

Yíng得人才 Yíng得市场

Winning the **Talents**, Winning by Marketing

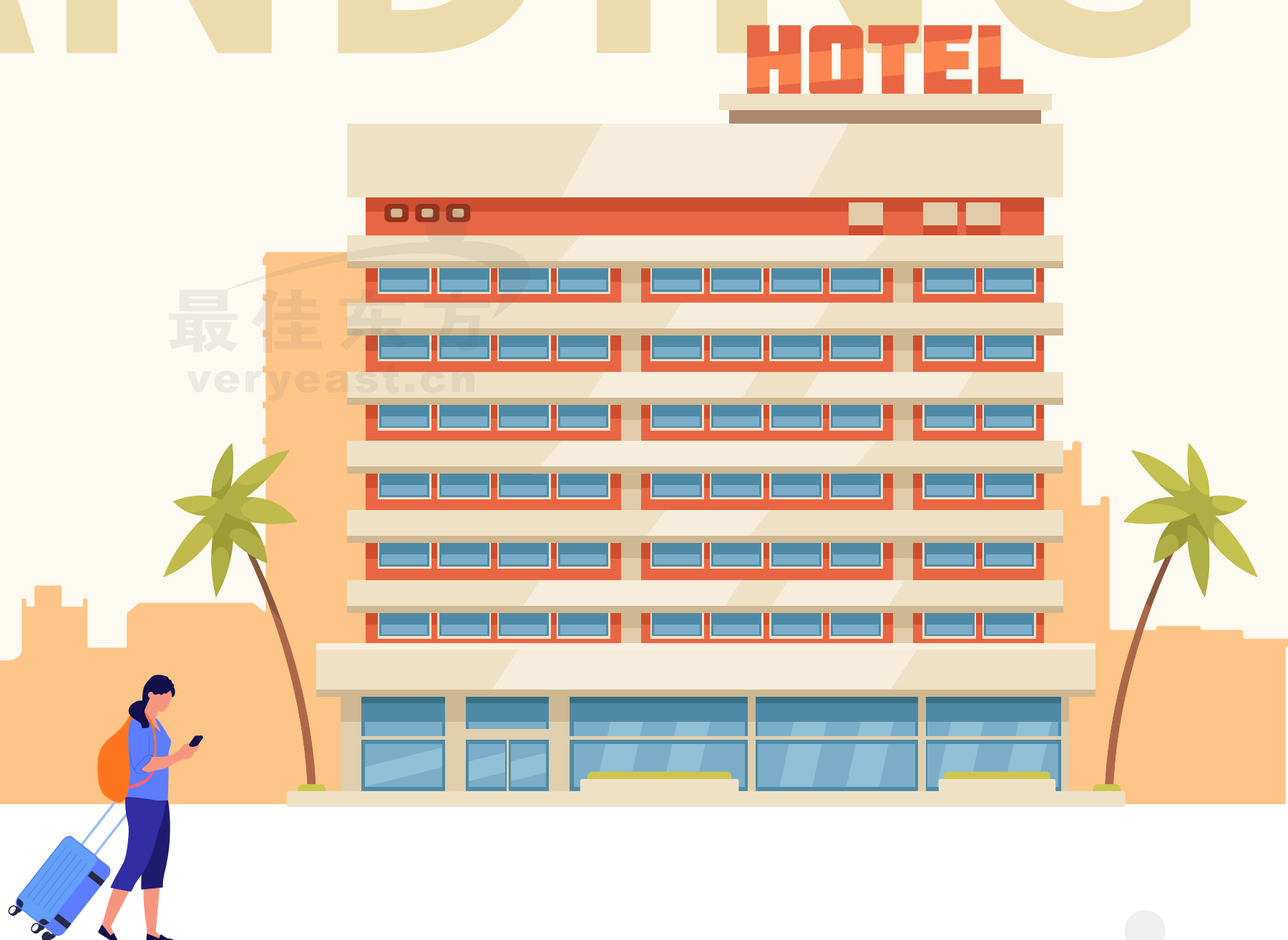
2024新消费时代市场传讯人才发展专题研究报告

A Special Research Report for
Marketing Communication Talents in the New Consumption Era



BRANDING

前言 Preface



每当人们做出消费行为时，或多或少会经过这样一个思考：这是什么品牌，这个品牌好么，我该购买这个品牌么？在往期，我们提及过新消费时代这一概念。新消费时代的特点之一便是消费者越来越注重个性化和品质化的消费体验。如何在这一大背景下精准把握市场动态、有效传递品牌价值、做好公共关系管理，则成为每一个酒店、餐饮企业所必须面对的重要课题。对此，企业中市场传讯的作用愈发凸显。它不仅是企业与消费者之间的桥梁，更是企业塑造品牌形象、提升市场竞争力的重要工具。再好的产品、服务，若缺失了有效的宣传，那么最终的商业成绩很可能与预期大打折扣。

Whenever people engage in consumption behavior, they inevitably go through such a thought process: What brand is this? Is this brand good? Should I purchase this brand? In previous report, we have mentioned the concept of the new consumption era. One of the characteristics of this era is that consumers increasingly emphasize personalized and quality-oriented consumption experiences. How to accurately grasp market dynamics, effectively deliver brand value, and manage public relations well in this context has become an important issue that every hospitality and catering enterprise must face. In this regard, the role of marketing communication within companies is becoming increasingly prominent. It serves not only as a bridge between enterprises and consumers but also as an important tool for shaping brand image and enhancing market competitiveness. No matter how good the product or service is, without effective promotion, the final business performance may likely fall far short of expectations.

“工欲善其事，必先利其器”。企业市场传讯工作的成功与否，很大程度上取决于是否拥有专业、高效的市场传讯人才。不夸张地讲，想要实现优秀的商业成绩，企业在营销、品牌、传讯、公关方面的人才争夺中必须占有一席之地，实现双Yíng（赢与营）。同时，在新消费时代，市场传讯人才的“应知应会”亦需要与时俱进。他们需要不断创新传播手段，利用新媒体、社交平台等渠道，提升品牌知名度和美誉度，吸引更多潜在客户，通过营销来赢得消费者青睐，实现双Yíng（营与赢）。本期，最佳东方将带来市场传讯人才画像。从行业人才发展研究视角，阐明市场传讯人才的重要性、职业发展现状和未来趋势，以期为行业和相关教育机构在人才培养方面提供有益的参考和借鉴，从而助力企业在市场营销的激烈竞争中“Yíng得人才，Yíng得市场”。

“To do a good job, one must sharpen the tool first”. The success of an enterprise’s marketing communication depends much on whether they have professional and efficient marketing communication talents. It's not an exaggeration to say that to achieve outstanding business performance, enterprises must have a place in the talent competition in marketing, branding, communication, and public relations, achieving a win-win (in talent and marketing). At the same time, in the new era of consumption, marketing communication talents must keep pace with the times in terms of their knowledge and skills. They need to continuously innovate communication methods, utilize channels such as new media and social platforms to enhance brand visibility and reputation, attract more potential customers, win consumer favor through marketing, and achieve a win in marketing. In this article, VeryEast will present you a profile of marketing communication talents. From the perspective of industry talent development researching, we will clarify the importance of marketing communication talents, their current career development status, and future trends. We aim is to provide useful references and insights for the industry and related educational institutions in talent cultivation, thus helping enterprises in “winning the talents, winning by marketing” in the fierce competition of marketing.



第一章

市场传讯概述与核心职能概览

Chapter 1

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The Overview of
Marketing Communication and Core Functions

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市场传讯(或称作营销传播)是企业经营中一项基础且复杂的环节,涵盖了企业与市场在沟通中所用的所有信息和媒体。这其中包括广告、直复营销、品牌运营、包装设计、线上露出、包装印刷、公关活动、销售演示、赞助、展会亮相等。简单来说,市场传讯有两个主要目标。**一是创造并维持市场对产品/服务的需求和偏好,二则是缩短产品/服务的销售周期。**通过了解这两个目标,读者能更好地理解市场传讯工作的核心职能。

Marketing communication (MarCom) is a fundamental and complex part of a company's business operations. It can be described as all the messages and media that the company deploy to communicate with the market. Marketing communication includes advertising, direct marketing, branding, packaging & printing, online presence, public relations activities, sales presentations, sponsorships, trade show appearances and more. Loosely defined, marketing communication has two objectives. **One is to create and sustain demand and preference for the product/service, and another is to shorten the sales cycle.** By understanding these two objectives, readers can grasp the core functions of marketing communication work more comprehensively.

创造需求和偏好

Creating Demand and Preference

通常来说,创造需求与偏好是一项长期任务,其旨在利用传播工具帮助产品/服务在目标客户心中的市场定位,或帮助公司在目标客户心中树立形象。市场定位和品牌传播需要时间,也需要保持一定的连贯性(不仅在于传播工作本身,还在于产品、定价和分销等核心要素)。通过品牌建设来创建顾客偏好将影响市场份额、盈利能力,甚至是企业对人才的吸引力,从而为企业提供长期价值。

Creating demand and preference is often a long-term effort that aims at using communication tools to help position products/services or company in the minds of the target customers. Positioning and brand communication take time and require a certain consistency (not just in the communication efforts themselves, but also in regards to the core elements of product, pricing, and distribution). Establishing customer preference by building a brand will impact market share, profitability and even the access to talents - and thus provides long-term value for the company.

