2021

Taiwan Salary Guide & Asia Market Insights

Adecco Spring Professional

The Adecco Group Taiwan 台灣藝珂集團［薪資指南與產業報告］

2021

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前言 FOREWORD

企業需要技術與管理數位轉型，人才則需要思考模式與技能的數位轉型！

Organizations need digital transformation on their technology and management, while employees need digital transformation on their skills and ways of thinking.

藝珂集團台灣暨南韓區總經理 **陳玉芬**

Cindy Chen, Regional Head of The Adecco Group Taiwan & South Korea

2020年，全球經濟強烈受到新冠肺炎（COVID-19）衝擊，許多企業都在今年面臨未知變動與危機處理，有些企業更在疫情中艱難求生。

相較其他國家，台灣面對疫情及早實施防範政策、處理得宜，受到疫情影響的時間只介於 2 至 6 月，相對較短，即使有部分裁員，人數也不多。國內經濟活動更在 7 月以後開始恢復、許多產業的銷售業績再度升起，已經進入後疫情時段。然而，與國際旅遊相關的領域，包含航空公司、國際旅遊公司、國際商務住宿飯店、高單價餐廳等，仍受苦於國際旅遊受限，經濟活動陷入冰凍。

疫情為部分產業帶來低潮的同時，卻也催生了新的商機與新的工作樣貌。

舉例來說，遠距商機、宅經濟、線上遊戲、電子商務等領域，反而因為疫情影響蓬勃發展；台灣不少企業也在上半年嘗試遠距工作實踐，並開始思考企業本身的儲備計畫與危機處理方案，並且鞏固與投資內部的數位資源基礎架構，來支援員工遠距上班。這些數位資源以及經濟活動的短暫休息，卻也成為企業數位轉型的契機。

遠距工作或將成為配套政策之一，即使疫情過去，企業也將開放給有突發狀況、無法進辦公室的員工們，讓他們彈性地安排自己的工作地點，也算是企業尊重員工的一種表現方式。而對企業來說，如何有效率地管理遠距上班員工，以及如何活絡遠距工作與實體工作間的團隊溝通協作，將會是管理上的轉型挑戰。

展望 2021 年，數位學習、通訊 5G 新技術、宅經濟，以及半導體製造業等，將會成為台灣經濟的發展焦點。

無論企業位於哪個產業，都得開始審視自己的數位策略：新型市場競爭者出來後，企業所懷抱的優勢為何？在網路行銷管道成主流之時，企業的網路行銷策略與競爭優勢為何？將線上消費者轉為線下消費體驗的策略又是什麼？

而對人才來說，廣泛地去預測未來市場的發展，並且學習相關技能，將會變為未來的競爭力關鍵。市場大環境將會極速地變化轉動，如果人才沒有持續更新自己的技能、了解最新的趨勢，產業年資經驗 5 年的員工，也可能最終輸給更懂數位工具的 2 年經驗年輕世代員工。

2020 年，全球新冠肺炎疫情為所有國家都帶來前所未有的衝擊，無論在世界哪個角落，我們都正經歷著相同的未來不確定性。

為了更加清楚描繪 2021 年的經濟樣貌，台灣藝珂集團特別在今年的薪資指南中，對台灣的企業與人才們進行了問卷調查，以進一步了解企業在 2021 年的擴編、福利與管理策略，以及人才在職涯發展道路上的期許。

除此之外，台灣藝珂集團更訪問了亞洲 8 個國家藝珂總經理及高階主管們，並整理出各個國家面對疫情所遭受的經濟影響、雇用外國勞動人才的政策變化，以及 2021 年的經濟發展重點。希望這份報告，能讓身為國際化一份子的台灣企業與人才，更加瞭解亞洲整體經濟動向，並提前擬定 2021 年的國際發展策略。

台灣藝珂集團衷心祝福企業與人才們：提高數位感官、擁抱科技改變。透過新一代的科技與知識，來提升自己的市場競爭力，並且大膽擁抱改變，攜手迎接後疫情時代的經濟與工作新常態。

- 以下數據根據 2019 - 2020 年期間台灣藝珂集團（Adecco 與 Spring Professional）各專業領域的徵才職缺之平均薪資所得，其超時工資，佣金，各項津貼與獎金，均不列入計。
- 薪資以台灣當地居民的薪資為依據。
- 本薪資指南內的資訊，是蒐集並彙整自台灣藝珂集團之客戶和求職者。其資料僅供參考，未經本公司同意，嚴禁複製或轉發。
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The world's economy was highly impacted by the COVID-19 pandemic in 2020. Many organizations were forced to respond to the uncertainty and handle crises. Some even struggled harshly to survive.

Compared to other countries, Taiwan implemented COVID-19-related policies relatively early and was only affected by the pandemic with a few layoffs during February and June in 2020. Economic activities in Taiwan started to recover in July, entering the post-pandemic era. However, international-traveling-related businesses, such as airlines, international tourism and business hotels, are still suffered from international travel limitations.

While the pandemic brought some sectors sales downturn, it has also incubated new market opportunities and the new way of working.

For instance, sectors like stay-at-home economy, online gaming and e-commerce have boomed since the pandemic. Some companies in Taiwan even practiced remote working for the first time. They, rather, received a chance to think of their back-up plans, crisis management, and digital infrastructure to support remote working. This short-term break could actually become the opportunity for companies to realize digital transformation.

Even as we enter the post-pandemic era, which remote working isn't necessary anymore, it should be included into every company's policy. For example, for those who cannot come into the office, they can instead work remotely, getting higher flexibility and a better respect from the company. Therefore, how to efficiently manage remote-working employees and how to activate team collaboration between on-site and remote members will be one of the challenges for business management during transformation.

In 2021, digital learning, 5G, stay-at-home economy and semiconductors will be the highlights of the Taiwanese market.

Further, in the new year, companies in every sector must review your own digital strategies: What are your advantages facing the digital newcomers in the market? What is your online marketing strategy and competitive advantage in the digital era? And what's your strategy to transform online consumers to offline customers?

Talents, on the other hand, must widely predict the market development and learn future skills from it. The business environment will advance and change rapidly. If talents don't keep updating skills and getting to gain the latest knowledge, a 5-year-experienced employee could also lose the competition to a 2-year-experienced, who understands digital tools better.

Due to the COVID-19 pandemic, we're still experiencing high uncertainties around the world, as entering the new year of 2021.

In order to have a clearer the economy outlook in 2021, The Adecco Group Taiwan have conducted surveys with organizations and workers in Taiwan, about hiring, benefits and management strategies in companies and employees' expectation on their career paths.

In addition, we've interviewed C-level executives and senior managers across eight Adecco branch offices in Asia and listed impacts by the pandemic in each country, the policy changes on hiring foreign workforce, and their economy highlights in 2021. We hope that, this report can help companies and talents in Taiwan better understand market directions in Asia and further develop their international expansion plans for 2021.

The Adecco Group Taiwan sincerely wish companies and talents to raise their digital senses and embrace the change brought by technology. You must learn the latest technologies and industry knowledge to improve your market competitiveness. And, you must embrace changes and welcome the new normal both at work and in the market in the post-pandemic era.

- The information provided in this guide represents averages salaries derived from positions that The Adecco Group Taiwan recruited from 2019-2020. The salaries exclude overtime payment, commissions, allowances, and bonuses. Salaries are based on the salaries of local citizens in Taiwan.
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香港

HONG KONG

2019 年開始就籠罩在政治運動中的香港，到了 2020 年 1 月再迎來新冠肺炎疫情（COVID-19），這兩大外部因素對香港的經濟罩上一片灰，特別是在零售、觀光、旅遊三大產業，營收慘淡與業績不佳的狀況邁入第二年度，一直在低潮徘徊。

然而，如健康保健與 IT 科技等兩大產業，其實在這段時間出現成長趨勢，尤其是 IT 科技，因為許多企業實施在家工作、一般社會實施社交距離政策之下，網路的使用率較過去更高，帶動電腦支援、數據分析、IT 專案管理等職位，增加人力需求。

當地科技人才短缺

香港的疫情控制表現不差，當地沒有進入封城，也沒有對聘雇外籍人才多加限制。

因為當地香港勞動市場仍有科技人才短缺的現象，導致雇用外籍人才的職位大多為科技類別，如 IT 支援工程師、IT 基礎架構工程師、數位化轉型等，另外，因為許多中國電商公司進駐香港，在電子商務人才的需求也愈來愈高。

IT 與數位服務成重點

展望 2021 年，IT 科技以及數位服務會成為香港經濟發展的重點，此外，由於疫情間企業重視彈性而實施在家工作，彈性的遠端工作選項預計會成為新常態，這樣的企業管理方針轉換，讓企業不再需要太大的辦公空間，可能會進而影響香港企業辦公室的租用價格與市場。

受到長時間外部因素影響的實體零售，或許無法再 2021 年快速擁抱全面復甦，但希望在 15 個月冰凍期後，於新的一年迎來新的開始。

• 各國的詳細趨勢與應變措施依疫情變化，仍隨時更動。最新應變政策仍需依當地官方最新發布消息為主。

The region was under political unrest in 2019 and the COVID-19 pandemic arrived early in 2020. These two external factors have brought great challenges to Hong Kong's economy, especially in the retail, tourism and hospitality sectors. Revenue and sales have been struggling in these sectors since the middle of 2019.

Meanwhile, both healthcare and IT sectors have been growing. The former thrives due to the pandemic, while the later flourishes from work-from-home and social-distancing policies. Internet usage has grown higher than before, causing demands for computer support, data analysis and IT management specialists.

Short of Technology Talents

Hong Kong has done a great job controlling the COVID-19 cases. There has been neither complete lockdown nor any restrictions on hiring foreign workers.

Due to the shortage of technology talents in the region, companies looking for international talent are mostly in the technology sector, including IT support engineers, IT infrastructure engineers and digital transformation specialists. More and more e-commerce companies are entering the Hong Kong market, creating demand for e-commerce specialists there.

IT and Digital Services Become A Focus

Information technology and digital services will be under the Hong Kong economic spotlight in 2021. Furthermore, remote working could become the new normal there because companies are now familiar with the new working method during the pandemic. This working pattern change may cut some business needs for office space. This in turn will add to property rental prices being impacted in Hong Kong with less demand for office space, so a reduction in rental costs may follow.

External factors are affecting the retail sector in Hong Kong dramatically and it might not be able to fully recover in 2021. However, hopefully we will welcome a new beginning along with the new year coming.

• Detailed policy responses in every country change anytime with the development of the COVID-19 pandemic. Please visit the local officials accordingly to find out the latest policy.

日本

JAPAN

2020 年全球新冠肺炎疫情，對日本經濟帶來相當大的衝擊，世界銀行預測日本當年的 GDP 會下降 6.1%，比 2008 年金融危機造成的 GDP 下滑幅度還要高。許多企業都採人事凍結、員工放無薪假的成本凍結政策，特別嚴重的是面對進出口限制的生產製造業。此外，自 2020 年初就上升的失業率，卻也在疫情的連帶影響下，繼續向上攀升。

大部分企業都在這段疫情影響時間，調整工作步伐，如實施在家工作、實體服務轉移線上等，過去在線下完成的任務，在疫情的半強迫下，現今都已轉到線上進行。這樣的工作型態轉移，成功帶動市場對 IT 領域人才的需求，同時，卻也因為企業實體辦公空間需求減少，影響商辦不動產公司投資喊停，持續觀望市場。

勞動短缺，與外國人共生激起新討論

因為少子化、人口老化的緣故，日本近年來致力推廣新政策，以因應國家勞動短缺問題。日本政府因此推出三大勞動力最大化政策：70 歲以上高齡勞動人口的再發現、已婚女性勞動人口再就業，以及引進外國勞動人力。

針對引進外國勞力，2019 年 4 月日本開始實施新版《出入境管理及難民認定法》，擴大 14 個行業雇用外籍勞工的比率，此外，也開始把純日語的公共標誌修改為雙語標制，如何與外國人共生的話題，更成為社會上常被討論的話題之一。

以整體日本國家勞動人口來看，外國勞動人力目前約佔了 2.23%。在日本的外國勞動人力可分為兩大種類：高階白領管理層以及基層勞動人力，而以白領職位來看，最常雇用外國人的大多為 IT 領域的開發工程師、硬體工程師等職位，這些外國人才以程式或技術語言和當地人相互溝通，縮小日語非母語的隔閡。

可惜，受到新冠肺炎疫情影響，所有國外勞動人力招募的計畫，都因為限制外國居民入境日本的政策關係，喊停延期。

科技 IT、醫療照護成 2021 重點產業

從金融保險、醫療照護、電信、製造業等產業，都在這幾年積極導入新興科技與自動化應用。因應這樣的市場趨勢，加上人工智慧與 5G 的到來，IT 產業與此技能的人才，仍會是 2021 年日本人力市場的最大需求之一，除此以外，老齡化的社會結構，也會繼續讓醫藥製造、食品製造、醫療與照護等產業，繼續成為日本於 2021 年的重點發展方向。

而原本拍板定案的外國勞動人才招募計畫，雖然因為疫情緣故暫緩，但隨著國際旅行限制逐漸開放，日本 IT 科技領域也將再次歡迎外國人才的到來。

• 各國的詳細趨勢與應變措施依疫情變化，仍隨時更動。最新應變政策仍需依當地官方最新發布消息為主。

The COVID-19 pandemic has brought a huge impact to Japan's economy. The World Bank estimated Japan's GDP of 2020 to decline 6.1%, higher than the Financial Crisis in 2008. Many companies have implemented a hiring freeze and unpaid leave, especially in the manufacturing industry, that faced import and export limitations. Moreover, the already-increasing unemployment rate in Japan was also rising due to the pandemic.

Most companies in Japan have adjusted their paths during the pandemic, such as practicing work-from-home and transforming offline services into online. This shift has boosted the demand for IT talents in the job market. Meanwhile, some commercial real estate investment plans have been postponed due to the decreasing need of companies for physical office spaces.

Lacking Domestic Labor Force Becoming a Bigger Problem

Japan has been promoting new policies to optimizing its workforce, considering the rising sub-replacement fertility and population aging issues. Lately the country has three focuses: to rediscover the over 70-year-old labor force, to open a second career for married women, and to bring more foreign workers.

Starting in April 2019, Japan launched new visa statuses for essential workers with certain skills to ease the labor shortage in 14 sectors. Furthermore, more and more public signs, which were only written in Japanese, are now adding English indications. "How to live with foreigners" has more often become a topic at the Japanese table.

2.23% of the workforce in Japan is currently taken by foreign workforce, which can be further identified as two main categories: senior white-collar workers and essential workers. In terms of white-collar positions, most Japanese companies tend to hire foreign talents for positions in IT, such as developers and hardware engineers, who can communicate with their Japanese colleagues in technical languages sometimes rather than a professional level of Japanese.

Influenced by the pandemic, however, all recruiting plans for foreign workers have been postponed due to the closed Japanese border. As international travel gradually gets back to normal, the IT sector in Japan will soon welcome foreign talents again to the country.

2021 Focus: Information Technology and Medical Healthcare

Industries, including finance, insurance, medical healthcare, telecommunication and manufacturing have been progressively implementing new technologies and automation applications in the last few years.

Along with the upcoming focus on artificial intelligence and 5G, talents in IT and technology will remain the most asked for experts in the Japanese labor market. In addition, the country's older age structure will accelerate the development of the pharmaceutical manufacturing, food and beverage manufacturing and medical healthcare sectors in 2021.

• Detailed policy responses in every country change anytime with the development of the COVID-19 pandemic. Please visit the local officials accordingly to find out the latest policy.

