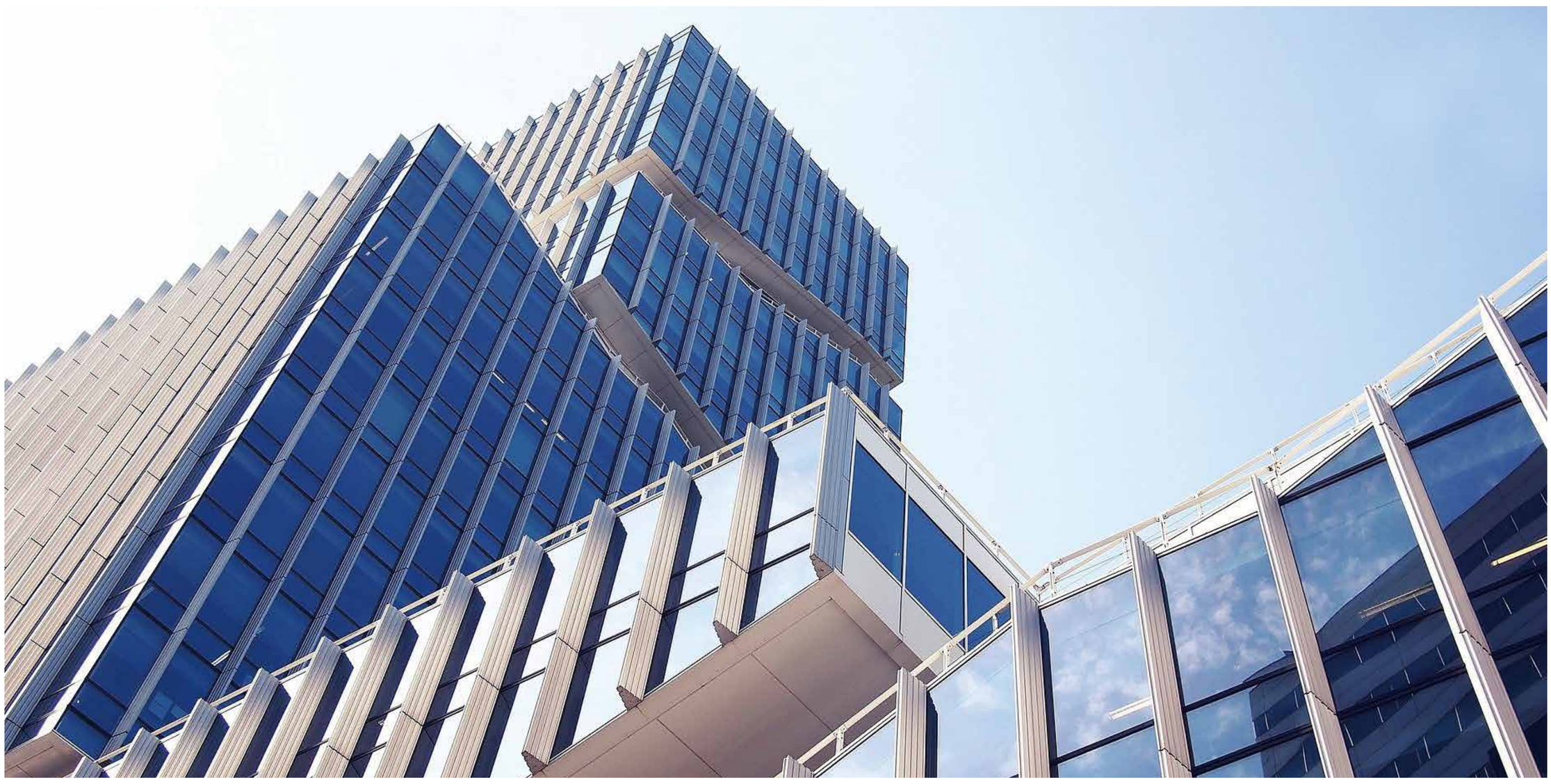
About CONNECTUS

关于CONNECTUS



CONNECTUS 是一家国际性人力资源管理咨询公司，2013 年成立，目前在中国大陆 10 个城市拥有超过 400 名专业顾问。我们提供人才寻猎，招聘流程外包，灵活用工，组织与人才发展，咨询与市场洞见，职业规划等专业服务，致力于帮助客户提升组织效能激发人才潜力，凭借高度专注以及高效协作，CONNECTUS 与众多企业缔结了长期合作的伙伴关系。以使命驱动，以专业践行，我们深信世界会因人才而非同凡响。

CONNECTUS is an international human resource management consulting company founded in 2013. Currently, it has more than 350 professional consultants in 9 Chinese mainland city. We provide executive search, recruitment process outsourcing, flexible staffing, organization and talent development, consulting and market intelligence, career advisory and other professional services. Dedicated to helping clients improve organizational effectiveness and inspire talent potential, CONNECTUS is able to establish long-term business partnerships with many enterprises. Driven by our mission, we believe that by developing and empowering talents, we can create an extraordinary world.

十大行业领域

10 Major Practices

汽车
Automotive

互联网
Internet & ICT

消费品
Consumer

高科技
Hi-tech

工业与半导体
Industrial & Semiconductor

医疗健康与生命科学
Healthcare & Life Science

房地产
Real Estate

金融服务与银行
Banking & Finance

零售与奢侈品
Retail & Luxury

职能与专业服务
Corporate & Professional Services

屡获殊荣

Awards & Accolades

- 2022 NewFlag Awards-Annual Solution Award【HRflag】
  新旗奖-年度解决方案奖【HRflag】

- 2021 Best Human Capital Service in China" Enterprise Award【CHIRC】
  2021年度中国区最佳人力资本服务企业【中企联合】

- 2021 Extraordinary Hunter 【Liepin】
  2021年度非凡Hunter【猎聘】

- Best Talent Management Organization Award at the 2021 China HR Pioneers Award【TopHR】
  2021中国人力资源先锋服务机构年度最佳人才管理机构【第一资源】

- Top 10 Foreign/JV Executive Search Agencies in China【RECC】
  2021中国猎头行业外资/合资前十榜单【RECC】

- 2020-2021 Best Executive Search Agency - Manufacturing Award【RECC】
  2020-2021中国区大制造业卓越招聘服务机构 【RECC】

- Top 100 Human Resources Services Organization【TopHR】
  中国人力资源服务机构TOP100强【第一资源】

- [Spark Leader] Top 10 HR Consulting Firms【HRoot】
  【Spark领航者】人力资源咨询赛道 TOP 10【HRoot】

- 2020-2021 East China Outstanding Executive Search Agency【RECC】
  华东区卓越猎头机构【RECC】

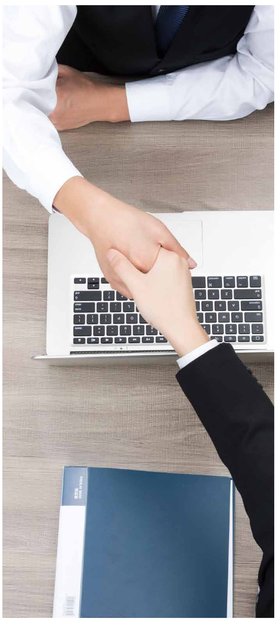
- Asia Recruitment Awards Hong Kong 2021 【ARA】
  -Best Candidate Experience Agency (Gold) 最佳候选人体验机构（金奖）
  -Best Executive Search Agency (Silver) 最佳人才搜寻机构（银奖）

高端猎头服务

Executive Search

CONNECTUS 的高端猎头服务，是针对企业的中高端管理层岗位、稀缺岗位、机密岗位以及专业型技术人才，我们能够提供快速且定向的招聘解决方案，帮助企业搜寻、筛选、匹配人才。

CONNECTUS Executive Search has the expertise in placing senior management positions, niche positions, confidential positions and professional technical personnel. We can provide efficient and targeted recruitment solutions, helping companies search, screen and match talent.



顾问式猎头 Consultative Experts

培养猎头成为客户和候选人的长期合作伙伴。定期提供系统性专业培训，不断赋能团队，倾力打造 360°优秀顾问。各团队资深顾问平均拥有 10 年 + 行业经验，团队服务专业、无忧。

We train our consultants to be long-term partners with clients and candidates by regularly providing systematic professional training, constantly empowering the team and developing capable 360° consultants. Our senior consultants have an average of 10+ years of industry experience providing professional service to clients.

跨行业合作 Cross-industry Database

不同行业猎头资源共通，打通行业壁垒。公司内部 10 大行业猎头利用内外部庞大数据库，有效集合各行业的优秀人才，挖掘综合性人才，满足客户多样性人才需求。

Employers are beginning to be more open to candidates from different industries. Our consultants can leverage on the resources and database of the company's 10 internal industries, efficiently search cross industry candidates and identify suitable talent to meet customer's diverse talent needs.

国际网络 International Network

国内办公室与海外办公室通力合作。深耕行业 9 年，公司在中国、新加坡与印度设立办公室，积累了大量人力资源，与多地政府机构构建了良好合作关系，与多行业卓越企业建立了战略合作关系，全力支持客户的海内外业务发展。

The China offices work closely with our overseas offices. For 9 years, we have set up offices across China, Singapore and India. Accumulating a huge amount of database, working closely with a number of government agencies and tapping on its strategic relations with multi-industry organizations, we can fully support our customers expand at home and abroad.

市场信息洞察 Market Intelligence

每年定期发布雇佣调查报告和行业薪资报告。报告数据来源 10 大热门行业，集合上千份真实反馈，已经成为业界风向标。顾问专业解读人才市场走向，与客户分享市场趋势，助其伫立行业前沿。

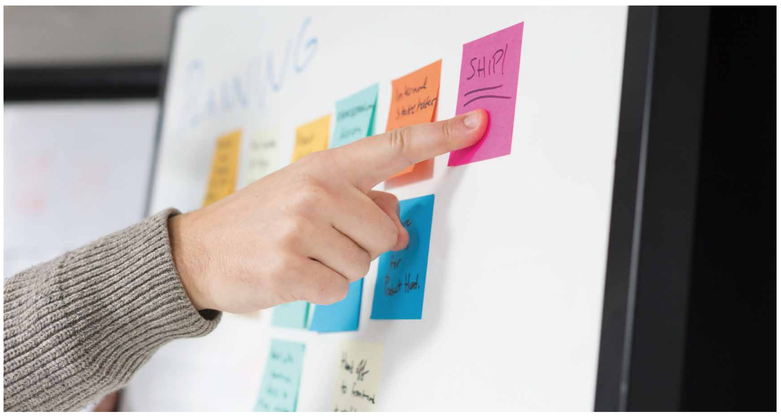
Collecting thousands of survey responses from professionals across 10 industries, the company' s annual employment survey report and industry salary report have become the bellwether of industry trends. Our consultants share talent movements and market insights with clients, positioning them in the forefront of the industry.

灵活用工服务

Flexible Staffing

CONNECTUS 的灵活用工服务，旨在优化企业的灵活用工服务，实现弹性用工闭环，打破目前比较单一的雇用形式，从而为企业完善复合型的用工模式。

CONNECTUS STAFFING aims to help customers optimize their mode of employment. Breaking away from the current relatively single employment mode, we can solve the complex employment challenges faced by enterprises.



核心聚焦　Core Focus

依托于对行业深度的纵度挖掘，对各类招聘职位需求的横向触达，我们致力于为企业提供灵活和专注的人力资源外包服务。

Deep vertical mining of each industry and the wide horizontal reach in managing various recruitment assignments equipped us with the expertise to provide flexible and dedicated human resource outsourcing services.

一站到底　One-stop Service

我们的薪酬管理、商业保险、健康体检、年节福利、人才背调等专业服务，也从前端到后端为企业提供全方位包围式的用工解决方案。

We provide one-stop professional outsourcing services, such as payroll management, commercial insurance, health examination, welfare benefits, reference check and other comprehensive employment solutions for enterprises.

职位全面　Extensive Position Coverage

深耕于人事、行政、财务等传统职能岗位，升级加入互联网 +、电商运营、工程技术、研发质控、营销服务等职位，打开外包岗位新格局。

Besides traditional positions such as personnel, administration and finance, we have extended our outsourcing expertise to in-demand positions such as Internet+, e-commerce operations, engineering, technical, Research & Development, quality control, marketing services.

灵活赋能　Flexible Empowerment

在企业应对突发性、季节性、临时性、周期性等用工需求和挑战时，我们的服务都能够给予企业及时和精准的人员供给和补充。

We can provide enterprises with timely and accurate personnel deployment to help them resolve sudden, seasonal, temporary and cyclical employment needs and challenges.

企业人才发展

Talent Development

我们专注于帮助企业培养卓越的领导者，从技术人员的领导力提升，到新任经理的管理技能训练，再到复杂的企业高管领导力发展项目，以终为始地帮企业设计定制化的解决方案，通过培训、人才发展项目、工作坊、行动学习、团队教练、一对一教练等方式，系统地提升企业管理人员的领导力。

We specialize in helping companies develop exceptional leaders, from leadership enhancement for technical professionals, to management skills training for newly promoted managers and complex executive leadership development programs. We systematically enhance the leadership of business managers by helping companies design customized solutions, through training courses, talent development programs, workshops, action learning, 1-on-1 and team coaching etc.

定制化服务　Customized Solutions

外界的变化速度越来越快，标准化的培训服务已经很难满足客户的需求，经验丰富的迅佰汇客户经理可以为客户提供多种定制化服务，帮助客户找到适合自己的学习方式，从而达成学习的目标。

The market is revolving rapidly and standardized training is not able to meet the needs of customers. Our experienced GATEWAY Account Managers can provide a variety of customized solutions to help companies find their own suitable training model and achieve their organization' s learning objectives.

丰富的产品　Wide Range of Products

得益于我们在学习行业多年的资源积累，我们可以运用包括测评、数字化沙盘、混合式学习产品、版权课程等多种形式，为客户提供丰富的学习产品。

Backed by many years of experience in the learning industry, we use a variety of training tools, such as assessment, digital sandbox, blended learning products, copyright courses and other training styles to provide customers with a range of learning products.

快速响应　Proactive Response

帮客户节约时间，就是创造价值。我们致力于用最快的速度响应客户，缩短从需求确认到提交方案的时间，帮助客户加速推进项目进度，节约客户宝贵的时间。

Helping customers save time is to create value. We are committed to respond to customer requests in the shortest time. Shortening the response time from the release of requirements to proposal submission helps customers accelerate the progress of their training projects.

高质量顾问　Professional Trainers

我们的顾问老师大都来自世界 500 强企业，有丰富的理论基础和授课经验，并且通过我们的精挑细选，有很高的配合度以及项目满意度，并和我们持续合作多年，是我们赢得客户信任的重要资源。

Most of our trainers worked in Fortune 500 companies and come with proven methodologies and strong practical experience. Through our careful selection and many years of cooperation, these trainers are able to win the trust of customers by ensuring a high level of project delivery satisfaction.

管理咨询

Business Consulting

CONNECTUS 推出独立咨询品牌 GATEWAY CONSULTING，面向有梦想、有情怀的民营与民营上市公司，我们提供企业痛点和盲点的解决方案，包含 8 个子系统、30 个模块，120 个管理要素，真正完整地助力企业贯穿核心业务流程全价值链的各环节，突破传统企业的转型升级的管理瓶颈。

CONNECTUS launched an independent consulting brand, GATEWAY CONSULTING, for private and public listed companies with great ambitions and dreams. We provide solutions aimed at solving management challenges faced by companies. Our consulting model consists of 8 subsystems, 30 modules and 120 management elements. It can help enterprises understand the whole value chain of their core business processes, break transformation bottlenecks and achieve improvement objectives.

体系完整　High Standards

作为制造行业的结构化和标准化的体系解决方案，迅佰汇咨询融合了企业的客户要求，法规和质量标准，行业标杆学习和最佳实践，为客户提供一站式系统化的核心流程实施路径和持续改进的工具和技术。

GATEWAY CONSULTING designs structured and standardized system solutions for the manufacturing industry. Integrating the requirements of enterprise customers, regulators, quality standards authorities and industry best practices, GATEWAY CONSULTING provides customers with a systematic one-stop solution, tools and technologies for process implementation and continuous improvement.

深度研发　Research & Development

我们邀请有着数十年世界 500 强经验的企业高管、联合上海交通大学和新加坡南洋理工大学管理学教授和迅佰汇资深顾问一起，共同设计了适合中国国情、有着国际视野与严谨逻辑的极致管理体系。

We invite senior executives with decades of experience in Fortune 500 companies, professors from Shanghai Jiao Tong University and Nanyang Technological University of Singapore and senior consultants from Gateway Consulting to jointly design an ultimate management system that is customized for fast expanding China's enterprises with an international vision.

品质交付　Quality Delivery

随需随聘的迅佰汇咨询专家团队，拥有优秀的甲方工作业绩，洞悉工作最佳路径与风险把控，善于总结与引导，深入帮助民营企业实现管理变革与管理创新，为引领民营企业从优秀走向行业标杆提供实战经验。

The GATEWAY CONSULTING expert team is available on demand. Equipped with rich experiences working in big local corporations, best practice insights, experience managing risk, experience with in-depth reform implementation and innovation, our consultants can lead local private enterprises to achieve industry standards.

持续落地　Sustainable Implementation

系统的人才发展与培养体系，丰富的讲师数据库与讲师资源筛选评价系统，助力咨询项目推进落地，以客户为中心协同管理，打通企业人才输血与造血机制。

Through our stringent selection and evaluation process, we can deploy a team of qualified consultants from our extensive network to help enterprises implement improvement projects, new management models, systematic organization development and talent development processes.

终生陪伴　Lifelong Companionship

迅佰汇咨询支持并协同企业达成共识，统一语言，全面推广，尝试最佳实践最终形成标杆走向卓越，致力于终生陪伴中国最有梦想和情怀的企业家，让天底下没有难管的工厂。

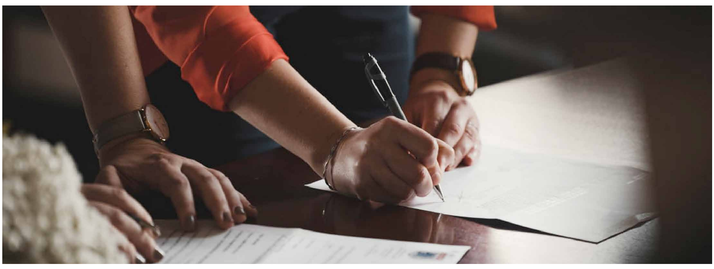
GATEWAY CONSULTING develops management systems, implement improvement projects and help enterprises achieve industry benchmark standards. We are committed to lifelong companionship, helping China entrepreneurs ensure that there is no factory that is difficult to manage.

职前规划

Career Advisory

HEADSTART 是 CONNECTUS 的应届生求职服务项目，旨在为全球大学生梳理职业发展方向，提供职前辅导、求职决策、职业内推等多维度求职解决方案，致力于引领大学生迈好职场第一步。

HEADSTART is a graduate career advisory service introduced by CONNECTUS. It aims to provide multi-dimensional service such as career coaching, job search and position recommendation for university graduates worldwide. It is committed to help university graduates to get a headstart in their career.



背靠知名猎头公司　Backed by Renowned Executive Search Firm

通过持续理解跟进企业组织与人才发展诉求，自主研发和引进国内外优质线上课程，萃取产品应用场景，灵活结合多样培训形式，提供有效有趣的线上培训产品，并持续完善更新。

CONNECTUS is a professional one-stop service provider of human resource consulting solutions. Leveraging on its strong internal recruitment resources across various industries, we are in touch with the latest market development and employment trends.

500 强名企深度合作　Research & Development

通过对于知识内容的深度理解，努力为学员创造沉浸式的学习体验，提供易于转化和应用的工具练习，鼓励学员互动交流与成果分享，确保个人的学习收益与成长。

Working closely with more than 1000 well-known companies across 10 industries, we receive real-time vacancy openings from top local enterprises and Fortune 500 companies such as big internet companies. Strong relationships with these enterprises ensure job recommendation results for university graduates.

多样化定制求职服务　Comprehensive Services

企业导师团队陪伴式服务。挖掘个人背景优势，确定求职方向，梳理正确的职业观。根据学员自身情况及目标岗位，精准提升职场技能，获得名企 offer。

We have a team of corporate mentors from established companies that can help identify a graduate’s strengths, advise suitable job functions and recommend the right direction to search for jobs. We can accurately identify workplace skills to be improved and increase the graduate’s chances of securing an offer from an established company.

职业生涯持续猎头跟踪拓展　Lifelong Career Companionship

拥有完善的猎头资源体系。帮助留学生及时了解市场动态，把握更多优质机会，实现职场跳跃式发展。

Backed by a robust applicant and job tracking system, we can help overseas graduates keep abreast of market developments, seize more high-quality job opportunities and achieve career progression in the workplace.

谷粒有课

Grains Online

专注海内外优质线上课程的评估引进与落地服务，能够为用户定制化提供年度会员账号、微课视频买断、微课制作、线上平台搭建、混合训练营等五大服务内容。

Through a careful selection of quality online courses locally and abroad, GRAINS ONLINE is able to provide training membership accounts, sale of training videos, online training video production, online platform construction and blended training services.

洞察严选　Quality Products

通过持续理解跟进企业组织与人才发展诉求，自主研发和引进国内外优质线上课程，萃取产品应用场景，灵活结合多样培训形式，提供有效有趣的线上培训产品，并持续完善更新。

Through deep understanding of our customer’s organization development and talent development requirements and our independent research and development, GRAINS ONLINE is able to recommend practical local and foreign high-quality online courses.

沉浸互动　Immersive Interaction

通过对于知识内容的深度理解，努力为学员创造沉浸式的学习体验，提供易于转化和应用的工具练习，鼓励学员互动交流与成果分享，确保个人的学习收益与成长。

With our deep understanding and expertise in knowledge content delivery methodology, we create immersive learning experiences for students, provide tools that are easy to apply, encourage trainees to interact and share experiences and ensure that personal growth objectives are met.

灵活随需　Flexible on Demand

发挥线上技术优势，突破传统培训的限时限地；随需就学，打破线下单一有限学习方式；平台托管，省心放心极大提升组织管理效率。

Online technology has changed training habits and schedules. Online learning on demand has replaced traditional classroom training and has greatly improved the efficiency of organizational management.

持续信赖　Long Term Partnership

客户与学员伙伴对我们产品内容、形式的认可也“谷粒”着我们，不断坚持，成为企业的长期合作伙伴。

Product recognition from our customers and trainees encourage us to develop long-term partnerships with them so that we can constantly improve our products.

首席执行官总结

Message from CEO

当前全球疫情仍在持续演变，外部环境更趋复杂严峻。而中国经济在很大程度上已经从疫情造成的破坏中恢复过来。世界银行发布的《全球经济展望》表示，中国在 2021 年对全球经济增长的贡献将超过 1/4。中国国内市场不仅可以成为本国经济发展的引擎，也可以成为其他国家经济发展的引擎。中国经济的稳定发展，也带来了更多对人力资源领域的挑战。如何面对新名词，新概念，新模式，是我们必将面临的新课题。

数字化所带来的冲击，正在前所未有地颠覆我们的想象。十四五”规划与 2035 年远景目标纲要提出“打造数字经济新优势”。数字技术正以新理念、新业态、新模式全面融入人类经济、政治、文化、社会、生态文明建设各领域和全过程。在 5G、量子计算、高端芯片、高性能计算机、网络架构、基础操作系统、卫星互联网应用、工业互联网及智能制造等领域取得一批重大科技成果，成为推动数字变革的重要力量。根据中国人民大学中国就业研究所发布的《数字文化产业就业研究报告》，我国数字化人才缺口接近 1100 万，且伴随全行业的数字化推进，需要更为广泛的数字化人才引入，人才需求缺口依然在持续放大。

根据国家建设人才强国的目标，为了加快建设世界重要人才中心和创新高地，到 2025 年，国家会持续在研发经费上进行投入，科技创新主力军队伍建设将取得重要进展。在关键核心技术领域的创新型人才及团队将被赋予更重要的使命。相信各行企业也会根据目标，将吸引科技创新人才作为重中之重。

经济大环境的正向驱动，国家政策的清晰指导，人力资源行业必然会陪伴各行各业，共同在 2022 年将人才高地的建设推动到新的高度。

As the global pandemic situation continues to escalate worldwide, the external environment is becoming increasingly complex and severe. However, China’s economy has already largely recovered from the impact of COVID-19. The Global Economic Prospects released by World Bank indicates that China will contribute more than one quarter of global economic growth in 2021, and the domestic market in China is a dynamic engine for both local and international economic development. The stable growth of China’s economy also brings about more challenges to human resources. New terms, new concepts and new models are going to be the new issues for us to address in the near future.