缩短销售周期

Shortening the Sales Cycle

缩短销售周期,即意味着帮助销售团队和渠道伙伴更有效地识别、接触并服务消费者。深入理解消费者的购买过程,是缩短销售周期的关键所在。下图表展示了消费者在购买产品或服务时经历的整个流程。市场传讯人才需要明确他们如何能够在这个流程中发挥作用,加速其进展。

Shortening the sales cycle means assisting the sales team and channel partners in their efforts to identify, engage and serve a consumer. Understanding the consumer's buying process brings critical insight into how one can shorten the sales cycle. The figure below illustrates the process the consumer goes through when buying a product/service. MarCom talents must identify how they can help speed up the process.

购买过程 The buying process



需求识别
Demand Recognition



信息搜索
Information Searches



评估选项
Evaluate Alternatives



决定购买
Purchase Decision



购后评估
Post-purchase Evaluation



市场传讯核心职能

Core Job Content of Marketing Communication



品牌塑造与传播

Brand Formation and Communication

致力于精准构建和维护品牌形象,通过高效且有针对性的传播策略,显著提升品牌的市场认知度和商业声誉,从而增强品牌的市场竞争力。

Devoted to accurately constructing and maintaining brand image, through efficient and targeted communication strategies to significantly enhance brand awareness and commercial reputation, thereby strengthening the brand's market competitiveness.



市场调研与分析

Market Research and Analysis

深入进行市场研究,全面收集并分析消费者需求、竞争对手战略动态以及行业发展趋势,为制定精准且高效的市场策略提供坚实的数据支撑,助力企业把握市场机遇。

Conduct in-depth market research, comprehensively collect and analyze consumer demands, competitor strategies, and industry trends. These solid data supports aid in formulating precise and efficient market strategies, helping companies seize market opportunities.



营销活动策划与执行

Marketing Campaign Planning and Execution

策划并高效执行各类线上线下营销活动,涵盖产品发布会、促销推广、品牌跨界合作等,旨在精准吸引目标客户群体,有效促进销售业绩的提升。

Plan and efficiently execute various online and offline marketing activities, including product launches, promotional campaigns, and brand collaborations. The goal is to accurately attract target customer groups and effectively boost sales performance.



内容创意与制作

Content Creation and Production

专注于广告、宣传资料、社交媒体内容等创意内容的策划与制作,确保品牌信息准确、生动地传达给目标受众,引发情感共鸣,增强品牌记忆点。

Focus on planning and producing creative content such as advertisements, promotional materials, and social media content, ensuring accurate and vivid communication of brand information to target audiences, eliciting emotional resonance, and enhancing brand memorability.



媒体关系管理

Media Relations Management

建立并维护与各类媒体的紧密合作关系,包括主流媒体和新兴媒体平台,确保品牌信息能够精准、高效地触达目标受众,提升品牌曝光度和影响力。

Establish and maintain close cooperation with various media, including mainstream and emerging media platforms, ensuring precise and efficient dissemination of brand information to target audiences, and enhancing brand exposure and influence.



公关危机处理

Management of Public Relations Crisis

面对品牌危机，迅速响应并制定有效的应对策略，通过专业的沟通和公关手段，最大程度减轻负面影响，迅速恢复品牌形象，维护品牌资产。

Swiftly respond to brand crises and formulating effective response strategies, utilizing professional communication and public relations methods to minimize negative impacts, quickly restore brand image, and safeguard brand assets.



市场传讯渠道管理

Marketing Communication Channel Management

对市场传讯渠道进行全面管理和优化，包括广告渠道、公关活动、社交媒体平台等，确保信息传播的效率和效果最大化，提升品牌传播的整体效能。

Comprehensive management and optimization of marketing communication channels, including advertising channels, public relations activities, and social media platforms. Ensuring the efficiency and maximization of information dissemination and enhancing the overall effectiveness of brand communication.



跨部门协作与沟通

Cross-department Collaboration and Communication

与销售、产品等部门保持紧密的协作与沟通，确保市场传讯策略与公司整体战略高度一致，形成合力，共同推动业务增长。

Maintain close collaboration and communication with departments such as sales and products. Ensuring alignment of marketing communication strategies with overall company strategies, forming synergy, and jointly driving business growth.



数据分析与效果评估

Data Analysis and Performance Evaluation

定期对市场传讯活动的效果进行深度评估，运用数据分析工具优化传播策略，提升传播效果，确保每一分投入都能带来最大的投资回报率。

Regularly evaluating the effectiveness of marketing communication activities, optimizing communication strategies using data analysis tools, enhancing communication effectiveness, and ensuring that every investment brings maximum return on investment.



行业趋势跟踪与研究

Industry Trend Tracking and Research

紧密关注行业动态和趋势变化，及时调整市场传讯策略，确保品牌始终站在行业前沿，保持竞争力，为企业的持续发展提供有力支持。

Closely monitor industry dynamics and trend changes, timely adjust marketing communication strategies to ensure that the brand always stays at the forefront of the industry, maintains competitiveness, and provides strong support for the company's sustained development.



第二章

市场传讯岗位胜任要素

Chapter 2

Essentials for the Job Competency of Marketing Communication Positions

1 行业与产品/服务认知 Industry and Product/Service knowledge

对行业市场动态、消费者行为、及公司产品/服务有深入了解,并能将这些知识运用在日常传讯活动中。

Possess in-depth understanding of industry market dynamics, consumer behavior, and company products/services, and apply these knowledge in daily communication activities.

2 分析与策略制定 Analysis and Strategy Formulation

擅长进行市场调研与分析,能够根据市场趋势和消费者需求,制定符合品牌定位和市场特点的市场营销策略。

Proficient in market research and analysis, capable of formulating marketing strategies that align with brand positioning and market characteristics based on market trends and consumer demands.

3 品牌维护与推广 Brand Maintenance and Promotion

具备出色的品牌维护与推广能力,擅长各类品牌推广活动、与关键意见领袖(KOL)合作、运用社交媒体运营等手段,有效提升品牌、产品和服务的知名度。

Demonstrate excellent brand maintenance and promotion abilities, proficient in various brand promotion activities, collaborating with key opinion leaders (KOLs), utilizing social media operations, effectively enhancing the visibility of brands, products, and services.

4 创意内容策划与实施 Creative Content Planning and Implementation

结合市场趋势和品牌定位,策划创意传讯内容,并能有效执行,如设计吸引人的促销活动、推出创意广告等。

Combine market trends and brand positioning to plan creative communication content and effectively execute plans. Those can be designing attractive promotional activities and launching creative advertisements.

5 多渠道传播技能 Multi-channel Communication Skills

熟练运用线上线下传播渠道,如社交媒体、电子邮件营销、户外广告等,并能根据数据分析调整传播策略。

Proficient in utilizing online and offline communication channels such as social media, email marketing, outdoor advertising, and be capable of adjusting communication strategies based on data analysis.

6

危机管理能力 Crisis Management Ability

建立并维护危机应对机制, 确保在突发事件发生时能够迅速响应, 通过有效的传讯手段减轻负面影响。

Establish and maintain crisis response mechanisms to ensure swift response to emergencies and mitigate negative impacts through effective communication methods.

7

视觉设计与审美能力 Visual Design and Aesthetic Ability

具备良好的视觉设计技能, 能够指导或参与传讯物料的设计, 确保视觉效果与品牌形象相符, 提升传讯内容的吸引力。

Possess good visual design skills, capable to guide or participate in the design of communication materials to ensure visual effects align with brand image, enhancing the attractiveness of communication content.

8

文字表达与跨文化沟通 Writing and Cross-cultural Communication

能够撰写高质量的文案和新闻稿, 吸引潜在客户的关注。同时拥有跨文化沟通技巧, 尽可能将营销内容以适当的策略传达至不同背景的消费者和合作伙伴。

Capable of writing high-quality copy and press releases to attract potential customers' attention, meanwhile possessing cross-cultural communication skills to deliver marketing content to consumers and partners from different backgrounds by appropriate strategies.

9

跨团队协作与沟通 Cross-team Collaboration and Communication

与内外部紧密合作, 确保传讯活动与业务运营协调一致并保持顺畅沟通。

Collaborate closely with internal and external teams to secure the coordination between communication activities and business operations and maintain smooth communication.

10

学习与自我提升 Learning and Self-improvement

关注行业最新动态和趋势, 定期参加专业培训和学习, 不断提升个人的专业素养和综合能力, 以适应不断变化的市场环境。

Keep abreast of industry trends and regularly participate in professional training and learning to continuously improve personal professional competence and comprehensive abilities, adapting to the ever-changing market environment.