新加坡

SINGAPORE

新加坡受到新冠肺炎（COVID-19）影響最嚴重的期間，莫過於 2020 年的 3 月底，當時病例數不斷上升，導致新加坡政府毅然決定實施管制令——於 4 月 7 日關閉辦公室與學校等公共場所，並且限制公共場所不可進食與群聚，只開放必要的生活採買地點。隨著後來確診數逐漸受到控制，才再度開放店家營業場所與學校，而企業的辦公空間則仍以遠距上班為主，減少群聚效應。但是，對部分的產業公司仍有營運限制。（依據發布於 2020 年 9 月的國家資料撰寫而成）

對於新加坡來說，疫情造成的經濟停擺，為當地的零售業、觀光業以及航空業帶來最大衝擊，另外，依靠鄰國馬來西亞通勤勞工的建設產業，也因為國境關閉，導致建設進度停擺好幾個月，現在這些企業則開始擴大國內招募活動，尋求回復營運。

然而，管制期間企業被迫實施的在家工作政策，卻也同時激發許多企業開始加強數位科技方面的軟硬體建設，間接提高勞動市場對 IT、數位轉型與網路安全等人才的需求。除此之外，這段時間市場對保健產品製造、生命科學產業的人才，以及體溫測量與安全進出管制的短期專員，也有相當高的需求。

本地人才就業優先

雖然新加坡以國際化、國際工作環境、高教育普及率著名，但是近年來因為低生育率，導致人口快速老化。因為目前許多國際企業的區域總部都設在新加坡，也導致當地有相當高的外國雇員比率。為了鼓勵公平雇員，新加坡政府至 2013 年開始實施相關政策，由原先擁抱多元國籍勞工的傾象，改為本地就業優先。如果企業想在某些職位雇用外籍人才，就得提出本地人才無法滿足需求的證明，政府才會發放工作簽證。許多近期政策都朝向公平雇員、重塑與提升當地人才技能方向發展，而疫情期間，政府更祭出雇用當地人可獲得補助的計畫，確保新加坡擁有一個具未來性、本地就業優先的勞動結構。

在確保新加坡維持區域商業中心地位、本地就業優先未來勞動結構，以及人才與創新高度流動的同時，新加坡的數位科技、生物科技、健康保健等產業，則在軟體工程師、開發師、護理師等職位，仍有雇用外籍人才的較高比率。

以 2025 智慧國度為目標

自 2015 年開始，新加坡政府就設下目標，要在 2025 年成為全球第一個「智慧國度」：不僅要建立一個吸引外國投資、增加企業效率的活躍經濟體，同時也要不斷製造工作機會、維持全球的高度競爭力。

在疫情之下，前往數位轉型的路已經被加速推進，讓新加坡的智慧國度目標，又往前邁進了一大步。

在 2021 年，除了科技、電商、供應鏈與物流會繼續成為產業焦點以外，醫療保健、生物科技與醫藥製造也相當值得注目。雖然疫情放慢了經濟發展的腳步，但是，它同時也推動企業、企業領導人，或是說每個人，都學會更快速地適應新情況、更快速地轉型進步。這次的疫情掀開了全新的一章，同時，也為每個人創造了新的機會。

• 各國的詳細趨勢與應變措施依疫情變化，仍隨時更動。最新應變政策仍需依當地官方最新發布消息為主。

The worst impact of the COVID-19 pandemic in Singapore was at the end of March 2020. The huge spike in cases led the Singapore Government to implement a circuit breaker: most public areas such as offices, schools, and retail were closed on April 7th, with restrictions that include no eating or gathering at any public places. Only essential services remained open. As the average number of daily community cases came under control, businesses and schools resumed operation in stages, with telecommuting being the main work mode; there are still strict regulations and businesses in certain sectors remain unable to operate till now (based on information published in September, 2020).

Retail, tourism, hospitality and aviation sectors in Singapore have been significantly impacted by the pandemic. With border restrictions, the manufacturing industry, which is highly dependent on a commuting workforce from Malaysia was impacted, turning businesses to the hiring of interim local talent.

On the other hand, the 100% work from home policy implemented during the circuit breaker drove companies to enhance their digital technologies, increasing demand for IT, digital transformation and cybersecurity talent. Professionals in healthcare and life sciences, healthcare product manufacturing and disinfection cleaning, as well as temporary associates for temperature taking; digital, safe entry and safe distancing ambassadors are also in high demand.

Local Workforce as Priority

Although Singapore is famous for being a regional business hub, similar to other developed nations, we have a high literacy level and a fast aging population caused by low birth rate. With many regional headquarters of Global MNCs based in Singapore, there is a high number of foreign talent within our workforce. To encourage fair hiring, the Singapore Government has implemented relevant policies since 2013. With tightening of policies in recent years, which includes foreign labour quota and minimum salary criteria for different work passes, there is a clear, continuous movement to encourage fair hiring, reskill and upskill. With the pandemic, there is funding for employers in the hiring of locals. All the initiatives ensure that Singapore will have a local future-ready workforce.

While we ensure that Singapore remains competitive as a regional business hub where there is a future-ready local workforce as well as free flow of talent and innovation, there are industries where foreign labour is most commonly employed, such as technology and healthcare in roles such as junior developers, software engineers and nurses.

"Smart Nation" as Goal by 2025

In 2015, the government set a goal to become the world's first smart nation by 2025, as well as to build a vibrant economy that attracts foreign investments, increase business efficiency and create new jobs and opportunities to remain globally competitive. With the pandemic, the move towards digitalization has escalated, moving Singapore closer to her smart nation goal. Other than technology, e-commerce, supply chain and logistics will be the focus in Singapore in 2021, as well as medical healthcare, biotechnology and pharmaceuticals.

The pandemic has slowed down economic development; however, it has pushed businesses, leaders and in fact everyone to adapt and evolve fast. The pandemic has unveiled a brand-new chapter and hidden opportunities for everyone.

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南韓

SOUTH KOREA

身為新冠肺炎初期衝擊先鋒的國家之一，南韓 2020 年的 GDP 成長率約在 0% 上下徘徊，國家的經濟衰退率約為 2%，受到疫情影響導致超過 11,000 人被迫裁員、超過 2,000 個職位被取消招募、超過 22,500 個工作崗位被強迫消失在勞動市場，其中，受到疫情影響最大衝擊，包含上半年曾被迫暫時關閉的實體零售業，以及仰賴國際旅客的觀光業。

整體來說，南韓政府在應變肺炎疫情上，表現得相當亮眼，計畫撥出 1.1 兆韓元來穩定勞動市場、補助失業勞工，較前一年同類支出增加了 63%，也強化醫療系統的應對，即使身為疫情首當其衝的國家之一，但卻從未進入封城管制狀態，而是透過在家工作、頻繁溝通，以及社會距離等政策，來管制疫情擴散。

經歷實體店面暫時關閉，許多消費者於這段時間轉往線上消費，在南韓，除了手機食物外送以外，過去的實體零售品牌們也趁機積極轉型發展線上商務，而網路時代的電商應用 Ticket Monster 與 Coupang 也在這個時期迎來業績快速成長；由於不少企業在這段時間採取遠端工作政策，如視訊、協作軟體、員工遠端管理等在家工作的相關科技應用，也相當蓬勃發展。

仍歡迎外國人才，但目前只限基礎勞動力與頂級崗位

南韓目前最主要的國外勞動人才工作崗位，大多分佈在農業基礎勞動力，以及高收入高階職位（如企業的國家地區經理）。由於南韓農村勞動人口短缺，政府目前以積極引進外國基礎勞動力為主。整體來說，南韓仍然相當歡迎外國人到訪，住在當地的外國人，即使經歷過肺炎疫情危機，仍然能在當地感受到安全、受保護的感覺。

然而，南韓少子化、人口老化等問題卻也逐漸浮上檯面，未來也將逐漸打開國門、制定相關推進政策，來引進更多的國外勞動人才。

疫情反成進程推手，科技應用更加蓬勃

受到新冠肺炎疫情影響，許多網路新應用紛紛湧入市場，原本期許的科技化未來，在疫情的間接推動之下，直接降臨到現在的生活場景——企業更快速地推進數位轉型、許多員工擁抱遠端工作、人工智慧與機器人應用也找到新的場景，因為疫情減少人與人的接觸，下次到南韓時，或許在機場歡迎遊客入境的，就會是台 AI 機器人。

南韓企業們也開始擁抱新的工作彈性，在招募人才時著重在短期合約職位，篩選人才時也不再是看一個角色，而是注重他們所擁有的特別技能（如工作高彈性、快速應變能力等），在疫情的催化下，新的組織工作角色萌芽、企業也迎來更高的管理彈性。

經歷 2020 年這樣的全球動盪後，南韓預期 2021 年市場再度復甦後，實體零售業會積極回到原本的繁榮光景，也會迎來一波積極的銷售業務徵才，補回企業失去的業績，而企業內部人力資源管理的角色，也會愈來愈重要，以因應更高彈性的人才管理環境；觀光旅遊業方面，即使海外旅遊業仍呈現未知狀態，但是國內旅遊則會因為無法出國的本國消費者，迎來久違的光景。

• 各國的詳細趨勢與應變措施依疫情變化，仍隨時更動。最新應變政策仍需依當地官方最新發布消息為主。

As one of the first countries impacted by the COVID-19 pandemic, South Korea is expecting a GDP growth rate around zero. Due to the pandemic, this country had a national economic recession rate of 2%, with layoffs of more than 11,000 people, over 2,000 cancelled job openings and over 22,500 jobs eliminated from the labor market. Brick-and-mortar business and tourism industry have suffered the greatest impacts in terms of revenue loss and job cuts.

The South Korean government has been responding well to the pandemic. It has allocated a budget of 1.1 trillion won (925.1 million USD) as a financial subsidy for the labor market, having increased by 63% from the previous year. As well, it has strengthened its medical and health system during the pandemic. The country never entered a lockdown position, controlling the viral spread by practicing policies like work-from-home and social distancing.

Many consumers went for online shopping while brick-and-mortar stores were closed. In addition to food delivering apps, which were already popular in South Korea, e-commerce platforms launched by brick-and-mortar stores and the existing ones, such as Ticket Monster and Coupang, have seen significant growth during this time. More, technology services, like video conferencing, online collaboration and remote management, have thrived thanks to the work-from-home policy in many companies.

Foreign Workers Limited to Certain Positions

Positions which hire foreign workforce are mostly seen in high-income senior positions like regional managers and essential workers in agriculture jobs. During the pandemic, South Koreans have maintained their welcoming attitude towards foreigners. Expats there also felt a great extent of security and shelter during the time.

This country, however, is gradually facing sub-replacement fertility and population aging issues. As its labor force population decreases to a certain level, it will further open the boarder and welcome more foreign workers in the future.

Pandemic Accelerates the Progress of Technology

Lots of new online services popped up in the market during the pandemic. The worldwide crisis has instead become the accelerator for bringing future technology to the present: Companies have been pushing digital transformation, employees have been working remotely, and artificial intelligence and robotics found a new context. Because we are making less people contacts, there might be an AI robot welcoming foreign visitors at the airport of South Korea.

South Korean companies have adopted a new flexibility, tending to hire more contractors than full-time positions, and people with particular skills, such as being highly flexible at work and responding fast the unknown. New roles and new managing flexibility are appearing in numerous companies.

South Korea is expecting to see the market bounce back in 2021. Brick-and-mortar business will actively hire salespeople, in order to make up for lost time; and HR roles in companies will become more important, in order to provide higher management flexibility. Although international tourism remains uncertain, domestic tourism will see a significant growth due to the closed borders.

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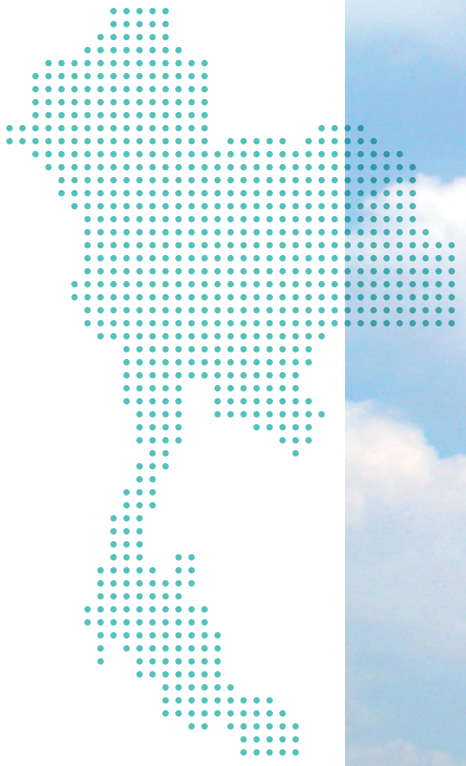
泰國

THAILAND



泰國國家年度 GDP 中，平均有高達 40% 的貢獻都是來自國際觀光業，但是，受到全球新冠肺炎（COVID-19）疫情的衝擊，泰國對外國人入境設立限制、許多旅館與購物中心也經歷 2 至 3 個月的短暫關閉，導致許多觀光業者進行裁員、人事凍結。即使疫情維穩後國內消費再度活絡，但是國內消費勢力卻仍然無法滿足高度仰賴外國觀光客的業者們，疫情對他們的影響最大，除此之外，國內的零售業、精品與美妝銷售則並未受到太大影響。

泰國的經濟基礎仰賴國家各式的中小企業們，但他們因為疫情期間原物料進口出現問題、無資金流通，也受到相當大的影響，此外，原本依靠中國進口原物料的組裝工廠們，也因為原物料供給出現問題，在疫情期間幾乎都呈現暫停營業的狀態。

然而，疫情期間卻也促成網路消費爆發，愈來愈多的泰國消費者出現行為轉換，開始偏好線上消費，因此給予泰國電商、網路食物外送等一個絕佳的發展時機，這些產業旁的產品包裝與物流產業等，也同時獲利、蓬勃發展。也因為網路應用愈來愈多，泰國的網路金融服務愈來愈多，甚至在這段期間更出現醫生線上看診的服務，跨出當地遠端醫療落實的第一步。

專案派遣、特殊技能外國人才為主

在疫情期間，泰國政府對外籍人士入境設下了限制與隔離政策，外籍基層勞動人力大多因為經濟停擺而停止招募，知識型外籍人力的方面，則設下了更嚴格的工作簽證申請條件，或是延緩原本的招募時程。整體來說，泰國的工作市場仍然相當歡迎外國人才的到來。

泰國當地最常雇用外國人的職位與產業包含業務開發、工程師，以及生命科學領域，但是整體對外籍人才來說，當地的就業機會仍然以專案為主的特殊技能人才為主。此外，因為有許多日本企業在泰國進行投資，他們也常在當地招募銷售與業務開發的相關人才。

HR 與財務等各項人才要求也面臨轉型

於 2020 年，泰國的藥廠、電商等都在疫情期間持續地釋出人才需求，隨著當地消費者對健康更加地重視、消費行為轉往線上，這樣的需求更預計延續到 2021 年。許多泰國當地企業也在這個時機點，開始投資數位轉型，並且進展相當快速，也隨之刺激市場對各式科技人才的需求，包含 IT 顧問、資料科學、機器自動化工程等領域，都正加速發展。

而疫情所帶入的新元素，則有保險與房地產與資產管理等產業。當地人民因為疫情因素，強烈感受到生命的不確定因素，因而開始接觸保險知識、購買保險方案；另外，泰國在這次防疫表現佳績，給予許多外國人相當好的印象，預計未來幾年將吸引更多外國退休者在泰國買房退休，增加當地房地產與資產管理的產業機會。

除了產業機會以外，泰國的企業人力管理市場也預計在 2021 年迎來新常態。疫情讓企業開始更加重視彈性與緊急應變，因此，舉例來說，在人力資源管理職位招募上，企業開始找尋 HR 轉型的人才，幫助形塑企業新工作常態的生產力與工作效率，又例如財務職位，會計單一技能已經不能滿足，人才得熟悉財務與成本規劃，才可能贏得工作機會。過去在企業較為單一技能的職位會慢慢消失，同時展現多技能的人才反而會成為企業的新偏好。

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Around 40% of Thailand's GDP is contributed by its well-known tourism industry. The COVID-19 pandemic, however, caused a limited open border policy and closed hotels and shopping malls in Thailand. Many tourism industry players cut jobs and froze hiring, especially those who highly rely on international tourists. Otherwise, sales in the retail, boutique and cosmetic sectors haven't seen much impact from the pandemic.

SMEs are the basis of Thailand's economy. They've been impacted during this time, especially those assemblers in manufacturing. These businesses were suspended because most of the raw materials come from China, one of the most impacted countries in the pandemic.

The pandemic has also helped the explosion of online shopping in Thailand, while brick-and-mortar stores were closed. The consumer behavior change offered a great market opportunity for e-commerce and mobile food delivery services, as well as the packaging and logistics sectors alongside. Many other new online services also popped up, including online finance service and telemedicine.

Most Expats are Project-based or Unique-skilled

During the pandemic, the Thailand government set rules on foreign entry and quarantine, causing most foreign hiring to be suspended or postponed. But overall, the labor market in Thailand still welcomes a foreign workforce.

Most jobs hiring a foreign workforce include business development, technical engineers and biotechnology professionals. Furthermore, they are often required to be specialty-skilled and hired based on projects. There are many Japanese companies investing in Thailand, leading to regular openings for sales and business development talents.