The impact of digitalization is subverting our imagination like never before. China’s 14th Five-Year plan and 2035 Long-term Objectives propose to “forge new strengths of the digital economy”. Digital technology is now being fully integrated into diverse fields and the whole process chain of human, economic, political, cultural, social and ecological civilization construction with new concepts, new business forms and new models. A series of major achievements in science and technology have been made in the fields of 5G, quantum computing, high-end chips, high-performance computers, network architecture, basic operating systems, satellite internet applications, industrial Internet of Things and intelligent manufacturing, becoming an essential force for digital transformation. According to the Employment Research Brief in Digital Culture Industry released by China Institute for Employment Research (CIER) of Renmin University of China, China’s talent shortage in digital industry has reached almost 11 million, and along with the industry-wide digital development, a wider range of digital talents need to be brought in, as the shortage in talent demand keeps increasing.

According to the national objective of making a talent-strong country, in order to accelerate the establishment of a world center of professional talent and pinnacle of innovation, China will continuously invest in R&D (research and development) and target to achieve major progress in developing a major force in science and technology innovation by 2025. Innovative talents and departments in core technology areas will be given more important missions. It is believed that enterprises across all industries will also make attracting scientific and innovative talent as their top priority.

With the positive general economic environment and clear strategic directions of national policies, the human resource industry across all sectors will jointly create and develop China into a talent pinnacle in 2022.

Alex Seah

应届留学生求职市场

Job Market for Overseas Graduates

2022 Hot Jobs

软件工程师	Software Engineer
数据分析师	Data Analyst
投资经理	Investment Manager
产品经理	Product Manager
新媒体运营	Digital Marketing
媒介/公关/客户关系	Public Relations

市场趋势

据统计，金融、医疗和互联网行业是比较热门的海归留学生就业方向，“收入高”与“影响力”成为了最主要原因。

中国的留学生群体一直都在不断壮大，据全球职业发展数据库 WokSop 近期发布的《2021 留学生归国求职意向调研》，2021 年希望回国就业的留学生数量相比 2020 年增加了 48%！归国留学生数量增长的原因，一是受到海外疫情的影响，二是留学热门国家英国，美国，澳洲，新西兰，加拿大等，在过去的两年中，移民政策都有所收缩。而中国对于疫情的有效控制与经济复苏能力远超于其他国家，并且国内对留学生的政策利好，因此更多留学生选择回国发展。

2021 年留学生就业市场形势良好，与今年国内应届生艰难的求职状况相比，留学生的就业形势反倒很顺利。从数据上来看，今年企业招聘海归留学生的平均月薪接近 12,000 元，比国内毕业生的 7,000 高出不少，就业机会更优质。

据统计，金融、医疗和互联网行业是比较热门的海归留学生就业方向，“收入高”与“影响力”成为了最主要原因。

针对海归留学生招聘市场的变化，在 2022 年我们对应届海归留学生的建议是：
1. 合理定制就业目标；
2. 按照目标去拆解求职规划；
3. 了解国内行业发展趋势；
4. 有效寻找专业机构 / 渠道指导求职路线。

Market Insight

Based on statistics, the financial, medical and internet industries are the three most popular career directions for Chinese overseas returnees, mainly due to the relatively "high income" and the ability to "create an impact in the society".

The number of Chinese overseas students keeps increasing every year. According to a recent survey on The Career Objectives of Chinese Overseas Returnees in 2021 released by WokSop - a global career data development database - the number of international students who wish to go back to China for employment in 2021 has increased by 48% compared with 2020! The reason why more Chinese international students return to their homeland is because of the impact of the global pandemic and the tightening of immigration policies in popular countries for overseas study in the past two years, such as the United Kingdom, the United States, New Zealand and Canada etc. China controls the pandemic situation way more effectively and the economy has recovered much strongly compared with other countries and domestic policies for international students in China are more beneficial. Therefore, more overseas students choose to go back to their home country for further development.
The employment market for international students is good. In comparison with the difficult job-seeking situation of domestic fresh graduates this year, the employment situation for international students is more positive. The average monthly salary of international students recruited by enterprises this year is about 12,000 RMB, much higher than the 7,000 RMB for domestic graduates.

Based on statistics, the financial, medical and internet industries are the three most popular career choices for Chinese overseas returnees, mainly due to the relatively "high income" and the ability to "create an impact in the society".

In view of the changes in the recruitment market for overseas students, our advice for overseas students who intend to return China in 2022 are:
1. Set a realistic career objective; 2. Construct a job search plan;
3. Understand the development trend of domestic industries;
4. Engage the help of professional organizations or channels for job seeking advice.

Jet Yin

2022 薪酬预测
Salary Insight

职位名称	Job Title	月薪预测（人民币 / 月）
初级税务助理/会计师	Junior Tax Associate/Accountant	29K
前端开发工程师	Enterprise Services	15K-25K
软件工程师	Software Engineer	15K-30K
硬件开发工程师	Hardware Development Engineer	12K-24K
游戏策划	Game Designer	15K-18K
产品经理	Product Manager	13K-16K
产品运营	Product Operation	12K-14K
新媒体运营	Digital Marketing	12K-14K
媒介/公关/客户关系	Public Relations	10K-16K
销售&营销客户经理	Account Manager	15K-20K
设计师	Designer	15K-30K
电子商务运营	E-C ommerce Operation	13K-16K
用户体验管理	Customer Experience Management	10K-14K
数据分析师	Data Analyst	12K-15K
行业分析师	Industry Analyst	12K-15K
财务分析	Financial Analysis	10K-14K
投资经理	Investment Manager	10K-15K
电器机械工程师	Electrical Mechanical Engineer	15K-20K
人力资源专员	Human Resources Specialist	10K-14K

灵活用工
Flexible Staffing

2022 Hot Jobs

销售	Sales
客服	Customer Service
财务	Finance
市场	Marketing
工程师	Engineer
计算机技术	ICT
技术人员（质量，管控）	Technical

市场趋势

数字化时代背景下，越来越多人从职场到自由职业的转变，是就业市场重要的发展趋势。自疫情以来，灵活用工、共享员工持续火热！

自疫情以来，国家也关注灵活就业市场发展，多部门发文支持新业态下的用工模式，要求大力发展和支持灵活用工、新零售、互联网医疗等新业态。鼓励发展共享员工等灵活就业新模式，充分发挥数字经济蓄水池作用。强调新就业形态等灵活多样的就业方式，是劳动者就业增收的重要途径。

根据国家信息中心数据显示，2020 年参与共享经济的人数超过 8 亿人，其中服务提供者超过 10%。共享经济的发展推动了灵活就业、兼职就业、创业式就业等新就业形态发展。在新业态的不断发展下，灵活的用工形式被越来越多的企业和求职者所接受。

从紧缺的专业类型来看，需求最紧缺的岗位有通用岗位和技术岗位，其中包括销售人员、财务人员、专业类人才如 IT、数据分析、工程师、生产制造专职人员等。这些岗位专业性技能要求强、聚焦在新高科技、大健康、互联网、制造业、金融、新零售等行业。

Market Insight

In the current digital era, more and more people shift from workplace to freelancing, which is an important development trend in the labor market. Since the pandemic, flexible and shared staffing has been gaining its popularity steadily.

Since the pandemic outbreak, China has focused on the development of the flexible employment market. Various authorities have issued documents to support employment in new business formats, demanding vigorous development and support to new industries such as flexible staffing. New retail and internet healthcare have encouraged the development of new flexible employment modes such as shared staff and making full use of the reservoir effect of digital economy. It is emphasized that flexible and diverse usage of new employment models are important ways for employees to increase their income from work.

According to data from the National Information Center (NIC), more than 800 million people have been involved in the sharing economy in 2020, and more than 10% of them are service providers. The development of the sharing economy has promoted the development of new employment patterns, including flexible staffing, part-time, and entrepreneurial employment. With the continuous evolution of new business formats, flexible staffing will be accepted by more and more by enterprises and job seekers.

On the type of occupations in shortage, the most in-demand positions lie in general and technical positions, including salesperson, financial specialists, IT professionals, data analysis, engineering, manufacturing, etc. These positions require strong professional skills and focus on the latest technology in comprehensive healthcare, internet, manufacturing, finance, new retail and other industries.

Elaine Sia

2022 薪酬预测
Salary Insight

职位名称	Job Title	工作年限	薪资预测（人民币）
招聘助理	Recruitment Assistant	0-3	75K-120K
招聘助理	Recruitment Assistant	3-5	140K-220K
人事助理	HR Assistant	0-3	75K-100K
人事助理	HR Assistant	3-5	14K-180K
行政助理	Admin Assistant	0-3	80K-100K
应付/应收会计	AP/AR Accounting	0-1	80K-90K
应付/应收会计	AP/AR Accounting	1-3	100K-120K
出纳	Cashier	0-3	90K-95K
总账会计	GL Accountant	3-5	100K-150K
财务分析	Financial Analysis	1-3	120K-150K
财务分析	Financial Analysis	3-5	150K-200K
市场助理	MKT Assistant/Coordinator	1-3	100K-150K
市场传播/活动	MKT Communication/Event	1-3	110K-180K
市场传播/活动	MKT Communication/Event	3-5	180K-220K
数字市场	Digital MKT	1-3	110K-180K
数字市场	Digital MKT	3-5	180K-270K
IT技术支持	Help Desk	0-3	75K-100K
Java	JAVA	0-3	120K-180K
Java	JAVA	3-5	180K-250K
Web前端工程师	Web	0-3	95K-150K
C++	C++	0-1	120K-180K
C++	C++	3-5	180K-250K
质量控制	Quality Control	0-3	75K-100K
质量控制	Quality Control	3-5	100K-150K
质量保证	Quality Assurance	0-3	85K-150K
质量保证	Quality Assurance	3-5	150K-180K
质量文件审核	Quality Document Engineer	3-5	150K-200K
供应商质量工程师	Supplier Quality Engineer	3-5	150K-220K

汽车行业

Automotive

自动驾驶

ADAS

2022 Hot Jobs

摄像头视觉开发工程师	Camera Vision Development Engineer
高精度地图算法工程师	HD MAP Algorithm Engineer
激光雷达感知算法工程师	Lidar Sensor Algorithm Engineer
红外与夜视工程师	Infrared and Night Vision Engineer
毫米波雷达感知算法工程师	Millimeter Wave Radar Sensor Algorithm Engineer

市场趋势

自动驾驶仍处于市场预热阶段，目前主要以车企及互联网巨头技术研发为主。

随着深度学习和计算机视觉技术的兴起，自动驾驶为提升交通安全与效率提供了新的解决方案。自动驾驶综合了人工智能、通信、半导体、汽车等多项技术，涉及产业链长、价值创造空间巨大，已经成为各国汽车产业与科技产业跨界、竞合的必争之地。技术进步、政策推动、巨头入局、资本进入、成本下降、场景成熟，从各方面迹象来看，自动驾驶经过十多年的探索，目前已经站在商业化落地的关键节点，浪潮已至。

行业变革性产品和技术发布为主要驱动因素，进一步倒推立法、市场，促进产业链各环节成熟，自动驾驶仍处于市场预热阶段，目前主要以车企及互联网巨头技术研发为主，新车型路试、核心技术进步等关键热点事件成为行业发展的主要驱动因素。ADAS、传感器与地图导航市场有望最先受益于无人驾驶技术的逐步成熟。

Market Insight

Autonomous driving is still in the warm up stage in the market, and is currently being researched and developed by car manufacturers and internet giants.

With the advent of deep learning and computer vision technology, autonomous driving provides new solutions to improve traffic safety and efficiency, which combines a variety of technologies, including artificial intelligence, communications, semiconductors and automobiles. This requires a long supply chain and has a huge opportunity for value creation. Autonomous driving has become the battleground for automobile and technology industries in various countries to compete and cooperate. From all indicators such as technology progress, policy introduction, entry of industrial giants and capital, cost decline and well-established application scenarios, autonomous driving is now in the key point of commercial implementation after more than ten years of exploration. The wave of the future has arrived.
As the driving force, the release of industry-changing products and technology further push forward legislation, market and maturity of all parts in the industry chain. Autonomous driving is still in the warm up stage in the market, and is currently researched and developed by car manufacturers and internet giants. Essential popular events, such as test driving of new car models and core technology progress have become the engine for industry development. ADAS, sensors and navigation map markets are expected to benefit from the gradual maturing of the autonomous driving technology.

Starry Li

2022 薪酬预测
Salary Insight

职位名称	Job Title	工作年限	年薪预测（人民币）
摄像头视觉开发工程师	Camera Vision Development Engineer	3-8	500K-1.2M
高精度地图算法工程师	HD MAP Algorithm Engineer	3-8	500K-1.2M
激光雷达感知算法工程师	Lidar Sensor Algorithm Engineer	3-8	500K-1.2M
毫米波雷达感知算法工程师	Millimeter Wave Radar Sensor Algorithm Engineer	3-8	500K-1.2M
红外与夜视工程师	Infrared and Night Vision Engineer	3-8	400K-800K
路侧智能感知工程师	Roadside Intelligent PerceptionEngineer	3-8	400K-800K

汽车行业

Automotive

数据

DATA

2022 Hot Jobs

数据平台开发	Data Platform Developer
数据仓库开发	Data Warehouse Developer
数据运维开发	Data Operation and Maintenance Developer
BI分析师	Business Intelligence Analyst
激光SLAM算法	Laser SLAM Algorithm
视觉SLAM算法	Vision SLAM Algorithm
多传感器融合算法	Multi Sensor Algorith
机器学习算法	Machine Learning Algorithm
计算机视觉算法	Computer Vision Algorithm

市场趋势

从长远来看，垂直行业数字化为各大公司必选之路，数据技术人才薪资将延续稳步增长的趋势。

汽车行业数据类职位今年薪酬整体呈现平稳微涨，主要是由于各个公司数字化转型进入平稳发展阶段。从长远来看，垂直行业数字化为各大公司必选之路，数据技术人才薪资将延续稳步增长的趋势，接下来几年汽车行业还是会从互联网行业吸引更多优质、高潜的数据技术人才。

新能源汽车公司如蔚来、理想、小鹏对数据技术人才的需求量今年来有显著增长，此外，不少自动驾驶公司如百度、华为、驭势科技等将业务重心布局在智慧交通、智慧城市，无疑也会增加对数据技术人才的需求量。具备汽车和数据技术的复合型人才将是未来非常大的一个缺口，很多公司会同时采取合并或者跨行业招聘的形式解决一部分缺口问题。

Market Insight

In the long run, the digitalization of vertical industries will be the route that major companies take, and the salary package of data technology talent will continue to grow steadily.

The overall salary package of data candidates in the automotive industry shows a steady trend and a slight increase this year, mainly because the digital transformation of various companies has stepped into a stable development stage. In the long run, the digitalization of vertical industries will be the route that major companies take, and the salary package of data technology talent will continue to grow steadily. The automotive industry will still attract more high quality and high potential data technology talent from the internet sector in the next few years. The demand for data technology talent from EV (electric vehicle) companies such as NIO, Li Auto and XPeng has grown significantly this year. In addition, many autonomous vehicle companies such as Baidu, Huawei and UISEE Technology focus their business on smart transportation and smart cities, which will undoubtedly increase the demand for data technology talent. Talent with both automotive and data technology expertise will be in great shortage in the future, and many companies will concurrently take the form of merger or cross-industry recruitment to solve the shortage problem.

Clark Kang

2022 薪酬预测
Salary Insight

职位名称	Job Title	工作年限	年薪预测（人民币）
数据平台开发	Data Platform Developer	3-10	400K-1.5M
数据仓库开发	Data Warehouse Developer	3-10	350K-1.2M
数据应用开发	Data Application Developer	3-8	300K-800K
数据模型开发	Data Model Developer	3-8	300K-800K
数据运维开发	Data Operation and Maintenance Developer	3-10	400K-1M
数据治理	Data Governance	5-10	500K-1.5M
BI分析师	Business Intelligence Analyst	3-10	500K-1.5M
激光SLAM算法	Laser SLAM Algorithm	3-8	500K-1M
视觉SLAM算法	Vision SLAM Algorithm	3-8	500K-1.2M
多传感器融合算法	Multi Sensor Algorithm	3-8	600K-1.5M
机器学习算法	Machine Learning Algorithm	3-8	600K-2M
计算机视觉算法	Computer Vision Algorithm	3-8	600K-1.5M
自然语言处理算法	NLP Algorithm	3-8	600K-2M
决策算法	Decision Making Algorithm	3-8	600K-1.5M
规划算法	Planning Algorithm	3-8	600K-1.5M
控制算法	Control Algorithm	3-8	600K-1.5M

汽车行业
Automotive

新能源车 电池& BMS
EV Battery & BMS

2022 Hot Jobs

汽车电池BMS算法研发	Automotive Battery BMS Algorithm Development
汽车电池BMS策略研发	Automotive Battery BMS Strategy Development
高压BMS开发工程师	High Voltage BMS Development Engineer
BMS系统开发工程师	BMS System Engineer
BMS功能安全研发	BMS Functional safety Engineer
BMS基础软件研发	BMS Integration and Configuration
汽车电池BMS系统测试	Automotive Battery BMS System Testing
动力电池系统开发工程师	Power Battery System Development Engineer
电池测试中心专家	Battery Test Center Expert
电池总布置研发	Battery Layout Development
汽车电池电芯性能开发	Automotive Battery Cell Development
电芯研发工程师	Cell Development Engineer
电池结构工程师	Battery Structural Design Engineer

市场趋势

随着 2021 年的汽车复 苏站打响，传统车企、造车新势力纷纷抢滩新能源汽车。随着这波疯狂的热潮而来的，是三电以及 BMS 方向人才需求量的暴增。

虽然经过 10 年的新能源发展，新能源人才有所储备，且高校也在逐步培养三电方向人才，但是高端人才短缺仍是行业痛点，主要集中在电池电芯以及 BMS 研发、电池制造工艺工程师、仿真与测试开发、域控制器软件开发等领域。由于抢夺，高端人选，尤其有过量产经验的人选，薪资溢价较高。

从 OEM 品牌看，自 2014 年新势力造车出世以来，近几年众多新成立品牌纷纷下海，对于三电研发的需求依然是最热切的梯队，外资与合资品牌的人才流动基本成熟形成自循环，国内自主品牌例如上汽、吉利、长城、BYD 等虽然被挖角严重，但是也已经形成比较独立和成熟的人才培养机制。
另外一方面，从汽车行业的企业布局来看，低于对于新能源人才发展的“虹吸效应”也比较明显：长三角，珠三角，京津冀三个区域新能源人才分布最密集；国家“新基建”政策导引，出行也更加便利，跨区域招聘成为日常；国内整体发展想好，吸引众多海外工作者回流。

Market Insight

With the recovery of the automobile industry in 2021, OEM (original equipment manufacturer) and new car manufacturers have been rushing into electric vehicles. With this booming development comes a surge in the demand for talent specialized in EIC (electric-instrument-computer) system and BMS.

The overall salary package of data candidates in the automotive industry shows a steady trend and a slight increase this year, mainly because the digital transformation of various companies has stepped into a stable development stage. In the long run, the digitalization of vertical industries will be the route that major companies take, and the salary package of data technology talent will continue to grow steadily. The automotive industry will still attract more high quality and high potential data technology talent from the internet sector in the next few years. The demand for data technology talent from EV (electric vehicle) companies such as NIO, Li Auto and XPeng has grown significantly this year. In addition, many autonomous vehicle companies such as Baidu, Huawei and UISEE Technology focus their business on smart transportation and smart cities, which will undoubtedly increase the demand for data technology talent. Talent with both automotive and data technology expertise will be in great shortage in the future, and many companies will concurrently take the form of merger or cross-industry recruitment to solve the shortage problem.

Borskar Zhou

2022 薪酬预测
Salary Insight

职位名称	Job Title	工作年限	年薪预测（人民币）
汽车电池BMS算法研发	Automotive Battery BMS Algorithm Development	3+	400K-600K
汽车电池BMS策略研发	Automotive battery BMS Strategy Development	5+	400K-600K
高压BMS开发工程师	High voltage BMS Development Engineer	5+	400K-600K
BMS系统开发工程师	BMS System Engineer	5+	400K-600K
BMS功能安全研发	BMS Functional safety Engineer	5+	400K-600K
BMS基础软件研发	BMS Integration and Configuration	5+	400K-600K
汽车电池BMS系统测试	Automotive Battery BMS System Testing	5+	400K-600K
动力电池系统开发工程师	Power Battery System Development Engineer	8+	400K-600K
电池测试中心专家	Battery Test Center Expert	8+	500K-700K
电池总布置研发	Battery Layout Development	8+	500K-700K
锂电池研发总监	Battery R&D Director	10+	800K-1M
电池研发专家	Battery R&D Expert	8+	600K-1M

汽车行业

Automotive

新能源车 销售营销岗

EV Sales & Marketing

2022 Hot Jobs

新能源政策分析经理	NEV Policy Manager
新能源市场沟通经理	NEV Marketing Communication Manager
新能源产品沟通经理	NEV Product communication Manager
新能源战略规划经理	NEV Strategy Planning Manager
数字化渠道创新经理	Manager Innovative Sales Channel Development
新能源政策分析经理	NEV Policy Manager
C端产品经理	2C Product Manager
B端产品经理	2B Product Manager
数据价值产品经理	Data Value Product Manager
智能网联产品经理	Connectivity Product Manager
商业化产品经理	Monetization Product Manager
大数据分析	Big Data Analysist
用户运营经理	User Operation Manager
充电开拓经理	Charging BD Manager
充电运营经理	Charging Operation Manager

市场趋势

汽车的自动驾驶，智能座舱，电池开发应用技术，充电桩技术，营销渠道创新，营销服务升级，用户开发运营，企业数字化升级都是未来 2-3 年持续热门招聘的领域和方向。

新能源汽车增速明显：新能源领跑者，以动力电池、互联网技术及自动驾驶等与汽车智能化密切相关的技术为突破口，赋予自身更多科技属性，在市值上将一些传统车企甩到身后，市场占有量增长迅猛。

车企加大在研发领域的投入，尤其是新能源汽车品牌。今年华为、百度、小米等互联网企业争相带着新兴科技涌入造车领域，小米汽车首个工厂落户北京亦庄，理想汽车北京工厂也正式启动，新兴汽车正在努力加大生产，抢占市场份额。受制于芯片短缺影响，从三季度以来新车销售下滑，二车车市场火爆增长。

现在汽车的核心芯片主要依赖于进口，而随着国际形势日益复杂、新冠疫情中断全球供应链，导致全球半导体产能紧张。

Market Insight

Autonomous driving, intelligent cockpit, battery development and application technology, charging technology, innovative marketing channel, upgrading of sales operations services, user development and operation, and digital transformation of enterprises, are all popular recruitment areas and directions in the next 2-3 years.

Electric vehicles are developing aggressively - new energy front runners improve the technologies related to automotive intelligence, such as power battery, internet technology, autonomous driving, etc. as breakthrough points, giving themselves more technological advantages with rapid growth in market share and overtaking some major OEMs in terms of market capitalization.

Automotive companies, especially new energy vehicle brands have increased their investments in R&D. This year, Huawei, Baidu, Xiaomi and other internet companies are flooding the automotive manufacturing market with emerging technologies. Xiaomi is building its first automotive factory in Yizhuang, Beijing, and LI Auto's Beijing factory has been officially launched. Emerging automotive companies are trying to increase production and seize more market share.

Due to the impact of the shortage of chips, new car sales have been declining since the third quarter in 2021, while the second-hand car market keeps booming.

Currently, the core chips of vehicles largely depend on imports. With the increasingly complicated international situation and disruptions in global supply chain caused by COVID-19, the production capacity of global semiconductor is becoming tighter.