第三章

市场传讯人才画像

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Chapter 3

Talent Profiles of Marketing Communication



- ▶ 年龄结构 Age Distribution
- ▶ 教育背景 Education Background
- ▶ 薪酬剖析 Salary Analysis

当打之年, 大展身手

At the Peak, Do the Best

市场传讯人才年龄段分布概览

The Overview for Age Distribution of Marketing Communication Talents

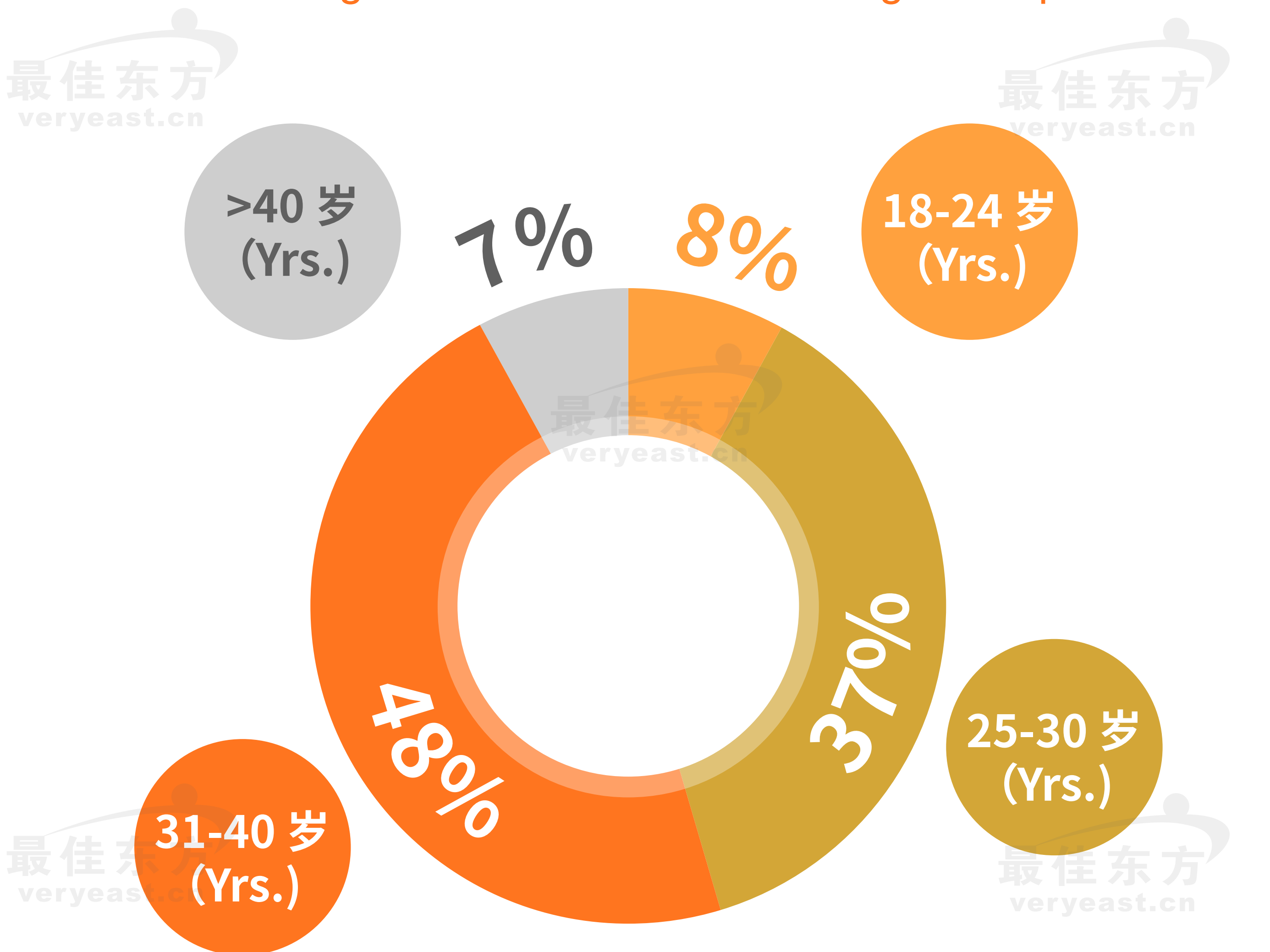


根据市场传讯人才年龄段分布统计数据, 成熟人才 (31岁及以上) 占据了市场传讯从业者中一半以上的比例。根据不同年龄段细分: 年龄在18-24岁占比8%, 年龄在25-30岁占比37%, 年龄在31-40岁占比48%, 年龄在40岁以上占比7%。整体来看, 这样的年龄构成表明大部分市场传讯人才都处于当打之年。他们不仅拥有一定的行业经验和知识为基础, 更拥有活跃的思维和丰富的见识, 可以在这一领域大展拳脚。

According to statistical data on the age groups of marketing communication talents, mature professionals (31 years old and above) account for a proportion at over 50%. Breaking down into different age groups: those aged 18-24 make up 8%, those aged 25-30 constitute 37%, those aged 31-40 constitute 48%, and those over 40 years old account for 7%. In general, the age distribution suggests that the majority of marketing communication talents are at their (career) peak. They do not only have a solid foundation of industry experience and knowledge but also demonstrate dynamic thinking and profound insights, which empower them to thrive in this field.

市场传讯人才年龄段分布

Marketing Communication Talents' Age Groups



数据来源: 最佳东方人才发展研究院

Source: VeryEast Talent Development Academy

学历优秀, 专业多元

Excellent Qualifaction,
Diversified Majors

市场传讯人才教育背景概览

The Overview of Education Background
of Marketing Communication Talents

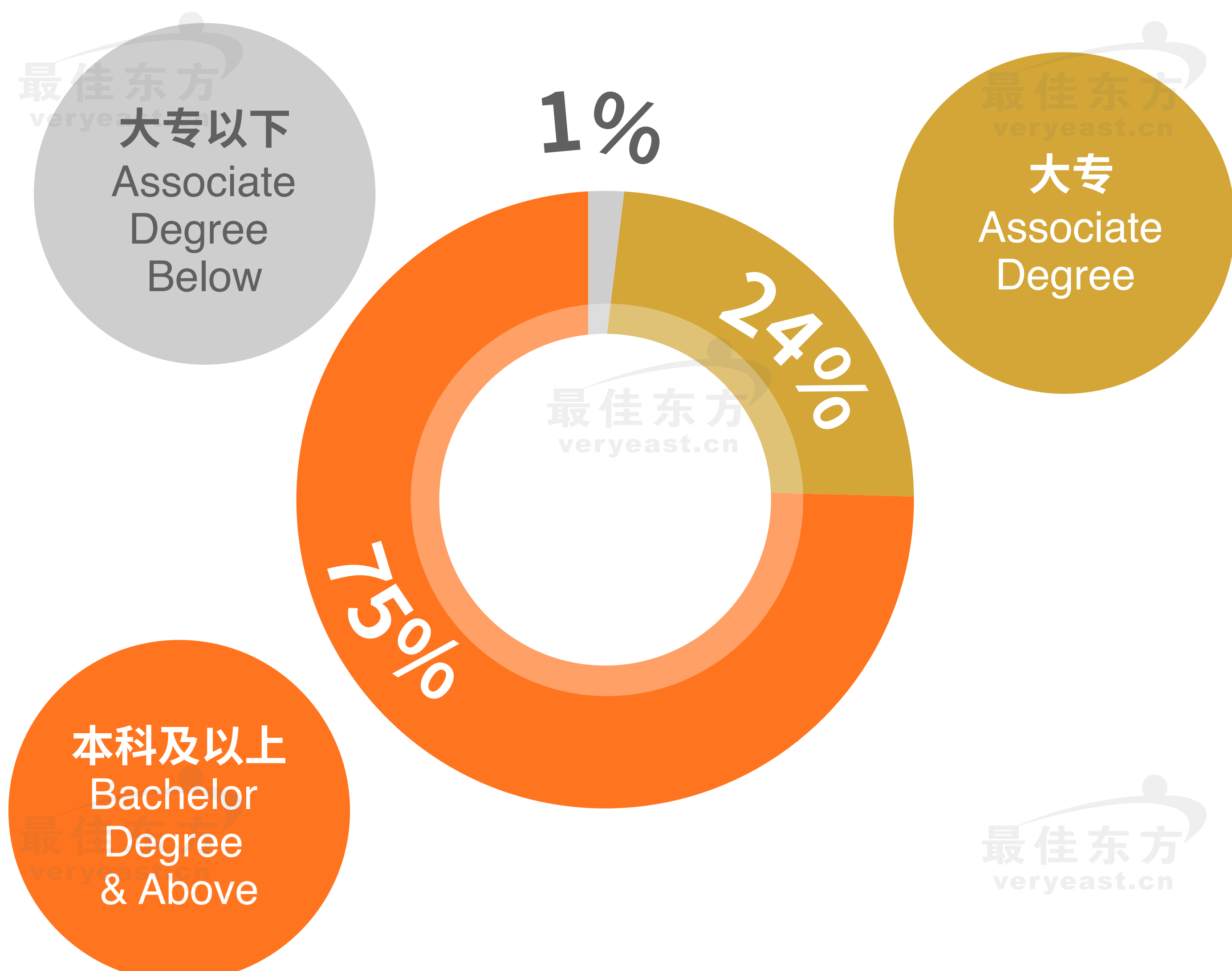


由于市场传讯工作对语言表达、文化传播、应变沟通和创新推进都有着较高的要求,因而相关岗位人才的学历背景普遍较优。根据市场传讯人才学历背景统计:本科及以上学历人才占比高达75%,学历为大专占比24%,学历为大专以下占比仅1%。优质学历背景不光能为从业人才在就业竞争中胜人一筹,也为企业对于人才学习能力的需求和培养潜力打下坚实的基础。

Due to the high demands placed on language expression, cultural dissemination, responsive communication, and innovation promotion in market communication work, the educational background of talents in related positions is generally better. According to the statistical data on the education background of marketing communication talents: those with a bachelor degree or above highly contribute at 75%; those with an associate degree make up 24%; and those with a degree below associate merely account for 1%. A strong educational background not only gives talents an edge in the job market but also provides a solid foundation for the demand and cultivation potential of talent learning ability in enterprises.