Positions Like HR and Finance to Transform

Both e-commerce and pharmaceutical companies have released some job openings during the pandemic. While more consumers focus on healthcare and their purchasing turns online, the two industries will remain under the spotlight in 2021. Moreover, more and more Thai companies are investing in digital transformation, boosting demand for IT consulting, data science and machine automation talents.

The pandemic has also helped the insurance and real estate sectors rise in Thailand: Thai people started to purchase life insurance from feeling uncertain in life; and more retired foreigners, who saw a great job by the Thai government controlling the COVID-19 cases from exploding, have shown interest in buying houses and retiring in Thailand.

Lastly, the human resource management market in Thailand will see a new normal in 2021. The pandemic has led companies to focus more on flexibility and responding in emergencies. Therefore, they're starting to look for HR transformation professionals who can help form the new productivity and efficiency under the new normal. Furthermore, a single skill in accounting isn't accepted anymore. Talents in the area need to know finance and cost planning in order to win jobs. Single-skilled positions will gradually disappear, while multi-skilled talents will become the new preference at work.

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馬來西亞

MALAYSIA

因應新冠肺炎（COVID-19）疫情，馬來西亞的全國行動管制令（MCO）持續實施至 2020 年底，這道命令限制了人民的行動範圍、各類店家的營業狀況與企業的營運狀況，來控制全國確診人數。這樣的限制導致約半數的馬來西亞獨立工作者，失去他們的工作，也有約 3 成的公司企業於這段期間，營收減少了 90%。大部分受到影響的產業如觀光業、飛航業、影片製作、工程建設與娛樂產業等，因為他們在封城期間被限制完全營運，也造成收益損失、專案取消。

然而，民生必要的產業則在這段時間蓬勃成長，如醫療保健、醫藥、金融財務、物流、IT 與電信溝通等，源自市場消費者對自身健康與保健的愈加重視，以及封城期間網路扮演外界溝通唯一媒介的重要影響力。

在這段時間，舉例來說，線上交易的總次數大幅增加，增加企業對網路安全工程師的需求，來保障大量的線上交易不會受到網路金融犯罪者的惡意干涉；另外，實體活動被限制而蓬勃的電子商務，也帶動周邊物流與倉管服務對人力需求的增加，僅管後疫情時代降臨，現正蓬勃的電子商務也預計不會退回原樣，全新的零售樣貌將會降臨市場。

此外，疫情期間因為移動限制，過去在實體場域發生的看診照護，已經在這段時間部分轉移線上，換句話說，馬來西亞已經開始有落實遠距看診、遠距照護的服務。過去就有一定人力需求的護士、治療師等職位，在遠距醫療也生根發展後，預計再加增市場對此職位的需求。

外國勞工作為基本勞動力

馬來西亞的工程建設、畜牧農業與種植農業是最常雇用外國勞動力的三大產業，但在疫情期間，政府為這些產業雇用外國勞工的程序設下部分限制，更要求受雇勞工遵從健康管制、篩檢、隔離等政策，以免群聚的建設勞工在工程地區相互感染。

等到疫情過去、減除限制之後，這三大產業對外國勞力的需求仍會恢復，畢竟馬來西亞當地的勞動人才大多不願意投入這些勞力工作，企業只得從外國雇員解決勞動力短缺問題。

健康飲食與飲食外送成為新潮流

行動食物外送服務在疫情期間成為市場潮流，它的方便性與節省時間優點，讓市場的消費者愛不釋手，預計在疫情之後，仍會維持目前的市場地位。此外，因為疫情而讓許多消費者愈來愈注重保健觀念時，許多食物與飲料廠商也相繼投入這個領域，研發以健康為中心概念的飲食產品，這將成為 2021 年馬來西亞市場的新潮流之一。

新興的健康食品將會結合外送服務，攜手開啟新的消費熱潮，而與此消費趨勢緊密連結的物流產業，也會被帶動發展，不僅激發更有效率的外送方式，如食物的包裝盒袋等，也可能出現新的設計，來符合外送需求。

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The 2020 Movement Control Order (MCO) in Malaysia has been extended until the end of 2020, restricting people's activities and the operation of businesses, as a preventive measure. This order caused about 50% of Malaysian freelancers to lose their jobs and 30% of the companies dropping 90% of the revenue. Most impacted industries such as tourism, air travel, film production, construction and entertainment, have experienced limited operation, declined revenue and cancelled projects.

However, essential services such as healthcare, pharmaceuticals, banking and finance, logistics, IT and telecommunication were booming at the same time. Consumers value their health much more and the internet has played a great role keeping them in contact with the outside world during the MCO.

Other examples include the increasing amount of online transactions, creating bigger demand for cybersecurity specialists, to protect malicious interference by cyber criminals. And the growing e-commerce due to limited physical activities has added demand in logistics and warehouse management. More, the boosting of e-commerce won't return to the previous status quo in the post-pandemic era. Instead, the all new retail scene will come onto the market.

In addition, virtual healthcare has become a more common practice in the MCO period, causing the already-in-demand jobs like nurses and physician assistants to be more required in the near future.

Foreign Workforce to Make Up Basic Labor Demand

Construction, agriculture and plantation sectors are the ones hiring the most foreign workers fin Malaysia. During the pandemic, however, the government has implemented some restrictions on hiring processes and decreed mandatory health screening, to prevent cluster infection.

After the restriction is loosened, these three sectors will resume their demand for foreign workforce. Because most laborers in Malaysia don't want to take blue-collar jobs, companies have to sort out the workforce abroad.

Healthy Diet and Food Delivery as New Trends

Food delivery apps, for their convenience and timesaving, have become the latest trend in Malaysia. It is expected to remain popular after the pandemic. And more consumers are valuing their health thanks to the pandemic, leading many food and beverage companies to invest in this area and develop healthful new products.

The new health food and beverage products are going to combine food delivering services and open a new consumer fashion in 2021. Logistics alongside will also be motivated to create more efficient delivery methods and new packaging designs, which are better for delivery contexts.

• Detailed policy responses in every country change anytime with the development of the COVID-19 pandemic. Please visit the local officials accordingly to find out the latest policy.

越南

VIETNAM

超過 9 成以上的越南企業於 2020 年的財務表現，都受到全球新冠肺炎（COVID-19）疫情影響，其中，更有 4 成企業的疫情期間營收下滑 21-40%，影響程度不可小覷。從產業別來看，越南的食品飲料製造、房地產以及製造業等，受到的衝擊最大。營收下滑連帶企業進行人事調整，約有 46% 的企業都已裁員，當中出現最大動作的是媒體產業，超過 4 成的媒體公司都已進行 20% 人事裁員，也有 38% 的媒體公司對員工進行 21-40% 的減薪政策。

同一期間，6 成左右的供應鏈與物流產業公司仍維持經營狀態、未受到疫情太大的影響，只有 7.69% 的公司出現 21-40% 的裁員，其餘影響較少的產業還包含 IT 資訊科技以及金融財務保險。

外語加國際經驗人才最受歡迎

市場擁有大量年輕勞動力的越南，其實在近年以來已經成為直接對外投資的熱門之選。許多國外企業也偏好雇用有產業經驗、外語能力與國際工作經驗的外籍資深領導人才，來彌補當地部分人才經驗不足，尤其是在金融、貿易與科技技術產業領域，雇用外籍人才的情況更加明顯。

然而，在疫情期間對一般國際旅遊觀光客實施入境限制、健康證明、篩檢與隔離等政策的越南，也對國際工作簽證的發放設下暫時的限制政策，暫停企業雇用外國人才的活動，意圖減少外國入境的總人數，以及減少境外移入的病例數。

對於有雇用外籍員工的企業來說，這樣的政策對他們造成相當大的影響，原本寄出的工作錄取通知，會因為無法入境而延後報到，而對於外籍人才來說，他們也可能因為政策與旅遊限制緣故，放棄這個海外的工作機會。或許得等到國際旅遊、國際工作簽證發放再度恢復正常，越南的外籍人才聘雇活動才會再度活絡起來。

展望成為國際生產供應鏈重要一環

全球新冠肺炎的疫情不只考驗許多國家的醫療系統，同時也展露了國際生產供應鏈的部分缺點，疫情過後，許多國際生產製造廠商無疑都會重塑供應鏈策略、開始多樣化供應鏈地點以分散風險，此時，越南就會成為設廠的首選之一，迎來更多的外國生產製造企業進駐。自 2014 至 2017 年，越南的高密集勞動力製造出口產量，在新興國家中成長了 2.2%，這個數據可望在未來的 3-5 年看見成長。

除了生產製造業以外，越南當地的電子商務、醫療保健、教育以及科技等產業，也會被列入 2021 年的重點成長產業，帶動當地的勞動市場需求。

• 各國的詳細趨勢與應變措施依疫情變化，仍隨時更動。最新應變政策仍需依當地官方最新發布消息為主。

Over 90% of Vietnamese companies have been impacted by the COVID-19 pandemic, and 40% of those companies even had revenues declining 20% to 40%. Sectors such as food & beverage manufacturing, real estate and manufacturing were impacted the most. Around 46% of companies in Vietnam had layoffs, especially in media and entertainment; over 40% of Vietnamese media companies had layoffs of 20% of their workforce, and 38% of the companies cut employees' pay by 21% to 40%.

Companies in the supply chain and logistics haven't suffered much impact by the pandemic. About 60% of the companies were still in operation, and only 7.69% of them had layoffs of 21% to 40% of their workforce. Others, like information technology and finance insurance, weren't much influenced, either.

Multi-languages with International Experience are Favored

With its abundant young workforce, Vietnam has become one of the most attractive foreign direct investment (FDI) destinations in the last years. Those multinational companies prefer to hire people who are industry-experienced, multilanguage-skilled and international-work-experienced. Sectors including finance, trading and technology are especially hiring more foreign workforce than others.

During the pandemic, Vietnam has set some rules on foreign visitors, including entry limits, health certificate, COVID test and quarantine. Issuing working visas for foreign workers was also restricted.

The policy has greatly influenced those companies with foreign workers in Vietnam. New employees from other countries couldn't go abroad due to the entry restriction, and some even turned down offers due to international travel limitations. Foreign workforce hiring activities will be active again, but only when international travel and working visa issue processes are back to normal.

To Become the New Hotspot in the International Supply Chain Ecosystem

The COVID-19 pandemic has not only challenged medical and health systems in many countries, but also shown some shortcomings in the previous international supply chain ecosystem.

In the post-pandemic era, many companies in the ecosystem definitely reform their supply chain strategy and invest in several locations, in order to spread risks. Vietnam will be one of the latest hotspots in the ecosystem, attracting more and more multinational manufacturing companies to set up new factories there. The country's share of labor-intensive manufacturing exports from emerging markets grew 2.2 % between 2014 and 2017, and this number will grow bigger in the next 3 to 5 years.

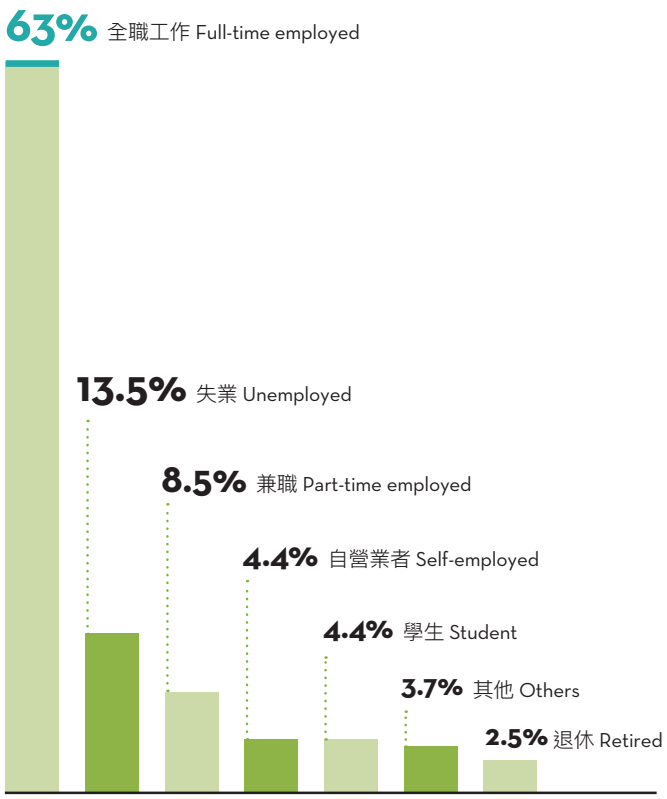
Other industries such as e-commerce, medical and healthcare, education and technology will also be the focuses in Vietnam's economics in 2021, boosting workforce demands in those areas.

• Detailed policy responses in every country change anytime with the development of the COVID-19 pandemic. Please visit the local officials accordingly to find out the latest policy.

求職者調查 CANDIDATE SURVEY

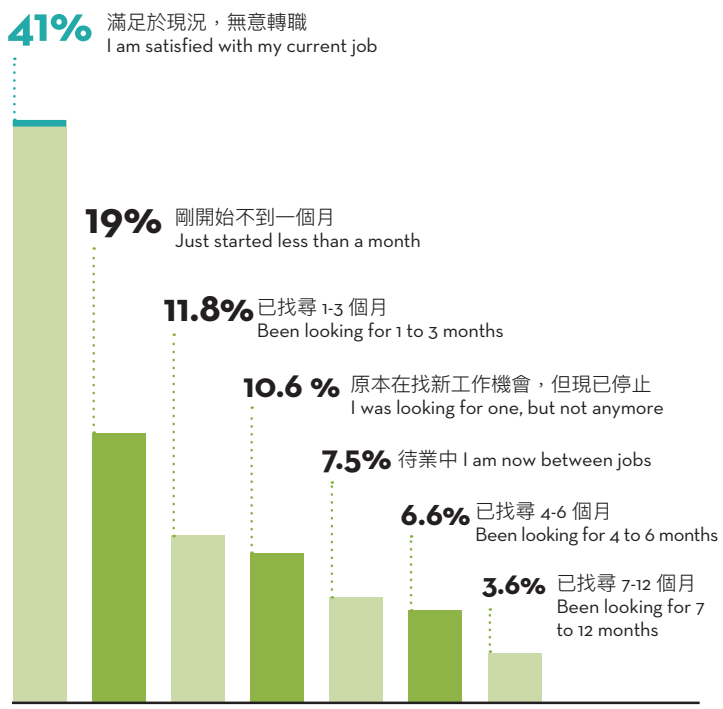
Q1 請問您目前的工作狀態為何？

What is your current employment status?



Q2 請問您是否正在找下一個工作機會？如果是，請問有多久？

Are you looking for a new job? If yes, how long have you been looking for?



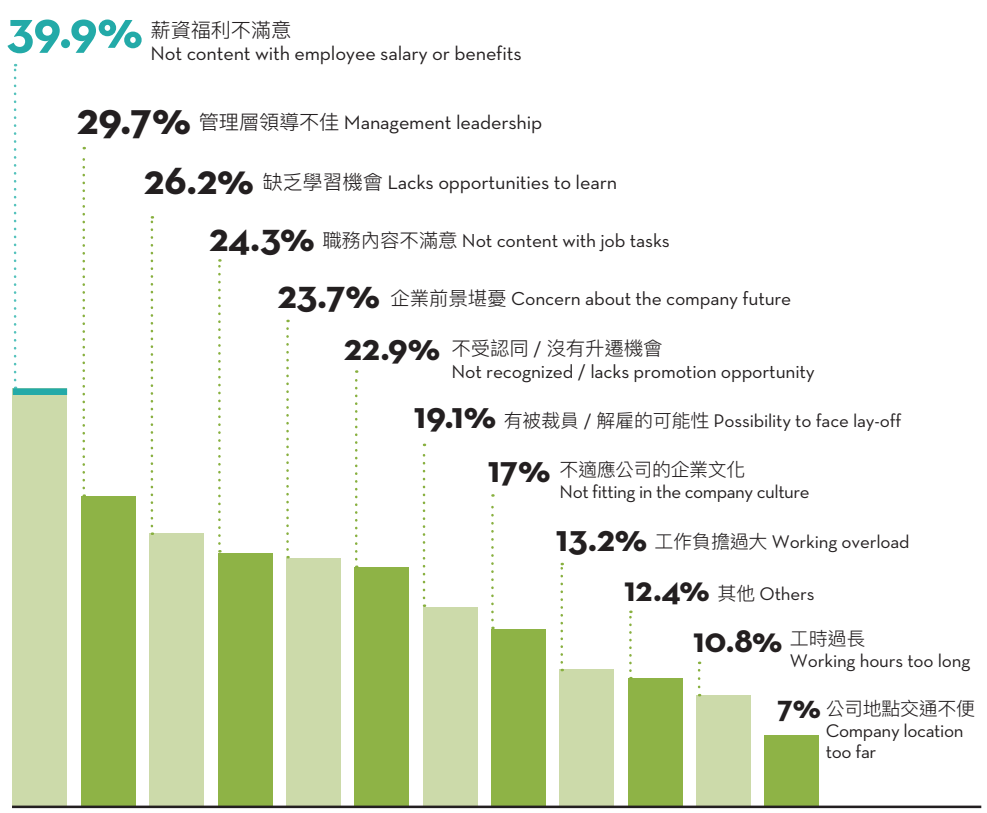
分析 Analysis

超過 60% 的應答者從事於全職工作，同時則有 13.5% 的應答者處於失業狀態，此外，兼職加上自營業者的應答者也約為 13%。約有 4 成的應答者滿足於現況，無意轉職，同時正在找尋新工作機會的應答者約為 22%，找尋時間 1 至 12 個月不等。

Over 60% of the respondents worked full-time, 13.5% were unemployed and 13% were part-time and self-employed. Around 40% of the respondents were satisfied and not searching for a new job, while 22% were looking for a new position in the last one to twelve months.