Vincent Sun

2022 薪酬预测
Salary Insight

职位名称	Job Title	工作年限	年薪预测（人民币）
电池RTM数据分析师	Battery RTM Data Analyst	6+	400K-600K
新能源政策分析经理	NEV Policy Manager	6+	400K-600K
新能源市场沟通经理	NEV Marketing Communication Manager	6+	450K-700K
新能源产品沟通经理	NEV Product communication Manager	6+	500K-750K
新能源战略规划经理	NEV Strategy Planning Manager	6+	500K-800K
数字化渠道创新经理	Manager Innovative Sales Channel Development	6+	450K-700K
C端产品经理	2C Product Manager	5+	500K+
B端产品经理	2B Product Manager	5+	500K+
数据价值产品经理	Data Value Product Manager	5+	550K+
智能网联产品经理	Connectivity Product Manager	5+	450K+
商业化产品经理	Monetization Product Manager	5+	550K+
大数据分析	Big Data Analysist	6+	450K+
用户运营经理	User Operation Manager	5+	450K+
充电开拓经理	Charging BD Manager	6+	500K+
充电运营经理	Charging Operation Manager	6+	500K+
智能出行运营经理	Smart Mobility Operation Manager	6+	500K+
数据中台负责人	Data Platform Lead	8+	1.5M－2M
内容运营经理	Content Operation Manager	6+	600K+
社群营销经理	Community Operation Manager	6+	600K+
商业情报分析	Business Intelligence Manager	4+	500K+
电池RTM数据分析师	Battery RTM Data Analyst	6+	600K+
新能源政策分析经理	NEV Policy Manager	6+	600K+
新能源市场沟通经理	NEV Marketing Communication Manager	6+	600K+
新能源产品沟通经理	NEV Product communication Manager	6+	600K+
新能源战略规划经理	NEV Strategy Planning Manager	6+	600K+
数字化渠道创新经理	Manager Innovative Sales Channel Development	6+	600K+

汽车行业
Automotive

新能源车 交互视觉设计
EV UIUX

2022 Hot Jobs

交互设计师（车机HMI）	HMI Designer
App业务方向交互设计师	UX Designer-APP
交互设计师（平台）	UX Designer-Platform
视觉设计师	UI Designer
视觉设计专家	UI Design Expert
UIUX设计负责人	UIUX Design Lead
UIUX 专家	UIUX Expert
3D动效设计师	3D Motion Designer

市场趋势

越来越多的新车厂开始吸纳各个行业的优秀设计师，尤其是互联网行业和手机行业。

随着近几年智能座舱概念和造车新势力更多的融合互联网因素带来的汽车驾驶体验不断迭代和升级。汽车制造商已经开始慢慢将其他行业的设计经验引入到汽车 UI 设计中，比如手机、网页或者有戏的界面设计。

许多设计师借此机会畅想未来汽车用户界面的设计，试图通过设计手段改变我们的驾驶体验。所以今年看到越来越多的新车厂开始吸纳各个行业的优秀设计师，尤其是互联网行业和手机行业，希望借鉴他们在 APP，中台建设，游戏视效部分的实践经验带来更多好的融合和创新。当然，有过成功创新车型上市经验也是很有含金量的一点，这样的人选在市场上十分抢手。

多模态交互也是近期频繁出现的一个热点，设计师们希望同和人的视觉、听觉、触觉等多种感官，计算机利用多种通讯通道相应输入。

Market Insight

More and more new automotive manufacturers start to attract excellent designers from various industries, particularly the internet industry and mobile phone industry.

With the integration of intelligent cockpit concept, influencing power of car makers in recent years, and the continuous iteration and upgrading of driving experience brought by internet factors, automotive manufacturers have slowly started to bring in interface design expertise from other industries such as mobile phones, websites or games into automotive UI design. Many designers take this opportunity to think about the UI design for future vehicles, trying to change consumer driving experience through design. Therefore, in 2021, more and more new automotive manufacturers have started to attract excellent designers from various industries, particularly the internet industry and mobile phone industry, hoping to bring better integration and innovation by drawing on their practical experience in APP, middle platform construction and visual effect for games. Successfully launching innovative automotive models in the market is a very valuable experience and such candidates are in great demand in the market.

Multimodal interaction is also a recent hot topic. Designers hope to combine various human senses of visual, auditory and touch with multiple communication channels to input data simultaneously into computers.

Borskar Zhou

2022 薪酬预测
Salary Insight

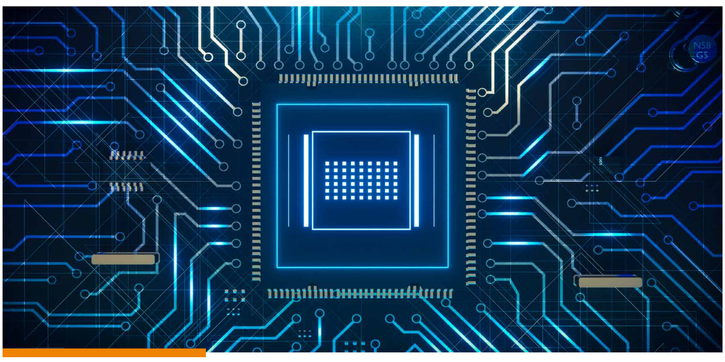
职位名称	Job Title	工作年限	年薪预测（人民币）
交互设计师（车机HMI）	HMI Designer	4-8+	400K-600K
App业务方向交互设计师	UX Designer-APP	3-8	400K-700K
交互设计师（平台）	UX Designer-Platform	3-8	400K-600K
视觉设计师	UI Designer	5+	500K-700K
视觉设计专家	UI Design Expert	8+	600K-1M
UIUX设计负责人	UIUX Design Lead	10+	500K-700K
UIUX专家	UIUX Expert	8+	500K-700K
3D动效设计师	3D Motion Designer	3-8	400K-700K

汽车行业
Automotive

座舱与车联网基础软件
Intelligent Cockpit & IOV Basic Software

2022 Hot Jobs

OS内核开发	Kernel Development Engineer
OS系统环境开发	OS System Environment Development
OS应用层开发	Application Software Development
域控制器软件架构师	Domain Controller Software Architect
域控制器硬件架构师	Domain Controller Hardware Architect
域控制器系统架构师	Domain Controller System Architect
SOA架构师	SOA Architect
SOA工程师	SOA Engineer
网关协议开发	Gateway Protocol Development Engineer
嵌入式软件架构	Embedded Software Architect
嵌入式软件开发	Embedded Software Development
云平台开发	Cloud Platform Development
中间件开发	Middleware Development
嵌入式开发	Embedded Software Development
AI平台开发	AI Platform Development
服务端开发	Service Domain Development



市场趋势

随着各大车厂，零部件，创业公司布局新一代电子电器架构，中央集成式网关，域控制器，以及整车操作系统等方向开发，座舱与车联网行业发展竞争激烈。

今年智能座舱研发薪酬整体呈现上升趋势，主要由于汽车智能化研发领域人才竞争激烈，座舱底层技术发展变革需求激增等原因。从座舱内的智能化升级趋势看，座舱域控制器需求增长确定性高，其技术门槛主要体现在更高的硬件和软件开发难度。另外座舱相关软件的细分赛道与消费类电子存在诸多相似之处，消费电子行业企业也陆续切入智能座舱产业链，使得市场竞争愈发激烈，软件人才成为行业招聘的一大缺口。

随着各大车厂，零部件，创业公司布局新一代电子电器架构，中央集成式网关，域控制器，以及整车操作系统等方向开发，座舱与车联网行业发展竞争激烈。内核，底层，基础组件，应用层等方向开发人选招聘需求增加，未来将需要从传统工业，航天航空，军工，互联网等行业导入人才，以满足行业发展需求。

Market Insight

The automotive cockpit and IOV industry are in fierce competition with OEM, Tier 1, and startup companies developing a new generation of electronic and electrical architecture, central integrated gateway, domain controllers, and vehicle operating systems.

The overall salary package of intelligent cockpit R&D talents shows an upward trend, mainly due to the fierce competition of talents in the automotive intelligent R&D field and the surging demand for technological development and the reform in cockpit foundation this year. Demand for cockpit domain controller is high and its technical threshold is mainly in hardware and software development. There are many similarities between the competitive market segmentation of cabin-related software and consumer electronics. Enterprises in the consumer electronics industry are also entering the intelligent cockpit supply chain one after another, leading to increasing fierce market competition and huge shortage in software talents.
The automotive cockpit and IOV industry are in fierce competition with OEM, Tier 1, and startup companies developing a new generation of electronic and electrical architecture, central integrated gateway, domain controller, and vehicle operating system. The recruitment demand for core, foundation, basic components, application and other development candidates is increasing. In the future, talents will be imported from traditional industry such as aerospace, military industry, internet and other industries to meet the development needs of the automotive industry.

Alice Li

2022 薪酬预测
Salary Insight

软件

职位名称	Job Title	工作年限	年薪预测（人民币）
OS内核开发	Kernel Development Engineer	5-8	500K-800K
OS系统环境开发	OS System Environment Development	5-8	500K-800K
域控制器软件架构师	Domain Controller Software Architect	8-10	700K-1.2M
域控制器硬件架构师	Domain Controller Hardware Architect	8-10	600K-1M
域控制器系统架构师	Domain Controller System Architect	8-10	700K-1.2M
SOA架构师	SOA Architect	8-10	700K-1.2M
网关协议开发	Gateway Protocol Development Engineer	5-8	300K-600K
嵌入式软件架构	Embedded Software Architect	8-10	600K-1M
嵌入式软件开发	Embedded Software Development	5-8	300K-600K
中间件开发	Middleware Development	3-8	400K-800K
嵌入式开发	Embedded Software Development	3-8	400K-800K
服务端开发	Service Domain Development	3-8	400K-800K

产品

职位名称	Job Title	工作年限	年薪预测（人民币）
V2X	V2X	3-8	400K-800K
HUD	HUD	3-8	400K-600K
中控仪表	Central Control Device	3-8	400K-600K
T-BOX	T-BOX	3-8	400K-800K
DMS	DMS	3-8	400K-800K
汽车座舱SoC	Auto Cockpit Soc	3-8	400K-800K

汽车行业
Automotive

制造工程
Manufacturing Engineering

2022 Hot Jobs

压铸设备专家-整车	Casting Equipment Expert-OEM
压铸工艺专家-整车	Casting Process Expert-OEM
材料工艺专家-整车	Material Engineering Expert-OEM
焊接工艺专家-整车	Welding Process Expert-OEM
智能制造规划专家	Intelligent Manufacturing Planning Expert
测试工程师/经理-ADAS	Test Engineering Manager-ADAS
工艺工程师/经理-ADAS	Process Engineering Manager-ADAS
工厂运营经理	Plant Operation Manager
工厂经理	Plant Manager
工厂质量经理	Plant Quality Manager
客户质量经理	Customer Quality Manager
质量总监	Quality Director

市场趋势

随着高级别的辅助驾驶技术的项目落地越来越多，在摄像头，雷达等硬件领域的制造规模进一步扩大进而对市场上的人才需求也是一个周期的猛涨。

随着汽车市场经济回暖，和前沿的技术的拓展促使整个制造环节的人才需求出现新的变化；譬如整车铸造一体化的技术突破给传统铸造工程领域的技术人才带来新的就业机会，以特斯拉和小鹏汽车为代表已经是走在最前沿的先行者。

同时随着高级别的辅助驾驶技术的项目落地越来越多，在摄像头，雷达等硬件领域的制造规模进一步扩大进而对市场上的人才需求也是一个周期的猛涨；尤其是该领域的本地企业成为爆发主力，传统外资企业在该领域的人才培养基地此时也是供给不足，企业方也会转向传统电子产品的公司来物色人才。

Market Insight

With more high-level ADAS technology projects, manufacturing of camera, radar and other hardware components have expanded, resulting in a cyclical surge for talents in the market.

The economic rebound in the automotive market and the development of cutting-edge technology has led to new changes in the demand for talent across the entire manufacturing process. The technological breakthrough in integrated casting of finished vehicles, led by Tesla and XPeng Motors, which are already at the forefront of the pioneers, has brought new employment opportunities for technical talent in the traditional field of casting engineering,

With more high-level ADAS technology projects, manufacturing of camera, radar and other hardware components have expanded, resulting in a cyclical surge for talents in the market while local enterprises become the main driving force. As talent from traditional foreign enterprises in this field are in short supply, companies will instead turn to traditional electronic product organizations to search for talents.

Ken Zhang

2022 薪酬预测
Salary Insight

职位名称	Job Title	工作年限	年薪预测（人民币）
压铸设备专家-整车	Casting Equipment Expert-OEM	10+	700K-1.8M
压铸工艺专家-整车	Casting Process Expert-OEM	10+	700K-1.8M
材料工艺专家-整车	Material Engineering Expert-OEM	10+	700K-1.8M
焊接工艺专家-整车	Welding Process Expert-OEM	10+	700K-1.8M
智能制造规划专家	Intelligent Manufacturing Planning Expert	10+	800K-1.8M
总装工程经理-整车	GA Engineering Manager-OEM	5+	600K-1M
冲压工程经理-整车	Stamping Engineering Manager-OEM	5+	600K-1M
焊接工程经理-整车	Welding Engineering Manager-OEM	5+	600K-1M
涂装工程经理-整车	Painting Engineering Manager-OEM	5+	600K-1M
车间质量经理-整车	Workshop Quality Manager-OEM	5+	600K-1M
质量工程经理-整车	Quality Engineering Manager-OEM	5+	600K-1M
质量规划经理-整车	Quality Planning Manager-OEM	5+	600K-1M
生产经理-零部件	Production Manager-Parts	5+	450K-800K
工艺经理-零部件	Process Engineering Manager-Parts	5+	450K-800K
质量经理-零部件	Quality Manager-Parts	5+	450K-800K
测试经理-零部件	Test Engineering Manger-Parts	5+	450K-800K
设备经理-零部件	Equipment Manager-Parts	5+	450K-800K
自动化开发经理-零部件	Automation Development Manager-Parts	5+	450K-800K
模具经理-零部件	Tooling Manager-Parts	5+	450K-800K
运营经理-零部件	Plant Operation Manager-Parts	5-10	600K-900K
工厂经理-零部件	Plant Manager-Parts	5-10	800K-1.2M
总经理-零部件	GM P&L-Parts	5-10	1M-1.8M
质量工程师-零部件	Quality Engineer-Parts	5-8	200K-380K
测试工程师-零部件	Test Engineer-Parts	5-8	200K-380K
工艺工程师-零部件	Process Engineer-Parts	5-8	200K-380K
模具工程师-零部件	Tooling Engineer-Parts	5-8	200K-380K
设备工程师-零部件	Equipment Engineer-Parts	5-8	200K-380K

汽车行业
Automotive

传统车企 研发
OEM R&D

2022 Hot Jobs

系统架构师	System Architect
软件架构师	Software Architect
安全架构师	Security Architect
大数据架构师/专家	Data Architect/Expert
感知决策算法工程师	Perceptual decision Algorithm Engineer
自然语言处理算法工程师	NLP Algorithm Engineer
机器学习算法工程师	ML Algorithm Engineer
软件质量经理	Software Quality Manager
网络安全经理	Cybersecurity Manager
交互设计师	HMI Designer
功能安全经理	Function Safety Manager
软件工程师	Software Engineer
软件集成工程师(Connectivity/ADAS)	Software integrator Engineer

市场趋势

随着新能源造车企业和自动驾驶解决方案提供商的增加，对于汽车研发的需求量持续稳定增长。新能源企业对于稳定的传统汽车产品的研发人员的需求增加，传统汽车产品的人员变动比前几年频繁。

汽车产业是世界上规模最大的产业之一，具有产业关联度高、涉及范围广、技术要求高、综合性强、零部件数量众多、附加值大的特点，对工业结构升级和相关产业发展具有很强的带动作用。

随着中国经济的稳步发展，居民消费水平的逐步提高，新车配套对汽车零部件的需求增长。同时，随着中国机动车保有量的不断提升，在汽车维修和汽车改装等后市场中对零部件的需求也逐步扩大，对零部件的各项要求也越来越高。中国汽车零部件行业在近年来取得了良好发展成就。

国家正在促进我国汽车行业调整升级，鼓励研发制造高质量、高技术水平的自主品牌汽车，对新能源汽车保持着较大的扶持力度。一系列汽车产业政策的发布，无疑对零部件产业提出了更高的要求。同时，为促进我国汽车零部件行业积极健康发展，近年来我国相关部门颁布了行业相关政策发展规划。

近年来，中国汽车零部件市场已经进入规模化发展阶段。未来零部件企业投资将更加活跃，通过研发投入推动技术创新，实现零部件产业升级进而推动中国汽车零部件产业升级，实现汽车零部件从低端制造向科技含量高的领域发展。我国汽车零部件行业发展依然存在技术瓶颈，尤其是在智能网联汽车零部件、新能源汽车零部件和节能汽车核心零部件技术方面。为了解决技术瓶颈，零部件企业在加强自身产品研发投入的同时，也在积极寻求与相关单位的合作。未来“多方合作，共同研发”模式将成为推动我国汽车零部件产业发展的重要趋势。在政策支持下，我国汽车零部件企业将逐步提高技术水平与创新能力，掌握关键零部件核心技术；在自主品牌整车企业的发展带动下，国内零部件企业将逐步扩大市场份额，外资或合资品牌占比将有所下降。

研发人才市场方面，2021 年中国市场迅速复苏，外资企业招聘量猛增，外资企业加速在中国平台化开发的进程。外资企业招聘更看重有本土平台开发经验的候选人，对于英语的沟通要求有一定的降低。

国内的整车厂和零部件企业经历汽车整体市场滑坡、新能源汽车补贴下降、排放标准逐渐升高等因素影响下，零部件企业面临着前所未有的压力。但是随着新能源造车企业和自动驾驶解决方案提供商的增加，对于汽车研发的需求量持续稳定增长。新能源企业对于稳定的传统汽车产品的研发人员的需求增加，传统汽车产品的人员变动比前几年频繁。新兴创造型人才需求增加，互联网企业，机器人，无人机领域的算法，软件，网络安全人员受到追捧。

Market Insight

With the increasing number of new energy vehicle manufacturers and autonomous driving solution providers, the demand for automotive R&D talents continues to grow steadily. New energy enterprises are increasing their demand for stable R&D talent from traditional automotive companies, as personnel turnover in traditional automotive companies becomes more frequent compared with previous years.

The automotive industry is one of the largest industries in the world. It has the features of high industrial relevance, wide scope, advanced technical requirements, comprehensive supply chain, numerous auto parts and large economic value-add, with a significant driving effect on the upgrading of industrial structure and the development of related industries.

With China's steady economic development, consumer' s purchasing power increases. With the continual increase in the number of motor vehicle ownership, the demand for auto parts in the after-market, such as vehicle maintenance and repair, and car refitting, will grow and the requirements for auto parts will get more complex. China's auto-part industry has made good development achievements in recent years.

China is now promoting the adjustment and upgrading of the automotive industry, encouraging the development and manufacture of high-quality and high-tech locally owned electric vehicle brands. It is undeniable that the release of a series of automotive industry policies put forward higher requirements for the auto parts industry. Meanwhile, in order to promote the positive and healthy development of China's auto parts industry, relevant authorities in China have introduced industry-related policies and development plans in recent years.

In the past few years, China's auto parts market has developed rapidly. Future investment in Tier 1 will be more active; with further investments in R&D to promote technological innovation and the upgrading of components, leading to the realization of further upgrading in China's auto parts industry and the development of auto parts from low-end to high-tech manufacturing. There are still technical bottlenecks in the development of China's auto parts industry, especially in connected car, new energy auto parts and core technology for energy-saving vehicles. In order to solve these technical bottlenecks, Tier 1 companies should strengthen investment in their own product development as well as actively seek cooperation with relevant enterprises. The mode of "multi-party cooperation, joint research and development" will become an important trend to promote the development of China's auto parts industry in the future.

With support from government policies, Tier 1 companies in China will gradually improve the level of technology and innovation capacity and master the core technology of key auto parts. Driven by the development of locally-owned OEM brands, domestic Tier 1 companies will gradually expand their market share, and the market share of foreign or joint venture brands will decline.

The China R&D talent market recovered rapidly in 2021 and the recruitment by foreign enterprises increased significantly and accelerated the development of platform processes for foreign enterprises in China. Foreign companies recruit more candidates with local platform development experience, thus the hiring requirement for English language proficiency is lowered to some extent.

As domestic OEMs and Tier 1 companies are experiencing an overall automotive market downturn, reduction in subsidies for new energy vehicles and emission standards keep rising. Tier 1 companies are faced with unprecedented pressure from these factors. However, with the increasing number of new energy vehicle manufacturers and autonomous driving solution providers, the demand for automotive R&D continues to grow steadily. With the increasing number of new energy vehicle manufacturers and autonomous driving solution providers, the demand for automotive R&D talents continues to grow steadily. New energy enterprises are increasing their demand for stable R&D talent from traditional automotive companies, as personnel turnover in traditional automotive companies becomes more frequent compared with previous years.

The demand for emerging creative talents has increased, and candidates in internet, robotics, algorithm in unmanned aerial vehicle, software and cyber security companies are highly sought after.

Ken Zhang

2022 薪酬预测
Salary Insight

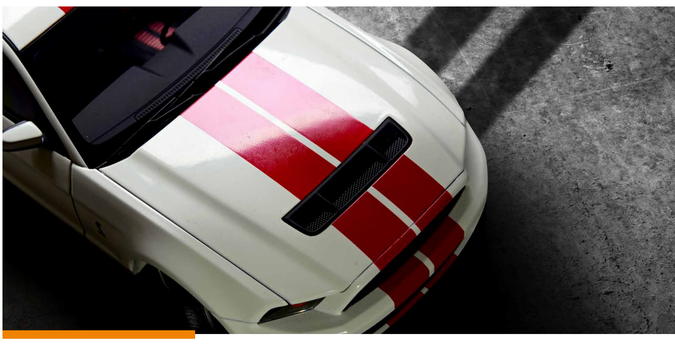
职位名称	Job Title	工作年限	年薪预测（人民币）
研发中心负责人	CTO	15+	1.5M-4M
研发总监	R&D Director	10+	800K-2.5M
大数据架构师/专家	Data Architect/Expert	8+	600K-1.5M
项目部门总监	Program Department Director	10+	600K-1.5M
软件质量专家	Software Quality Manager	10+	600K-800K
数据工程专家	Data Engineering Expert	8+	500K-800K
系统经理	System Manager	8+	500K-800K
软件经理	Software Manager	8+	500K-800K
硬件经理	Hardware Manager	8+	500K-750K
电子电气架构专家	EE Architect Engineer	8+	500K-800K
项目经理	Program Manager	8+	400K-700K
数据工程师	Data Engineer	3-8	400K-600K
网络安全架构师	Cybersecurity Architect	5-8	400K-800K
网络安全工程师	Cybersecurity Engineer	2-8	300K-800K
机器学习算法工程师	ML Algorithm Engineer	2-6	300K-700K
软件工程师	Software Engineer	3-5	300K-600K
硬件工程师	Hardware Engineer	3-8	250K-500K
机械工程师	Mechanical Engineer	3-8	150K-450K
标定工程师	Calibration Engineer	3-5	200K-400K
产品开发工程师	Product Development Engineer	3-5	200K-400K
认证工程师	Homologation Engineer	3-5	150K-500K
设计工程师	Design Engineer	3-5	150K-400K
UI/UX设计师	UI/UX Designer	3-5	250K-450K
交互设计师	HMI Designer	3-5	250K-500K
自动驾驶测试工程师	ADAS Testing engineer	3-5	250K-400K
电池开发工程师	Battery development Engineer	3-5	300K-500K
应用工程师	Application Engineer	3-5	250K-450K
测试，诊断验证工程师	Test, Diagnosis, Validation Engineer	3-5	200K-450K

汽车行业
Automotive

传统车企 市场与销售
OEM Sales & Marketing

2022 Hot Jobs

智能网联产品高级经理	ICV Product Planning Senior Manager
用户运营经理/高级经理	Customer Operation Manager/Senior Manager
内容营销经理/高级经理	Content Marketing Manager/Senior Manager
数据分析经理/高级经理	Data Analyst Manager/Senior Manager
数据产品经理	Data Product Manager
充电运营经理	Charging Operation Manager



市场趋势

传统车企特别重视“以用户为中心”的营销。新增职位更愿意考虑跨行业的人才。

在全球加速拥抱电动化和智能化等趋势的当下，传统车企正持续遭遇芯片短缺等危机，并不断探索化解供应链等领域转型之痛的良方。传统燃油汽车一方面要与新旧造车势力赛跑抢占市场机遇，另一方面还要在转型过程中探索供应链调整方案，而其中面临的挑战超出预期。

传统车企依旧延续去年，特别重视“以用户为中心”的营销。新增职位更愿意考虑跨行业的人才。他们分别来自新能源汽车行业，互联网行业，零售行业，快消行业，游戏行业等。
然而，招聘挑战并没有因为扩大人才来源而得到减少。对于跨行业的人才，企业更关注敏捷项目管理能力，快速学习和融合能力。具备这些能力的人才在选择机会的时候，会拥有更多来自各个行业的机会。“企业清晰的战略发展”，“直线经理的专业度和领导力”，“项目的受重视程度”会是这些人才在选择机会时候首要考虑的因素。

Market Insight

Traditional OEMs place much emphasis on "user-centric marketing" and are more willing to consider cross-industry talents for new positions.