市场传讯人才学历分布

Marketing Communication Talents' Education Background

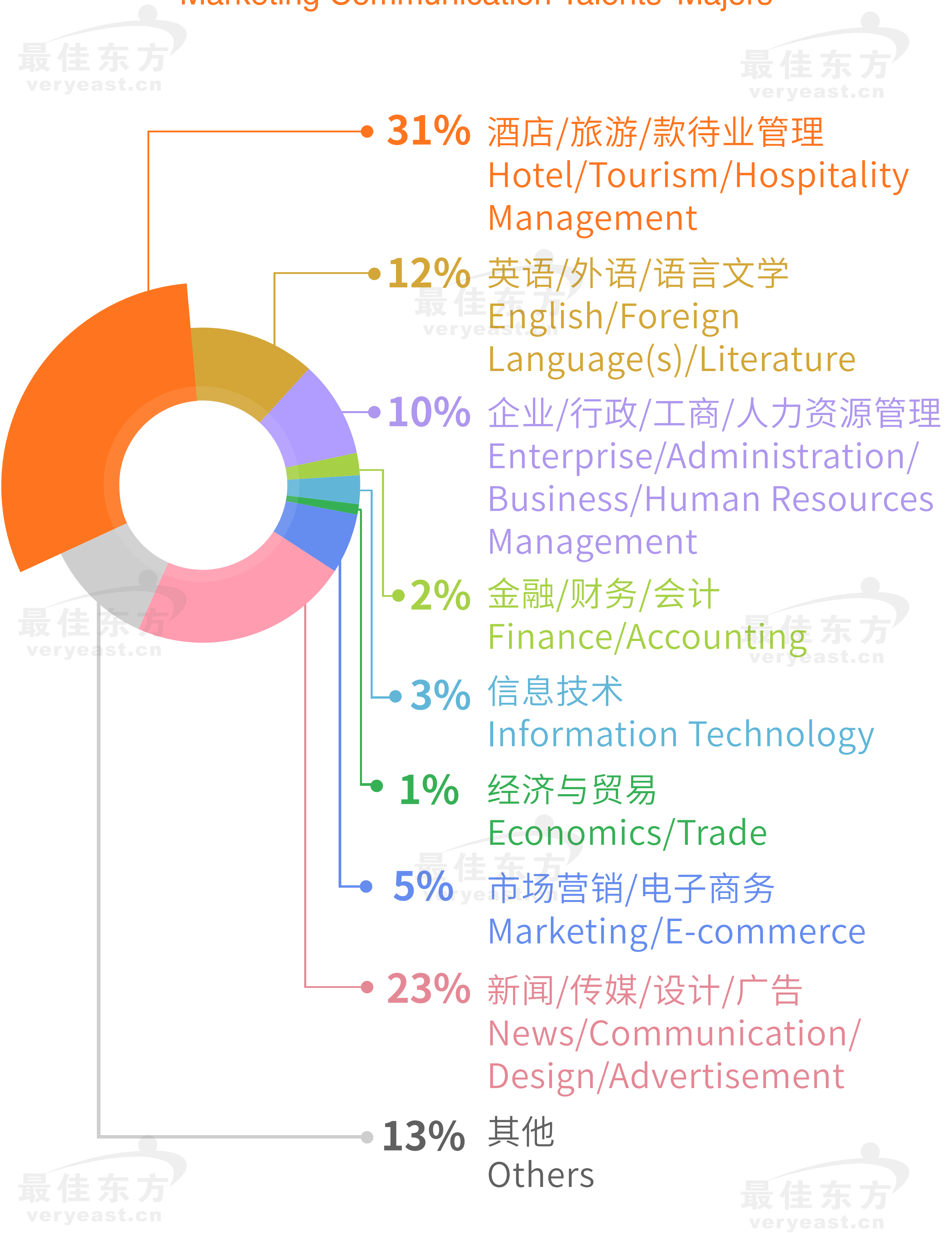


数据来源:最佳东方人才发展研究院

Source: VeryEast Talent Development Academy

市场传讯人才专业分布

Marketing Communication Talents' Majors



数据来源:最佳东方人才发展研究院

Source: VeryEast Talent Development Academy

从市场传讯人才所学专业分布来看,超过3成人才毕业于行业对口程度较高的酒店/旅游/款待业管理这一大类专业。这类人才对于业务运作和企业文化有着良好的学术认知,并能将这些知识运用在工作中。此外,23%的人才毕业于新闻/传媒/设计/广告这一大类专业;12%的人才毕业于英语/外语/语言文学这一大类专业;10%的人才毕业于企业/行政/工商/人力资源管理这一大类专业;6%的人才毕业于市场营销/电子商务这一大类专业。总体来看,市场传讯人才的专业背景呈现多元化态势,这对于企业雇主来说不仅有助于应对复杂多变的市场环境,还能提升企业的创新能力和竞争力。

Looking at the major distribution of marketing communication talents, over 30% of them graduate from majors closely related to the hotel/tourism/hospitality management. These individuals possess a strong academic understanding of business operations and brand culture, and are able to apply these knowledge in their work. Additionally, 23% graduate from majors such as news/communication/design/advertisement, while 12% graduate from majors related to English/foreign language(s)/literature. Another 10% graduate from majors such as enterprise/administration/business/human resources management, and 6% graduate from majors such as marketing/e-commerce. Overall, the diverse professional backgrounds of marketing communication talents reflect a trend towards diversification. This not only helps employers navigate the complex and evolving market environment but also enhances the innovation and competitiveness of businesses.

深耕市场, 钱途可期

Ploughed into Marketing,
Fed by Salary



市场传讯人才薪酬概览

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The Overview of Marketing Communication Talents Compensation

总监级人才平均月薪

Average Monthly Salary of
Director-level Talents

17423元
(CNY)

经理级人才平均月薪

Average Monthly Salary of
Manager-level Talents

10119元
(CNY)

主管级与员工级人才平均月薪

Average Monthly Salary of
Supervisor-level &
Entry-level Talents

6144元
(CNY)

数据来源: 最佳东方人才发展研究院

Source: VeryEast Talent Development Academy

作为市场和消费者之间的桥梁, 市场传讯相关人才对一家企业来说就好比是明星的经纪人。他们不仅要会为企业化妆, 帮助企业塑造和提升品牌形象。同时, 也要多点布局, 以自身的专业能力帮助企业应对市场变化和竞争挑战。此外, 为应对各种突发事件, 市场传讯人才也必须八面玲珑, 随时保护企业形象和维护公众关系。

As the bridge between the market and consumers, marketing communication talents are akin to celebrity agents for a company. They are not only responsible for "grooming" the company, helping to shape and enhance its brand image, but also required to strategically position to assist the company in navigating market changes and competitive challenges. Additionally, in response to various unforeseen events, marketing communication talents must be versatile, always ready to protect the company's image and maintain public relations.

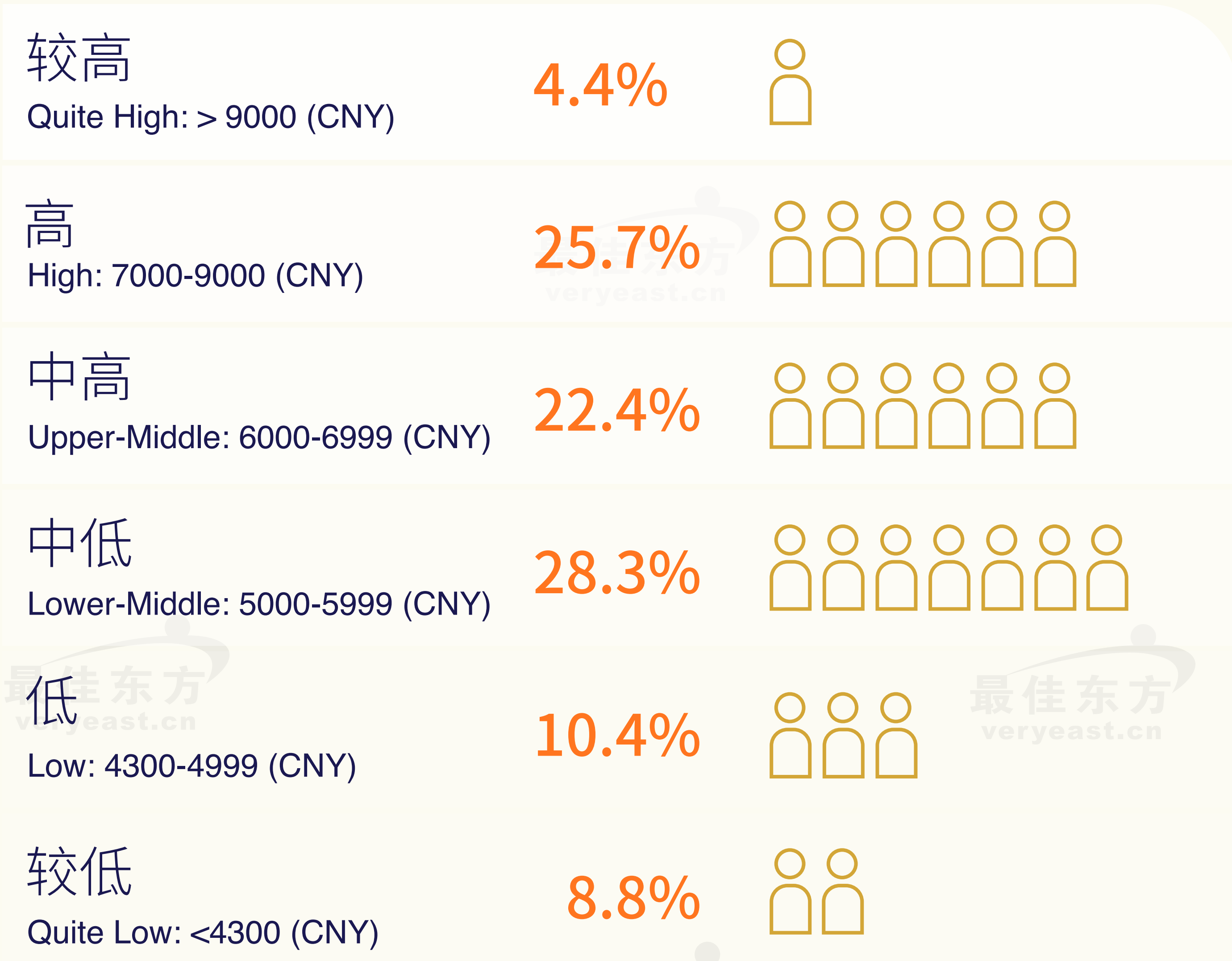
综上所述,市场传讯对企业的重要性不言而喻,而对市场传讯人才提供优渥的薪酬待遇则是企业实现市场目标、提升品牌形象和竞争力的重要保障。同样的,对于市场传讯人才而言,深耕这一领域也会为其职业发展,特别是在薪酬方面,提供良好的前景。根据最佳东方人才发展研究院的大数据分析显示市场传讯主管级与员工级人才(以下简称主管级与员工级人才)的平均月薪为6144元;市场传讯经理级人才(以下简称经理级人才)的平均月薪为10119元;市场传讯总监级人才(以下简称总监级人才)的平均月薪为17423元。