Q3 請問您想離職的原因為何？(複選)

Why do you want to leave your current job? (multiple choices)



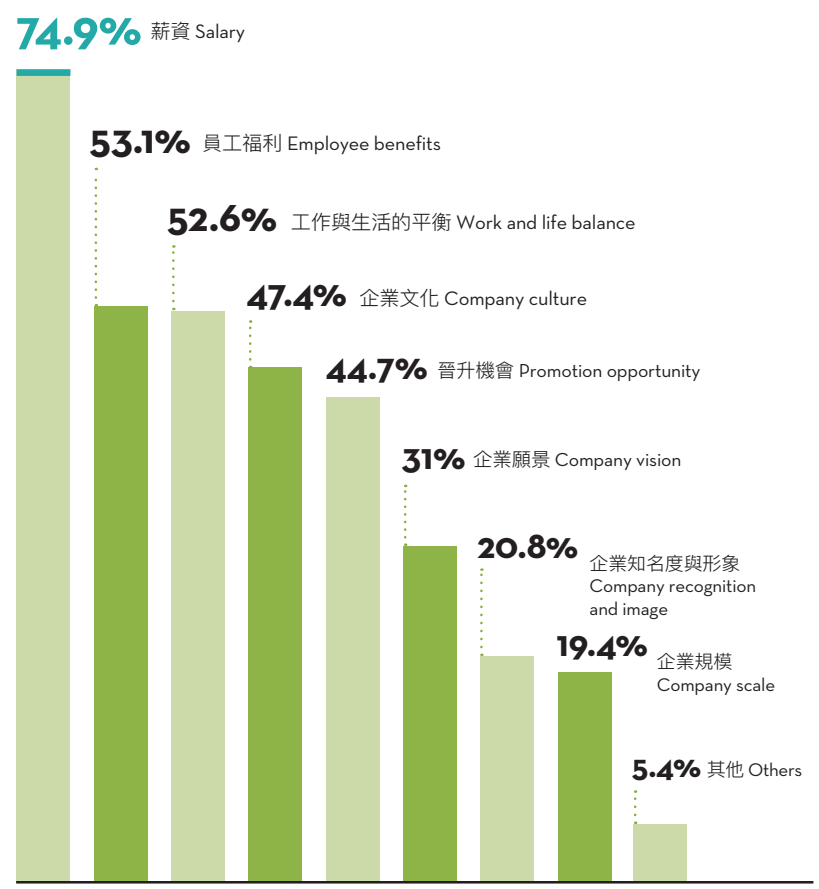
分析 Analysis

最大宗的想離職原因為不滿意薪資福利（39.9%），其次則為管理層領導不佳（29.7%）以及缺乏學習機會（26.2%）。可見薪資目前為留住人才的優先誘因，提供合理薪資後，更得提升管理方法與人才培訓系統，才能為企業保留優秀的人才。

Respondents wanted to leave their current jobs because they weren't content with employee salary or benefits (39.9%), not happy with the management leadership (29.7%) and lacked opportunities to learn (26.2%). While salary and benefits are the biggest incentive for talents to stay in a company, employers still need to improve their management styles and training systems in order to keep the best talents.

Q4 請問您選擇新工作主要考量的重點為何？(複選)

What's important for you as choosing a new job? (Multiple choices)



分析 Analysis

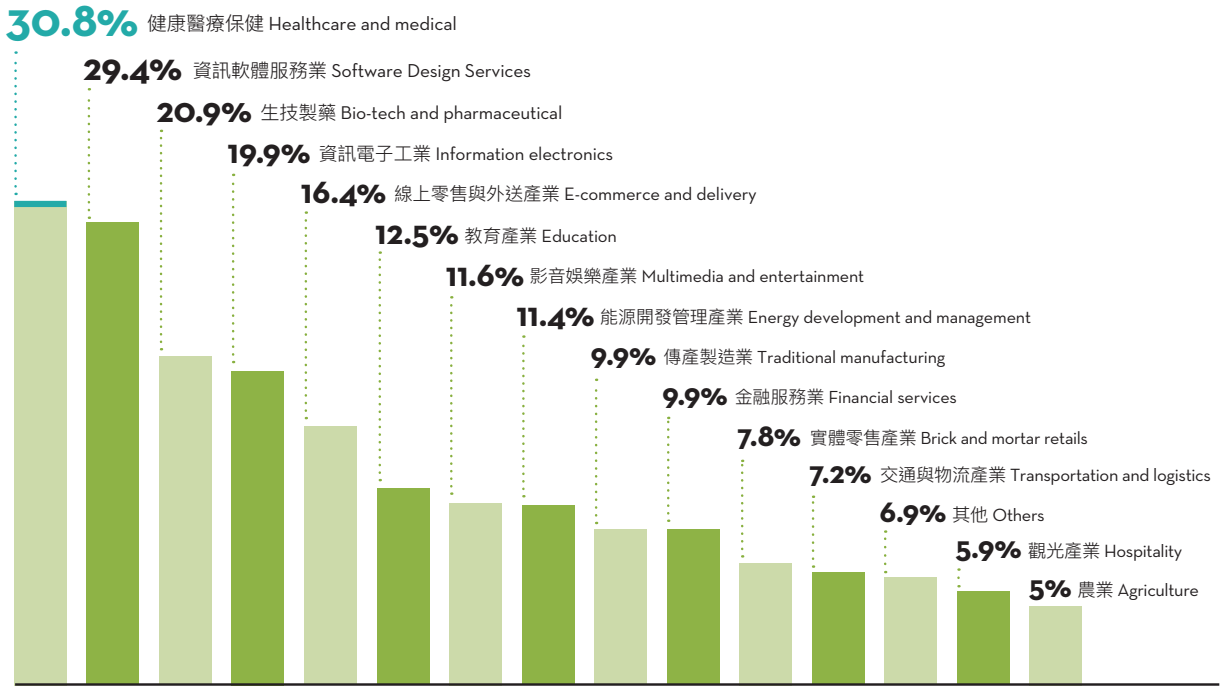
高達 74.9% 的應答者都將薪資作為換新工作時的優先考量，其次高度被求職者重視的則是員工福利（53.1%）、工作與生活的平衡（52.6%）、企業文化（47.4%）、晉升機會（44.7%）等面向。從應答結果來看，企業不僅得滿足傳統的薪資福利，也得開始提供好的企業文化、令人信服的領導方式、員工生活與工作間的彈性等，才能吸引好的人才。

74.9% of the respondents considered salary important as choosing a new job, followed by employee benefits (53.1%), work and life balance (52.6%), company culture (47.4%) and promotion opportunity (44.7%). Therefore, companies must provide not only good paid for the employees, but also a great culture, leadership, and work-life-balance.

Q5

如果可以轉換工作產業，未來 12 個月內，您會想轉換到哪個產業工作？(複選)

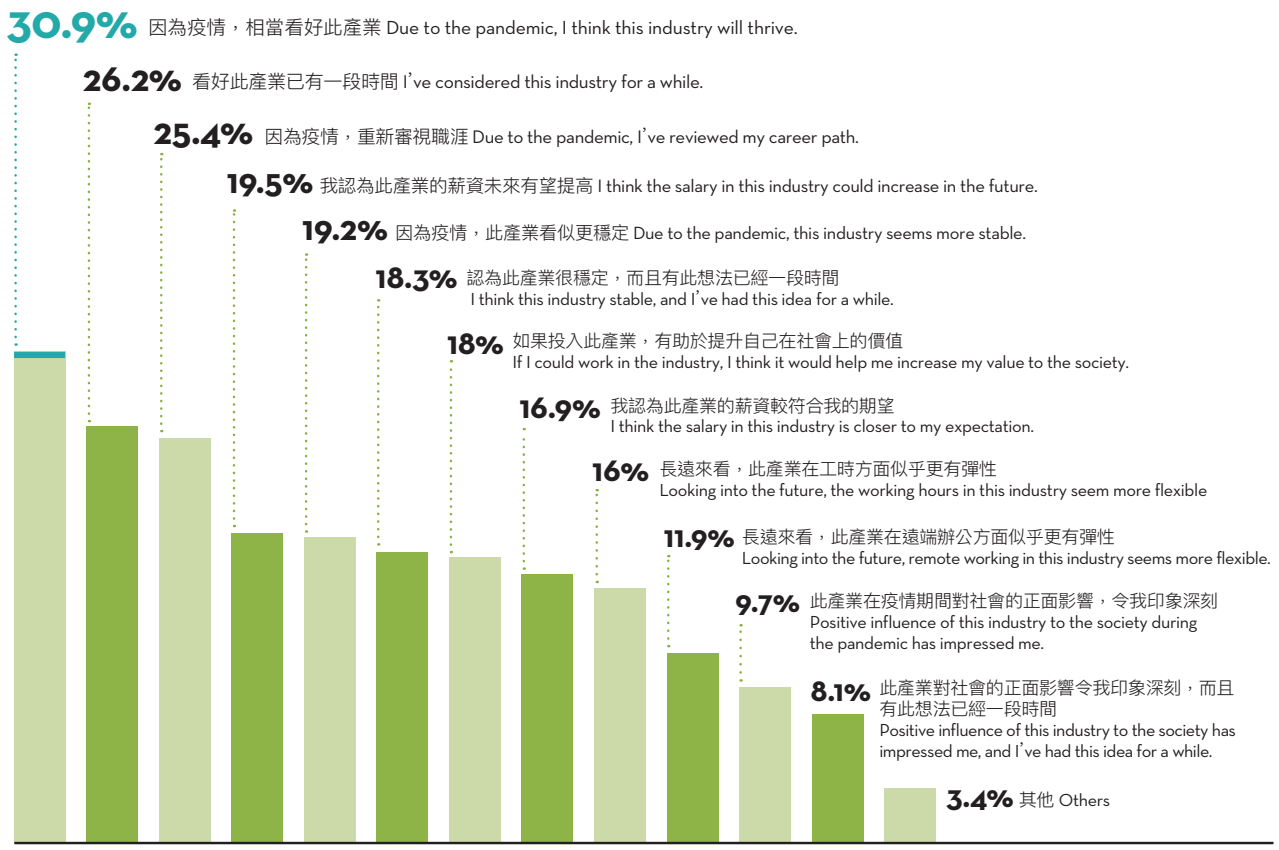
If you could switch to a new industry in the next 12 months, which one would you like to? (Multiple choices)



Q6

承上題，吸引您投入該產業的主因為何？(複選)

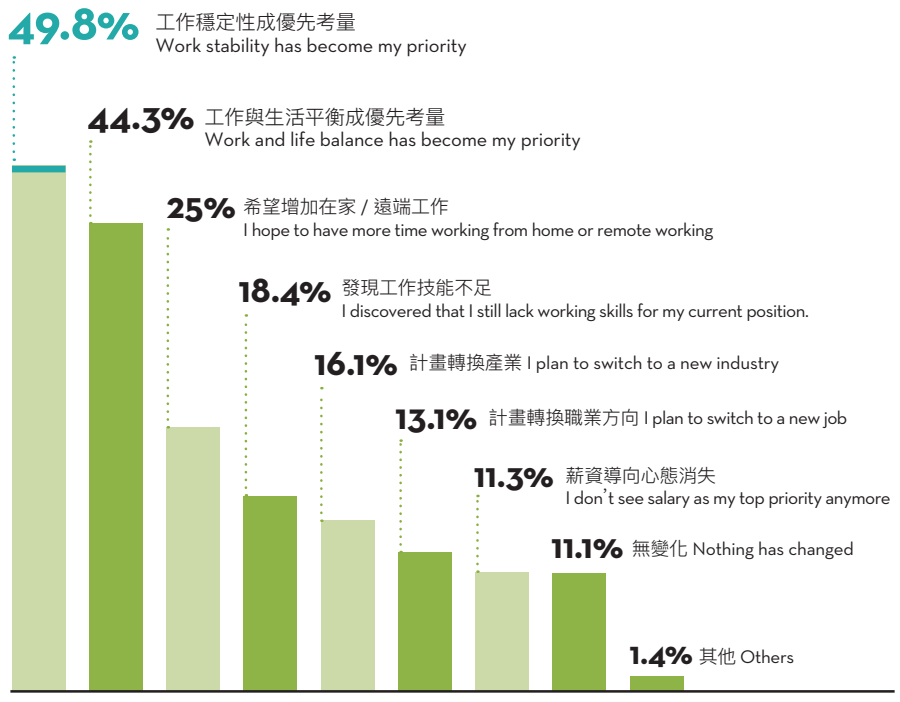
From above, why would you like to work in this industry? (Multiple choices)



Q7

經歷全球新冠肺炎疫情，您的哪些工作價值出現了變化？(複選)

Have any of your working values been changed after experiencing the COVID-19 pandemic? (Multiple choices)



分析 Analysis

Q5~Q6

受到應答者們最受歡迎的前五大轉職產業依序為健康醫療保健（30.8%）、資訊軟體服務業（29.4%）、生技製藥（20.9%）、資訊電子工業（19.9%）以及線上零售與外送產業（16.4%）。這次的疫情主導了部分的選擇結果，約有 30.9% 的應答者因為疫情改變大環境趨勢，而相當看好此產業，也有 25.4% 的應答者因為疫情，重新審視職涯所選；此外，其他原因還包含看好此產業已有一段時間（26.2%）、認為此產業薪資有望提高（19.5%）、此產業很穩定（18.3%）等。

Five of the most popular sectors chosen by the respondents were healthcare and medical (30.8%), software design services (29.4%), biotech and pharmaceutical (20.9%), information electronics (19.9%) and e-commerce and delivery (16.4%). 30.9% of the respondents made their mind due to the change of the market by the pandemic, while 25.4% said they have reviewed their career paths due the pandemic. Other reasons included considering the industry for a while (26.2%), salary in the industry could increase in the future (19.5%) and the stability of the industry (18.3%).

Q7

經歷疫情過後，大部分的應答者都將工作穩定性（49.8%）以及工作與生活平衡（44.3%）作為優先考量的 2 大工作價值選擇，值得注意的是，也有接近四分之一的應答者回答，希望增加在家 / 遠端工作的可能，可見疫情的出現，間接推動新型遠端工作的實踐意願。

Experiencing the pandemic, most of the respondents considered work stability (49.8%) and work-life-balance (44.3%) as their prioritized value at work. Furthermore, around one fourth of the respondents wanted to have more time working from home or remote working. The pandemic has increased employees' willing to practice remote working.