At the moment when the world is embracing electrification and automation at a faster pace, traditional OEMs are continuously experiencing chip shortages and other crises, and are constantly exploring ways to address the pain of transformation in its supply chain. On one hand, traditional fossil-fuel vehicles have to race with the old and new car manufacturers to seize market opportunities. They have to explore supply chain adjustment solutions in the process of transformation, and the challenges they face are way beyond expectations.

Traditional OEMs place much emphasis on "user-centric marketing" and are more willing to consider cross-industry talents for new positions. These talents come from new energy vehicle industry, internet industry, retail industry, FMCG (Fast-Moving Consumer Goods) industry, game industry and so on.

However, the recruitment challenges have not been mitigated by expanding the source of talents. For cross-industry talent, enterprises are focusing more on agile project management skills, rapid learning and integration capabilities. Talent with these capabilities will have more opportunities to choose across industries. "Clear development strategy", "line manager expertise and leadership", and "degree of importance of the project" are the top considerations for these talents when selecting opportunities.

Irene Zou

2022 薪酬预测
Salary Insight

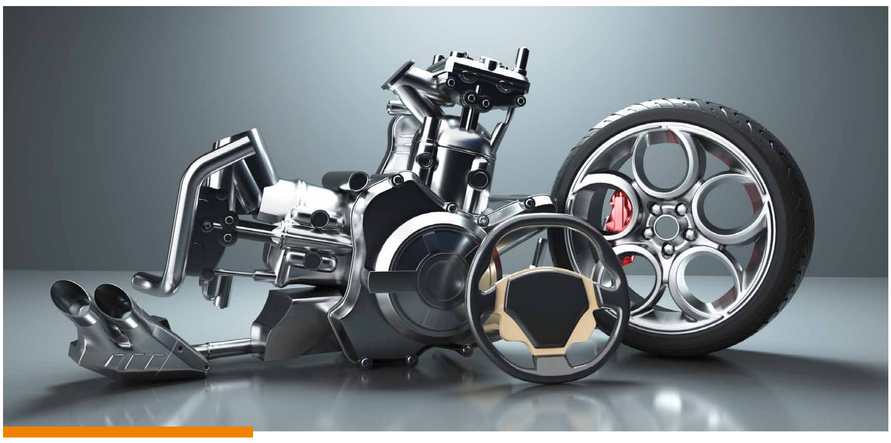
职位名称	Job Title	工作年限	年薪预测（人民币）
用户数字化产品负责人	Customer Digital Product Lead	10+	1.2M-1.5M
用户体验负责人	Customer Experience Lead	8+	800K+
客户关系管理高级经理	CRM Senior Manager	8+	800K+
用户运营高级经理	Customer Operation Senior Manager	8+	800K+
内容营销高级经理	Content Marketing Senior Manager	8+	800K+
数据产品高级经理	Data Product Senior Manager	8+	800K+
数据分析经理	Data Analysis Manager	8+	800K+
智能网联产品规划高级经理	ICV Product Planning Senior Manager	8+	800K+
生活方式产品高级经理	Lifestyle Product Development Senior Manager	8+	800K+
品牌体验中心运营高级经理	Brand Experience Center Operation Senior Manager	8+	800K+
销售运营经理	Sales Operation Manager	5+	400k+
数字化经理	Digitalization Manager	5+	700K+
社交媒体经理	Social Media Manager	5+	450K+
体验营销经理	Brand Experience Manager	6+	450K+
培训经理（技术&非技术）	Training Manager (Technical & Non-Technical)	6+	500K+
区域销售&售后经理	Regional Sales & Aftersales Manager	6+	550K+
售后运营经理	Aftersales Operation Manager	6+	450K+
充电开拓经理	Charging BD Manager	6+	450K+
充电运营经理	Charging Operation Manager	6+	450K+
电池RTM数据分析师	Battery RTM Data Analyst	6+	450K+

汽车行业
Automotive

零部件 市场与销售
Parts Sales & Marketing

2022 Hot Jobs

大客户经理-ADAS	Key Account Manager-ADAS
大客户经理-Connected Car	Key Account Manager-Connected Car
大客户经理-E-drive	Key Account Manager-E-drive
大客户经理-Charging	Key Account Manager-Charging
销售经理	Sales Manager
销售总监	Sales Director
销售副总裁	Sales VP



市场趋势

销售端的人才需求也更多呈现集中化和专业化，体现在产品方向的集成和产品技术专业化。

2021 年新能源汽车销售持续增速有希望突破 200 万量，得益于市场引导，营销多元化，用户年轻化；进一步智能化网联化的产品技术的服务商 和制造商提出质和量的要求，销费者在传统指标的期待上更多聚焦在充电，科技感，安全性等方面；结合资本市场和技术市场的进一步成熟发展，销售端的人才需求也更多呈现集中化和专业化，体现在产品方向的集成和产品技术专业化；如上所述 2022 年热门销售岗位的需求跨三大领域，人才的综合实力和新市场的开拓能力会更别企业方所看重。

Market Insight

The demand for sales talents will be more product centric and specialized, which is exemplified in the product end-user and product technology specialization

In 2021, EV sales continue to grow and will hopefully exceed 2 million due to diversified marketing, younger users, intelligent and network product technology. Service providers and manufacturers are focusing on high quality requirements and consumer expectations are centered on charging, technology and safety aspects.

Combined with further development in the capital and technology market, the demand for sales talents will be more product centric and specialized, which is exemplified in the product end-user and product technology specialization. The demand for popular sales jobs in 2022 will mainly come from the three major aspects mentioned above, and the comprehensive competencies of talents and the ability to explore new markets will be valued by enterprises.

Ken Zhang

2022 薪酬预测
Salary Insight

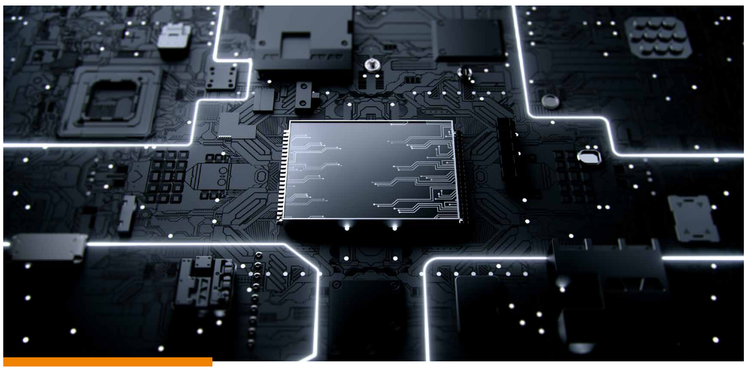
职位名称	Job Title	工作年限	年薪预测（人民币）
大客户经理-ADAS	Key Account Manager-ADAS	4-8	350K-600K
大客户经理-Connected Car	Key Account Manager -Connected Car	4-8	350K-550K
大客户经理-E-drive	Key Account Manager -E-drive	4-8	350K-550K
大客户经理-Charging	Key Account Manager -Charging	4-8	350K-600K
销售经理	Sales Manager	10+	600K-1M
销售总监	Sales Director	10+	800K-1.4M
销售副总裁	Sales VP	10+	1.5M-2M
区域销售经理-售后	Area Sales Manager -After Sales	5-8	300K-400K
大区销售经理-售后	Regional Sales Manager -After Sales	5-8	400K-700K
销售总监-售后	Sales Director-After Sales	10+	700K-1.2M
销售总经理-售后	Sales GM-After Sales	10+	1.2M-1.8M

汽车行业
Automotive

半导体
Semiconductor

2022 Hot Jobs

首席架构师	Chief Architect
数字前端设计工程师	Digital FE Design Engineer
数字后端设计工程师	Digital Backend Design Engineer
数字IC仿真验证工程师	Digital IC Simulation Verification Engineer
模拟电路设计工程师	CMOS Design Engineer
模拟版图设计工程师	Analog Layout Design Engineer
DFT工程师	DFT Engineer
芯片解决方案专家-算法	Chip Solution Expert-Algorithm
芯片解决方案-驱动	Chip Solutions-Drivers
芯片架构设计专家	Chip Architecture Design Expert
芯片测试验证专家	Chip Test Verification Expert
芯片开发专家	Chip Development Expert



市场趋势

具备汽车和芯片技术的复合型人才将是未来非常大的一个缺口。

芯片领域今年薪酬整体呈现大幅上升趋势，主要是由于高端技术领域人才竞争激烈、下沉应用领域智能化发展需求激烈等原因。

从长远来看，国家战略高度层的定位必定促使芯片人才是市场上最热门的，薪资上升空间较高，但人才培养周期较长，内部培养，和长期储备是必选之路。以汽车和人工智能领域为例，后起之秀的企业较多，行业边界的模糊性也随之出现，例如地平线，新石器，寒武纪，黑芝麻，既攻克技术解决方案，提供软件与系统，又发力于核心芯片的开发。

具备汽车和芯片技术的复合型人才将是未来非常大的一个缺口，很多公司会同时采取合并或者跨行业招聘的形式已解决一部分缺口问题。

Market Insight

Currently, the core chips of vehicles are mainly imported. However, with the increasingly complicated international situation and disruptions in global supply chain caused by COVID-19, the production capacities of global semiconductor suppliers have been severely impacted.

The overall salary package in the semiconductor industry shows a significant upward trend, mainly due to the fierce competition for talents in high-end technology and the increased demand for intelligent applications in various industries and markets. In the long run, the strategy to increase local semiconductor production will certainly result in semiconductor talents being highly sought after in the market. There is more room for salary increase as the timeframe for talent training is relatively long, so external hires are the only choice. Taking automotive and artificial intelligence as an example, there are more up-and-coming enterprises, such as Horizon, Neolix, Cambricon, Black Sesame. They not only overcome technical solutions and provide software and systems, but also focus on the development of core chips, leading to uncertain industry boundaries. Talents with both automotive and chip technology expertise will be in great shortage in the future, and many companies will take the form of mergers or cross-industry recruitment at the same time to solve the shortage problem.

Irene Zou

Ken Zhang

2022 薪酬预测
Salary Insight

职位名称	Job Title	工作年限	年薪预测（人民币）
首席架构师	Chief Architect	10+	2M-4M
数字IC产品资深架构师 (芯片系统架构工程师)	Digital IC Product Architect (Chip System Architecture Engineer)	5+	700K-1.5M
数字IC产品架构师 (芯片系统架构工程师)	Digital IC Product Architect (Chip System Architecture Engineer)	5+	600K-1M
数字前端工程师	Digital Front-End Engineer	2-5	300K-600K
数字后端设计工程师	Digital Backend Design Engineer	2-5	400K-800K
数字IC仿真验证工程师	Digital IC Simulation Verification Engineer	2-5	300K-600K
模拟电路设计工程师	CMOS Design Engineer	2-5	300K-600K
DFT工程师	DFT Engineer	3-5	300K-600K
模拟版图设计	Analog Layout Designer	2-5	300K-600K
芯片解决方案专家 - 算法	Chip Solution Expert-Algorithm	3-5	600K-1.4M
芯片解决方案专家 - 驱动	Chip Solution Expert-Drivers	3-5	600K-1M
芯片架构设计专家	Chip Architecture Design Expert	5+	600K-1.2M
芯片测试验证专家	Chip Test Verification Expert	3-5	600K-1.2M
芯片开发专家	Chip Development Expert	3-5	600K-1.2M

消费品行业

Consumer

快消品

FMCG

2022 Hot Jobs

电子商务总监	E-Commerce Director
电商运营经理	E-Commerce Operation Manager
电商市场经理	E-Commerce Marketing Manager
电商生意分析经理	E-Commerce BI Manager
市场总监	Marketing Director
数字营销经理	Digital Marketing Manager
品牌/产品经理	Brand/Product Manager
市场通路经理	Trade Marketing Manager
销售总监	Sales Director
全国大客户经理	National KA Manager
社交媒体经理	Social Media Manager
客户关系管理经理	CRM Manager
新零售市场推广经理	O2O Marketing Manager
直播运营经理	Live-Streaming Manager

市场趋势

后疫情时代消费者延续到家到店的购物习惯，新零售增速超传统电商增速 2 倍多，保持快速发展。

2021 年消费品行业在经历去年疫情冲击的暂时回落后，呈现良好的恢复态势，网上零售保持两位数的稳健增长。因疫情而在去年爆发的社区团购、新零售、直播电商，在后疫情时代步入规范有序的发展。

由三，四线城市构成的下沉市场，成为品牌商和平台布局的重点市场，美团优选，多多买菜，橙心优选，京喜等巨头进行抢人大战，大量消费品的销售人员进入到社区团购行业，社区团购业务增速迅猛，成为消费品行业在 2021 年最火热的赛道，相关招聘岗位需求旺盛。

后疫情时代消费者延续到家到店的购物习惯，新零售增速超传统电商增速 2 倍多，保持快速发展。
网络直播成为“线上引流 + 实体消费”的数字经济新模式，其中以直播电商用户规模增长最快，占比最高。直播电商 2021 年预计市场规模接近 2 万亿，淘宝直播、快手、抖音成为直播电商平台的三大巨头。抖音平均日活达 6 亿，远超淘宝、京东等传统电商，抖音加速布局电商生态，计划推出独立电商 APP。

2022 年在抓住电商新形势，优化品牌传播模式的同时，越来越多的品牌意识到前段产品开发同样也要与时俱进，要更多的满足消费者的当前诉求来获得更好的生意增长。很多品牌采取和电商平台共创开发新品，以数字化的创新模式洞察线上消费者偏好，挖掘市场对于品牌核心产品的需求，真正做到响应市场需求将产品开发与消费者需求紧密结合，最终实现了企业效益的最大化。国内市场随着疫情的稳定已经进入稳步回升阶段，越来越多的国内新品及国外新品

Market Insight

Consumers continue their habits of door-to-door and in-store shopping in the post-pandemic era, and new retail is maintaining the momentum of rapid development, expanding twice faster than traditional e-commerce.

The consumer goods industry has shown a good recovery in 2021 after a temporary decrease because of the impact of COVID-19 last year, with online retail maintaining a solid growth at double-digit rates. Community group buying, new retail and live webcasting, which experienced an explosive growth last year due to the pandemic, has entered into a normalized and orderly development in the post-pandemic era.

Small-town and rural markets consisting of third- and fourth-tier cities have become key markets for various brands and platforms. Industry giants such as Meituan (Meituan Selected), Pinduoduo (Duoduo Maicai), Didi (Chengxin Youxuan), and JD (Jingxi) have engaged in a battle for talents. A large number of consumer goods sales candidates entered the community group buying industry. The community group buying business is growing rapidly, becoming the most popular race track in the consumer goods industry in 2021, with strong recruitment demand for related positions.

Consumers continue their habits of door-to-door and in-store shopping in the post-pandemic era, and new retail is maintaining the momentum of rapid development, expanding twice faster than traditional e-commerce.

Live webcasting has become a new digital economic model of "online clout-chasing + in-store shopping", with the most significant growth and the highest proportion of live commerce users. The size of live commerce market is expected to be close to 2 trillion RMB in 2021, where Taobao live, Kwai and TikTok becoming the three giants in live commerce platform. Daily active users of TikTok reached 600 million on average, which is way more than Taobao, JD and other traditional e-commerce platforms. TikTok is accelerating the e-commerce eco-system and plans to launch an independent e-commerce APP.

In 2022, a new situation in e-commerce will be formed, and the way to improve branding will be revolutionized. At the same time, more and more brands will realize that the development of front-end products should also keep up with the times to meet the current demands of consumers to achieve better business growth. Many brands have taken the initiative to develop new products with e-commerce platforms, using a digital innovative model to gain insight into online consumer preferences and tap into the real market demand for core brand-name products and closely integrating product development with consumer demand in response to the real market demand, which ultimately maximizes the benefits of the enterprises. The domestic market enters a steady rebound stage with the pandemic situation under control and more and more domestic and foreign new products plan to enter the market. The product is the core of the brand, so the demand for talent of product-related positions will come first.

Ivan Gao

2022 薪酬预测
Salary Insight

职位名称	Job Title	工作年限	年薪预测（人民币）
首席营销官	CMO	20+	3M-8M
市场总监	Marketing Director	15+	1M-2M
产品总监	Product Director	15+	1.2M-1.8M
电子商务总监	E-Commerce Director	10+	1M-2M
销售副总裁	Sales VP	20+	2M-3M
全国销售总监	National Sales Director	15+	1M-2M
数字营销总监	Digital Marketing Director	15+	1M-1.5M
区域销售总监	Regional Sales Director	10+	600K-1M
销售运营总监	Sales Operation Director	15+	800K－1.2M
地区销售经理	Area Sales Manager	6+	400K-600K
数字营销经理	Digital Marketing Manager	8+	400K-600K
电子商务经理	E-Commerce Manager	8+	400K-600K
公关经理	Public Relations Manager	8+	400K-650K
大客户经理	KA Manager	6+	350K-600K
市场传播经理	Marketing Communication Manager	8+	500K-600K
市场通路经理	Trade Marketing Manager	8+	400K-600K
品牌经理	Brand Manager	5+	300K-600K
产品经理	Product Manager	5+	300K-600K
媒介策划经理	Media Planning Manager	6+	300K-700K
电商市场经理	E-Commerce Marketing Manager	5+	400K-600K
电商投放经理	E-Commerce Media Manager	3+	300K-500K
直播运营经理	Live-streaming Manager	3-5	300K-650K

消费品行业
Consumer

奢侈品和零售
Luxury & Retail

2022 Hot Jobs

零售总监/经理	Retail Director/Manager
市场总监/经理	Marketing Director/Manager
商品总监/经理	Merchandising Director/Manager
公关总监/经理	PR Director/Manager
视觉陈列经理	Visual Merchandising Manager
线上产品经理	E-Merchandising Manager
电子商务经理	E-Commerce Manager
多店经理/门店总监	Multiple Store Manager/Store Director
零售市场经理	Retail Marketing Manager
数字营销经理	Digital Marketing Manager
区域经理	Area Manager
客户关系维护经理	CRM Manager
运营（零售）总监/经理	Operation (Retail) Director/Manager
高级数码运营经理	Senior Digital Operations Manager
品牌传讯经理	Brand Communication Manager
门店总经理	Store General Manager
电子商务大数据分析高级经理	E-Commerce Big Data Analysis Senior Manager

市场趋势

随着零售企业线上与线下渠道业务的整合，业务模式的创新和盈利能力的提升，数字化转型对零售企业而言是公认的不可回避的趋势。

按照国家统计局公布的数据，上半年我国社会消费品零售总额同比增长 23%，比2019年同期增长9%。虽仍受疫情影响，但消费市场的复苏态势在不断增强，国民的消费信心也在不断增加。

随着“人”“货”“场”被重构，企业的竞争策略也从“产品为王”或“渠道为王”，向“以消费者为中心”转移。消费者的多样性加剧了企业渠道和互动触点的分散。线上线下互动载体被进一步重塑，整个购买流程也被解构。例如：消费者在“小红书”或“抖音”上种草，在线下实体店体验商品，通过多个电商平台货比下单，也可等大促或直播间有更大优惠力度时下单。

随着零售企业线上与线下渠道业务的整合，业务模式的创新和盈利能力的提升，数字化转型对零售企业而言是公认的不可回避的趋势。它一方面是业务创新的基础支撑，另一方面提升的是企业运营管理的能力。由于市场上尚未有非常成熟的方法和明确的路径，大部分企业都在摸着石头过河，对于一些还未实现信息化建设的零售企业而言，是个很大的挑战。如何从尚未完成的信息化进程中加速进入到数字化阶段，是零售企业正面临的难题。

Market Insight

With the integration of online and offline channel business in retail companies, innovation and profitability of businesses have improved, and digital transformation has become an unavoidable trend for retail companies as is universally acknowledged.

According to data released by the National Bureau of Statistics, China's total retail sales of consumer goods has attained a year-on-year growth of 23% in the first half of the year, which is 9% more than the growth rate in the same period in 2019. Although COVID-19 continues to affect the current situation, the consumer market maintains a strong recovery trend and confidence in the nation's consumption is constantly increasing.

As "people", "products" and "places" are reconstructed, the competitive strategy of enterprises also shifts from "product first" or "channel first" to "consumer-centric". The diversity of consumers has intensified the fragmentation of channels and interactive touchpoints. Online and offline interaction platforms have been further reshaped and the entire purchase process has been redefined. For example, consumers can get the desire to buy products on "RED (Xiaohongshu)" or "TikTok (Douyin)", and then experience the products in real stores offline. They can place orders through multiple e-commerce platforms, or wait for a big promotion or live webcast to order with a better discount.

With the integration of online and offline channel business in retail companies, innovation and profitability of the businesses have improved, and digital transformation has become an unavoidable trend for retail companies as is universally acknowledged. On one hand, it creates the basis for business innovation. On the other hand, it enhances the competencies of operation and management of the enterprises. Since there is not yet a very mature method and clear path in the market, most enterprises are wading across the stream by feeling the way, which is a great challenge for some retail enterprises that have not yet figured out the information flow technology process. How to accelerate from the not-yet-completed information process into the digitalization stage is a challenge that retail enterprises are currently facing.

Jackey Sun

2022 薪酬预测
Salary Insight

职位名称	Job Title	工作年限	年薪预测（人民币）
首席营销官	CMO	20+	3M-8M
全国总经理	Country General Manager	25+	2M-3.5M
品牌总经理	Brand General Manager	20+	1.2M-2.0M
全国销售总监	National Sales Director	20+	1M-2.0M
市场总监	Marketing Director	20+	1.5M-2.5M
全国零售总监	National Retail Director	20+	1M-2M
全国视觉陈列总监	National Visual Merchandising Director	20+	1M-1.8M
零售总监	Retail Director	20+	900K-1.8M
商品总监	Merchandising Director	20+	800K-1.6M
全国产品总监	National Product Director	20+	800K-1.6M
全国零售运营总监	National Retail Operation Director	20+	800K-1.5M
全国品牌传讯经理	National Brand Communication Manager	15+	800K-1.2M
区域销售经理	Regional Sales Manager	15+	500K-800K
买手经理	Buying Manager	10+	400K-800K
视觉陈列经理	Visual Merchandising Manager	15+	400K-800K
数字营销经理	Digital Marketing Manager	10+	550K-850K
电子商务经理	E-Commerce Manager	10+	350K-800K
大客户经理	CRM Manager	10+	450K-800K
高级零售拓展经理	Sr. Retail Expansion Manager	10+	550K-900K
区域经理	Area Manager	10+	550K-800K
门店总经理	Store General Manager	10+	600K-800K
建筑经理	Construction Manager	10+	300K-650K
市场传讯经理	Marketing Communication Manager	10+	300K-600K
商品计划经理	Merchandise Planning Manager	10+	300K-600K
公关经理	Public Relations Manager	10+	300K-600K
店经理	Store Manager	10+	300K-600K
培训经理	Training Manager	10+	300K-600K
商务拓展经理	BD Manager	10+	300K-500K

职能与专业服务
Corporate & Professional Services

财务岗位
Accounting & Finance

2022 Hot Jobs

拟上市 首席财务官	Pre-IPO CFO
业务财务总监	Commercial Finance Director
财务总监	Finance Director
财务分析总监/经理	FP&A Director/Manager
内部控制高级总监	Senior Internal Audit Director
投资者关系总监	Investment Relations Director
电商财务分析经理	Digital FP&A Manager
数字化财务项目经理	Digital Finance Project Manager
财务解决方案经理	Finance Solution Manager
财务ERP商业分析师	ERP Finance Business Analyst
机器人流程自动化负责人	Robotic Process Automation (RPA) Leader

市场趋势

财务岗位在未来一段时间的趋势是：数字化，自动化和业财一体化。

随着疫情常态化的到来，2021 年度财务类职位较去年呈现出爆发性增长，一部分原因为 2020 年编制冻结之后的报复性反弹，另外一部分为企业谋求财务数字化转型带来的增量。据调查显示，近 7 成的企业有计划在 2021 年及未来加码对数字化的投入；数字化转型成效显著的中国企业，比例从 2020 年的 11% 跃升至 2021 年的 16%。To C 面向消费者的行业在数字化方面充当先锋者的角色，同时我们观察到越来越多的制造业大外资客户，也在扎实推进财务数字化，业财一体化的进程。

财务岗位在未来一段时间的趋势是：数字化，自动化和业财一体化。在国家政策强影响的大背景下，我们认为，高科技制造业在政策和资本的鼓励下将迎来招聘高峰；与此同时，一些目前在 to C 互联网巨头的人才，分流到其他赛道的可能性将增加。

针对招聘市场的变化，在 2022 年我们对财务行业专业人士的建议是：1. 有意识地锻炼商业敏感度和业财融合的理念；2. 拥抱数字化转型的机遇与挑战；3. 学习数字化相关流程，项目交付和管理模式。

Market Insight

The upcoming trends for finance positions are: digitalization, automation and industry-finance integration.