In summary, the importance of marketing communication to a company is self-evident, and providing a good compensation to marketing communication talents is a crucial guarantee for companies to achieve their market goals, enhance brand image, and competitiveness. Similarly, for marketing communication talents, specializing in this field can also contribute to their career development, particularly in terms of compensation prospects. According to the data analysis from VeryEast Talent Development Academy, the average monthly salary of marketing communication supervisor-level and entry-level talents (hereafter referred to as supervisor-level and entry-level talents) is 6144 yuan; the average monthly salary of marketing communication manager-level talents (hereafter referred to as manager-level talents) is 10119 yuan; and the average monthly salary of marketing communication director-level talents (hereafter referred to as director-level talents) is 17423 yuan.

市场传讯主管级与员工级人才月薪分布

Supervisor-level & Entry-level

Talents' Salary Bands, Marketing Communication



数据来源:最佳东方人才发展研究院

Source: VeryEast Talent Development Academy

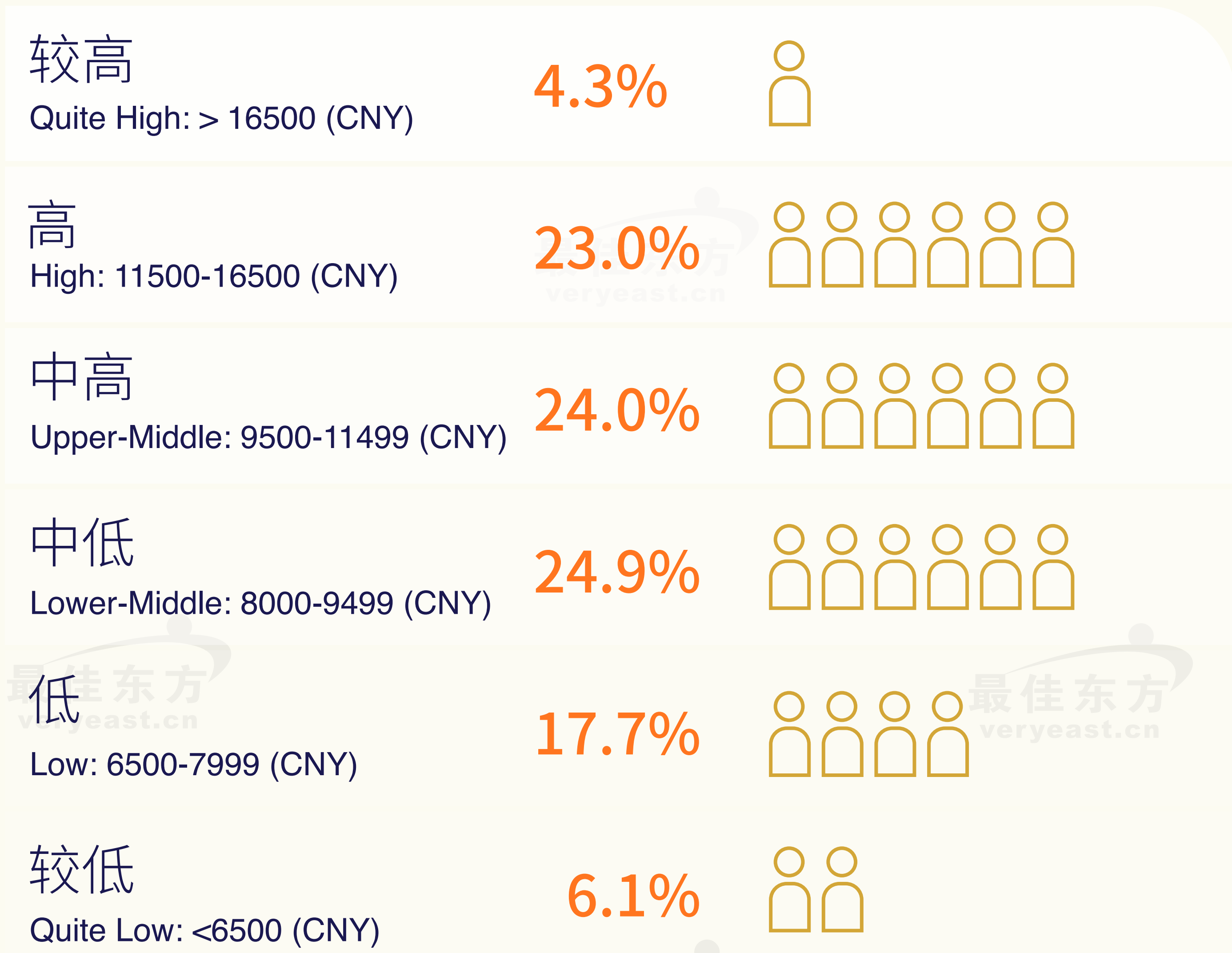
主管级与员工级:根据最佳东方人才发展研究院的大数据分析显示,主管级与员工级人才的平均月薪为6144元。在所有主管级与员工级人才数据样本中,月薪的95分位值为9000元;月薪的75分位值为7000元;月薪的50分位值(即中位值)为6000元;月薪的25分位值为5000元;月薪的10分位值为4300元。依据月薪分位值高低进行区分,该级别人才月薪档位划分如图所示。总体来说,主管级与员工级人才的月薪分布呈纺锤型结构。其中,超过3成以上的主管级与员工级人才月薪位于高档和较高档,这反映了不少企业雇主对于市场传讯领域的基层人才相当重视。

Supervisor-Level & Entry-Level: According to the data analysis from VeryEast Talent Development Academy, the average monthly salary of supervisor-level and entry-level talents is 6144 yuan. Among all the samples of supervisor-level and entry-level talents, the 95th percentile of monthly salary is 9000 yuan; the 75th percentile is 7000 yuan; the 50th percentile (median) is 6000 yuan; the 25th percentile is 5000 yuan; and the 10th percentile is 4300 yuan. Differentiating by the band of monthly salary, the salary bands for marketing communication talents at this category can be referred with the following figure. Overall, the distribution of monthly salaries for supervisor-level and entry-level talents exhibits a spindle-shaped structure. Among all talents in this category, over 30% of them earn salaries in the high or quite-high bands. This indicates that a few employers do attach much importance to marketing communication talents at grassroots level.