總結 Summary

總受訪人數 Total Numberof Respondents：805

2020 年台灣整體求職狀況相當保守，受到新冠肺炎（COVID-19）疫情影響、多數企業採取人事凍結策略所致，大部分的求職者也選擇維持原狀、延後換工作計畫，導致整體勞動市場的流動程度呈現停滯。

有意願轉職的人才，除了傳統薪資因素以外，也開始更加注重企業的文化、領導者的方式，以及個人的學習發展機會，此外，加上疫情的外部因素影響，人才們愈加注重工作與生活平衡、工作穩定度，以及遠端彈性工作的可能性，工作的重點價值愈來愈多元化，這也表示，企業無法只以薪資作為單一籌碼，若要留著優秀人才，也得投資員工培訓與發展機會、企業管理與領導方法、企業文化與氛圍等面向。

在疫情影響市場經濟、勞動市場停滯的狀況下，企業人才們趁這個時機點，開始審視自己的職涯，甚至部分人才開始思考轉換產業。

人才們希望投入的重點產業出現了醫療健康保健與生技製藥，預計在愈來愈注重個人健康的新消費趨勢之下，蓬勃發展；此外，遠距工作與宅經濟的新興需求，也將帶動網路經濟迅速成長，最後，資訊軟體服務業與線上零售產業等，也成為台灣人才聚集的吸睛產業。

若對人才策略建議與未來就業趨勢有進一步的興趣，請參考台灣藝珂集團白皮書《後疫情時代：決策關鍵下一步　企業 X 人才「工作新常態」》

Overall, Taiwanese job seeking activities were relatively quiet in 2020. Due to the pandemic, most companies went for a hiring freeze, leading most candidates to postpone their plans seeking new jobs. The whole hiring market was stagnating.

As candidates look for a new job, salary or benefits isn't anymore the most important deciding factor for them. Instead, they now focus more on the company culture, leadership and personal learning/upskilling opportunities. Experiencing the pandemic, they're also valuing more the work-life balance, work stability and the possibility of remote working. The working values in Taiwan are getting more and more variety. This also means that, if companies want to keep great talents, they also need to invest in trainings, support resources, management and leadership, and their company culture.

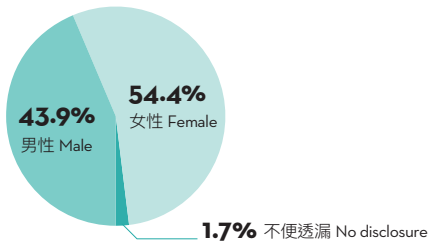
The pandemic has significantly affected the economy and the labor market has been at a standstill. Candidates have taken this opportunity to review their career and some have started to think about changing working industries.

Many respondents would like to switch to work in healthcare, medical and pharmaceutical in the near future, as the new consumer trend of healthcare arises; remote working and stay-at-home economy is expected to help online businesses boom; and rising sectors such as software services and online retails will also attract great talents in the coming year.

If you're interested in candidate suggestions or future trend at the job market, please check out the whitepaper "Future of Work after the Pandemic" by The Adecco Group Taiwan.

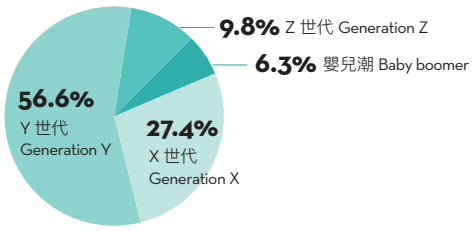
應答者基本資料 Basic Information

性別 Gender

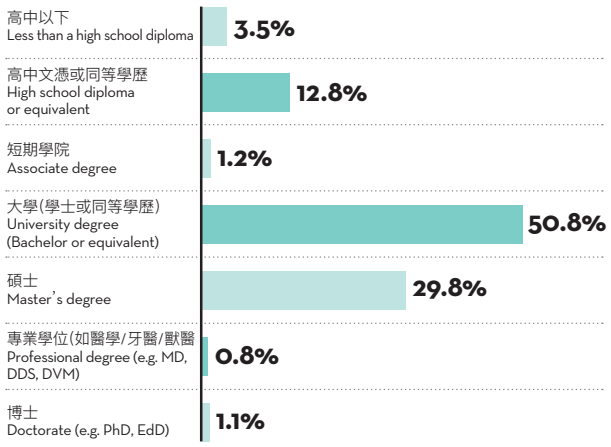


世代分佈 Generation

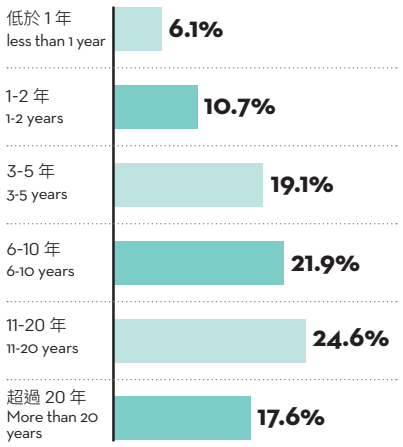
X = 1965-1976
Y = 1977-1994
Z = 1995-2009



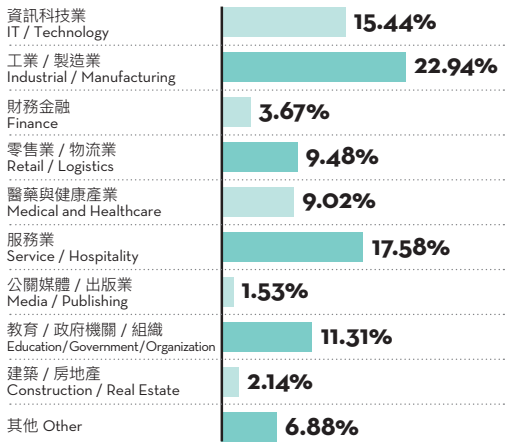
最高學歷 Highest Education



工作年資 Working Experience



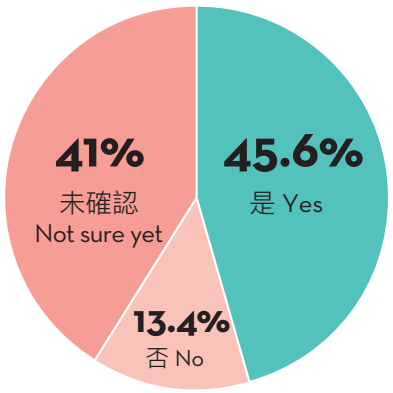
所在產業 Working Industry



客戶調查 CLIENT SURVEY

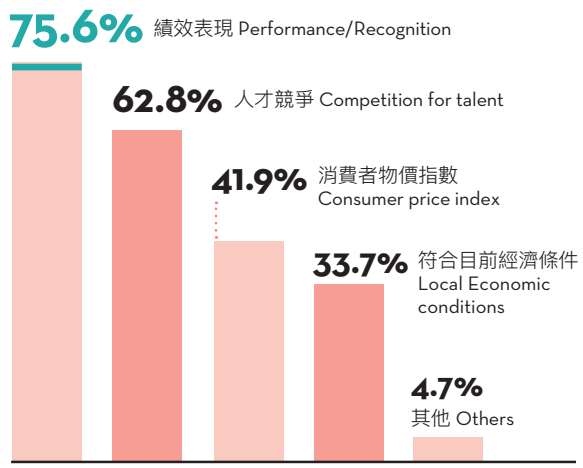
Q1 請問貴公司是否預計在 2021 年調升薪資？

Does your company plan to offer a pay raise in 2021?



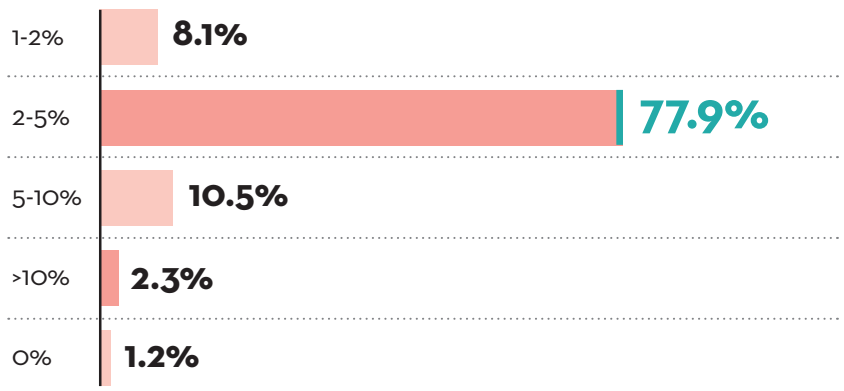
Q2 請問調整薪資的原因為何？(複選)

Please select your reason(s) for offering wage increases (multiple choices)



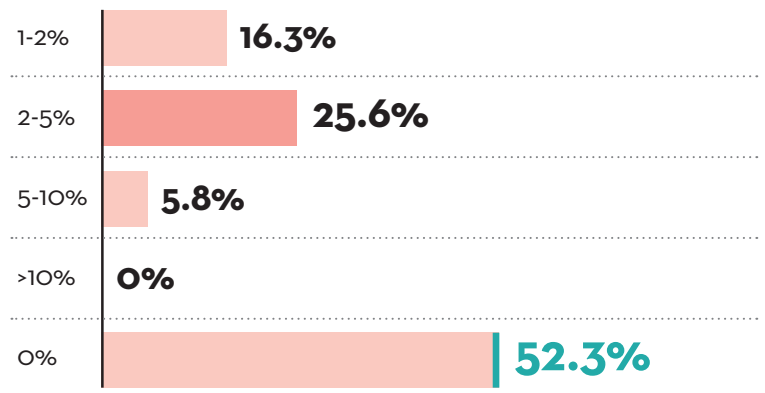
Q3 請問您針對正職人員的調薪幅度為何？

What will be the raise range for full-time employees?



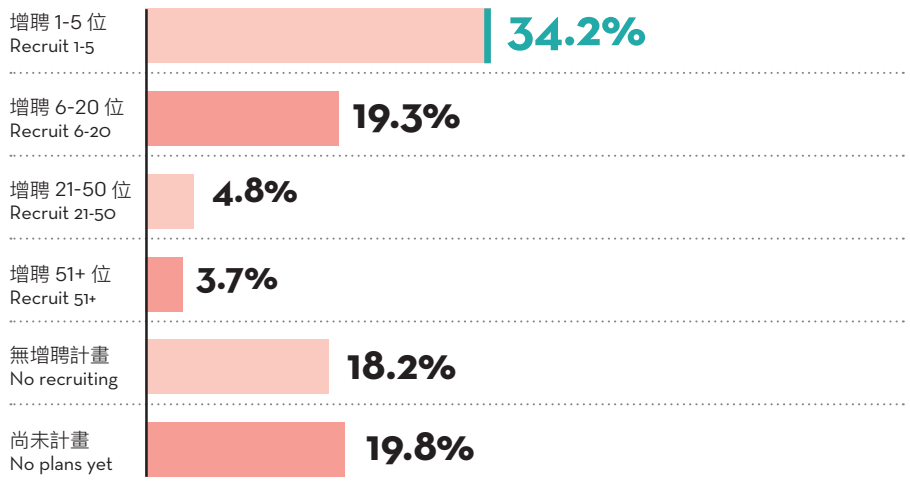
Q4 請問您針對派遣與合約人員的調薪幅度為何？

What will be the raise range for contractors and temporary workers?



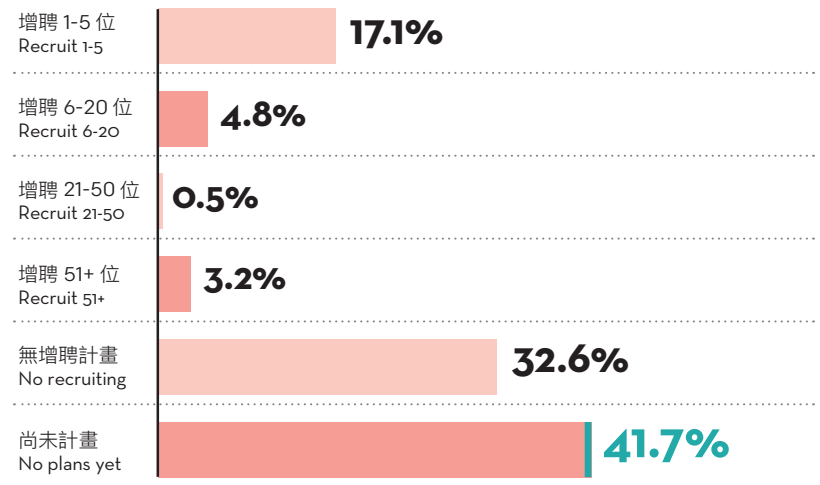
Q5 請問您預計在 2021 年增聘正職員工的規模為何？

What's your recruiting plan of full-time employees in 2021?



Q6 請問您預計在 2021 年增聘派遣與合約員工的規模為何？

What's your recruiting plan of contractors and temporary workers in 2021?



分析 Analysis

Q1~Q4

約有近半數參與調查的台灣企業表示預計調漲薪資，針對正職人員的調漲幅度大多為 2-5%，但針對派遣與合約人員，大多數企業的調漲幅度都是 0。調整原因大多因為績效表現（75.6%）以及保住人才的競爭（62.8%）。

About half of the Taiwanese companies that participated the survey planned to offer a pay raise in 2021: Most of them said about 2 to 5% for full-time employees while most also said 0% for contractors and temporary workers. Reasons of offering wage increase included performance/recognition (75.6%) and competition for talent (62.8%).

Q5~Q6

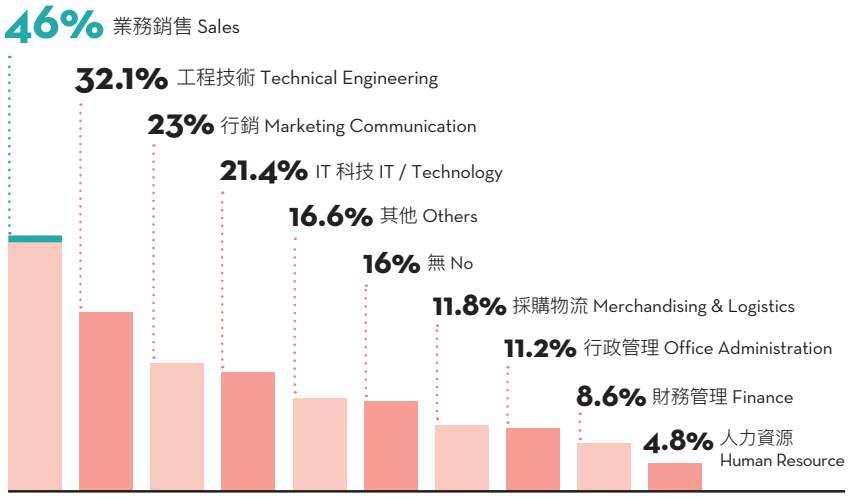
約有 3 分之 1 的台灣企業預計在 2021 年招募 1-5 位新的正職員工，招募 6-20 位的則將近 2 成，然而無增聘計畫的也佔據將近 2 成的比例（18.2%）；同時，在派遣與合約員工的規模則較小，即使約有 17.1% 應答者預計招聘 1-5 位新的派遣 / 合約員工，大多數的企業都表示無此計畫（32.6%）或尚未計畫（41.7%）。

Around one third of the Taiwanese companies that participated the survey planned to hire 1 to 5 new full-time employees, 20% of them to hire 6 to 20 new full-time employees and 18.2% said there was no hiring plan in 2021. The hiring scale is smaller for contractors and temporary workers. 17.1% plan to hire 1 to 5 new contractors and temporary workers, while 32.6% had no plans and 41.7% no plans yet.

Q7

請問您預計開放哪些領域的職缺？(複選)

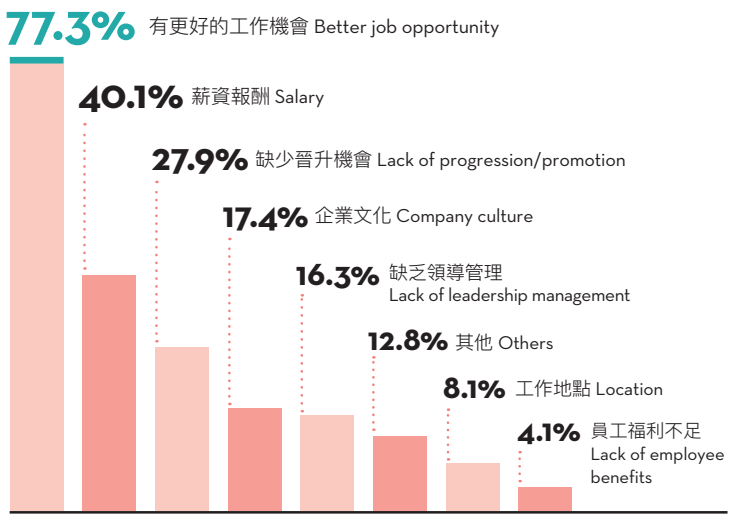
In which categories are you planning to have openings?