As COVID-19 becomes the new norm, finance positions in 2021 show explosive growth compared with the year before, partly due to the rebound after the temporary suspension of all hiring in 2020, and partly due to growth from enterprises seeking the finance digital transformation. According to the survey, nearly 70% of companies have plans to increase their investment in digitalization in 2021 and beyond. The percentage of Chinese companies with significant digital transformation has jumped from 11% in 2020 to 16% in 2021. To-Consumer (To C) industries are playing a pioneering role in digitalization. Meanwhile, we notice that more and more large foreign clients in the manufacturing industry are also making solid progress in the finance digitalization and industry-finance integration.

The upcoming trends for finance positions are: digitalization, automation and industry-finance integration. Under the strong influence of national policy, we believe that recruitment in the high-tech manufacturing industry will continue to increase with the support of policies and investment capital. At the same time, the possibility of the diversion of some talents from customer-facing internet giants into other industries will increase.

In response to the changing needs in the recruitment market, our recommendations for finance industry professionals in 2022 are: 1. Consciously pick-up business acumen and the concept of industry-finance integration; 2. Embrace the opportunities and challenges of digital transformation; and 3. Learn digital-related processes, project delivery and management models.

Jessie Si

2022 薪酬预测
Salary Insight

财务与会计

职位名称	Job Title	工作年限	年薪预测（人民币）
首席财务官	Chief Financial Officer	15+	1.8M-2.5M
财务副总裁	Finance Vice President	15+	1.5M-2M
亚太区财务总监	Finance Director, Asia Pacific	15+	1.0M-1.8M
中国区财务总监	Finance Director, China	15+	800K-1M
财务总监	Finance Director	15+	800K-1M
内控合规总监	Internal Control & Compliance Director	15+	800K-1.5M
财务分析经理	FP&A Manager	8-10	350K-700K
工厂财务控制	Plant Finance Covntroller	8-10	400K-800K
投资者关系总监	Investment Relations Director	10+	900K-1.5M
数字化财务经理	Digital Finance Manager	8-10	500K-900K
内控合规经理	Internal Control & Compliance Manager	8-10	300K-600K
高级财务分析	Senior Financial Analyst	5-8	250K-400K
财务ERP商业分析师	ERP Finance Business Analyst	5-10	300K-500K

内部审计

内部审计总监	Internal Audit Director	15+	1.0M-1.4M
内部审计经理	Internal Audit Manager	8-10	450K-800K

税务

税务总监	Tax Director	15+	1.0M-1.6M
税务经理	Tax Manager	8-10	400K-1M

职能与专业服务
Corporate & Professional Services

人力资源岗位
Human Resources

2022 Hot Jobs

人才发展专家	Talent Management/Development Expert
学习发展专家	Learning & Development Expert
组织发展专家	Organization Development Expert
薪酬福利专家	Compensation & Benefits Expert
人力资源共享中心专家	Share Service Center Expert
人力资源业务伙伴	Human Resources Business Partner
招聘伙伴	Talent Acquisition Partner

市场趋势

很多公司开始逐步调整自身的战略，在高压的环境下寻求转型和突破的尝试。同时开拓数字化人力资源管理模式，更好的将现代技术和大数据运用人力资源的管理，提高组织效能。

VUCA 时代，疫情黑天鹅和贸易战灰犀牛的影响下，全球经济结构都发生巨大的变化，对于企业而言既是机遇也是挑战。在疫情席卷全球的 2020 年，大部分企业都采用保守的战略，进入 2021 年以来，随着全球疫情有所缓和以及国内疫情基本稳定的情况下，不少公司开始逐步调整自身的战略，在高压的环境下寻求转型和突破的尝试，而 2022 年绝大部分企业会开始实施，真正实现后疫情时代的变化和发展。

近年来人力资源市场的架构出现了大洗牌，90 后的员工开始活跃在企业关键岗位成为主力。步入 2022 年，00 后的员工也开始活跃在人才市场，企业员工年轻化已经是未来的趋势，公司会更加着眼于年轻人才的“用选育留”，打造适合年轻人的发展平台,注重多元化人才的培养,例如各色各样的线上线下校招会、年轻员工的人才晋升途径及培养等。年轻员工的流动率一直都是居高不下，公司未来内部需要有足够的激励和留任计划，才能够保留年轻的优秀人才。此外，灵活用工对于不少企业选择的一种方式，在解决短缺员工需求的同时，也更加能够适应不断的变化及时调整员工，不少年轻员工也开始接受这样的工作模式。年轻一代的员工，带动了越来越多的新型职位出现，特殊化人才的需求也是企业所需要关注的问题。

科技和大数据驱动着时代，对于未来的人力资源发展，数字化逐渐被许多企业提升进程。腾讯打造双引擎驱动的人力资源管理模型——组织与员工驱动引擎，运用数据、科技给员工更好的体验，在此加持下，腾讯从几年前就开始将 SSC 转型 SDC，从被动的服务中心成为交付中心的转变。数字化的最终目的是提高员工的体验，进而带动整体的组织更多的产能。对于现代企业而言，人力资源数字化转型是必要的。未来的一年内，会有更多的企业开拓不一样的数字化人力资源管理模式，更好的将现代技术和大数据运用人力资源的管理，提高组织效能。

在环境竞争愈发激烈的时代，持续学习型的组织成为了不少公司发展的趋势，内部员工的培训就显得尤为重要，未来企业内部将会在学习目标和方式等方面更加多元化。企业内部员工不再以基础的培训为主，软性技巧，学习能力的提升成为培训的重点，每个企业员工未来都会朝着综合型人才发展方向转变；自疫情以来，越来越多公司采用线上的培训方式，未来混合式培训课堂将会成为企业内部的主流，员工不需要频繁的采用线下讲师授课的方式，相反一些基础的课程培训完全可由线上取代，提高员工的自由度，而线上的课堂则是提供一个给员工畅所欲言的平台。

未来的一年，挑战机遇并存，企业想要持续发展，不仅需要审视当下，更要做出转型。疫情不再制约经济的发展，相比之下却促进了更多企业的变革，内外竞争会更激烈，期待演变出一个全新的人力资源市场和体系。

Market Insight

Many companies begin to adjust their strategies gradually, seeking attempts for transformation and breakthroughs in a highly competitive environment. At the same time, digital models are being developed to better apply modern technology and big data to human resource management and improve organizational effectiveness and efficiency.

In the VUCA (volatility, uncertainty, complexity and ambiguity) era, due to the impact of the Black Swan event of COVID-19 and the Grey Rhinoceros incident of the trade war, the global economic structure has undergone great changes and present both an opportunity and a challenge for enterprises. As COVID-19 engulfed the world in 2020, most enterprises adopted conservative strategies. Since 2021, the situation of COVID-19 worldwide has been mitigated and domestic pandemic has basically stabilized. Many companies begin to adjust their strategies gradually and seek attempts for the transformation and breakthroughs in a highly competitive environment. Most enterprises will start the implementation in 2022 to realize the change and development in the post-pandemic era.

Since 2020, there has been a major reshuffle in the structure of the human resources market, and post-90s employees have become the main driving force, holding key positions in enterprises. After 2022, post-00s employees will also become active in the talent market. It is the future trend that the employees in the companies are getting younger. The company will focus more on the “use, selection and retention” of young talents to create a development platform suitable for young people and pay attention to the development of diversified talents via various online and offline training programs and customized individual development plan. The turnover rate of young employees has always been high. In the future, the company needs to have sufficient incentive and retention plans to retain young talents. In addition, flexible employment is a way selected by many enterprises. While solving the talent shortage needs, it is also able to adapt to continuous market changes and staff employees in time. Many young employees also begin to accept this work mode. The younger generation of employees has led to the emergence of more and more new jobs. The demand for specialized talents is also an issue that enterprises need to pay attention to.

Technology and big data drive the times. For the future development of human resources, digitalization is gradually promoted by many enterprises. Tencent has built a dual engine driven human resource management model, i.e. organizational and employee driven engine, using data and technology to give employees a better experience. With the help of it, Tencent began to transform SSC into SDC in 2018, that is from a passive service center to a delivery center. The ultimate goal of digitalization is to improve the experience of employees, so as to motivate the entire organization to achieve higher operation capacity. Digital transformation of human resources is necessary for modern enterprises. In the next year, more enterprises will develop different digital models to better apply modern technology and big data to human resources management and improve organizational effectiveness and efficiency.

In a highly competitive environment, developing a continuous learning organization has become the trend of many companies. Internal training of employees is particularly important. In the future, enterprises will become more diversified in learning objectives and methods. Enterprise will no longer focus on basic training. Instead, the improvement of soft skills and learning ability will become the new training focus. Enterprises will focus on developing their employees to be more all-rounder talents in the future. Since the pandemic, more and more companies have adopted online training methods. In the future, hybrid training classes will become the mainstream for enterprises, so employees will not need to attend offline classes frequently. On the contrary, some basic courses can be replaced by online training completely to improve the flexibility of employees, as online classes provide a platform for employees to speak freely.

In the coming year, challenges and opportunities will coexist. If enterprises want to achieve sustainable development, they not only need to look at the present, but also need to make a transformation. The pandemic no longer restricts economic development, but promotes the reform of enterprises. Internal and external competition will become more intense and a new human resources market and system can be expected to evolve.

Jessie Si

2022 薪酬预测
Salary Insight

职位名称	Job Title	工作年限	年薪预测（人民币）
学习发展总监	Learning & Development Director	15+	800K-1.5M
人力资源共享中心负责人	HR SSC Head	12-15	700K-1.5M
人才发展总监	Talent Development Director	10-15	700K-1.5M
组织发展总监	Organization Development Director	10-15	800K-2M
全球派遣管理总监	Global Mobility Director	8-15	700K-1M
薪酬激励总监	C&B Director	8-15	800K-1.5 M
人力资源业务伙伴	Human Resources Business Partner	8-15	400K-800K
人才管理/组织发展经理	Talent Management Organization Development Manager	6-10	450K-700K
人力资源共享服务中心经理	Manager, HR Shared Service Center	8-12	400K-700K

职能与专业服务
Corporate & Professional Services

法务与合规
Legal & Compliance

2022 Hot Jobs

企业内部法律顾问（5-8年执业资格）	Legal Counsel
数据保护官	Data Protection Officer
合规顾问	Compliance Counsel
知识产权顾问	IP Counsel
律师助理	Paralegal
律所律师	Associate/Attorney

市场趋势

未来合规方向专业人才将成为企业争抢的又一热门。

2021 年 8 月 20 日上午 9 点，《个人信息保护法》（三审稿）提交全国人大常委会审议并表决通过，国内第一部个人信息保护法律已经诞生。从此之后，强制刷脸、包厢装摄像头、APP 随意个性化推荐……这些滥用、收集个人信息的行为将成为历史。《个人信息保护法》将对这些违法利用个人信息的行为进行严厉打击，保护个人用户的个人信息权益，促进个人信息安全和有序自由流动。

于企业而言，《个人信息保护法》明确了数据企业的权责边界，对数据企业的健康发展具有重大规范和指引作用，让数据企业一开始就以合规方式运行，可以大大降低企业运营中的各种法律风险。作为企业来说，应当关注其对企业合规工作所带来的影响，从而有效规避风险，保障企业的正常经营和持续发展。

随着各项强监管政策的颁布，企业法务合规团队也正面临重大挑战和改革，越来越多的企业正重视企业内部法律合规工作有效落实；可以预见，未来合规方向专业人才将成为企业争抢的又一热门。

Market Insight

In the future, legal compliance professional will be another sought-after talent among enterprises.

At 9 am on August 20, 2021, The Personal Information Protection Law (3rd review) was submitted to the Standing Committee of the National People's Congress for consideration and voted through. The first domestic personal information protection law has come into effect.
From now on, behaviors that collect and misuse personal information, mandatory face scanning, cameras installed in private rooms and arbitrary customized recommendations by APP etc. will become history. The Personal Information Protection Law will crack down on these illegal uses of personal information, protect the personal information rights of individual users, and promote the security and orderly transfer of personal information.

As for enterprises, the Personal Information Protection Law clarifies the rights and responsibilities of data enterprises, which has a significant role in regulating and guiding their healthy development, allowing them to operate in a law-compliance manner from the very beginning, which can greatly reduce various legal risks. Organizations should pay attention to compliance, so as to avoid risks and guarantee the regular operation and sustainable development of enterprises effectively.

With the announcement of various strong regulatory policies, legal compliance teams in enterprises are facing major challenges and reforms. More and more companies are putting emphasis on effective implementation of internal legal compliance work. It is foreseeable that in the future, legal compliance professional will be another sought-after talent among enterprises.

Jessie Si

2022 薪酬预测
Salary Insight

职位名称	Job Title	工作年限	年薪预测（人民币）
法律顾问	Legal Counsel	5-12	400K-1.2M
企业内唯-法律顾问	Sole Counsel	6-15	600K-1.5M
总法律顾问	General Counsel	10-20	1M-3.5M
数据保护官	Data Protection Officer	5-10	500K-1.2M
合规顾问	Compliance Counsel	8-15	700K-1.5 M
知识产权顾问	IP Counsel	8-15	400K-1.5 M
律师助理	Paralegal	1-3	150K-300K

职能与专业服务
Corporate & Professional Services

供应链岗位
Supply Chain

2022 Hot Jobs

数字化供应链优化负责人	Digital Supply Chain Excellence Head
电商业务物流负责人	Logistics Head, E-Commerce
电商业务需求计划负责人	Demand Planning Head, E-Commerce
（高级）可持续发展经理	(Senior) Sustainability Manager
第三方物流解决方案负责人	Logistics Solution Head, 3PL
电商物流解决方案负责人	E-Commerce Logistics Solution Head
跨境物流解决方案经理	Cross-Border Logistics Solution Manager
供应商发展经理	Supplier Development Manager
（高级）电子品类采购经理	(Senior) Commodity Manager, Electronics
IT和数字化采购经理	Category Manager, IT & Digital

市场趋势

许多公司会处于 0 到 1 搭建数字化供应链的阶段，会有越来越多的公司新设数字化供应链负责人的岗位。

2021 受全球疫情影响，海外订单回流中国，前 6 个月外贸出口同比增长 28.1%，创 10 年新高。中国作为疫情控制最好的国家，在 2022 年将会继续承接大量订单，同时仍将面临人民币升值，原材料及运费上涨，运力不足，劳动力成本上升等难题。中美经贸关系也将延续较为紧张的态势。为应对这些情况，中国外贸供应链将呈现一些新的变化。

1、大力发展跨境电商新模式。
2、支持高技术，高质量，高附加值的产品出口。
3、优化供应链管理，简化流程，降本增效。

为了应对这些变化，会有更多的企业增设跨境电商业务拓展、对上有供应商可持续发展管控、以及供应商能力开发和改进的岗位。同时，这些职位的薪资增长速度会明显高于其他普通岗位。对于乙方物流企业，在跨境电商物流这条赛道上的人才需求仍将继续快速增长。

今年国内经济方面经历了原材料涨价和限电的负面影响，而终端市场的需求却没有呈现积极增长的态势，这使得许多制造型企业过得都很艰难。2022 年对于大多数企业而言，仍将是寻求转型变革的一年。对于 B2C 的企业而言，电商业务的地位在被证明其重要性后，越来越多的企业会继续加码电商供应链的投资建设和优化。对于甲方企业而言，会设立更多的和电商业务相关的物流经理和需求计划经理的岗位。对于乙方第三方物流公司而言，为了更好的服务日益挑剔的客户和拓展新业务，各家公司在物流解决方案、大客户管理、业务拓展等关键岗位上会继续争夺优秀人才。

此外，由于产业结构转型，对智能化、自动化设备和产品需求的快速增长，对以芯片为代表的电子部件的增速继续超过供应的增速，这使得对电子料供应商的管控会继续成为许多公司的关注重点，对优秀电子品类采购经理的需求仍然旺盛。

2022 年，许多公司会处于 0 到 1 搭建数字化供应链的阶段，我们预见到比起完全依赖于外部咨询公司，会有越来越多的公司新设数字化供应链负责人的岗位，其中不少会从企业内部选拔合适人选，但也会有一定比例的企业会从外部选择有一定成功搭建和转型经验的人选。此外，一些企业也会设置数字化采购的岗位来更好地选择和管控外部合作伙伴。

Market Insight

A myriad of companies will begin to establish digital supply chain from 0 to 1. More and more companies will set up new positions for digital supply chain leaders

In 2021, affected by the global pandemic of COVID-19, overseas orders flood back to China. In the first six months, export volume attained a year-on-year growth of 28.1%, setting a new record high in the recent decade. As the country with the best control of pandemic, China will continue to take a large number of orders in 2022, while facing obstacles such as RMB appreciation, rising freight rates & raw materials cost, insufficient transportation capacity, increasing labor costs, etc. Sino-US economic and trade relations will also continue to be relatively tense. To deal with these situations, supply chain of foreign trade in China will experience the following new changes:

1.Take great efforts to develop new modes of cross-border e-commerce.
2.Support the export of high-tech, high-quality, and high-value-added products.
3.Optimize supply chain management by simplifying processes, reducing cost and increasing efficiency.

In order to cope with the changes above, more companies will add positions for cross-border e-commerce business development, supplier sustainability management, and supplier development and improvement. At the same time, the salary growth rate of these positions will be significantly higher than other ordinary positions. For logistics companies, the demand for talents in cross-border e-commerce logistics will continue to increase rapidly.

In 2021, the domestic economy has experienced the negative effects of rising raw material cost and power restrictions, while the demand in the end-user market has not shown a positive growth trend, making business difficult for many manufacturing companies. In 2022, most companies will seek transformation. As e-commerce business has proven its importance, more and more B2C companies will continue to increase investment in the construction and optimization of their e-commerce supply chain. More in-house positions for e-commerce business logistics managers and demand planning managers will be created for shipper companies. Meanwhile, in order to serve demanding customers better and expand new businesses, logistics companies will continue to compete for outstanding talents in key positions such as logistics solutions, key account management, business development, etc.

Due to the transformation in industrial structure, the demand for intelligent and automated equipment and products is growing rapidly. The growth rate of electronic components represented by semiconductor chips continue to exceed the growth rate of supply, which makes supplier management for electronics the focus for many companies, so there will be a strong demand for excellent electronic product procurement managers.

In 2022, a myriad of companies will begin to establish digital supply chain from 0 to 1. It is foreseeable that more and more companies will set up new positions for digital supply chain leaders instead of just relying on external consulting companies. Although some companies will find suitable candidates from their current organizations, a certain percentage of companies will search externally for right candidates with the experience in the establishment and transformation of digital supply chain. In addition, some enterprises will also set up positions for digital procurement to better select and control external partners.

Eric Zhu

2022 薪酬预测
Salary Insight

采购和供应商管理

职位名称	Job Title	工作年限	年薪预测（人民币）
采购总监/副总裁	Sourcing Director/VP	15+	1.2M-2.5M
间接采购总监	Indirect Sourcing Director	15+	1.1M-1.8M
高级采购经理(直接)	Senior Sourcing Manager (Direct)	10-15	800K-1.2M
高级采购经理(直接)	Senior Sourcing Manager (Indirect)	10-15	700K-1.1M
(高级)品类采购经理,电子	(Senior) Commodity Manager, Electronics	10-15	500K-900K
(高级)品类采购经理,机械	(Senior) Commodity Manager, Mechanical	10-15	450K-800K
品类采购经理(间接采购)	Category Manager (Indirect)	7-12	400K-700K
供应链质量/发展总监	Supplier Quality/ Development Director	15+	800K-1.5M
供应链质量/发展经理	Supplier Quality/ Development Manager	10-20	500K-800K
供应链质量/发展工程师	Supplier Quality/ Development Engineer	5-12	250K-500K
(高级)供应商可持续发展经理	(Senior) Sustainability Manager, Procurement	8-15	500K-800K

第三方物流

职位名称	Job Title	工作年限	年薪预测（人民币）
(高级)电商解决方案经理	(Senior) E-Commerce Solution Manager	7-12	500K-1M
(高级)电商业务拓展经理	(Senior) E-Commerce BD Manager	5-12	400K-800K
大客户经理	(Senior) Key Account Manager, Contract Logistics	5-15	300K-700K
解决方案经理	(Senior) Solution Manager Contract Logistics	5-15	400K-800K
业务拓展经理	(Senior) BD Manager Contract Logistics	5-15	300K-800K

供应链

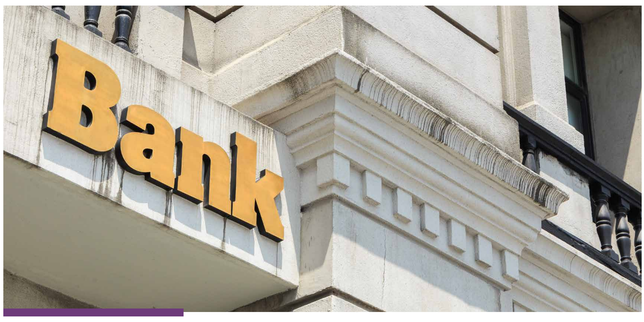
职位名称	Job Title	工作年限	年薪预测（人民币）
供应链总监/副总裁	Supply Chain Director/VP	15+	1.2M-2.5M
数字化供应链优化负责人	Digital Supply Chain Excellence Head	8-12	700K-1.2M
需求计划总监/经理	Demand Planning Director/Manager	8-15	500K-1.2M
供应计划总监/经理	Supply Planning Director/Manager	8-15	500K-1M
电商业务需求计划经理	Demand Planning Manager, E-Commerce	7-12	450K-700K
物流总监	Logistics Director	15+	1M-1.6M
运输/分拨中心总监	Transportation /DC Director	15+	800K-1.3M
高级物流经理	Senior Logistics Manager	10-15	600K-1M
物流经理	Logistics Manager	8-12	400K-600K
(高级)电商业务物流经理	(Senior) Logistics Manager, E-Commerce	7-15	500K-1M

金融服务业
Financial Services

银行
Banking

2022 Hot Jobs

对公客户经理	Corporate Banking RM
金融犯罪风险	Financial Crime Risk
个人银行及财富管理	Private Banking and Wealth Management



市场趋势

疫情凸显了金融科技对银行业务的支撑作用，从而推动了传统银行业数字化转型的步伐。

随着今年疫情的逐步稳定，国内招聘市场经历了一波小反弹，金融行业的人员招聘市场相对活跃，经历了这次全球范围的疫情，不少外资金融机构认识到中国市场的弹性，纷纷加大了对中国市场的投资，从招聘方面体现在人才需求量增大、岗位需求方向有新增等。

同时，大湾区战略是扩大全球影响力的重要举措，不少外资银行启动了大湾区扩张计划，进一步增加人手、完善设施、筹建系统，设计了更多符合投资者偏好的产品，其中大湾区个人投资者对“跨境理财通”业务兴趣浓厚，但同时也对各家银行的产品设计、客户服务、渠道管理、运营流程、风险管理等提出了更高要求。

疫情凸显了金融科技对银行业务的支撑作用，从而推动了传统银行业数字化转型的步伐，商业银行纷纷加大力度深化科技与业务的融合，超过 10 家商行投资成立了金融科技子公司，对相关技术人员的需求也逐渐加大，有金融从业经验加科技背景的复合型人才明显更受青睐。

Market Insight

The pandemic has highlighted the role of FinTech in supporting the banking business, thus driving the pace of digital transformation in the traditional banking sector.

As the pandemic situation gradually stabilized this year, the domestic recruitment market has experienced a slight rebound, and the recruitment for personnel in the financial industry is relatively active. After undergoing this global pandemic, many foreign financial institutions have recognized the resilience of the Chinese market and increased their investments in China, which is exemplified in the increasing demand for talents and new directions in hiring requirements.

The Greater Bay Area strategy is an important initiative to expand global influence, and many foreign banks have launched expansion plans for the Greater Bay Area, further increasing manpower, improving infrastructure, preparing systems, and designing more products to meet investors' preferences. Individual investors in the Greater Bay Area show strong interest in the "cross-border wealth management" business. Meanwhile, various banks have raised hiring requirements are placed on product design, customer service, channel management, operational processes and risk management.

The pandemic has highlighted the role of FinTech in supporting the banking business, thus driving the pace of digital transformation in the traditional banking sector. Commercial banks have made greater efforts to deepen the integration of technology and business. More than 10 commercial banks have invested in the establishment of FinTech subsidiaries. The demand for related technical personnel has gradually expanded, and talents with the combination of financial experience and technology background will be popular.