市场传讯**经理级**人才月薪分布

Manager-level

Talents' Salary Bands, Marketing Communication



数据来源:最佳东方人才发展研究院
Source: VeryEast Talent Development Academy

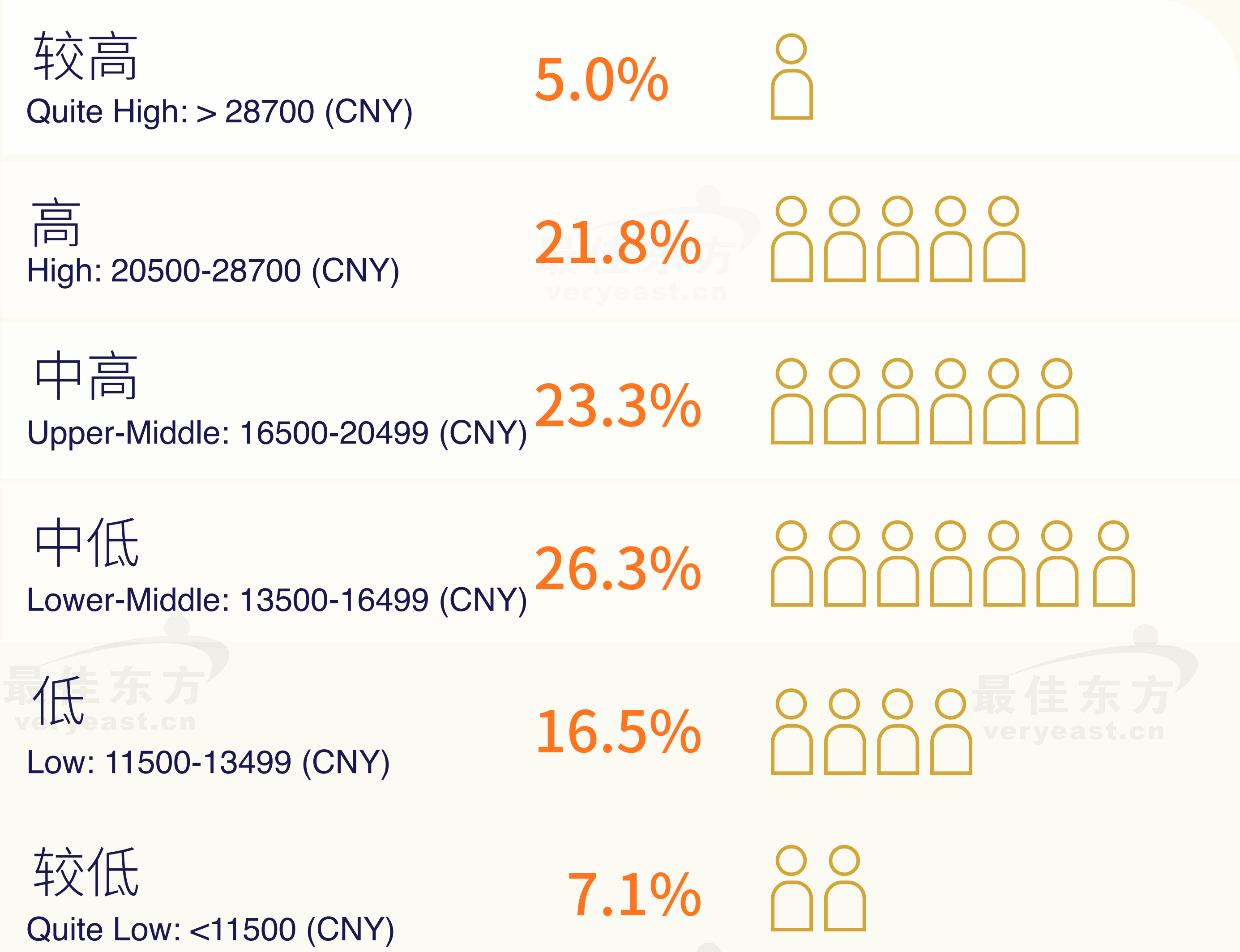
经理级:根据最佳东方人才发展研究院的大数据分析显示,经理级人才的平均月薪为10119元。在所有经理级人才数据样本中,月薪的95分位值为16500元;月薪的75分位值为11500元;月薪的50分位值(即中位值)为9500元;月薪的25分位值为8000元;月薪的10分位值为6500元。依据月薪分位值高低进行区分,该级别人才月薪档位划分如图所示。整体来看,经理级人才的月薪分布呈典型的纺锤型结构。由于经理级人才往往在企业 and 部门中扮演者中流砥柱的角色,这样的薪酬分布不仅有助于保持人才的稳定性,也为该类别人才在横向发展中留有不错的空间。且对比前文,市场传讯主管级(与员工级)人才在迈入经理级后的薪资水平更是水涨船高,其平均薪资涨幅比例高达64.7%。

Manager-Level: According to the data analysis from VeryEast Talent Development Academy, the average monthly salary of manager-level talents is 10119 yuan. Among all the samples of manager-level talents, the 95th percentile of monthly salary is 16500 yuan; the 75th percentile is 11500 yuan; the 50th percentile (median) is 9500 yuan; the 25th percentile is 8000 yuan; and the 10th percentile is 6500 yuan. Differentiating by the band of monthly salary, the salary bands for marketing communication talents at this level can be referred with the following figure. Overall, the monthly salary distribution of manager-level talents exhibits a typical spindle-shaped structure. As the manager-level talents often play a pivotal role in enterprises and departments, such a salary distribution is not only helpful for maintaining the talents' stability, but also beneficial for providing ample room for lateral development for talents at this level. In addition, comparing with the figures mentioned before, the salary level of marketing communication supervisor-level talents (and entry-level talents) increases significantly upon reaching the manager-level, with a growth rate of up to 64.7% for the monthly salary.

市场传讯总监级人才月薪分布

Director-Level

Talents' Salary Bands, Marketing Communication



数据来源:最佳东方人才发展研究院
Source: VeryEast Talent Development Academy

总监级:根据最佳东方人才发展研究院的大数据分析显示,总监级人才的平均月薪为17423元。在所有总监级人才数据样本中,月薪的95分位值为28700元;月薪的75分位值为20500元;月薪的50分位值(即中位值)为16500元;月薪的25分位值为13500元;月薪的10分位值为11500元。依据月薪分位值高低进行区分,该级别人才月薪档位划分如图所示。总体来看,与之前所述两个类别相似,总监级人才的月薪分布亦呈典型的纺锤型结构。且联系前文来看,市场传讯经理级人才在步入总监级后,其薪资提升空间也十分可观。从经理级到总监级,人才薪资平均值提升为72.1%,人才薪资中位值提升73.7%。

Director-Level: According to the data analysis from VeryEast Talent Development Academy, the average monthly salary of director-level talents is 17423 yuan. Among all the samples of director-level talents, the 95th percentile of monthly salary is 28700 yuan; the 75th percentile is 20500 yuan; the 50th percentile (median) is 16500 yuan; the 25th percentile is 13500 yuan; and the 10th percentile is 11500 yuan. Differentiating by the band of monthly salary, the salary bands for marketing communication talents at this level can be referred with the following figure. Overall, similar to the two categories mentioned above, the monthly salary distribution of director-level talents also exhibits a typical spindle-shaped structure. In addition, comparing the previous content, it can be seen that marketing communication manager-level talents enjoy considerable salary growth potential upon reaching the director-level. From manager-level to director-level, the average of talents' salary increases by 72.1%, and the median of talents' salary increases by 73.7%.



第四章

市场传讯人才职业发展解析

Chapter 4

Analysis for the Career Development of
Marketing Communication Talents

向上攀登 – 晋升 (包括跨公司晋升)

Climbing Upwards – Promotion
(Including via Job-Hopping)

根据最佳东方人才发展研究院的大数据, 市场传讯人才从主管级和员工级晋升到经理级平均周期为1.9年; 从经理级晋升到总监级平均周期为1.9年。

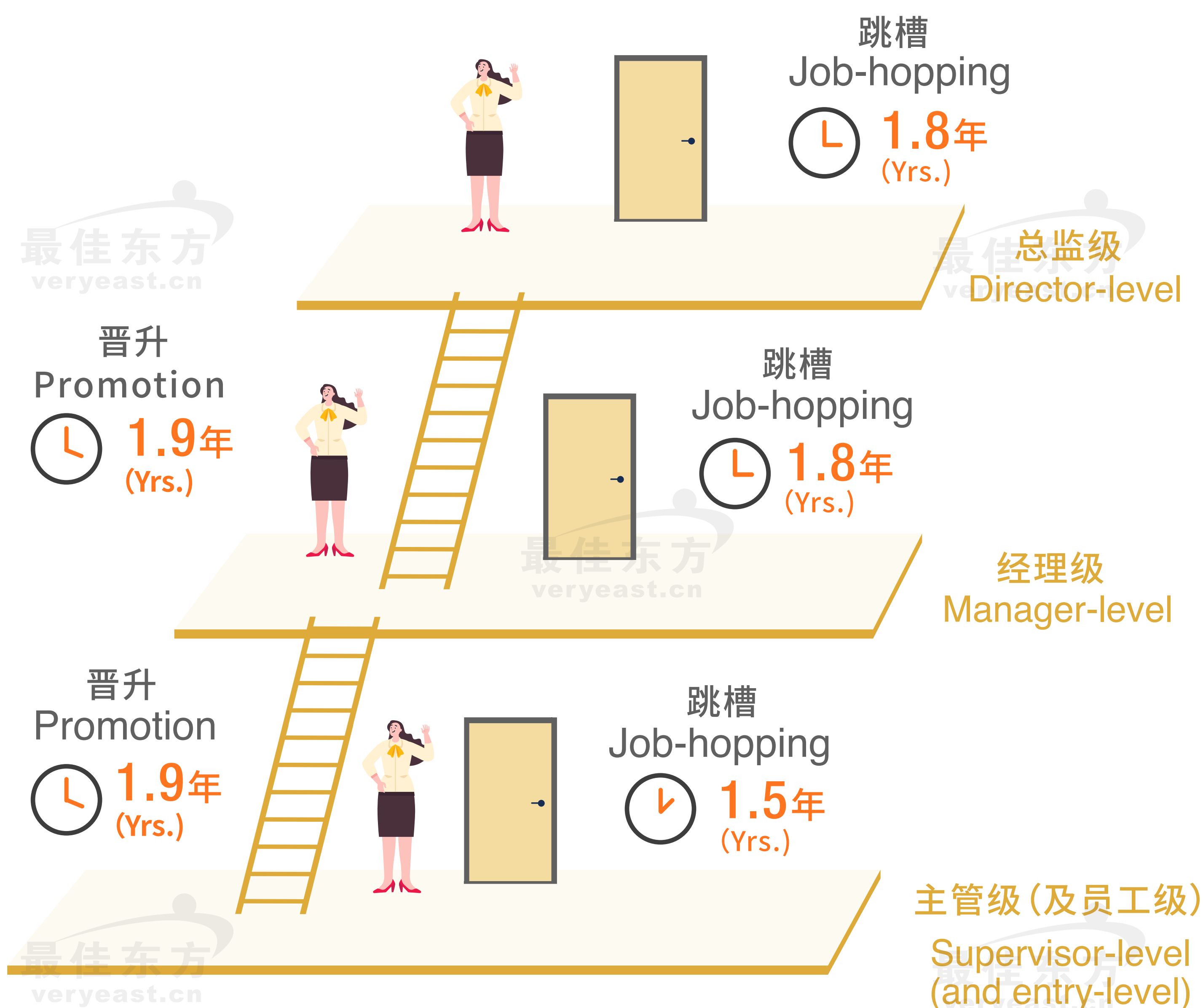
According to the data analysis from VeryEast Talent Development Academy, the average cycle for marketing communication talents to get promoted from supervisor-level and entry-level to manager-level is 1.9 years, and from manager-level to director-level is 1.9 years.