Q8

請問貴公司員工離職的主要原因？(複選)

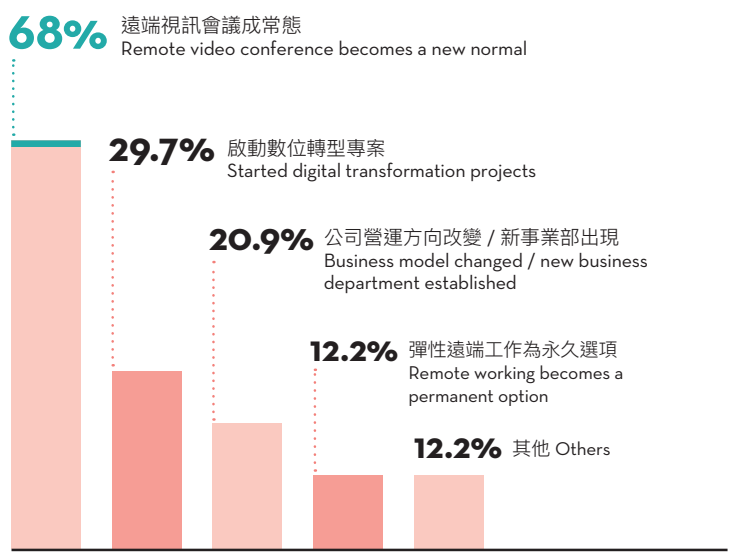
What are the main reasons of your employees' resignation? (Multiple choices)



Q9

在 2020 年新冠肺炎全球疫情後，貴公司在營運管理上，出現了哪些長期改變？(可複選)

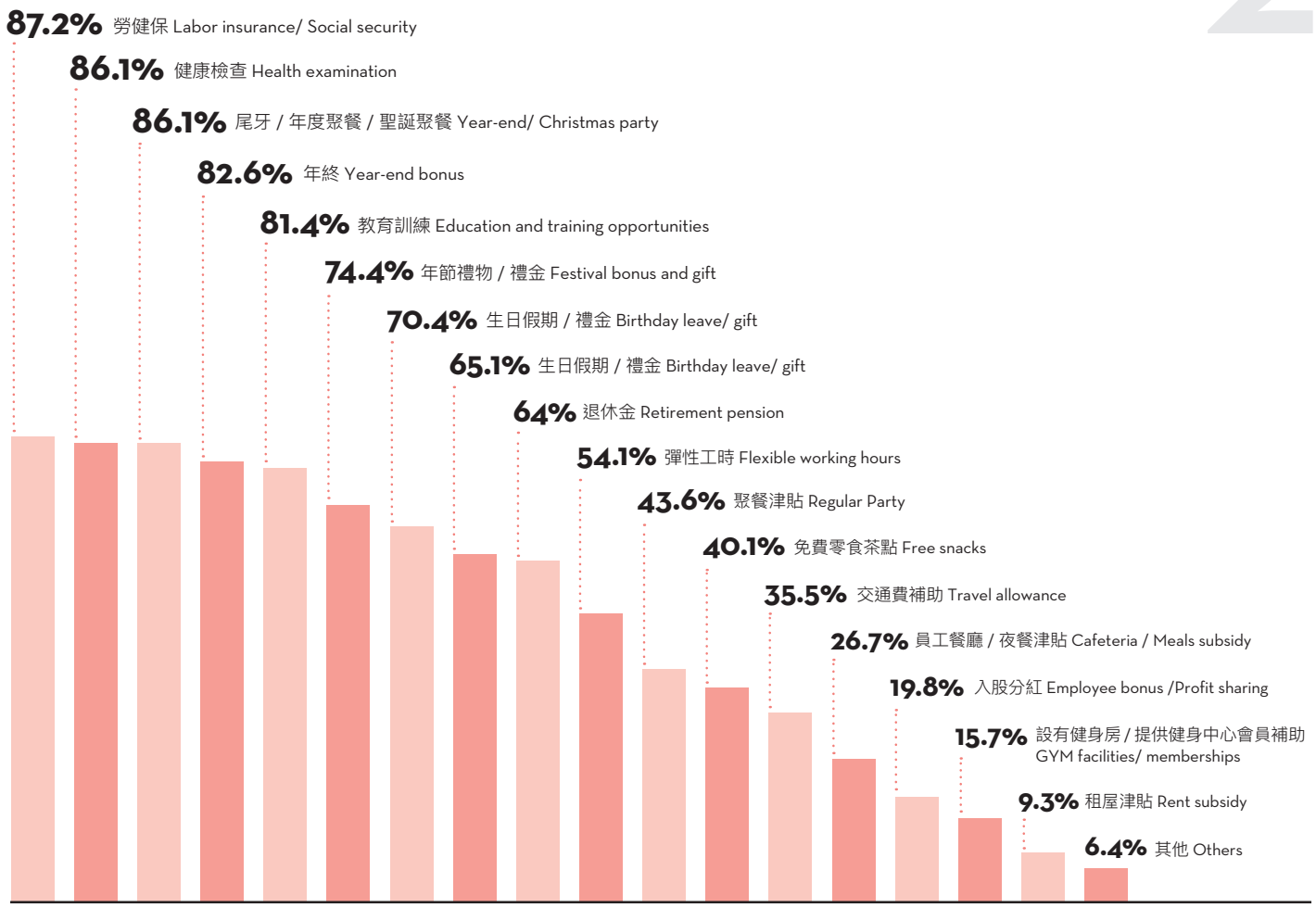
Has your company made any operational changes due to the COVID-19 pandemic? (Multiple choices)



Q10

請問貴公司提供以下哪些員工福利？(複選)

What benefits does your company offer to employees? (Multiple choices)



分析 Analysis

Q7 最大宗的職缺開放落在業務銷售人員上（46%），其次則為工程技術人員（32.1%）、行銷專員（23%）以及 IT 科技專員（21.4%）等。

Most openings will land in positions such as sales (46%), technical engineering (32.1%), marketing communication (23%) and IT/technology (21.4%).

Q8 大部分的員工離職原因，都是因為有了更好的工作機會（77.3%），其次則是薪資報酬（40.1%）、缺少晉升機會（27.9%）等考量。

Main reasons of employee resignation included a better job opportunity (77.3%), salary (40.1%) and lack of progression / promotion (27.9%).

Q9 經歷疫情造成的外部經濟市場變化，以及內部工作方式改變後，有將近 7 成的台灣企業都已經把遠端視訊會議變成工作的常態，而則有近 3 成的企業開始啟動數位轉型方案，以及約 2 成的企業改變營運方向、打造新事業部門。

After experiencing the pandemic, which has changed the external market economy as well as the internal ways of working, almost 70% of the Taiwanese companies have considered video conferencing as the new normal at work, 30% of them started a digital transformation plan and 20% have established a new business department or changed their business model.

Q10 除了基本的勞健保、年終尾牙、退休金、三節禮金等福利以外，超過 8 成的台灣企業也已經提供健康檢查、教育訓練等，正式將這些福利納入標準福利方案。除此以外，也有超過 5 成的台灣企業提供彈性工時、員工旅遊等福利選項，員工福利領域愈加多元。

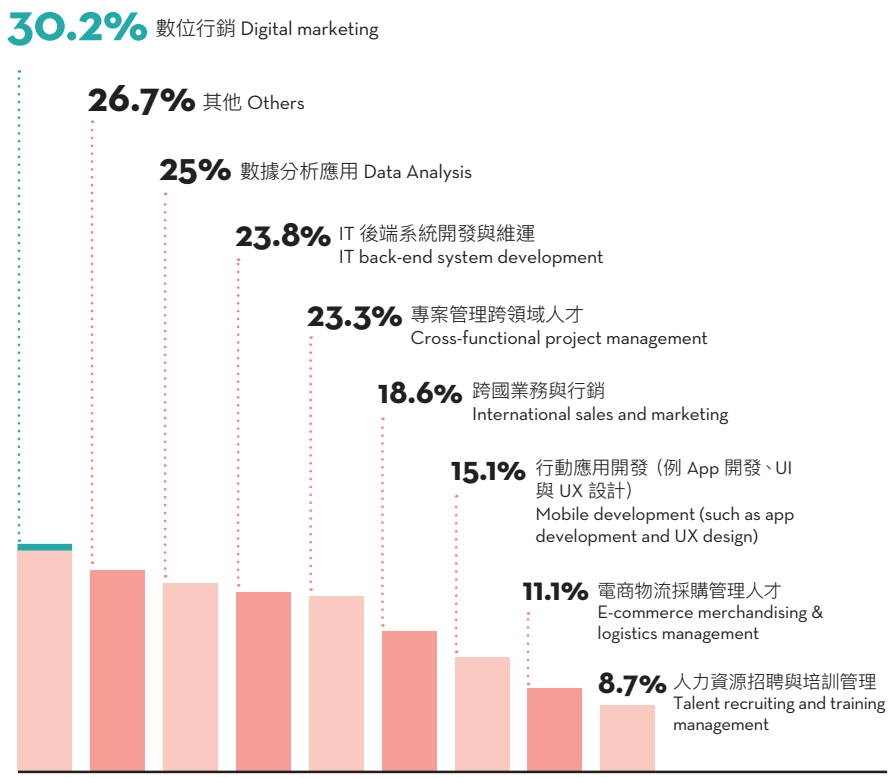
In addition to labor insurance/social security, year-end bonus, retirement pension and festival bonus, over 80% of the Taiwanese companies have also provided health examination and employee training. Moreover, over 50% of them have even offered flexible working hours and annual outing. Employee benefits have shown an increasing variety.

Q11 在新冠肺炎疫情過後，因應貴公司的投資與營運方向，打算增加哪種類型人才的招募與培訓？(複選)

After the COVID-19 pandemic, what kind of new skill trainings of talent recruitment does your company plan to invest? (Multiple choices)

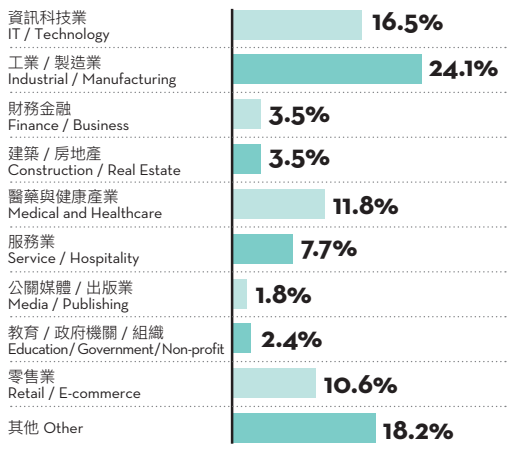
因應疫情造成的消費市場改變，有約 3 成的台灣企業都打算招募 / 培訓數位行銷人才，來加強企業的數位品牌與曝光力；而因應加速成長的網路交易市場，許多企業也打算招募 / 培訓數據分析應用、IT 後段系統開發與維運等領域人才，加強內部科技資源的發展。除此之外，跨領域的專案管理人才，也相當受到勞動市場重視。

Reacting to changes of the consumer market caused by the pandemic, approximately 30% of the Taiwanese companies planned to recruit or train more digital marketing talents, in order to strengthen their digital branding and exposure; many also expected to recruit or train more digital analysis and IT back-end system development talents, in order to respond to the booming online businesses; last, cross-functional project management talents are also in need in the Taiwanese labor market.

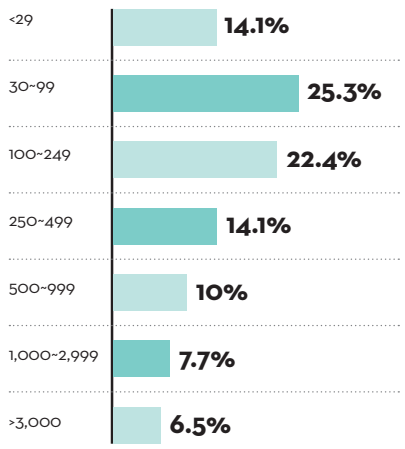


參與企業基本資料 Basic Information

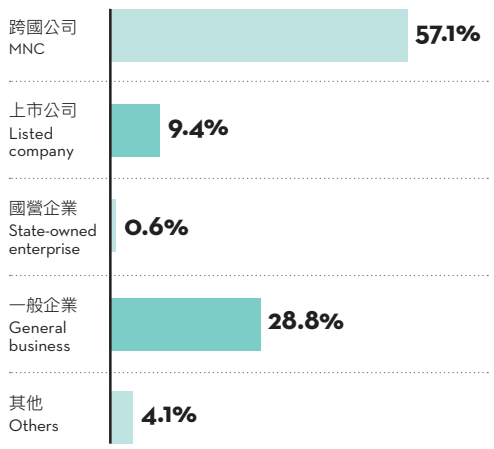
所屬產業 Industry



員工人數 Company Size



組織型態 Business Type



總結 Summary

總受訪人數 Total Number of Respondents：261

大多數的台灣企業基於員工績效表現與留住人才等考量，都打算在 2021 年為正職員工調漲 2-5% 的薪資，也計畫在新的一年招募新的人才；但是，這樣的加薪與招募行為，卻仍在合約與派遣員工上較為保守。

除了基本的勞健保、年終尾牙、退休金、三節禮金等福利以外，健康檢查以及教育訓練已經成為企業提供的標準福利方案。除此以外，員工福利領域愈加多元，如彈性工時、員工旅遊等，也逐漸普遍。

疫情造成的大環境變化，使遠端視訊會議成為台灣企業辦公的新常態，在這段動盪期間，更有不少企業開始啟動數位轉型專案，為未來儲備市場競爭力，也導致數位行銷、數據分析應用、IT 後段系統開發與維運等人才，在勞動市場的需求愈來愈高，而除了數位領域的人才以外，能夠跨領域專案管理的專業人才，也將在企業中扮演相當重要的角色。

Most of the Taiwanese companies that participated the survey planned to recruit new talents and offer a 2 to 5% pay raise to their full-time employees in 2021, due to their performance and to keep talents in the organization. However, this kind of raise and hiring activities are less seen at the contractors and temporary workers side.

In addition to labor insurance/social security, year-end bonus, retirement pension and festival bonus, health examination and employee training have become part of the standardized benefits. Moreover, the variety of employee benefits have increased, and remote working and annual outing have become pretty normal.

The pandemic has turned video conferencing into the new normal in the Taiwanese offices. In this time, some companies also started their digital transformation projects, increasing demand for digital marketing, data analysis, IT system development and cross-functional project management talents.

會計、財務與金融

Accounting, Finance & Banking

基於海外新冠肺炎（COVID-19）疫情嚴重，大部分在台的外商分公司，受到國外人事凍結政策影響，以及有些公司後續的人力縮減因應策略，在台灣同樣採取保守態度，造成 2020 年人才流動相當緩慢；台灣企業雖然從第 3 季開始釋出了部分財會職缺，但主要為初中階職缺，高階人事異動仍相當低。整體大環境的高度不確定性，加上勞動市場人才大多維持保守心態，導致 2020 年會計、財務與金融的產業異動小，人事異動也低。

大環境景氣差影響大部分企業的營收下降，在節省成本成首要目標之下，導致企業人事預算降低，整體會計、財務與金融領域的薪資持平，部分甚至些微下修。

疫情在 2020 年底持續肆虐歐美國家，為 2021 年的產業前瞻蓋上一層陰影。整體來說，2021 年的會計、財務與金融領域產業樣貌將與 2020 年相差不遠，或許要等到 2021 年下半年，才可能看到產業回溫的前兆。同時，疫情也將改變工作方式，即使大宗財會事務得在實體辦公室完成，但是外商公司內部將增加與國外團隊的線上溝通頻率，讓財會人才的線上系統操作能力以及遠端溝通能力，在 2021 年愈來愈受重視。

Due to the pandemic, most of the international companies based in Taiwan, influenced by their global hiring freeze policies, and subsequent workforce reduction strategies, stayed conservative for hiring in 2020. Taiwanese companies did release entry and mid-level openings starting from the third quarter; however, there was almost no changes at the senior level. With the overall high uncertainty economy and the conservative thinking of candidates, the labor market in the accounting, finance and banking had a low level of change in the sector as well as in the labor market in 2020.

The downturn economy and dropped sales led companies to make cost saving as their first priority. Therefore, personnel budget was cut down and the salary in the sector remained more or less the same.

At the end of 2020, European and American countries were still suffered from the pandemic, covering a layer of gloom in the sector's new-year outlook. The industry scenery of accounting, finance and banking in 2021 will probably remain the same as the previous year. The recovery might be seen until the second half of 2021.