Cesca Fan

2022 薪酬预测
Salary Insight

职位名称	Job Title	工作年限	年薪预测（人民币）
企业银行 客户经理	Relationship Manager, Corporate Banking	15+	1.5M-2.5M
金融市场 副总裁	TL, Transaction Banking	12+	900K-1.3M
合规部长/副部长	Compliance Head / Deputy Head	15+	1.2M-2.5M
信贷审批负责人	Credit Approval Head	15+	1.5M-2.5M
风险副总裁	VP, Risk	10+	800K-1.5M
财富管理高级经理	Senior Manager, Wealth Management	8+	400K-600K

金融服务业
Financial Services

金融科技
Fintech

2022 Hot Jobs

销售总经理	Sales Head
客户管理总经理	Head of Account Management
产品总经理	Product Head
实施负责人	Implementation Lead
市场总经理	Marketing Head
合规总监（反洗钱/反欺诈）	Compliance Director(AML/Anti-Fraud)
大数据工程师	Big Data Engineer
开发工程师	Front/Back-End Engineer

市场趋势

逆势增长略有放缓，企业招聘更趋理性，但依旧保持增长。金融科技作为新兴领域，吸收了大量来自互联网、传统金融、快消、通信行业的各类型人才。

随着疫情渐渐退去，中国及时把握时间窗口进行经济的结构化调整，目标是形成更精细成熟的结构和体系。科技化、数字化转型对于金融机构而言是更加重要的话题。传统金融机构的金融科技转型，新兴金融科技公司的快速迭代发展，组成了金融科技发展的两翼。政策角度，国家收紧了对于流量化互联网金融的监管，同时鼓励具有创新和核心竞争力的先进企业。

传统金融机构（证券 / 基金 / 保险 / 资管等）的科技化转型方面，社会化营销、大数据平台搭建、业务流程数字化转型、风险管理转型是目前转型的主流方向。新兴金融科技公司发展方面，跨境支付继续领跑，供应链金融创新、金融大数据服务、合规风险服务等领域也越来越受到资本青睐。甚至有不少成熟的金融科技公司，开始进行向传统行业的逆向输出。

人才方面，2022 年人才招聘活动相比 2021 年的逆势增长略有放缓，企业招聘更趋理性，但依旧保持增长，尤其在营销、咨询、大数据、开发等领域会继续有大规模的人才需求。金融科技作为新兴领域，吸收了大量来自互联网、传统金融、快消、通信行业的各类型人才。

Market Insight

Albeit maintaining an upward trend, enterprises have become more rational in recruitment in an adverse market. As an emerging field, FinTech has attracted a large number of talents of all types from the internet, traditional finance, FMCG and communication industries.

As the pandemic gradually recedes, China is seizing the time window to restructure its economy with the goal of forming a more refined and matured system. Technological and digital transformation become an even more important topic for financial institutions. The FinTech transformation of traditional financial institutions and the rapid development of emerging FinTech companies make up the two growth engines of FinTech. From national policies perspective, China has tightened the supervision of internet finance based on network traffic, while encouraging advanced enterprises with innovation and core competitiveness.

In the aspect of the technological transformation of traditional financial institutions (securities/funds/insurance/capital management, etc.), social marketing, big data platform establishment, digital transformation of business processes and risk management transformation are the mainstream transformation directions at present.
As for the development of emerging FinTech companies, cross-border payment continues to lead the way, while financial innovation in supply chain, financial big data services and risk compliance services are also increasingly favored by investment companies. A number of candidates from mature FinTech companies are starting to return to traditional financial institutions.

Comparing the recruitment activities for talents in 2022 with 2021, albeit maintaining an upward trend, enterprises have become more rational in recruitment in an adverse market. The demand for talents will continue to remain high especially in the fields of marketing, consulting, big data, development, etc. As an emerging field, FinTech has attracted a large number of talents of all types from the internet, traditional finance, FMCG and communication industries.

Cathy Wang

2022 薪酬预测
Salary Insight

职位名称	Job Title	工作年限	年薪预测（人民币）
销售总经理	Sales Head	15+	1.5M-2.5M
客户管理总经理	Head of Account Management	10+	1M-1.5M
产品总经理	Product Head	15+	1.5M-2M
实施负责人	Implementation Lead	10+	700K-900K
市场总经理	Marketing Head	10+	1.5M-2M
合规总监 (反洗钱/反欺诈)	Compliance Director (AML/Anti-Fraud)	3+	250K-500K
大数据工程师	Big Data Engineer	3-10	500K-1.2M
开发工程师	Front/Back-End Engineer	5-10	500K-800K
销售总经理	Sales Head	8+	600K-800K

金融服务业

Financial Services

PE/VC与资本市场

PE/VC & Capital Market

2022 Hot Jobs

能源/碳中和投资	Energy/Carbon Neutral Investment
人民币基金募资	RMB Fund Raising
企业服务/半导体投资	SaaS/Semiconductor Investment
财务顾问（科技）	Financial Advisory（Technology）
财务顾问（医疗）	Financial Advisory（Healthcare）
二级市场研究员	Equity Research Analyst

市场趋势

2022 年，资本市场方面，证券总监 / 资本市场总监依旧是市场上最火热的职位。

今年毋庸置疑是充满变化和不确定性的一年，中美贸易战持续，新冠疫情也深刻地改变世界每个角落，世界经济整体承压，过去的市场环境和商业规则被不断打乱重新构建，随之而来是更加迫切和严厉的商业环境、政策规则、科技转型要求。

商业环境方面，世界经济整体呈现反全球化的趋势，跨境贸易受挫，中国也进入“内循环”阶段，另一方面更激励消费和服务向线上转移，尤其是线上 To B 服务迎来难得的利好环境。

政策规则方面，外资全面开放政策得到进一步的实施落地，首家外资全资公募基金落地，多家国际知名资管在华设立 / 扩张控股公司，海南设立自由贸易试验区和中国特色自由贸易港，推动全球贸易联系。

资本市场方面，愈来愈多有产业背景的投资机构入场，更多二级 / 对冲基金布局一级市场，这些机构的投资速度更快更果断。机构之间呈现“大鱼吃小鱼”趋势，头部机构由于资金量大，协同资源多，更有机会投到好项目。赛道方面，半导体 /SaaS 企业服务依旧是各家机构追逐的热点，新能源 / 碳中和正在成为新的趋势。

人才需求方面，由于 2020 年上半年整体招聘大规模放缓，2021 年招聘渐入正常轨道，但很明显对投资人才的要求增高。各家机构对于产业研究能力以及项目获取能力要求更高，有产业背景的人才更受欢迎。由于各大美元基金开始募集人民币基金，人民币基金募资人成为市场上各家的争夺对象。

关于 2022 年招聘市场，美元基金新人民币基金募资、硬科技投资、新能源产业链投资等招聘需求持续旺盛，新经济 / 消费投资的招聘由于渠道流量的变化、从业人员的饱和而缩减。由于买方市场的饱和，投行 / 财务顾问等卖方职位会变多。资本市场方面，证券总监 / 资本市场总监依旧是市场上最火热的职位。

Market Insight

In the investment market, directors of securities/capital market are still the most sought-after positions in the market in 2022.

This year is undoubtedly a year of change and uncertainty. With the ongoing trade war between the US and China and COVID-19 that changes every corner of the world, the entire global economy is under pressure. Market environment and business rules in the past are constantly being disrupted and reconstructed by a more severe business environment, stricter policy regulations and higher technological transformation requirements.

The world economy is showing an anti-globalization trend and cross-border trade is suffering a setback. China has also entered a phase of "internal economic cycle", encouraging consumption and services to move online, leading to the rare beneficial environment for To-business (To B) online services.

More and more investment institutions with industry background appear, and more secondary and hedge funds enter the primary market. These institutions are faster and more decisive in their investments. There is a trend of "big fish eat small" among institutions, and the leading institutions will have more chances to invest in good projects due to their large amount of capital and cooperative resources. In terms of investment areas, semiconductor and enterprise SaaS are still the popular areas for various institutions. New energy and carbon neutrality are becoming a new trend.

On the demand for talent, the massive slowdown of overall recruitment in the first half of 2020 only recovered in 2021. It is obvious that the requirements for investment talents have increased. Institutions are demanding more industrial research and project acquisition abilities, so talents with industrial background will be more popular. As major US dollar PE/VC begin to raise RMB funds, RMB fundraisers are sought-after by various institutions in the market.

The recruitment market in 2022 will continue to see a strong demand for new RMB fundraisers in US dollar PE/VCs, advanced technology investment, and new energy industry investment, while recruitment for new economy and consumer investment professionals will be reduced due to the change in channel traffic and workforce saturation. Due to the saturation of the buyer's market, there will be more sell-side positions such as investment banking and financial advisors. In the investment market, directors of securities/capital market are still the most sought-after positions in the market.

Frank Tang

2022 薪酬预测
Salary Insight

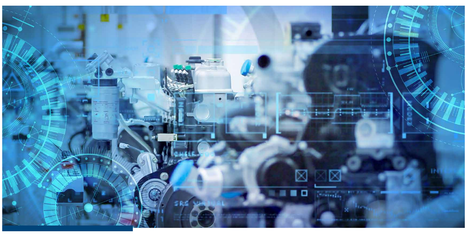
职位名称	Job Title	工作年限	年薪预测（人民币）
投资经理	Industry Associate	5+	500K-800K
募资总监(人民币基金)	RMB Fund Raising Director	8+	800K-1.2M
投资副总裁(科技)	Investment VP(TMT)	7+	1M-1.5M
投资合伙人(能源/碳中和)	Investment Partner (Energy/Carbon Neutral)	10+	1.5M-2.5M
财务顾问(副总裁-总监)	Financial Advisory(VP-Director)	5+	800K-1.5M
二级市场研究员	Equity Research Analyst	5+	1M-2M

工业制造业
Industrial

工业数字化
Digitalization

2022 Hot Jobs

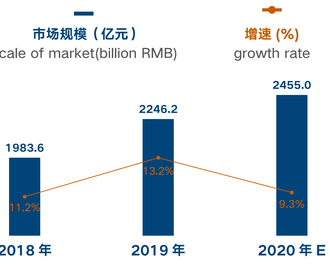
首席技术官	CTO
系统集成负责人	System Lead
开发工程师	JAVA Engineer
产品经理	Project Manager
售前经理	SA
总经理	CEO
销售副总裁	Sales VP
首席科学家	Principal Scientist



市场趋势

工业数字化是制造业发展的核心趋势，数字智造已开始慢慢主导制造业的发展进。

国家统计局数据显示，2021 年 8 月国内工业机器人产量同比增长 57.4%；1 至 8 月国内工业机器人产量同比增长 63.9%。



2018-2020 年中国制造行业数字化转型市场规模及增长率

Scale of market (billion RMB) and growth rate of digital transformation of China's manufacturing industry from 2018 to 2020

（来源：CCTV Research 2020.4）

工业走向数字化的过程，就是把数据作为生产要素，融入到工业研发设计、智能制造、服务运维的整个环节。

在工业数字化智能化过程中需解决一系列问题，如提高生产设备联网率，确保无线化设备的低能耗、强穿透力、大带宽和低延时，保证数据的快速流转。

工业互联网虽然可带来更低的成本、更高的效率、更强的竞争力、更好的用户体验和服务，但需要全社会资源持续、高强度投入。

数字化的重点从流程驱动变成了数字驱动。过去数字化改造的重点是提升业务流程效率，如今覆盖面更广、渗透度更深，对企业生产经营管理全流程、全链条、全方位进行优化。

工业企业的数字化转型，本质是改变现有的工业企业的发展模式，优化工业体系的秩序和逻辑。从这一点看，数字化是趋势，而自动化与数字化融合，则是最佳实践。

Market Insight

Industrial digitalization is the key trend of manufacturing development, and digital intelligent manufacturing has gradually started to dominate the development process of the manufacturing industry.

According to the data from the National Bureau of Statistics, the production of domestic industrial robot in August 2021 attained a year-on-year growth rate of 57.4% and 63.9% over the period from January to August. (Source: The People's Daily)

The process of industrial digitalization is to integrate data as a production factor into the whole process of industrial R&D and design, intelligent manufacturing, service operation and maintenance.

A series of problems need to be solved in the process of industrial digitalization and production automation, such as increasing the rate of network production equipment, ensuring low energy consumption, strong penetration capability, large network bandwidth and low latency of wireless devices and ensuring rapid data flow.

Although the industrial internet can lead to lower costs, higher efficiency, greater competitiveness, better user experience and services, it requires continuous and high-intensity investment of resources from the whole society.

The focus of digitalization is changing from process-driven to digital-driven. In the past, the focus of digital transformation was on improving business process efficiency. However, it now covers a wider and deeper range, and optimizes the whole processes, supply chain and all aspects of organizational production, operation and management.

The mission of digital transformation of industrial enterprises is to change their existing development mode and optimize the order and logic of the industrial system. From this point of view, digitalization will be the future trend, and the integration of automation and digitalization will be the best practice.

Ivy Qin

Tony Zhang

2022 薪酬预测
Salary Insight

职位名称	Job Title	工作年限	年薪预测（人民币）
首席技术官	CTO	10+	1.2M+
系统集成负责人	System Lead	10+	600K-800K
开发工程师	JAVA Engineer JAVA	5-8	400K-500K
产品经理	Product Manager	5-8	600K-800K
售前经理	SA	5-8	500K-700K
总经理	CEO	10+	1.5M+
销售副总裁	Sales VP	10+	1M-1.2M
首席科学家	Principal Scientist	10+	1.2M-1.5M
数字化业务专员	Digital Business Specialist	3+	300K+
软件项目经理	Software Project Manager	5-8	400K+
数字化运营工程师	Digital Operation Engineer	5+	300K+
数字化咨询顾问	Digital Consultant	3-5	250K+

工业制造业
Industrial

运营与技术
Operation & Technical

2022 Hot Jobs

首席机器人本体工程师	Chief Engineer-Robotics Manipulator
首席机器人运动控制工程师	Chief Engineer-Robotics Control
首席机器人伺服驱动工程师	Chief Engineer-Robotics Servo System
首席机器人动力学工程师	Chief Engineer-Robotics Dynamic
首席机器人操作系统工程师	Chief Engineer-ROS
产品总监	Product Director
项目交付总监	PMO Director
研发总监	R&D Director
市场总监	Marketing Director
Slam导航算法工程师	Slam Navigation Algorithm Engineer
测试经理	Test Manager
WCS/RCS规划经理	WCS/RCS Planning Manager
机电设计经理	Mechatronics Design Manager
嵌入式软件及算法工程师	Embedded SW & Algorithm Engineer
嵌入式软件工程师	Embedded Software Engineer
平台硬件架构师	Platform Hardware Architect

市场趋势

制造业产业升级已成大势所趋，工业机器人替代效应愈发明显，“机器换人”势在必行。

在政策利好下，中国工业机器人下游应用场景呈多元化趋势持续扩展，终端客户不断下沉，市场规模实现快速增长。随着上游核心零部件国产化率持续提升，中国工业机器人成本与售价将逐年下降，下游需求也将随之爆发。

中国是全球最大、增长最快的工业机器人市场，产业链上下游得到全面发展

在政策利好下，中国工业机器人下游应用场景呈多元化趋势持续扩展，终端客户不断下沉，市场规模实现快速增长。随着上游核心零部件国产化率持续提升，中国工业机器人成本与售价将逐年下降，下游需求也将随之爆发。

中国工业机器人生产成本结构中，上游核心零部件占比较高，国产化程度低在一定程度导致其生产成本较高

中国工业机器人生产成本结构中，上游核心零部件占比较高，其中伺服系统、控制器与减速器成本占比超 70%，而本体制造仅占 23%。

主要原因为工业机器人的驱动与控制功能均来自核心零部件，相比本体制造，核心零部件的技术壁垒更高，因此生产成本占比高。

另外，核心零部件国产化程度低也在一定程度上导致其在生产成本中占比较高。以减速器为例，减速器国产化率较低，该市场主要依赖于进口。

且中国工业机器人制造企业在采购减速器时，由于采购数量较少，难以产生规模效应，面临国际供应商议价权过高问题，相同型号用减速器，中国企业采购价格是国际知名企业的两倍。

伺服系统是工业机器人主要的动力来源，伺服系统市场以国际厂商为主导

伺服系统是工业机器人主要的动力来源，伺服系统市场以国际厂商为主导，其中日系厂商市占率较高，市占率前五名中三家均为日系厂商。日系产品性价比较高且质量可靠，在中低端市场中具备优势，而欧美厂商更注重产品性能，在高端市场中占据优势。

中国伺服系统自主研发起步晚，但通过引进和学习国际先进技术等举措，中国厂商已具备一定研发实力，其产品质量和技术水平不断提升，并逐渐取得一定市场份额，但与国际知名企业相比，在整体性能、可靠性上仍存在差距。

减速机属于高精密度产品，行业壁垒极高，是中国工业机器人领域发展最薄弱的环节

减速机在工业机器人中的作用为将转速降到工业机器人各关节所需的速度。减速机属于高精密度产品，产品开发周期长、前期资金投入大、技术复杂度高且生产难度高，减速机行业壁垒极高。

减速机行业集中度高，市场被少数国际企业垄断，中国厂商市场占有率较低，但已有较多中国企业参与该领域的研发，并正处于技术消化、产品放量、产能扩张的正向成长周期。随着下游需求持续拓宽，预计未来减速机国产化率将得到大幅提升。

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控制系统与工业机器人本体市场的竞争格局接近

工业机器人的控制系统主要由硬件和软件两部分构成，硬件即工业控制板卡，软件主要包含控制算法、二次开发等。控制系统的表现是一家工业机器人厂商设计理念的集中体现，因此成熟的机器人厂商偏向于自行开发控制器系统，从而保证机器人的稳定性和技术体系。由于控制器多由机器人厂商自主开发，因此控制系统与工业机器人本体市场的头部企业的竞争格局情况较为接近。

中国工业机器人下游应用场景呈多元化趋势持续扩展

机器人技术的进步以及使用机器人带来的经济性提升，促使工业机器人在金属制造、食品饮料等生命周期相对较短的行业的应用也在持续增加。

中国工业机器人应用领域持续拓宽，终端客户不断下沉，市场规模实现快速增长

中国政府陆续出台《机器人产业发展规划》《产业结构调整指导目录》等工业机器人相关政策与智能机器人重点专项政策，大力推进中国工业机器人产业的发展。

在此背景下，中国工业机器人应用领域持续拓宽，终端客户不断下沉，市场规模实现快速增长。2020 年，中国工业机器人市场规模达 1,760.9 亿元，其中机器人本体市场规模为 426.7 亿元，系统集成部分市场规模为 1,280.2 亿元。随着上游核心零部件国产化率持续提升，中国工业机器人成本与售价将逐年下降，下游需求也将随之爆发。

Market Insight

The upgrading of the manufacturing industry has become a major trend. The replacement effect of industrial robots is becoming more and more significant. "Replacing human workforce with machines" is imperative under this circumstance.

Due to favorable policies, downstream application scenarios of China's industrial robots are expected to expand in a diversified manner, and end customers continue to emerge from various markets, resulting in rapid market growth. As the localization rate of upstream core components keeps rising, the cost and selling price of industrial robots in China will decline year by year, leading to an explosion in downstream demand.

China is the world's largest and fastest-growing industrial robot market, with all-round development of the upstream and downstream industrial supply chain.

China's annual sales of industrial robots have ranked first in the world for many years, and the upgrading of the manufacturing industry has become a major trend. As the cost reduction period for industrial robots continues to decrease and the acquisition and operating costs of the industrial robot gradually decline to the average wage level of the employees in manufacturing industry, the replacement effect of industrial robots is becoming more and more significant. "Replacing human workforce with machines" is imperative under this circumstance.

In the cost structure of China's industrial robot production, the upstream core components account for a relatively high proportion, and the low degree of localization leads to high production cost to some extent.

In the cost structure of China's industrial robot production, the upstream core components account for a relatively high proportion, with servo systems, controllers and decelerator taking up over 70% of the cost, while robot bodies only 23%.

The main reason is that both drive and control functions of industrial robots come from core components. Compared with the manufacture of robot bodies, the technical barriers of core components are higher, thus the production cost accounts for a high percentage.

In addition, the low degree of localization of core components also leads to a higher proportion of the production costs. Taking decelerator as an example, the localization rate of decelerator is low, and its market mainly relies on imports.

Moreover, due to the small amount of purchase quantity for decelerators by China's industrial robot manufacturing enterprises, it is hard to produce at an economical feasible scale. Moreover, due to the high bargaining power of international suppliers, Chinese enterprises have to procure the same decelerator model at double the price that well-known international enterprises get.

Servo system is the main source of power for industrial robots and the servo system market is dominated by international manufacturers.

Servo system is the main dynamic source of industrial robots and the servo system market is dominated by international manufacturers, among which Japanese manufacturers have a large market share - three of them ranked among top five firms with the largest market share. Japanese products are more cost-effective and reliable in quality, so they have more advantages in the low-end market, while European and American manufacturers pay more attention to product performance and are dominant in the high-end market.
China started late in the independent research and development of servo system, but through initiatives, such as import and study of international advanced technology, Chinese manufacturers are steadily being equipped with some research and development capabilities. The quality and technology level of the products continue to improve and Chinese manufacturers gradually achieve a certain market share. Nevertheless, compared with international well-known enterprises, there is still a gap in the overall performance and reliability.

Decelerator is a high-precision product with extremely high barriers-to-entry and is the weakest link in the development of China's industrial robotics sector.

The role of decelerator in industrial robots is to reduce the rotation speed of robots to meet the needs of each operation. Decelerator is a high-precision product with long product development cycle, large initial capital investment, high technical complexity and production difficulty, thus the barriers-to-entry for decelerator is extremely high. The decelerator sector is highly concentrated and the market is monopolized by a few international players, while the market share of Chinese manufacturers is relatively low. However, more Chinese companies are participating in R&D in this field and are in the positive growth cycle of technical assimilation, product quality improvement and capacity expansion. As downstream demand continues to increase, the localization rate of decelerators is expected to significantly increase in the future.

The competitive landscapes of the control system and industrial robot body market are quite similar to each other.

The control system of an industrial robot is mainly composed of two parts - hardware, i.e., industrial control boards, and software, which mainly contains control algorithms and secondary research. The performance of the control system symbolizes the design concept of an industrial robot manufacturer, so mature robot manufacturers prefer to develop their own control system to ensure the stability and technical system of the robot. Since controllers are mostly developed by robot manufacturers independently, competitive landscapes of the control system and industrial robot body market for leading enterprises are quite similar to each other.

Downstream application scenarios of China's industrial robots are expanding in a diversified trend.

Technical progress in robotics and the improved economic efficiency brought by the usage of robots have led to a continual increase in the application of industrial robots in industries with relatively short life cycles, such as metal manufacturing and food & beverage.

China's industrial robot application areas expand into various markets resulting in rapid growth in market scale.

The Chinese government has successively brought in industrial robotics-related policies, such as The Development Plan for Robotics Industry, The Guidance Catalogue for Industrial Structure Adjustment and other special key policies on intelligent robots to vigorously promote the development of China's industrial robotics industry.
In this context, China's industrial robot application areas expand into various markets resulting in rapid growth in market scale. In 2020, the market scale of China's industrial robot market reached 176.09 billion RMB, of which robot body market size is 42.67 billion yuan and system integration, 128.02 billion RMB. As the localization rate of upstream core components keeps rising, the cost and selling price of industrial robots in China will decline year by year, leading to an explosion in downstream demand.