更换门庭 – 跳槽 (无职级晋升)

Changing the Employer –
Job Hopping (excluding Promotion)

根据最佳东方人才发展研究院的大数据, 市场传讯人才在总监级、经理级和主管级(及员工级)的平均跳槽(无职级晋升)周期分别为1.8年、1.8年和1.5年。

According to the data analysis from VeryEast Talent Development Academy, the average job-hopping (excluding promotion) cycles for marketing communication talents at the director-level, manager-level, and supervisor-level (and entry-level) respectively are 1.8 years, 1.8 years, and 1.5 years.



数据来源: 最佳东方人才发展研究院

Source: VeryEast Talent Development Academy

Job-Hopping (excluding Promotion)

作为达成商业成绩的关键一环,市场传讯工作需要该领域人才有着大量的实战经验积累。因此,该领域人才的不论在何级别都具有不低的流动性。对于市场传讯人才来说,通过跳槽往往能让他们的履历中增添不同档位的品牌的经验,从而丰富其从业经验的多样性,增强他们的职业竞争力。从职位级别来看,经理级人才和总监级人才跳槽的选择相对慎重。在经理级人才和总监级人才中,选择在当前雇主公司工作满两年半后再跳槽的比例分别为21.6%和21.5%,而在主管级(及员工级)人才,该比例仅为12.4%。同时,各级别均有超过50%的人才选择在当前雇主公司工作不满一年半就跳槽。从表象去看,这说明了市场上对于该领域人才的需求旺盛。从内里去看,对于企业雇主来说,由于市场传讯的工作重心往往会随着经济环境、社会发展、热点事件等而调整,因此在不同业务周期,对于该领域人才的要求也不尽相同,从而形成了该领域人才适度跳槽的普遍性。

Market communication, as a crucial step for achieving business results, demands extensive practical experience for talents in this field. As a result, there is a certain level of turnover among talents in this field, regardless of their levels of position. For market communication talents, job-hopping often serves as a means to enrich their resumes with experiences from diverse brands, thereby enhancing the diversity of their professional backgrounds and strengthening their competitiveness in the job market. From the perspective of job grade, manager-level and director-level talents tend to exercise greater caution when considering a job change. Among manager-level and director-level talents, the proportion of those who choose to stay with their current employer for at least two and a half years before switching jobs stands at 21.6% and 21.5% respectively. However, this figure is significantly lower among supervisor-level (and entry-level) talents, with only 12.4% staying for the same duration. Meanwhile, across all levels, more than 50% of talents tend to seek new opportunities within the first year and a half of their tenure. On the surface, this indicates a robust demand for market communication talents in the market. However, delving deeper, it reflects the dynamic nature of the job, which often necessitates adjustments based on economic conditions, social developments, and trending events. Consequently, the requirements for market communication talents vary significantly across different business cycles, leading to a general trend of moderate job hopping within the field.

市场传讯主管级与员工级人才跳槽 (无职级晋升) 周期

The Cycle of Job-Hopping (excl. promotions) for
Supervisor-level & Entry-level Talents, Marketing Communication



数据来源:最佳东方人才发展研究院

Source: VeryEast Talent Development Academy

市场传讯经理级人才跳槽 (无职级晋升) 周期

The Cycle of Job-Hopping (excl. promotions) for
Manager-level Talents, Marketing Communication



数据来源:最佳东方人才发展研究院

Source: VeryEast Talent Development Academy

市场传讯总监级人才跳槽 (无职级晋升) 周期

The Cycle of Job-Hopping (excl. promotions) for
Director-level Talents, Marketing Communication



数据来源:最佳东方人才发展研究院

Source: VeryEast Talent Development Academy

晋升(包括跨公司晋升) Promotion (Including via Job-Hopping)

在职位晋升方面,不论是从主管级(与员工级)晋升至经理级还是从经理级晋升至总监级,这两个过程的平均时间周期均不到两年。如前文所述,市场上对于市场传讯人才的需求旺盛,因而不少雇主会选择给与内部/外部晋升机会来吸引或保留人才。这样的快速成长在一定程度上能激发该领域人才的从业激情和创新能力。同时,需要注意的是,在从经理级晋升至总监级的过程中,有近3成人才所需的时间超过两年半。由于任命总监级人才往往意味着企业雇主需要承担更高的用工成本并对该岗位人选抱有更高的期望,因此对这样的任命往往更加慎重。

In terms of career advancement, the average time period for promotion, whether it is from supervisor-level (and entry-level) to manager-level or from manager-level to director-level, is less than two years. As mentioned, the market demand for market communication talents is strong, thus many employers would provide internal/external promotion to attract or retain talents. Such a rapid growth can stimulate the passion and innovation ability of talents in this field. However, it is noteworthy that nearly 30% of talents require more than two and a half years to make the transition from the manager-level to director-level. Due to the fact that appointing director-level talents often means that employers need to bear higher labor costs and have higher expectations for the position, such appointments are often more cautiously made.

市场传讯主管级与员工级人才晋升 (至经理级, 包括通过跳槽) 周期

The Cycle of Promotion (to Mgr. Level, incl. via Job-Hopping) for
Supervisor-level & Entry-level Talents, Marketing Communication



数据来源: 最佳东方人才发展研究院

Source: VeryEast Talent Development Academy

市场传讯经理级人才人才晋升 (至总监级, 包括通过跳槽) 周期

The Cycle of Promotion (to Director Level, incl. via Job-Hopping)
for **Manager-level** Talents, Marketing Communication

11.7%



不足一年
Less than 1 year



30.5%



超过1年不到1年半
Greater than or equal
to 1 year and less than 1.5 years



29.7%



1年半到2年半
From 1.5 to 2.5 years



28.1%



超过2年半
Greater than 2.5 years



数据来源: 最佳东方人才发展研究院

Source: VeryEast Talent Development Academy



最佳东方
bestoriental

第五章

市场传讯人才招聘趋势、市场供需

Chapter 5

Recruitment Trends, Market Supply and Demand
towards Marketing Communication Talents

需求火热, 供不应求

Strong Demand, Limited Supply



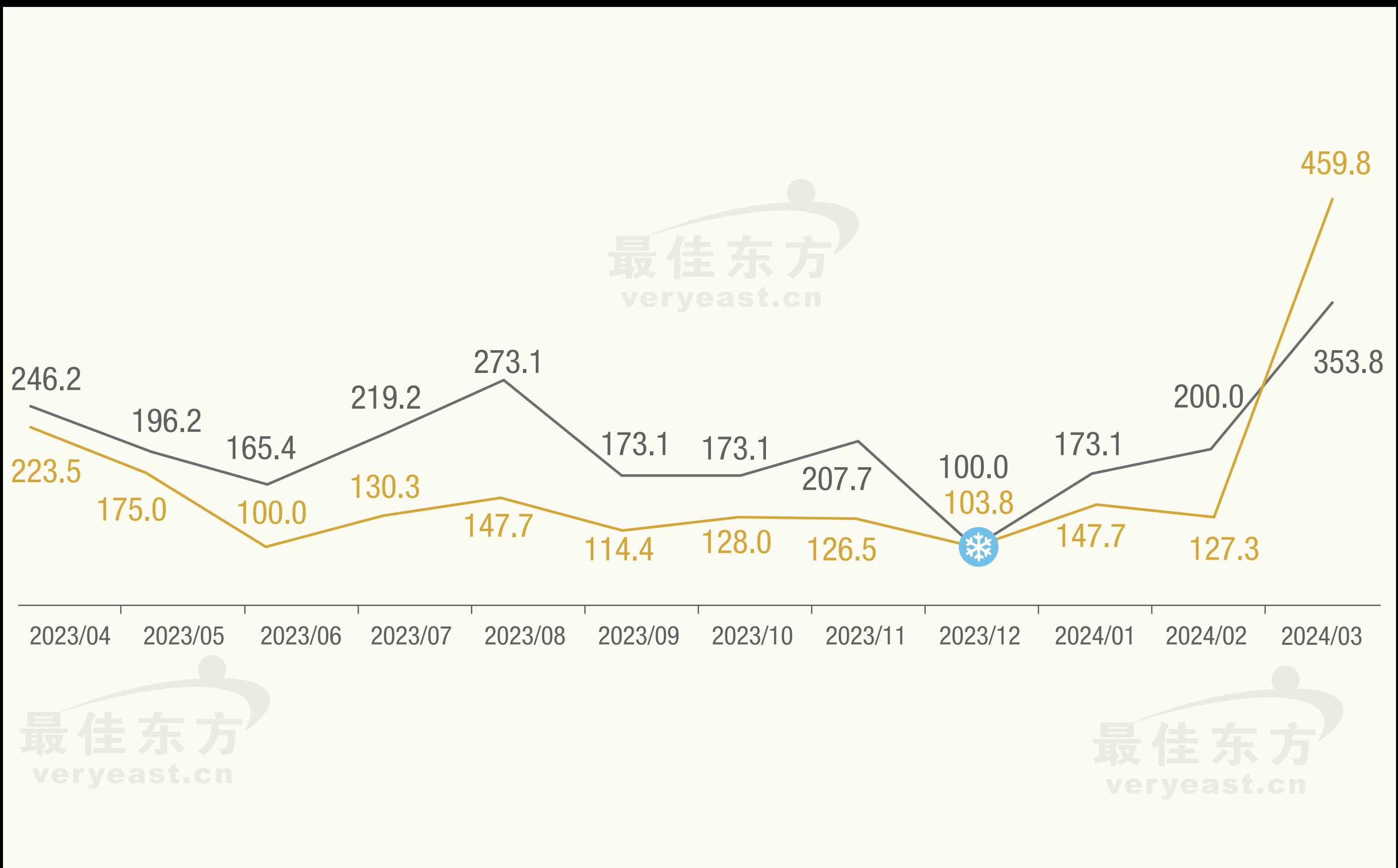
近年来, 随着市场竞争的加剧和商业环境的快速变化, 企业对市场传讯人才的需求日益旺盛。这一趋势主要源于企业对品牌形象塑造、市场推广和产品宣传的高度重视。不论线上(环境) 线下(环境), 不少企业都在致力于打造爆款产品/服务, 而这就必须通过市场传讯作为发力点。“工欲善其事, 必先利其器”。企业对于市场传讯人才的需求是高度持续的。同时, 在市场传讯领域, 不但需要有人才, 还需要有更好的人才来对应不断变化的市场环境。