Although most of the tasks in accounting, finance and banking need to be done in the physical office, the pandemic will still have impacts on the way of working in the sector. For example, international companies will increase the frequency of cross-country communication via online tools in the coming years, making skills like online system operation and remote communication more and more important for employees in the sector.

會計 Accounting

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
會計經理 Accounting Manager	財務與會計學位 Degree in Finance and Accounting	10-15+	70,000	170,000
資深主辦會計 Chief Accountant	大學以上 Degree+	7+	65,000	90,000
資深會計 Senior Accountant	會計學學位 Degree in Accounting	5+	50,000	80,000
成本會計 Cost Accountant	會計學學位 Degree in Accounting	3-5	45,000	90,000
會計人員 Accountant	會計學學位 Degree in Accounting	3-5	40,000	65,000
會計助理 Assistant Accountant	會計學學位 Degree in Accounting	2-4	35,000	50,000
資深帳務員 Senior Account Clerk	會計學學位 Degree in Accounting	1-2	30,000	48,000
帳務員 / 帳務助理 Account Clerk/ Assistant	會計學學位 Degree in Accounting	< 1	25,000	40,000

審計 Audit

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
審計長 Head of Audit	CIA 證照、主修會計與財務 CIA license, major in Accounting and Finance	10+	130,000	220,000
內部稽核經理 Internal Audit Manager	CIA 證照、主修會計與財務 CIA license, major in Accounting and Finance	8+	100,000	150,000
內部稽核師 Internal Auditor	CIA 證照、主修會計與財務 CIA license, major in Accounting and Finance	5-7	65,000	100,000
審計副理 Assistant Audit Manager	CIA 證照、主修會計與財務 CIA license, major in Accounting and Finance	5+	80,000	100,000
審計主管 Audit Supervisor	CIA 證照、主修會計與財務 CIA license, major in Accounting and Finance	4-5	55,000	90,000
資深審計師 Senior Auditor	CIA 證照、主修會計與財務 CIA license, major in Accounting and Finance	3-5	45,000	80,000
初級審計員 Audit Junior	主修會計與財務 CIA license, major in Accounting and Finance	1-2	42,000	55,000
查帳員 Audit Clerk	主修會計與財務 CIA license, major in Accounting and Finance	< 1	38,000	45,000

會計、財務與金融

Accounting, Finance & Banking

財務 Finance

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
財務長 Financial Controller	財務或會計企業管理碩士 MBA Degree in Finance and Accounting	10-20	150,000	350,000
財務暨行政經理 Finance & Admin Manager	財務與會計學位 Degree in Finance and Accounting	10+	80,000	250,000
財務經理 Finance Manager	財務或會計企業管理碩士 MBA Degree in Finance and Accounting	10+	80,000	200,000
財務分析師 Financial Analyst	財務與會計學位 Degree in Finance and Accounting	3-6	60,000	130,000
財務助理 Finance Assistant	財務與會計學位 Degree in Finance and Accounting	2-3	35,000	50,000
財務暨行政辦事員 Finance & Admin Clerk	財務與會計學位 Degree in Finance and Accounting	1-5	30,000	60,000
財務儲備幹部 Financial Management Trainee	財務與會計學位 Degree in Finance and Accounting	< 1	30,000	50,000

稅務 Tax

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
稅務長 Head of Tax	財務與會計學位 Degree in Finance and Accounting	10+	100,000	180,000
稅務經理 Tax Manager	財務與會計學位 Degree in Finance and Accounting	8+	80,000	150,000
資深稅務會計 Senior Tax Accountant	財務與會計學位 Degree in Finance and Accounting	3-5	45,000	75,000
稅務會計 Tax Accountant	財務與會計學位 Degree in Finance and Accounting	2-4	35,000	50,000
稅務助理 Tax Assistant	財務與會計學位 Degree in Finance and Accounting	1-2	N/A	N/A

財務 Treasury

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
財務長 Head of Treasury	財務與會計學位 Degree in Finance and Accounting	15+	130,000	250,000
財務經理 Treasury Manager	財務與會計學位 Degree in Finance and Accounting	10+	80,000	150,000
資深財務專員 Senior Treasury	財務與會計學位 Degree in Finance and Accounting	3-5	60,000	90,000
財務會計 Treasury Accountant	財務與會計學位 Degree in Finance and Accounting	2-4	40,000	60,000
財務專員 Treasury Officer	財務與會計學位 Degree in Finance and Accounting	2-4	35,000	50,000
財務辦事員 Treasury Clerk	財務與會計學位 Degree in Finance and Accounting	< 1	25,000	40,000

消費金融 Consumer Banking

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
分行經理 Branch Manager	商業學士 Bachelor degree in Business	10+	90,000	150,000
營運經理 Operations Manager	學士學位 Bachelor degree	6+	80,000	130,000
營運副理 Assistant Operations Manager	學士學位 Bachelor degree	4+	50,000	80,000
客戶關係經理 Customer Relationship Manager	學士學位 Bachelor degree	8+	60,000	140,000
營運主管 Operation Supervisor	學士學位 Bachelor degree	3+	45,000	60,000
個人金融服務專員 Personal Banking Officer	商業學士 Bachelor degree in Business	3+	35,000	70,000
銀行專員 Bank Officer	商業學士 Bachelor degree in Business	6+	45,000	60,000
銀行櫃檯出納 Bank Teller	商業學士 Bachelor degree in Business	1-2	28,000	45,000
中檯專員 Middle Office Officer	學士學位 Bachelor degree	3+	50,000	130,000
客服專員 Customer Service Representative	學士學位 Bachelor degree	1-2	30,000	55,000
銀行助理 Bank Assistant	學士學位 Bachelor degree	1-2	27,000	40,000
金融辦事員 Banking Clerk	學士學位 Bachelor degree	< 1	30,000	50,000

企業金融 Corporate Banking

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
金融交易業務人員 TMU	學士學位 Bachelor degree	3+	60,000	150,000
市場風險經理 Market Risk	學士學位 Bachelor degree	5+	80,000	160,000
金融同業業務經理 FI Sales	學士學位 Bachelor degree	5+	80,000	150,000
交易支援助理 Dealing/Trade Support Assistant	學士學位 Bachelor degree	1-2	35,000	50,000
客戶關係經理 Relationship Manager	學士學位 Bachelor degree	3+	60,000	90,000
資深客戶關係經理 Sr. Relationship Manager	學士學位 Bachelor degree	7+	90,000	200,000

會計、財務與金融

Accounting, Finance & Banking

監察 & 信用分析 Compliance & Credit Analysis

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
法規事務經理 Compliance Manager	財務或法律學歷，具內部稽核或法規遵循 / 法律相關經驗 Degree in Finance or Law; experience in internal audit or compliance/ law	5+	90,000	280,000
法規事務專員 Compliance Officer	財務或法律學歷，具內部稽核或法規遵循 / 法律相關經驗 Degree in Finance or Law; experience in internal audit or compliance/ law	2-4	65,000	80,000
授信經理 Credit Manager	財務 / 會計學士 Bachelor degree in Finance/ accounting	6+	60,000	120,000
信用審核 / 核准經理 Credit Approval Manager	財務 / 會計學士 Bachelor degree in Finance/ accounting	10+	100,000	200,000
信用核證專員 Credit Approval Officer	財務 / 會計學士 Bachelor degree in Finance/ accounting	8+	80,000	140,000
信貸分析師 / 專員 Credit Analyst/ Officer	財務 / 會計學士 Bachelor degree in Finance/ accounting	6+	65,000	80,000
資深信貸 / 信用辦事員 Senior Credit/ Loans Clerk	財務 / 會計學士 Bachelor degree in Finance/ accounting	4+	45,000	60,000

證券 Securities

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
結算部經理 Settlement Manager	學士學位 Bachelor degree	8+	80,000	200,000
結算部專員 Settlement Officer	學士學位 Bachelor degree	6+	65,000	90,000
結算部辦事員 Settlement Clerk	學士學位 Bachelor degree	1-2	45,000	65,000
股票研究員 Research/ Equity Analyst	學士學位 Bachelor degree	3+	60,000	220,000
股票研究助理 Research Assistant	學士學位 Bachelor degree	1-2	50,000	100,000

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人力資源

Human Resources

2020 年上半年，受到新冠肺炎（COVID-19）疫情影響，大多數外商都採取人事凍結政策，導致人力資源勞動市場呈現停滯。直到第 3 季，隨著在家工作普及，企業員工需要人力資源專員協助熟悉線上新系統，才逐漸提高勞動市場對人力資源部門訓練專員的需求。整體而言，薪資呈現持平狀態。

2020 年上半年，台灣本土企業因為疫情影響，開始遭遇彈性工時、遠端工作等新興工作方式，需要資深並擁有數位技能的人力資源人才，來為企業處理員工系統訓練、遠端工作技能訓練、薪資與工時調整等事務。讓原本較屬於外商範疇的人力資源領域，正式進入台灣本土企業的生態。

疫情所造成的在家 / 遠端工作常態化，將刺激企業內部實施新式教育訓練、讓員工最大化遠端工作的效率與表現，同時，這個新常態也將改變企業整體薪資結構，因而提高企業在 2021 年對人力資源人才的需求。此外，疫情所隔開的社交距離，引起了部分企業員工遭遇資訊恐慌，人力資源專才得加倍耕耘數位學習領域，如自製 YouTube 影片進行員工教育訓練等，才能利用網路持續與企業員工保持良好的資訊溝通。此外，受到疫情影響，遠端會議成常態，人力資源領域人才將得更加經常向國外企業 / 分部報告與協商，英文能力將會更加關鍵。

Affected by the COVID-19 pandemic, most of the international companies based in Taiwan froze hiring in the first half of 2020, causing the labor market in the human resources sector stagnated. As work-from-home became normal, companies began to hire people, who can help employees get familiar with new online systems, in the sector starting at the third quarter. Overall, the salary remained more or less the same in the sector.

Also due to the pandemic, Taiwanese companies started to face new ways of working, such as flexible working hours and remote working in the first half of 2020. They then started to hire senior human resource professionals with digital skills, to help with system trainings, remote working skills trainings and salary and working hours adjustment. Human resources positions, which were mostly seen in international companies, have officially entered the local companies in Taiwan.

The new normal of remote working, caused by the pandemic, has forced companies to implement new employee trainings, in order to maximize their efficiency and performance working remotely. Meanwhile, this new normal has also changed the salary structure in the organization, leading the increased the demand for human resource professionals in 2021.

In addition, the social distance since the pandemic has brought information panic for some employees. Human resource professionals must invest more in digital learning and training categories, such as producing YouTube videos for trainings, in order to keep great communication and information exchanges between the companies and the employees. Last, since video conferencing has become the new normal, human resource professionals will have to report to branches abroad and negotiate more often, making their English skills more critical than before.

人力資源 Human Resources

一般 General

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
人資長 / 人資副總 / 協理 HR Head/ CHO/ HR Director/ VP	大專院校或以上 Degree and above	15-20+	120,000	300,000
區域人資經理 / 協理 Regional HR Manager/ Director	大專院校或以上 Degree and above	8-15	100,000	200,000
人力資源策略發展夥伴主管 Lead of HR Business Partner	大專院校或以上 Degree and above	5-8+	80,000	150,000
人力資源策略發展夥伴 HR Business Partner	大專院校或以上 Degree and above	5-8	55,000	80,000
人資副理 HR Assistant Manager/ Supervisor	大專院校或以上 Degree and above	2-4	40,000	70,000
人資專員 HR Officer/Specialist/Executive	大專院校或以上 Degree and above	1-2	35,000	45,000
人資專員 / 助理 HR Administrator	大專院校或以上 Degree and above	< 1	25,000	40,000
人資培訓 / 人資儲備幹部 HR Trainee	大專院校或以上 Degree and above	1-2	40,000	50,000

薪酬福利

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
薪酬福利經理 C&B Manager	大專院校或以上 Degree and above	8-10+	80,000	130,000
薪酬福利專員 C&B Specialist	大專院校或以上 Degree and above	3-5+	35,000	60,000

招募聘用

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
招募經理 Talent Acquisition Manager	大專院校或以上 Degree and above	5-8+	80,000	130,000
招募專員 Recruiter	大專院校或以上 Degree and above	2+	30,000	60,000

訓練發展

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
組織訓練發展經理 Organization & Development Manager	大專院校或以上 Degree and above	8+	65,000	120,000
訓練發展專員 Training & Talent Development Specialist	大專院校或以上 Degree and above	5+	65,000	120,000
講師 Trainer	大專院校或以上 Degree and above	8+	65,000	120,000
人資系統主管 HRIS Manager	大專院校或以上 Degree and above	8-15+	80,000	120,000
員工關係主管 Employee Relationship Manager	大專院校或以上 Degree and above	8+	65,000	120,000

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行政專業

Share Service Professionals

大部分位於台灣的外商企業，在受到新冠肺炎（COVID-19）疫情影響之下，於上半年採取人事凍結政策，直到下半年才開始開放 1 年合約等短期職位，以合約職位因應大環境的高度不確定性，採取保守態度進行招募。整體來說，行政領域的職位薪資於 2020 年大抵持平。

展望 2021 年，因為全球疫情動態尚未明朗，大部分的企業將緊縮預算，不會釋出職缺；儘管有相關行政領域職缺，也可能將因為多人搶一缺的現象，面臨薪資下滑的狀況。

過去從事秘書、行政等職位的人才，若具備良好外語能力，可以趁台灣近 10 至 15 年投資風力與綠能等再生能源建設之時，轉型為綠能產業的文件管理師，利用既有技能加上新的產業知識，開拓一條新的職涯道路。

Affected by the COVID-19 pandemic, most of the international companies based in Taiwan froze hiring in the first half of 2020. They only released one-year contract openings until the second half, responding to the market high uncertainty with temporary positions. Overall, salary of share service professionals remained mostly the same in the past year.

Since the pandemic development around the world remains unclear, most companies will still cut off budgets and won't release job openings in 2021. Even there're some openings in the sector, excess of job applications might cause pay drops.

Talents with secretary or administration experiences and foreign language skills, can consider switching to file manager in the renewal energy sector, where Taiwan plans investment in the next 10 to 15 years. Their skills and knowledge will probably open a new career path for them.