William Chen

2022 薪酬预测
Salary Insight

职位名称	Job Title	工作年限	年薪预测（人民币）
首席机器人本体工程师	Chief Engineer-Robotics Manipulator	15-20	2M-3M
首席运动控制工程师	Chief Engineer -Robotics Control	15-20	2M-3M
首席伺服驱动工程师	Chief Engineer -Robotics Servo System	15-20	2M-3M
首席机器人动力学工程师	Chief Engineer -Robotics Dynamic	15-20	2M-3M
首席机器人操作系统工程师	Chief Engineer-ROS	10-20	2M-3M
产品总监	Product Director	10-15	750K-1M
项目管理和交付总监	PMO Director	10-15	750K-1M
研发总监	R&D Director	10-15	750K-1M
市场总监	Marketing Director	10-15	650K-850K
机电设计经理	Mechatronics Design Manager	8-15	550K-700K
测试经理	Test Manager	8-15	400K-500K
WCS/RCS规划经理	WCS/RCS Planning Manager	8-15	500K-700K
Slam导航算法工程师	Slam Navigation Algorithm Engineer	5-15	400K-900K
嵌入式软件及算法工程师	Embedded SW & Algorithm Engineer	5-12	400K-800K
硬件平台架构师	Platform Hardware Architect	10-15	650K-800K
嵌入式软件工程师	Embedded Software Engineer	5-15	350K-700K

工业制造业
Industrial

市场与销售
Sales & Marketing

2022 Hot Jobs

亚太区销售总监	Sales Director of APAC
业务拓展总监	BD Director
PMO项目经理	PMO Manager
产品经理	Product Manager
市场总监	Marketing Director
项目周期管理经理	Senior Portfolio Manager
高级客户经理	Senior Key Account Manager

市场趋势

经济的全球化加剧了市场竞争，制造业的智能化、柔性化、无人化成为发展趋势，工业自动化行业获得了广阔的发展空间。

近年来，德国提出了“工业 4.0”规划，美国提出了“国家制造创新网络”，日本提出了“创新产业结构计划”，中国也提出了“中国制造 2025”发展规划，其共同点是充分运用物联网、5G 通信、机器人、人工智能等技术手段提升制造业的智能化、无人化程度。

工业 1.0	工业 2.0	工业 3.0	工业 4.0
蒸汽 – 机械化 蒸汽机促进了机械化生产，掀起第一次工业革命	**电力 – 规模化** 电力应用，劳动分工和批量生产的现实，拉开第二次工业革命的大幕	**信息化 – 自动化** 进一步实现了生产自动化的电子和 IT 系统，开创了第三次工业革命	**物联网 – 智慧化** 信息物理系统将引发第四次工业革命

工业自动化产品是现代化工厂实现规模、高效、精准、智能、安全生产的重要前提和保证，应用十分广泛，发展前景良好。

根据行业研究机构 Zion Market Research 的调研数据显示，全球范围内工业自动化市场规模至 2017 年已达到 2,071.7 亿美元，由于物联网、5G 技术、人工智能技术的逐渐成熟与商业化应用，全球工业自动化市场规模至 2024 年预计达到 3,219.3 亿美元，年复合增速约为 6.5%。

目前，世界范围内工业自动化行业的主要厂商包括 ABB、西门子、通用电气、施耐德、安川、FANUC、三菱、富士电机等。
中国工业自动化行业起步较晚，但发展势头强劲。中国最近三十年成功实现了工业化的高速发展，制造业产值已处于全球第一。

< 中国制造 2025> 明确了十大重点领域

新一代信息技术产业	高档数控机床和机器人
航空航天装备	海洋工程装备及高技术船舶
先进轨道交通装备	节能与新能源汽车
电力装备	农机装备
生物医药及高性能医疗器械等	新材料

Market Insight

The globalization of the economy has intensified competition in the market. The intelligent, flexible and unmanned manufacturing industry has become the future development trend and the industrial automation industry has gained a broad space for development.

In recent years, Germany proposed the "Industry 4.0" plan, the United States proposed the "National Network of Manufacturing Innovation (NNMI)", Japan proposed the "Innovative Industrial Structure Plan", and China also proposed the "Made in China 2025" development plan, which have much in common, including making full use of the Internet of Things, 5G communication, robotics, AI (artificial intelligence) and other technological means to improve the intelligent and unmanned degree of manufacturing.

Industrial automation products are an important prerequisite and guarantee for modern facto tries to achieve mass, highly efficient, precise, intelligent and safe production. They are widely used and have good development prospects.

According to data from Zion Market Research, the global industrial automation market reached $207.17 billion in 2017, and is expected to reach $321.93 billion by 2024, with a compounded annual growth rate of 6.5% due to the gradual maturity and commercial application of Internet of Things, 5G and AI technology.
At present, the main manufacturers of industrial automation worldwide include ABB, Siemens, General Electric, Schneider, Yaskawa, FANUC, Mitsubishi, Fuji Electric, etc.

China's industrial automation industry started late, but is developing strongly. China has successfully realized the rapid development of industrialization in the last three decades, and the manufacturing output value has ranked first place in the world.

With the gradual upgrading of China's manufacturing industry, the traditional low-tech, labor-intensive manufacturing sector has gradually moved out to developing countries like Southeast Asia, and new industries with higher technology contents are becoming important components of the domestic manufacturing industry, including CNC machine tools, precision machinery, lithium-ion battery equipment, 3C, new energy vehicles, robotics, rail transportation and other cutting-edge industries that have long been monopolized by developed countries. China enterprises have formed its own competitive advantages through years of vigorous development in servo systems, inverters, etc.

Danna Yu

2022 薪酬预测
Salary Insight

职位名称	Job Title	工作年限	年薪预测（人民币）
总经理	General Manager	20+	1.8M-2.5M
亚太区销售总监	Sales Director of APAC	15+	1.2M-1.5M
销售总监	Sales Director	15+	1.0M-1.5M
战略总监	Strategy Director	15+	800K-1.2M
市场总监	Marketing Director	15+	500K-700K
区域销售总监	Regional Sales Director	15+	500K-700K
区域销售经理	Regional Sales Manager	10+	400K-600K
产品总监	Product Director	15+	650K-900K
业务开发总监	Business Development Director	15+	800K-1.2M
业务开发经理	Business Development Manager	10+	400K-600K
市场经理	Marketing Manager	8-10	400K-600K
行业经理	Industrial Manager	10+	400K-600K
战略总监	Strategy Director	15+	800K-1.3M
战略经理	Strategy Manager	8+	500K-800K
项目经理	Project Manager	8+	500K-700K
高级大客户经理	Senior Key Account Manager	8+	400K-600K
大客户经理	Key Account Manager	6+	300K-450K
数字营销经理	Digital Marketing Manager	10+	400K-600K
项目周期管理经理	Senior Portfolio Manager	8+	450K-650K
产品经理	Product Manager	8+	350K-650K
销售工程师	Sales Engineer	4+	250K-350K

医疗健康与生命科学

Healthcare & Life Science

2022 Hot Jobs

生物总监	Biology Director
药化总监	Medicinal Chemistry Director
CADD研究员	CADD Scientist
首席医学官	CMO
首席科学家	CSO
注册事务经理	Regulatory Affairs Manager
真实世界研究总监	RWE Director
临床运营总监	Clinical Operation Director
医学总监	Medical Director
临床项目经理	Clinical Project Manager
统计总监	Biostatistician Director
业务拓展总监	Business Development Director
销售效率优化总监	SFE Director
市场准入总监	Market Access Director
数字化营销经理	Digital Marketing Manager
质量稽查/控制总监	QA/QC Director
质量体系与合规经理	Quality System and Compliance Manager
技术转移总监	MSAT Director

市场趋势

作为医疗行业实现战略升级的重要部分，本土创新将成为行业高质量发展、满足患者巨大需求的关键。

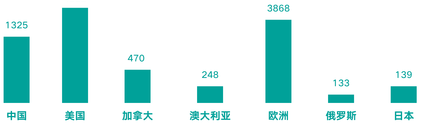
随着医疗改革的持续深入，一系列创新医疗科技在后疫情时代将迎来更好的发展环境，中国医疗领域面对的诸多挑战和未被满足的患者需求，都亟需通过创新的疗法和解决方案来持续改善。

作为医疗行业实现战略升级的重要部分，生物医药、医疗器械、精准医疗、智慧医疗等方面的本土创新将成为行业高质量发展、满足患者巨大需求的关键。

生物医药

新冠疫情影响也加速了医疗产业链各个环节的发展，生物医药领域更加关注新一代治疗选择的同时，也在向数字化、智能化转型。

新一代疗法：细胞与基因治疗（CGT）的崛起。复星凯特和药明巨诺的两款CAR-T 药物益基利仑赛和瑞基仑赛已提交上市申请，且分别获得优先审评和突破性疗法认定，益基利仑赛已进入在审批状态，有望成为国内首款获批的CAR-T 疗法。在中国开展的 CGT 临床试验数量仅次于美国位居世界第二。这离不开清晰的将官规定以及行业质量标准规范；全球多中心临床数量增多，中国临床研究基础设施日益成熟；各界合作推动中国 CGT 治疗向高速创新化的 CGT 知识产权发展，促进国内 CGT 生态圈快速增长。



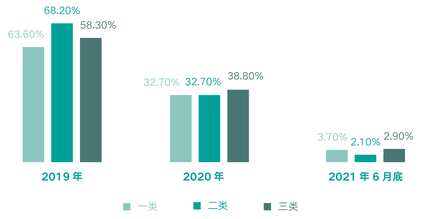
截至2021年4月全球CGT治疗相关临床试验数量

数字化智能化转型：以 AI 预测、筛查、辅助诊断、研发药物、追踪疑似病人基石、移动医疗、互联网医疗、医疗机器人等为代表的智慧医疗新业态都在大显身手，显现出巨大的市场潜力。新兴的 CRO 业务通过人工智能等技术为临床试验提供可信赖的理论依据，辅助药物进行新药研发协助药物做真实世界的研究，缩短新药研发的周期降低药物成本。疫情下，有力的管控，国家政策的扶持，也吸引了一些国外的 biotech company 愿意将临床试验拿到中国来。数据显示，截至 2021 年 5 月份，AI 制药行业投融资事件共达 11 次。已有 18 家 AI 制药公司获得融资，投资事件逐年递增。

医疗器械

随着我国十四五规划的不断深入，医疗器械领域也随之有所变化。器械的研发相比药品研发有着“成本更低、周期更短、转化率更高”的特点，随着新修订的《医疗器械管理条例》的正式实施，企业对于器械研发转化的热情和速度更加高涨，截至 2021 年 6 月底，全国医疗器械国产产品注册数量达 199469 件，较 2020 年底增长 10.0%。

这其中，随着产品结构的不断优化，高端产品占比也不断提升

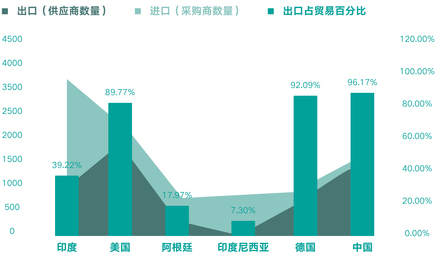


2019-2021年6月底年新增医疗器械注册产品各类占比

随着我国医疗器械国产化进程的日益加深，市场正向着“国产替代进口、高端替代低端、产品结构持续优化”的方向进一步发展。

体外诊断

作为医疗器械中比较特殊的一个分支，疫情推动了诊断行业的进一步发展。无论是新冠病毒的快速诊断，还是新诊断方法的开发都迎来了一波市场热潮。传统外资的市场优势被进一步打破，内资民营企业呈现了非常强的创新研发和销售能力，进口替代、产品出海成为了本年度的关键词。我国今年上半年的 IVD 产品出口已经占整个贸易额的 96.17%，成为全球 IVD 市场贸易数量 top10 中出口占比最大的国家。今年下半年及明年，随着国内 IVD 企业研发实力的增强以及海外市场的深入拓展及布局，进口替代及产品出海将可预见的会有进一步增量。



2021 年上半年全球进出口量 TOP6 进出口情况

2021 年医疗行业将会是持续向更精准、智慧的方向发展，大众的医疗需求在持续释放，全世界都在倡导和支持鼓励科技创新发明和应用，机会遍地，如果有好产品、大格局，资源会快速聚集，在短期内走上良性发展的快车道。与此同时，对于人才的要求也会升级，如果不能创造独特价值，没有比较优势，则会被快速地淘汰。

Market Insight

As an important move to achieve strategic upgrading in the healthcare industry, local innovation will be the key to high-quality industrial development so as to meet huge patient needs.

As healthcare reform continues to progress, a series of innovative medical technologies will usher in a better development environment in the post-pandemic era. China's healthcare sector faced various challenges and unmet patient needs and are in urgent need of continuous improvement through innovative therapies and solutions.

For the healthcare industry to achieve strategic upgrading, local innovation in the fields of biopharmaceuticals, medical devices, precision medicine, intelligent medicine, etc. will be the key to high-quality industrial development so as to meet huge patient needs.

Biopharmaceuticals

COVID-19 has accelerated the development of various segmentation of the healthcare industry chain. The biopharmaceutical sector is focusing more on next-generation therapy options, and is also transforming to digitalization and intelligentization at the same time.

Next-generation therapeutics: The rise of Cell & Gene Therapy (CGT) - Two CAR-T therapies from Fosun Kite and JW Therapeutics, Axicabtagene Ciloleucel and Relmacabtagene Autoleucel, have been submitted to go public and have received priority review and breakthrough therapy designation respectively. The number of CGT clinical trials conducted in China ranks second in the world just after the United States and is inseparable from clear and relevant regulations as well as industry-wide quality standards and norms. The number of global multicenter clinical trials is increasing and the maturity of clinical research infrastructure in China keeps growing and the cooperation of all sectors fosters the development of CGT therapy treatment in China to CGT intellectual property in high speed and innovation promote the rapid growth of the domestic CGT ecosystem.

Digital and intelligent transformation: New business forms of intelligent medicine represented by AI prediction, screening, auxiliary diagnosis, drug development, techniques of tracking suspected patients, mobile medicine, internet medicine, medical robots, etc. are all showing their mettle and illustrate huge market potential. The emerging CRO business provides a trusted theoretical basis for clinical trials through technologies like AI. R&D in new auxiliary drugs help to initiate real-world research. Drug costs are reduced due to the shorter cycle of new drug development. In the pandemic situation, powerful regulation and national policy support also attract some foreign biotech companies to be willing to bring clinical trials to China. Data show that as of May 2021, there were 11 investment and financing events in the AI pharma industry, 18 AI pharma companies have been financed and investment events are increasing year by year.

Medical Devices

With the progress of China's 14th Five-Year Plan, the medical device sector has also changed accordingly. R&D of medical devices has the features of "lower cost, shorter period and higher transformation efficiency" compared with drugs.

With the implementation of the newly revised Regulations for the Supervision and Administration of Medical Devices, the enthusiasm and speed of enterprises to transform medical device R&D has become even higher. At of the end of June, 2021, the number of domestic product registrations for medical devices nationwide reached 199,469, attaining an increase of 10.0% compared to the end of 2020.

With the continuous optimization of product structure, the proportion of high-end products are increasing among these enterprises.

With the deepening localization process of medical devices in China, the market is further developing in the direction of "domestic products instead of imports, high-end products instead of low-end ones and continuous optimization of product structure".

IVD（In Vitro Diagnostic products）

Within a specific area in medical devices, the diagnostic industry was driven by the pandemic situation to make further progress. Both the rapid diagnosis of COVID-19 and the development of new diagnostic methods have ushered in a wave of market boom. The traditional market advantage of foreign players has been further reduced and domestic private enterprises have shown very powerful innovative R&D and sales capabilities. Import substitution and products going-abroad have become the key words for 2021. China's IVD product exports in the first half of this year accounted for 96.17% of the entire volume of trade, and China has become the one with the largest share of exports among top 10 countries in global IVD market trade volume. In the second half of 2021 and in 2022, with the increasing R&D strength of domestic IVD enterprises and the in-depth expansion and establishment of overseas markets, there will be a further increase in import substitution and products going-abroad.

In 2021, the healthcare industry will continue to develop in the direction of greater precision and intelligence. Public needs for healthcare are continuously rising, and the world is advocating and supporting the encouragement of technological innovation, invention and application. Opportunities are everywhere. If there are good products and great vision, resources can be gathered rapidly and embark on the fast track of benign development in a short time. At the same time, the requirements for talents will be elevated, and if candidates cannot create unique value and have no competitive advantages, they will be replaced in a short period of time.

Echo Chen

2022 薪酬预测
Salary Insight

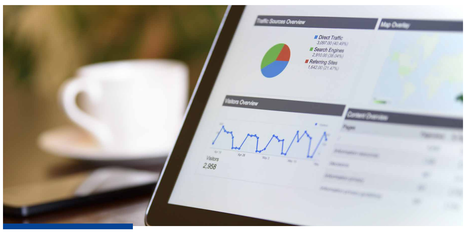
职位名称	Job Title	工作年限	年薪预测（人民币）
研发总监	R&D Director	8+	0.8M-1.5M
研发经理	R&D Manager	3+	350K-600K
注册事务总监	Regulatory Affairs Director	15+	1.0M-1.8M
注册事务经理	Regulatory Affairs Manager	7+	500K-800K
医学总监	Medical Director	15+	900K-1.8M
医学经理	Medical Manager	6+	400K-800K
医学联络官	Medical Science Liaison	3+	250K-550K
药物警戒总监	PV Director	10+	1M-1.8M
药物警戒经理	PV Manager	6+	500K-800K
统计总监	Biostatistician Director	8+	1.1M-1.7M
统计编程总监	SAS Programmer Director	10	800K-1.3M
临床运营总监	Clinical Operation Director	10	1M-1.5M
临床项目经理	Clinical Project Manager	6+	500K-800K
质量稽查/控制总监	QA/QC Director	10+	800K-1.3M
质量稽查/控制经理	QA/QC tManager	6+	400K-800K
市场总监	Marketing Director	15+	1.3M-1.8M
市场经理	Marketing Manager	10+	400K-900K
销售总监	Sales Director	12+	1M-1.6M
大区经理	Regional Manager	10+	600K-900K
销售效率优化总监	SFE Director	15+	800K-1.2M
销售效率优化经理	SFE Manager	6+	300K-750K
销售培训总监	Sales Training Director	12+	700K-1.2M
销售培训经理	Sales Training Manager	7+	300K-600K
大客户总监	Key Account Director	10+	700K-1.2M
大客户经理	Key Account Manager	7+	350K-650K
市场准入总监	Market Access Director	15+	1M-1.5M
市场准入经理	Market Access Manager	7+	400K-800K
生产总监	Production Director	10+	500K-1.3M
生产经理	Production Manager	8+	200K-700K
质量总监	Quality Director	10+	500K-1.2M
质量经理	Quality Manager	7+	250K-600K
质量体系与合规经理	Quality System and Compliance Manager	8+	300K-650K
验证经理	Validation Manager	5+	350K-500K
环境健康安全经理	EHS Manager	8+	250K-600K

互联网
Internet & ICT

数据&架构
Data & Architecture

2022 Hot Jobs

首席数据架构师	Chief Data Architect
大数据架构师	Big Data Architect
数据科学家分析师	Data Scientist
算法工程师	Algorithm Engineer
数据分析师	Data Analyst
数据产品经理	Data Product Manager
自动驾驶算法	Autonomous Driving Algorithm



市场趋势

未来数据基础架构、数据业务、数据算法将会是各行各业的核心。

后疫情时代，整个世界都面临着一个难题 -- 如何复工复产和产业线上化，这加速了整个行业数字化转型的进度。主要体现在以下三个方面：

1、传统企业迫切转型。最早进入数字化转型的便是快销零售行业，这个行业的业务形态决定了数字化转型的业务落地最具有价值。目前，除了零售快销，制造业、医药、房地产、金融也相继组建数字化团队，迎接世界的变化。总而言之，这是未来的趋势，数字化转型转的不是技术本身，而是业务。
2、SAAS 赛道逐渐升温。企业信息化，最早是被国外的软件巨头所占据，甲骨文、SAP 等提供基础设施和 ERP 系统开始，再到国内的 ERP 厂商分得一份市场，再到如今更细分更专业的 SAAS 赛道。这个行业目前十分火热，无论是全新的供应链系统、智能制造体系、或是为某个细分领域提供标准化的 SAAS 产品。资本、企业、人才都在源源不断在流入。
3、互联网 To C 红利已殆尽，巨头纷纷进入 To B 赛道。互联网高速发展的十年，催生了许多互联网巨头，高节奏高频的互联网产品迭代除了给广大用户带去便利之外，也使互联网成了最具吸引力的行业之一，造就了一大批富豪的同时也给了很多草根出身的人新的机会。但这随着互联网流量增速的放缓，已经进入了内卷阶段。巨头互联网已经没有多少创新可做，很长时间也并没有创新型的产品引爆市场。企业互联网已成了互联网的一个风口，这个行业的人才也随之进入这个行业。

这三个方面变化，在人才需求方面都具备一个共同点，数据本身的价值以及未来潜在的价值被重视。数据本身只是工具，他的价值体现在数据所能给业务带来的创新和赋能。因此，未来数据基础架构、数据业务、数据算法将会是各行各业的核心。

Market Insight

In the future, data architecture, data business, and data algorithms will be the core of all industries.

In the post-pandemic era, the whole world is faced with a difficult problem - how to resume work and production and how to achieve online operations. This accelerates the progress of digital transformation on the whole and mainly reflected in the following three aspects,

·Traditional enterprises are eager to transform. FMCG industry is the earliest to start the digital transformation, as the business model of this industry determines that its business implementation of digital transformation is the most valuable. In addition to FMCG, the manufacturing, pharmaceutical, real estate and financial industries are also building digital teams concurrently to meet global changes. In summary, digital transformation is the future trend. It does not transform the technology, but the business.

·The SaaS environment is becoming more competitive. Enterprise information technology was monopolized by foreign software giants with Oracle, SAP, etc. providing infrastructure and ERP systems at the beginning. However, domestic ERP vendors have recently taken up a share of the market and the competitive SaaS arena has become more segmented and professional. This industry is currently not only sought-after by new supply chain and intelligent manufacturing system providers, but also in the provision of standardized SaaS products for niche areas, where investments, enterprises and talents are flooding in continuously.
·The huge dividends brought about by To-Consumer (To C) internet have come to an end, and the internet giants have entered the To-Business (To B) race track. The rapid development of the internet in the past decade has led to the emergence of many internet giants. Fast pace and high frequency of internet product iterations not only bring convenience to the majority of users, but also make the internet one of the most attractive industries, creating a large number of billionaires and also offer new opportunities to the grassroots. However, as the growth rate of internet traffic slows, the internet industry has entered into a phase of involution. The internet giants no longer have many innovative concepts to propose, and there has been no innovative products to make a hit in the market for a long time. Enterprise internet has become a segment with the greatest investment potential, attracting talents from internet companies to enter this industry.

In terms of talent demand, the changes in these three aspects have one thing in common, which is the value of big data and its future potential draws even more attention. Data itself is just a tool and its value is reflected in the innovation and empowerment that it can bring to businesses. Therefore, in the future, data architecture, data business, and data algorithms will be the core of all industries.

Alex Wei

2022 薪酬预测
Salary Insight

职位名称	Job Title	工作年限	年薪预测（人民币）
首席运营官	COO	15-20	1M-4M
市场副总裁	CMO	15+	1M-4M
技术副总裁	CTO	15+	1.5M-2M
算法负责人	Algorithm Leader	5+	1.5M+
数据总监	Data Director	10+	800K-1M
数据分析师/数据科学家	Data Analyst/Data Scientist	8+	600K-1.5M
技术架构师	Technical Architect	10+	700K-1.2M
前端总监	Front End Director	8+	1.2M-1.8M
数字化负责人	Digital Head	15+	1.5M-3M
IT合作伙伴	IT BP	10+	500K-1M
信息安全	Information Security	3+	400K-700K
广告算法工程师	Advertising algorithm Engineer	3+	400K-800K
SAAS平台架构师	SAAS platform architect	10+	600K-800K

互联网

Internet & ICT

商业分析与产品运营

BI & Product&Operation

2022 Hot Jobs

高级战略规划与分析专家	Senior Strategic Planning and Analysis Expert
资深商业分析专家	Senior Business Analysis Expert
数据科学家/分析师	Data Scientist/Analyst
社群运营专家	Community Operation Expert
用户增长运营	User Growth Operation
直播运营专家	Live Broadcast Operation Expert
商业化产品运营	Commercial Product Operation
商业化高级产品经理	Commercial Senior Product Manager
高级增长产品经理	Senior Growth Product Manager
社区互动产品专家	Community Interactive Product Expert

市场趋势

国家对互联网等虚拟经济进行了强监管的举措，互联网企业的招聘谈薪，涨幅将有升有降。

随着疫情在全国范围内的缓解、2021 年国民经济的迅速复苏，2022 年，人才就业市场情绪乐观，各行业强劲复苏，职场人对职业前景也更加看好。

由于国家对互联网等虚拟经济进行了强监管的举措，如在线教育行业的 K12 等业务全面收缩，导致大面积裁员。2021 年的 6 月之后，快手、字节跳动、美团优选、Boss 直聘、vivo 等不少互联网公司纷纷宣布取消大小周。在这个大背景下，互联网企业的招聘谈薪，涨幅将有升有降。
与此同时，产业互联网兴起，一些传统企业，和细分领域的独角兽企业，开始大量吸纳互联网人才。

公域流量红利已经消失殆尽，平台经济成了强者恒强的游戏，百亿级私域经济体出现、私域流量运营成为“显学”、流量价值的深度开发为“互联网流量枯竭说”带来了新的生机。今天已经酝酿出为数不少 GMV 破百亿、十亿的新经济组织，极可能成为互联网下半场最大的动能仓库和结构性机会。

Market Insight

China has pushed forward strong supervision and regulatory moves on internet and other virtual economy companies. In terms of recruitment by internet companies, the salary can either go up or go down.