In recent years, with the intensification of market competition and rapid changes in the business environment, the demand for market communication talents from enterprises has been becoming increasingly strong. This trend mainly comes from the high emphasis placed by enterprises on brand image shaping, market expansion, and product promotion. No matter it is online or offline (environment), many companies are engaged in creating popular products/services, and this must be achieved through market communication as the driving force. “To do a good job, one must sharpen the tool first”. The demand for market communication talents by enterprises is highly sustained. At the same time, in the field of market communication, not only talents are needed, but also better talents are demanded to respond to the constantly changing market environment.

市场传讯经理-招聘与人才求职热力指数

Hiring Activity Index & Talent

Job Seeking Activity Index, Marcom Manager



- 招聘热力指数 Hiring Activity Index
- 人才求职热力指数 Talent Job Seeking Activity Index

数据来源:最佳东方人才发展研究院
Source: VeryEast Talent Development Academy

以市场传讯经理岗位为参考,根据最佳东方人才发展研究院的招聘热力指数和人才求职热力指数(图表),可以看出全年绝大部分时间中,人才求职热力指数不及企业招聘热力指数。抛开年底的招聘与求职“冰点”,全年其他时段中企业招聘需求常常处于高位,而人才求职热情仅在3月份高于企业需求。这样的供不应求使得企业雇主往往需要提供更具有吸引力的薪资待遇或职业发展规划来聘用人才,同时也会缩短该领域人才在各职业阶段的发展周期。

Taking the position of Marcom manager as a reference, according to VeryEast Talent Development Academy's Hiring Activity Index & Talent Job Seeking Activity Index, it can be seen that for the vast majority of the year, the talent job seeking activity index falls below the employers' hiring activity index. Setting aside the "freezing point" of recruitment and job seeking at the end of the year, the recruitment demand from enterprises is often at a high level during other periods of the year, while the enthusiasm from talents to seek new opportunities only surpasses the demand from enterprises in March. Due to such a shortage of supply, employers often have to provide more attractive salaries and benefits or career development plans to hire talents, while also shortening the development cycle of talents in this field at each career stage.



第六章

市场传讯人才发展展望

Chapter 6

Developing Prospects for Marketing Communication Talents



Yíng得人才, Yíng得市场

Winning the Talents, Winning by Marketing

伴随着消费市场日新月异的频繁变化,酒店、餐饮企业在市场传讯方面的应对和调整也愈发多元且迅速。为满足不同画像客户的需求,越来越多的企业在不断推出更多个性化和定制化的产品与服务。为求最大化的宣传效果,社交媒体、短视频/直播平台、在线预订平台等都已成为企业营销传播的必争之地。为加深消费者的印象,不断焕新的品牌故事和精心设计的品牌包装被灌输进人们的视听。任何一个热点事件、任何一个发展导向,都可以成为营销传播的切入点。淄博烧烤、天水麻辣烫的爆火,让许多抓准时机的本土企业接住了泼天的富贵;推出定制版电子房卡,利用国潮文化的影响力来推广旅行中的减塑习惯,也让希尔顿这种重视ESG发展的国际集团与消费者产生可持续共鸣。在新消费时代,越来越多的企业,都在从销售为王转向营销为王。

With the ever-evolving dynamics of the consumer market, the responses and adjustments of hospitality and catering enterprises in marketing communication have become increasingly diverse and rapid. To meet the needs of different customer profiles, more and more companies are continuously launching personalized and customized products and services. In pursuit of maximal promotional impact, social media, short video/live streaming platforms, online booking platforms, and others have become battlegrounds for enterprise marketing communication. To deepen consumer impressions, ever-evolving brand stories and crafted brand packages are being infused into people's visual and auditory experiences. Any hotspot event, any developmental trend, can serve as an entry point for marketing communication. The popularity of Zibo barbecue and Tianshui spicy hot pot has enabled many local businesses to seize the opportunity for great incomes; launching customized electronic room cards and utilizing the influence of national trend culture to promote plastic reduction habits during travel has also allowed international groups like Hilton Worldwide, which prioritize ESG development, to resonate sustainably with consumers. In the new era of consumption, more and more companies are shifting from sales-centric approaches to marketing-centric ones.



通过营销来赢得市场，则须赢得该领域的专业人才。面对不断变化的市场环境，企业对市场传讯领域的人才需求也越发迫切，对其所具备的经验和技能要求也更加多样化。随着信息技术的快速发展，新媒体、社交平台等不断涌现，市场传讯的方式和手段也在不断更新迭代，这对市场传讯人才的技能素质和创新能力提出了更高的要求。在酒店、餐饮等传统服务型行业中，不少市场传讯人才在专业技能和创新能力方面还存在不足，难以适应行业发展的需求。对应这样的情况，酒店、餐饮企业需要更加重视培养和引进高素质的市场传讯人才。针对于市场变化的培训学习已成为常态，数字化营销能力、跨文化沟通能力和创新能力在这些培训中始终贯穿。而对于人才引进，许多国际酒店集团更是从其他行业（如快销、零售、奢侈品等）高薪聘用市场传讯人才来完成营销传播的升级。对于相关教育机构来说，特别是高等院校，应鼓励相关专业学生在校期间接触并活用新媒体、社交平台，充分调动他们的创新能力，培育出符合当下市场需求的市場传讯人才。

To win the market through marketing, it is imperative to win over professional talent in the field. Faced with the ever-changing market environment, companies have an increasingly urgent demand for talents in marketing communication, with diverse requirements for their experience and skills. With the rapid development of information technology, new media, social platforms, and other emerging technologies, the methods and means of marketing communication are constantly being updated and iterated, placing higher demands on the skills and innovation of marketing communication talents. In traditional service-oriented industries such as hospitality and catering, many marketing communication professionals still lack sufficient expertise and innovative capabilities to adapt to the industry's development needs. In response to this situation, hospitality and catering enterprises need to pay more attention to cultivating and attracting high-quality marketing communication talents. Training and learning tailored to market changes have become the norm, with digital marketing capabilities, cross-cultural communication skills, and innovation abilities being integral parts of such training. Regarding talent acquisition, many international hotel groups are hiring marketing communication professionals from other industries (such as FMCG, retail, luxury, etc.) at high salaries to upgrade their marketing communications. For relevant educational institutions, especially universities and colleges, it is important to encourage students in related majors to engage with and utilize new media and social platforms during their studies, fully tapping into their innovative capabilities and nurturing marketing communication talents who meet the current market demands.



市场传讯人才的成长与市场的繁荣紧密相连，二者相互促进、相互成就。在这个充满机遇与挑战的新消费时代，赢在人才战略上的企业，则会赢得更大的市场。在本期文章最后，我们期望在院校教育和企业培养的双重支持下，未来招聘市场上能有更多技能全面、经验丰富、认知优秀的市场传讯人才，为各大酒店和餐饮企业实现人才与营销的双赢。

The growth of marketing communication talents is closely linked to the market's prosperity, with both mutually promoting and achieving each other. In the new consumption era with abundant opportunities and challenges, companies that excel in talent strategy will gain a larger market share. At the end of this article, we hope that with the dual support of academic education and enterprise cultivation, there will be more market communication talents with comprehensive skills, rich experience, and excellent cognition in the talent market. This will contribute to a win-win achievement for the vast number of hospitality and catering enterprises in terms of talents and marketing.