With the easing of the COVID-19 situation nationwide and the rapid recovery of the economy in 2021, the talent job market will be positive in 2022. With strong recovery across various industries, employees are becoming more optimistic about their career prospects.

China has pushed forward strong supervision and regulatory moves on internet and other virtual economy companies. The K12 online education industry is undergoing a complete shrinkage, leading to massive layoffs. After June 2021, many internet companies such as Kwai, Byte Dance, Meituan Selected, Boss Zhipin, Vivo, etc. have announced the cancellation of the alternating six-day and five-day workweeks. Under this context, in terms of recruitment by internet companies, the salary package of candidates can either go up or down.
At the same time, with the rise of industrial internet, some traditional enterprises and unicorn enterprises in niche areas have started to attract a large number of internet talents.

Huge dividends from public online traffic have disappeared, and internet platform companies have entered a phase of long-term survival. Private online traffic has emerged as a multi-billion dollar economy, becoming "the famous theory" that can harness value from internet traffic and bring new life to the "hypothesis of internet traffic depletion". Today, there are many new organizations with a GMV (Gross Merchandise Volume) of billions or even 10 billion RMB, which are likely to become big powerhouses and presents a structural opportunity for many in the second half of the internet era.

Gloria Zhao

2022 薪酬预测
Salary Insight

职位名称	Job Title	工作年限	年薪预测（人民币）
首席战略官/战略VP	CSO	8-15	2M-5M
跨境战略规划VP（商业化变现方向）	VP-Cross-borderStrategy & Planning (Monetization)	8-15	2M-5M
首席技术官/技术VP	CTO	15+	2M-5M
首席产品官/产品VP	CPO	8-15	2M-5M
数据总监	Data Director	10+	800K-2M
数据科学家	Data Scientist	3-8	600K-1.5M
数据分析高级专家	Senior Data Analysis Expert	5-8	800K-1M
泛互联网行业数据分析师	ICT-Data Analyst	3-5	350K-550K
资深数据研发工程师	Senior Data Development Engineer	5-8	800K-1M
数据研发专家（DW）	Senior Data Warehouse Engineer	5-8	800K-1M
国际化市场策略首席咨询师	Principal Market Strategy Consultant-Global	5-8	1M-2M
商业分析总监	Director of Business Analysis	8+	2M-3M
商业分析高级专家	Senior Business Analysis Expert	6-8	1.5M-2M
UED 总监	UED Director	10+	1M -1.5M
视觉经理	Visual Manager	3-8	400K-800K
业务开发总监	BD Director	10+	800K-1M
安全总监	Security Director	10+	1M-1.5M
产品总监/VP	Product Director	10+	1.5M-2M
社区互动产品专家	Community Interactive Product Expert	5-8	750K-1.2M
社区内容产品专家	Community Content Product Expert	5-8	750K-1.2M
用户产品专家	User Product Expert	5-8	750K-1M
运营总监	Operations Director	8+	800K-1.5M
业务运营经理	Business Operations Manager	3-8	400K-800K
社区运营经理	Community Operations Manager	3-8	400K-800K
销售运营经理	Sales Operations Manager	3-8	400K-800K
前端技术专家	Front-end Technical Expert	5-8	750K-1M
前端技术高级专家	Senior Front-end Technical Expert	5-10	800K-1.2M
前端技术总监	Front-end Technical Director	8-15	1.2M-1.8M
Linux内核总监	Linux Technical Director	8-15	1.2M-1.8M
资深Java架构师	Senior Java Architect	5-8	800K-1M
市场研究经理-数据分析方向	Market Research Manager-Data Analysis	3-8	400K-800K
品牌策略专家	Brand Strategy Expert	3-8	400K-800K
整合营销专家	Integrated Marketing Expert	3-8	400K-800K
渠道销售专家	Channel Sales Expert	3-8	400K-800K
大客户拓展专家	Key Account Manager	3-8	400K-800K
（日本市场）商务拓展	Go China BD (Japan Market)	3-8	400K-800K
供应链与物流经理	Supply Chain & Logistics Manager	3-8	400K-800K
国家运营专员	Country Operation Specialist	3-5	350K-550K
数字化营销商业拓展经理	Digital Media Business Development Manager	5-8	500K-800K

房地产

Real Estate

2022 Hot Jobs

城市以及区域总经理、总裁	Regional Head
融资总负责人	Financing Head
投资拓展总裁	Investment Development Head
集团运营总经理	Operation General Manager
商管总裁/资管总裁	Commercial/Capital Management Head
招商总经理	Leasing Head
物业总经理/物业总裁	Property Management Head
市场研究负责人/商业研策	Marketing/Commercial Research Head
集团营销总经理/数字化营销负责人	Digital Head

市场趋势

新政层层递进使房地产行业市场肃然一新，高端战略经营型人才缺口加大，基层人选市场综合竞争加剧，高层管理层流动率持续降低。

2021 年是全球第二个疫情年，随着国内几大知名房企的接连爆雷，新政层层递进的 2021 年使房地市场肃然一新，2022 年传统房地产的开发板块综合区域以及城市管控，大运营管控、成本招采、产品研发、市场研究、融资、商管高层，商业研策、物业总裁、集团营销尤其数字化营销负责人。招聘的综合要求继续提升。

伴随资金管控政策，商管的收并购、股权融资动作加快，商管将成为继物业之后融资的另一主航道，物业行业大鱼吃小鱼，物业作为融资渠道之一趋势依旧，多家企业物业板块继续蜂涌上市，受大盘的影响，物业投资热潮有所减弱，但大趋势不会改变太大；随着拿地商住比例的硬性投标要求，二手房租赁市场，商业写字楼的去化成为龙头企业的头疾；国家对于房地产管控的三条红线并房地产拓地新政，使得国央企成为地产舞台的主角。一线城市，长三角、大湾区依然是房地产投资热点。
从 2019 年加大世界华侨内地投资政策推动以来，外资企业房地产投资热情提升，尤其在商业综合体的管控和投资方向；受疫情影响，地产互联网化，数据化，地产金融加持成为综合管理的必修课，大公司体系化管理的优势显著提升，中小公司举步维艰，在行业形势严峻的管控情形下夹缝求生，因而高端战略经营型人才缺口加大，基层人选市场综合竞争加剧，高层管理层流动率持续降低，房地产行业的整体增速受政策调控逐步变缓，市场规范化程度大幅度提升。

Market Insight

The gradual introduction of new policies makes the real estate industry take on an altogether new aspect. There will be a significant shortage of senior executives with a strategic mindset, intense competition in the market for junior candidates and constant reduction in the turnover rate of senior managers.

2021 is the second year of the global pandemic. With the collapse of several well-known domestic real estate companies one after another, the gradual introduction of new real estate control policies makes the real estate industry market in 2021 take on an altogether new aspect. In 2022, comprehensive development and urban control will require talents in Large Region Operations Control, Cost Tender and Procurement, Product Development, Market Research, Financing, Senior Commercial Management, Commercial Research Strategy, Property Management, Group Marketing especially Digital Marketing Leader. Recruitment criteria becomes from stringent and comprehensive.

Internal capital control policy has led to an acceleration of mergers and acquisitions of commercial management companies and equity financing activities. Commercial management will become another main area for financing after property management. In the property management industry, “big fish eat small” . Hence, financing for property management companies will continue and the property management arms of many real estate companies keep flocking into the IPO market. Due to the increased in investment choices, interests in property management companies have waned. However, the general trend will not change too much because of rigid tender requirements in land acquisition commercial-residential ratio, the soft second-hand rental market and sales of commercial office buildings which pose major problems for real estate companies. China's “three red lines” for real estate control and new policies on land expansion lead SOEs (state-owned enterprises) to take on a leading role in the real estate industry. First-tier cities, the Yangtze River Delta and the Greater Bay Area are still the popular spots for real estate investment.

Since 2019, there were policies to promote property investment by overseas Chinese in mainland China and the investment enthusiasm of foreign enterprises in real estate investment has increased, especially in commercial complexes. Impacted by COVID-19, internet business model transformation, digitalization and real estate financing have become a must for effective comprehensive management. Systematic management in large companies becomes increasingly beneficial, while those small and medium-sized companies are having a tough time surviving under severe market conditions. Hence, there will be a significant shortage of senior executives with a strategic mindset, intense competition in the market for junior candidates and constant reduction in the turnover rate of senior managers. As the overall growth rate of the real estate industry reduces, the degree of market regulation conformity will increase significantly.

Julia Nie

2022 薪酬预测
Salary Insight

职位名称	Job Title	工作年限	年薪预测（人民币）
项目总经理	General Manager of Project Management	10+	1.5M+
运营总经理	General Managter of Operation Management	10+	1.5M+
营销总经理	Commercial General Manager	10+	2M+
成本总经理	General Manager of Cost Management	10+	1.2M+
物业总经理	General Manager of Property Management	15+	1.5M+
建筑公司总经理	General Manager of Construction	15+	1.5M+
投资拓展总经理	General Manager of Investment Development	8+	3M+
区域总裁	Regional President	15+	3M+
城市公司总经理	General Manager of City Company	10+	2M+
行业投资、市场研究分析师	Industry Investment Analyst	5+	800K+
营销总监	Commercial Director	8+	800K+
商业项目总经理	General Manager of Business Project	10+	900K+
营运总监	Operation Director	10+	600K+
设计总监	Design Director	10+	1.2M+
工程部总监	Engineering Director	10+	800K+
建筑设计经理	Construction Manager	7+	600K+
投资经理	Investment Manager	5+	500K+
销售总监	Sales Director	8+	700K+

半导体行业
Semiconductor

装备
Equipment

2022 Hot Jobs

事业部负责人	BU Head
销售总监	Sales Director
销售经理	Sales Manager
售后经理	Site Manager
应用主管	Application Leader
机械主管	Mechanical Engineer Leader
算法主管	Algorithm Engineer Leader
高级软件工程师	Senior Software Engineer
设备服务工程师	FSE Engineer

市场趋势

伴随着旺盛的市场需求，半导体设备领域人才缺口巨大，已进入激烈的人才抢夺战。

全球半导体设备支出进入上升周期。近年来，随着下游 5G 通信、计算机、消费电子、网络通信等行业需求的稳步增长，以及物联网、人工智能、汽车电子、智能手机、智能穿戴、云计算，大数据和安防电子等新兴领域的快速发展，集成电路产业面临着新型芯片或先进工艺的产能扩张需求，再加上在 2020 年汽车芯片需求暴增、中美脱钩等因素的叠加下，半导体设备行业进入了一个新的高速发展期。

据 SEMI 报道，2021 年世界半导体设备市场销售额预计达 953 亿美元，同比增长 34%；2022 年世界半导体设备需求将超 1000 亿美元。预计达 1013 亿美元，同比增长 5%。其中：

2021 年晶圆制造设备为 817 亿美元，同比增长 34%，占 85.7%；2022 年为 869 亿美元，同比增长 6.4%，占 85.8%。

2021 年逻辑 / 代工制造设备为 457 亿美元，占 55.9%；2022 年为 494 亿美元，同比增长 8.1%，占 56.8%。

2021 年封装业设备为 60.1 亿美元,同比增长56.1%；2022年为63.9亿美元，同比增长 6.3%。

2021 年测试设备为 75.8 亿美元，同比增长 26.1%；2022 年为 80.1 亿美元，同比增长 5.7%。

2021 年 DRAM 制造设备达 140 亿美元，同比增长 46%。

2021 年 NAND 制造设备达 174 亿美元，同比增长 13%；2022 年增长 9.0%，达 189 亿美元。
2021 年世界半导体设备市场区域分布：韩国、中国台湾、中国大陆为前三大销售市场；韩国因其在内存复苏及逻辑和代工的强劲投资居首位。其他国家 / 地区均有较大的增长。

伴随着旺盛的市场需求，半导体设备领域人才缺口巨大，已进入激烈的人才抢夺战，主要呈现以下特点：

WFE（晶圆制造设备）- 作为半导体产线投资占比约 80.5% 的赛道，主流外资厂家的人才需求主要集中在 Sales、Application、Process、Customer Service 等岗位。内资 WFE 厂家则是加大研发投入力度和市场开发比重，行业应用从注半导体产业（如平板显示和太阳能电池生产设备）逐渐向半导体设备渗透。导致晶圆制造厂的工艺、设备管理人员，WFE 领域的销售人员、研发人员、技术支持人员成为内资 WFE 厂家的热招人才。
ATE（测试设备）- 在半导体产线中投资占比约 6.8%。2021 年全球半导体测试设备销售额迎来高速增长，且增量主要集中于 SOC 领域，带来外资 ATE 厂家对 Sales、Test、Hardware、Application 等人才的需求激增。国内逻辑半体检测设备厂家也开始纷纷入局，加入相关人才的抢夺之中。
PAE（封装设备）- 在半导体产线投资中占比约 8.05%，也是目前国产化进程最快，竞争最激烈的赛道。除了原有的主流厂家如 BESI,ASM,K&S 在加大国内的市场占有率之外，不少 3C 自动化设备厂家、摄像头厂家也都纷纷开始布局 PAE 领域，导致相关设备领域的营销人才、研发人才，以及封测厂家的设备、工艺人才成为人才抢夺战的重点。

Market Insight

Due to strong market demand, there has been a huge talent shortage in the field of semiconductor equipment, leading to a fierce battle for talent.

Global spending on semiconductor equipment has entered an emerging phase. In recent years, with the steady growth of demand in downstream 5G communication, computer, consumer electronics, network communication and other industries, as well as the rapid development of the Internet of Things, AI, automotive electronics, smart phones, smart wearable devices, cloud computing, big data and security electronics and other emerging fields, the IC (Integrated Circuit) industry is experiencing a huge demand for capacity expansion of new chips or advanced industrial processes. Coupled with the surge in demand for automotive chips in 2020, the decoupling of China and the United States and other various factors have led the semiconductor equipment industry to enter a new period of rapid development.

As reported by SEMI, the global semiconductor equipment market is expected to reach $95.3 billion in sales in 2021, attaining a year-on-year growth rate of 34%. The global semiconductor equipment demand will exceed $100 billion to reach $101.3 billion in 2022, achieving a year-on-year growth rate of 5%. The composition of the overall proportion is as follows:

In 2021, the sales volume of WFE (Wafer Fabrication Equipment) is $81.7 billion, attaining a year-on-year growth rate of 34% and accounts for 85.7% of the total; in 2022 the sales volume will reach $86.9 billion, attaining a year-on-year growth rate of 6.4% and accounts for 85.8% of the total.

In 2021, the sales volume of Logic/Foundry Manufacturing Equipment is $45.7 billion, accounting for 55.9% of the total; in 2022 the sales volume will reach $49.4 billion, attaining a year-on-year growth rate of 8.1% and accounts for 56.8% of the total.

In 2021, the sales volume of PAE (Packaging Equipment) is $6.01 billion, attaining a year-on-year growth rate of 56.1%; in 2022 the sales volume will reach $6.39 billion, attaining a year-on-year growth rate of 6.3%

In 2021, the sales volume of ATE (Automatic Test Equipment) is $7.58 billion, attaining a year-on-year growth rate of 26.1%; in 2022 the sales volume will reach $8.01 billion, attaining a year-on-year growth rate of 5.7%

In 2021, the sales volume of DRAM manufacturing equipment has reached $14 billion, attaining a year-on-year growth rate of 46%.

In 2021, the sales volume of NAND manufacturing equipment is $17.4 billion, attaining a year-on-year growth rate of 13%; in 2022 the sales volume will reach $18.9 billion, attaining a year-on-year growth rate of 9.0%

In 2021, the global semiconductor equipment market is concentrated in the top three sales markets of South Korea, Taiwan and mainland China while other countries/regions are also experiencing big growth. South Korea ranks first due to its strong investments in memory recovery, logic & foundry.

Due to strong market demand, there has been a huge talent shortage in the field of semiconductor equipment, leading to a fierce battle for talent. The features are as follows:

WFE (Wafer Fabrication Equipment) - account for 80.5% of the investment in the semiconductor production line. Talent demand of mainstream foreign-funded manufacturers are in Sales, Application, Process, Customer Service positions, etc., while domestic-funded WFE manufacturers increase investment in research and development and market development. Industry applications move gradually from the pan-semiconductor industry (such as flat panel display and solar cell production equipment) into semiconductor equipment. Personnel in technical manufacturing process and equipment management in WFE plants, sales personnel, R&D personnel and technical support personnel in the WFE field are sought-after talents by domestic-funded WFE manufacturers.

ATE (Automatic Test Equipment) - account for 6.8% of the investment in the semiconductor production line. Global semiconductor ATE sales in 2021 ushered in high growth, and the increment is mainly concentrated in the SOC field, bringing a surge in demand for Sales, Test, Hardware, Application and other talents from foreign-funded ATE manufacturers. Domestic pan-semiconductor ATE manufacturers have also started to enter the market and join the war for talents in relevant field.

PAE (Packaging Equipment) - account for 8.05% of the investment in the semiconductor production line. It has currently the fastest localization process and the most competitive market. Other than original mainstream manufacturers such as BESI, ASM and K&S increasing their domestic market share, many 3C automation equipment manufacturers, camera manufacturers have also begun to enter the PAE field, resulting in marketing, R&D of related equipment and candidates in equipment and technical manufacturing process in PAE manufacturers to become the main battle arena for talents.

Janet Wang

2022 薪酬预测
Salary Insight

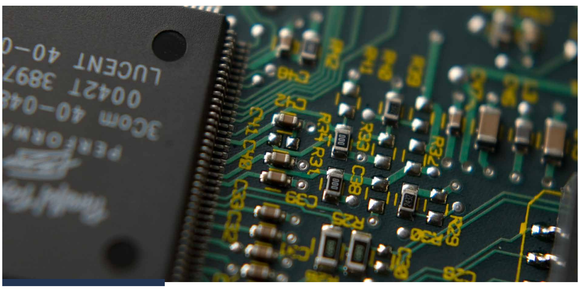
职位名称	Job Title	工作年限	年薪预测（人民币）
销售总监-WFE	Sales Director-WFE	10-20	1.2M-1.8M
销售经理-WFE	Sales Manager-WFE	5-10	500K-700K
软件架构主管-WFE	Software Architecture Supervisor-WFE	8-12	500K-700K
应用工程师-WFE	Application Engineer-WFE	2-3	500K-650K
售后服务总监-WFE	CS Director-WFE	10-15	1M-1.2M
售后经理-WFE	Site Manager-WFE	8-12	700K-1M
设备服务工程师	FSE Engineer-WFE	2-5	300K-400K
事业部总经理-ATE	BU Head-ATE	15-20	2.5M-3M
销售总监-ATE	Sales Director-ATE	10-20	1M-1.2M
销售经理-ATE	Sales Manager-ATE	5-8	600K-800K
资深应用工程师-ATE	Senior Application Engineer-ATE	8-10	450K-600K
测试工程师-ATE	Test Engineer-ATE	3-5	300K-400K
硬件工程师-ATE	Hardware Engineer-ATE	2-3	200K-300K
事业部总经理-PAE	BU Head-PAE	15-20	1.2M-1.8M
技术总监-PAE	Technical Director-PAE	10-15	1M-1.3M
销售总监/资深销售经理-PAE	Sales Director-PAE	8-12	600K-1M
研发经理-PAE	R&D Manager-PAE	10-15	600K-1M
售后经理-PAE	CS Manager-PAE	10-15	400K-600K
高级机械工程师-PAE	Senior Mechanical Engineer-PAE	5-10	400K-600K
高级软件工程师-PAE	Senior Software Engineer-PAE	8-10	400K-600K

半导体行业
Semiconductor

芯片设计
IC Design

2022 Hot Jobs

数字芯片设计	Digital IC Design
模拟芯片设计	Analog IC Design
验证工程师	Verification Engineer
FPGA专家	FPGA Expert
固件开发工程师	Firmware Engineer
数字后端	Physical Design Engineer
版图设计工程师	Layout Engineer
可测性设计工程师	DFT Design Engineer
数字前端设计	ASIC Front-End Design Engineer
数字中端	ASIC Design Implementation Flow Engineer
图形驱动工程师	Graphics Driver Engineer
高级软件开工程师	Senior Software Development Engineer
STA开发工程师	Systems Design Engineer-Debug
测试工程师	Systems Design Engineer-IPSE
CAD 工程师	STA Engineer



市场趋势

随着半导体行业开始大幅度扩产，我们大胆预估未来一年半导体行业将继续健康增长 8%~10%。

在步入后疫情时代以来，全球全球经济活动逐步恢复，车用和工业半导体需求已经明显回升，加上 5G 及笔电所带动的电源管理芯片及晶圆代工的短缺及涨价，反而让今年全球逻辑半导体行业稳健同比增长 10% 左右，全球晶圆代工同比大幅度增长 28%。

随着半导体行业的升温，各个厂家开始大量扩产。TSMC 计划自 2021 年起三年内投资 1,000 亿美元（约人民币 6,500 亿元）；三星电子计划在 2030 年之前投资约 16.5 兆日元（约人民币 9,735 亿元），且仅用于 Foundry 领域。英特尔计划投资 240 亿美元（约人民币 1,560 亿元），此外还计划未来十年内在欧洲投资约 10 兆日元（约人民币 5,900 亿元）。
国内各个方面都在支持半导体行业国产化，同时数字应用的扩张规模为芯片设计公司带来了前景。例如，到 2023 年，中国预计将在 5G 链接数量上领先世界。小米、华为和阿里巴巴已经开发了消费物联网生态系统，推动了芯片设计的进步。在电动汽车 (EV) 方面，中国占全球市场的 40% 以上自动驾驶技术与电动汽车的发展息息相关，许多行业领导者正在投资于该生态系统在中国的扩张。

随着半导体行业开始大幅度扩产，与此同时中国政府加强在半导体行业自力更生的努力，我们大胆的预估未来一年半导体行业将继续健康增长 8%~10% 。

Market Insight

As the Chinese government strengthens its efforts to become self-reliant in semiconductor, the industry is expanding its production significantly. We confidently forecast that the semiconductor industry will continue to grow at a healthy rate of 8% to 10% in the coming year.

Since the post-pandemic era, global economic activity has gradually recovered and demand for automotive and industrial semiconductors has rebounded significantly. Coupled with the shortage and price increase of power management chips and high demand driven by 5G and notebooks computers, the global logic semiconductor industry has grown steadily at a year-on-year rate of about 10% this year, and global WFE foundries have grown significantly at a year-on-year rate of 28%.

As the semiconductor industry continues to boom, various manufacturers have begun to expand production in large magnitudes. TSMC plans to invest $100 billion (about 650 billion RMB) in three years from 2021; Samsung Electronics plans to invest about 1.65 trillion yen (about 973.5 billion RMB) in the foundry segment by 2030. Intel plans to invest $24 billion (about 156 billion RMB) with an additional investment of about 10 trillion yen (about 590 billion RMB) in Europe in the next ten years.

Various domestic policies are supporting the localization of the semiconductor industry, while the expansion of digital applications holds promise for chip design companies. For example, by 2023, China is expected to be the leading player in the number of 5G links in the world. Xiaomi, Huawei and Alibaba have developed ecosystems for consumer Internet of Things to promote progresses in chip design. Electric vehicles (EVs) in China accounts for more than 40 percent of the global market. Autonomous driving technology is closely tied to the development of EVs, and many industry leaders are investing in the expansion of this ecosystem in China.

Vincent Xu

2022 薪酬预测
Salary Insight

职位名称	Job Title	工作年限	年薪预测（人民币）
数字芯片设计	Digital IC Design	5+	500K-800K
模拟芯片设计	Analog IC Design	5+	500K-800K
验证工程师	Verification Engineer	5+	500K-800K
FPGA专家	FPGA Expert	5+	400K-600K
固件开发工程师	Firmware Engineer	5+	400K-600K
数字后端	Physical Design Engineer	3-5	300K-450K
版图设计工程师	Layout Engineer	3-5	240K-300K
可测性设计工程师	DFT Design Engineer	3-5	300K-450K
数字前端设计	ASIC Front-End Design Engineer	3-5	300K-400K
数字中端	ASIC Design implementation flow Engineer	3-5	350K-550K
图形驱动工程师	Graphics Driver Engineer	3-5	300K-450K
高级软件开工程师	Senior Software Development Engineer	3-5	200K-350K
Debug 方向系统设计工程师	Systems Design Engineer-Debug	3-5	300K-450K
IPSE系统设计工程师	Systems Design Engineer-IPSE	3-5	300K-400K
STA开发工程师	STA Engineer	3-5	250K-350K
测试工程师	Test Engineer	3-5	200K-300K
CAD 工程师	CAD Engineer	3-5	200K-300K
AI专家	AI Expert	10+	1.5M-2M

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