行政專業 Share Service Professionals

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
行政經理 / 管理部經理 / 辦公大樓設備管理經理 General Affair Manager/ Office Manager/ Facility Manager	大專院校 Degree	8-10	70,000	150,000
特助 / 執行助理 / 秘書 Executive Assistant/ Secretary	大專院校 Degree	5-8	50,000	80,000
行政專員 / 行政助理 Administrative Officer/ Assistant	大專院校 Degree	3-6	30,000	50,000
櫃臺接待人員 Receptionist	大專院校 / 文憑 Degree/ Diploma	1-2	25,000	35,000
文件控管人員 / 翻譯專員 Documentation controller/ Interpreter	大專院校 / 文憑 Degree/ Diploma	5-7	60,000	100,000
專案管理師 Project Coordinator	大專院校 / 文憑 Degree/ Diploma	5-8	60,000	80,000

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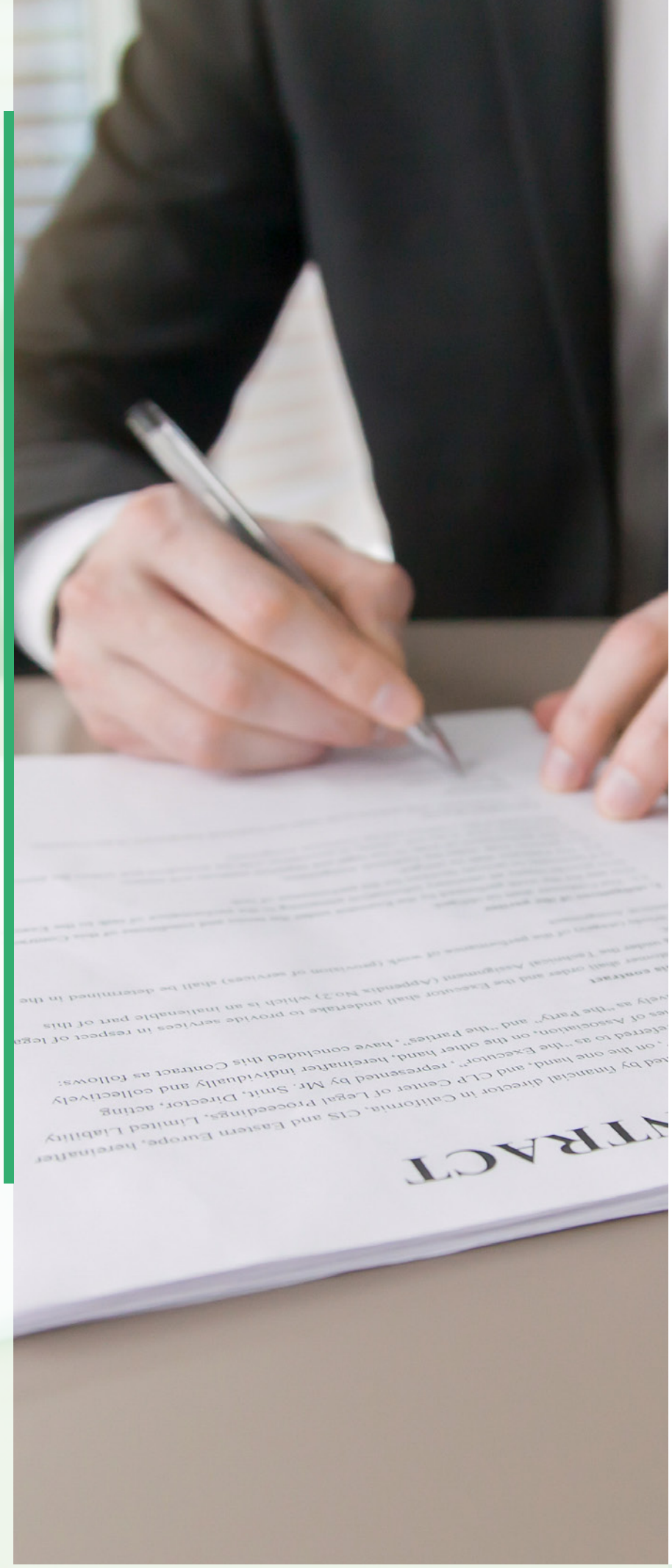

法務

Legal & Compliance

新冠肺炎（COVID-19）疫情即使造成許多領域人事流動凍結，卻刺激了企業對法務人才的需求：台灣傳統產業面臨出口貨物合約解除問題，增加對法務人員的需求；製造商們受到中美貿易戰影響，增加對專利人才與談判法務人才的需求；金融科技公司需要法務人員來幫助完成投資人評估；蓬勃發展的電子商務公司也增加法務人員的配置，來處理數量上升的客訴案件。整體來說，2020 年法務人才需求增加，但薪資仍大抵持平。

因為美國新冠肺炎（COVID-19）疫情尚未和緩，導致許多海外人才於 2020 年回流台灣，這些人才預計在金融科技（Fintech）法令尚未完整的台灣，於 2021 年發揮海外經驗，協助相關法令的修改與創新。

Although the COVID-19 pandemic has caused hiring freeze in many sectors, it did increase demand for legal professionals: Traditional manufacturers in Taiwan needed legal personnel to solve issues of exportation contract termination; technology manufacturers demanded them to deal with patent and negotiation under the US-China trade war; fintech firms required them to accomplish investor evaluation; and booming e-commerce businesses called for them to handle increasing customer complaints. The demand for legal professionals escalated in 2020, however, the salary level remained more or less the same.

The pandemic situation in the Unites States hasn't slowed down, leading many Taiwanese talents, who used to live there, to settle back in Taiwan. They will be able to share previous experiences abroad, and help Taiwan modify regulations and innovate in the fintech sector in 2021.

法務 Legal & Compliance

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
法務長 / 副總 / 協理 General Counsel/ CLO/ VP/ Legal Director	大專院校或以上，具證照者優 Degree and above; with license preferred	10-15+	150,000	500,000
資深法務經理 / 法務經理 Senior/ Legal Manager	大專院校或以上，具證照者優 Degree and above; with license preferred	8+/5+	100,000	200,000
資深 / 法律顧問 Senior/ Legal Counsel	大專院校或以上，具證照者優 Degree and above; with license preferred	5-7+	100,000	200,000
法務專員 Legal Officer	大專院校或以上 Degree and above	3-5+	60,000	80,000
法務助理 Paralegal	大專院校或以上，具證照者優 Degree and above; with license preferred	1-3+	35,000	50,000
智財專員 Intellectual Property	大專院校或以上，具證照者優 Degree and above; with license preferred	2-5+	40,000	80,000
政府關係 / 法規經理 Governmental & Regulatory Affairs	大專院校或以上，具證照者優 Degree and above; with license preferred	5-7+	80,000	150,000
法遵長 / 副總 Compliance Head/ VP	大專院校或以上，具證照者優 Degree and above; with license preferred	10-15+	150,000	500,000
法遵經理 Compliance Manager	大專院校或以上，具證照者優 Degree and above; with license preferred	5+	80,000	150,000
法遵 / 反洗錢專員 Compliance/ AML Officer	大專院校或以上，具證照者優 Degree and above; with license preferred	3+	50,000	70,000

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採購、供應鏈與客服

Procurement, Supply Chain & Customer Service

在供應鏈領域，許多企業於 2020 年為了維持貨單庫存與交單穩定度，增加對供應、庫存與出貨規劃的人才需求，同時，受到新冠肺炎（COVID-19）疫情影響而造成的營收下滑，導致部分公司出現裁員狀況。在預算緊縮的情況下，企業目前偏向招募高階主管與基層專員的職位，但以基層專員分擔中階職位供應商關係管理、客服、原物料流通等事務的方式，來節省人事成本支出，導致供應鏈人才需求出現了 M 型化發展。

採購領域方面，台灣家樂福於 2020 年合併頂好超市，兩大零售商以部門整併的方式結合，也進而增加設置採購人才，來佈局新的零售版圖。

在客服領域，以人工智慧（AI）與大數據為主要技術的線上客服成為了最新的關鍵應用，許多如快速消費品、民生消費品等電子商務平台都已經完成轉型，透過外包專業的客服團隊，來以聊天機器人（Chatbot）滿足線上客服的需求，進而精簡內部顧客服務的人力設置。整體來說，2020 年這些領域的薪資結構變化不大。

於 2021 年，採購、供應鏈與客服產業將會以自動化倉儲、線上客服、數據化分析等三大應用為主要發展關鍵。以自動化倉儲為例，自動倉儲系統將會顛覆現有的倉管與採購流程，負責揀貨的人力將會被機器取代，而企業的自動倉儲通訊控制系統（WCS）也將會變得愈來愈重要。此外，當一線工人的工作空間被機器限制之時，通才的特性會更被企業重視，掌握不同領域知識的人才，將擁有更高的市場競爭力。

預計生物科技、電子商務，與傳統製造等產業，會先驅導入上述的新興技術。此外，這些領域的經理人，也得掌握大數據、資料分析等新技能，才能帶領企業在新的世代創造市場成功。

In the supply chain sector, many companies released openings for supply, inventory and shipment planning, in order to maintain their inventory and shipment stability. Meanwhile, some companies laid off employees due to the sales drop caused by the COVID-19 pandemic. Under tight budgets, companies have only recruited senior- and entry-level employees, leaving mid-level tasks such as supplier relationship management, customer service and raw material distribution covered by entry-level employees. This status quo has led to a M-shape development in the sector.

In procurement, Carrefour Taiwan acquired Wellcome supermarket and JASONS Market Place in 2020. This acquisition has merged and integrated departments of these two retailers, raising demand for procurement professionals for the firm's future development and expansion.

While in customer service sector, artificial intelligence and big data have become the latest key applications. E-commerce platforms for Fast Moving Consumer Goods (FMCG) have almost finished their digital transformation, which outsources Chatbot technologies and simplifies the customer service department in-house. Overall, the salary in these sectors remained much or less the same in 2020.

In 2021, procurement, supply chain and customer service sectors will critically be influenced by three applications – automated inventory, digital customer service and data analysis. For instance, automated inventory will significantly transform current warehouse management and procurement processes, replacing human workers with robotic machines and raising the importance of the warehouse control system (WCS) in every company. As front-line workers' current duty being replaced by machine, candidates who own a great variety of experiences and knowledge will have higher competitiveness than others.

Industries such as biotech, e-commerce and traditional manufacturing will first implement technologies above. Therefore, managers in these sectors must have skills like big data and data analysis, in order to lead the companies towards success.

採購 Procurement

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪/新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
區域採購主管 Regional Procurement Manager/ Director	大專院校或以上 Degree and above	12+	150,000	300,000
採購經理 / 資深採購 Procurement Manager/ Sr. Buyer	大專院校或以上 Degree and above	8~12	100,000	150,000
採購主管 / 採購主任 Procurement Supervisor	大專院校 / 文憑 Degree/ Diploma	5~8	60,000	100,000
採購專員 Buyer/ Sourcer/ Commodity buyer	大專院校 / 文憑 Degree/ Diploma	2~5	40,000	60,000
採購助理 Procurement Assistant	大專院校 / 文憑 Degree/ Diploma	1-2	30,000	40,000

採購 Merchandising

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪/新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
採購經理 Merchandising Manager	大專院校 / 文憑 Degree/ Diploma	8-10+	70,000	150,000
採購副理 Assistant Merchandising Manager	大專院校 / 文憑 Degree/ Diploma	8-10+	60,000	80,000
資深採購 Sr. Merchandiser/ Sr.Sourcer	大專院校 / 文憑 Degree/ Diploma	5-8	45,000	60,000
採購人員 Jr. Merchandiser/ Procurement Officer	大專院校 / 文憑 Degree/ Diploma	3-5	30,000	45,000

運送 / 物流 Shipping / Logistics

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪/新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
物流經理 Logistics Manager/ Project Account manager	大專院校 / 文憑 Degree/ Diploma	8-12	80,000	150,000
物流副理 Assistant Logistics Manager	大專院校 / 文憑 Degree/ Diploma	5-8	60,000	100,000
物流專員 Logistics Specialist	大專院校 / 文憑 Degree/ Diploma	2-5	30,000	60,000
船務主任 Shipping Supervisor	大專院校 / 文憑 Degree/ Diploma	3-5	45,000	60,000
船務人員 Shipping Specialist	大專院校 / 文憑 Degree/ Diploma	2-4	30,000	45,000

品質控管 Quality Control

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪/新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
品管經理 Quality Control Manager	大專院校 / 文憑 Degree/ Diploma	10+	80,000	150,000
品管副理 Assistant QC Manager	大專院校 / 文憑 Degree/ Diploma	5-8	60,000	100,000
品管專員 Quality Control Specialist	大專院校 / 文憑 Degree/ Diploma	3-5	40,000	60,000

採購、供應鏈與客服

Procurement, Supply Chain & Customer Service

客戶服務 Customer Service/ After Service

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
售後服務 / 客服經理 After Sales manager/ Customer Service manager/ Call Centre Manager	大專院校 / 文憑 Degree/Diploma	8+	70,000	180,000
售後服務 / 客服副理 CS Assistant Manager	大專院校 / 文憑 Degree/Diploma	5-8	55,000	70,000
客服主任 / 組長 Supervisor/ Team Leader	大專院校 / 文憑 Degree/Diploma	3-5	45,000	65,000
資深客服人員 Senior CS Representative	大專院校 / 文憑 Degree/Diploma	2-3	35,000	45,000
客服專員 Helpdesk/ Hotline Officer	大專院校 / 文憑 Degree/Diploma	1-3	25,000	35,000

供應鏈 Supply Chain

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
供應鏈經理 Supply Chain Manager	大專院校或以上 Degree and above	8-15+	120,000	200,000
供應鏈副理 Supply Chain Assistant Manager	大專院校 / 文憑 Degree/ Diploma	5-8+	100,000	120,000
供應鏈規劃 / 需求規劃人員 Supply Chain Planner/ Demand Planner	大專院校 / 文憑 Degree/ Diploma	3-5	60,000	100,000
供應鏈專員 Supply Chain Executive	大專院校 / 文憑 Degree/ Diploma	1-3	40,000	60,000

倉儲 Warehouse

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
倉儲經理 Warehouse Manager	大專院校 / 文憑 Degree/ Diploma	8+	80,000	150,000
倉儲副理 Warehouse Assistant Manager	大專院校 / 文憑 Degree/ Diploma	5-8	70,000	100,000
倉儲主管 Warehouse Supervisor	文憑 Diploma	3-5	45,000	70,000
倉儲專員 Warehouse Officer	文憑 Diploma	1-2	30,000	45,000

■ 以上數據是由藝珂從 2019 年 9 月至 2020 年 7 月期間的各項職缺之平均薪資所得，其超時工資、佣金、各項津貼和獎金，均不列入計算。

The data provided in this guide represents average salaries derived from positions that Adecco recruited during the period of September 2019 to July 2020. The salaries exclude overtime payment, commissions, allowances, and bonuses.

醫療與生命科學

Healthcare & Life Sciences

大規模上市製藥公司，在 2020 年釋出了研發製造、法規、生產等職缺，同時，部分製藥外商受到新冠肺炎（COVID-19）疫情影響、因應總公司縮減預算政策，將台灣正職職位暫時轉為合約式職位，但台灣人才的舊式觀念偏好正職機會，可能反而錯失機會。生技領域則在 2020 年持續以研發、法規等職缺為主進行招募。

醫療器材領域於首兩季表現不錯，但是隨著疫情持續發酵，企業在第 2 季中半開始減少雇用需求；同時，部分外商於 2020 年改變台灣市場策略，從本地經營轉為經銷方式營運，造成投資減少、人才釋出，因而拉長人才的雇用時程，也出現降薪的現象。

整體來說，醫療與生命科學領域於 2020 年減少了 20% 至 30% 的職缺，特別是業務與事業發展的中高主管職位；薪水發放也大多呈保守狀態，約有 40% 職位面臨薪水下調現象。

展望 2021 年，駐台外商將因為疫情高度不確定性，維持保守經營，反而是耕耘海外市場的台灣企業，當業務與疫情相關，反而預見高度發展性，例如檢驗試劑、檢驗儀器、醫療耗材、營養補給品等品項，都在 2020 年獲得銷售佳績，2021 年的熱門品項，則將會隨著疫情變化而決定。

此外，2021 年的勞動市場將持續釋出對法規與臨床試驗人員的需求，但如業務與行銷職缺，則可能受到大環境未來尚不明朗緣故，遇缺不補。建議有意進入此領域的職場新鮮人，先等待市場回溫，才能獲得機會；在此特殊時期被市場釋出的中壯年人才，則得保持耐心，並審視自己的管理能力與優勢，才能在市場復甦之時，再次踏上職涯重啟之路。

Public pharmaceutical companies released openings in R&D, legal and production. Meanwhile, some international pharmaceutical companies based in Taiwan, due to budget cut from the headquarters, switched full-time positions into contractors in Taiwan. Most Taiwanese candidates, who prefer full-time positions traditionally, might have missed these job opportunities. Life sciences sector, on the other side, released mostly openings in R&D and legal.

Medical equipment firms saw increased sales in the first half of 2020, however, they started to cut down hiring from the second quarter due to the long-lasting pandemic. Some international companies based in Taiwan in the sector changed its operation from local branch to distribution or wholesaler, leading less investment, some unemployed talents and pay cut.

Overall, 20% to 30% positions were cut in the medical and life sciences sector in 2020, especially in mid- and senior level of business development. Pay offering was also conservative and 40% of the positions experienced pay cut.

In 2021, the international companies based in Taiwan will remain conservative in operation due to the high uncertainty under the pandemic. Meanwhile, Taiwanese companies will see increasing opportunities abroad, especially as their businesses are related to the pandemic. For example, virus tests, testing equipment, medical supplies and nutrition supplies had great performance in sales in 2020. The popular items in 2021 will also be decided by the pandemic situation.

In addition, demand for legal and clinical trials professionals will increase in 2021, while companies will still postpone hiring sales and marketing people. We suggest that, new graduates that want to enter this sector need to first wait for the market recovery, while mid-age candidates who faced lay-off must first review their advantages and experiences, in order to get back to the labor market as it recovers.

醫療與生命科學

Healthcare & Life Sciences

醫藥 Pharmaceutical

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
商業 Commercial				
行銷協理 Marketing Director	大專院校，藥學或醫學工程或生命科學領域者優 Degree, preferable from Pharmaceutical, Medical Engineering, or Life Science field	12+	180,000	250,000
行銷經理 Marketing Manager	大專院校，藥學或醫學工程或生命科學領域者優 Degree, preferable from Pharmaceutical, Medical Engineering, or Life Science field	8+	120,000	200,000
產品經理 Product Manager	大專院校，藥學或醫學工程或生命科學領域者優 Degree, preferable from Pharmaceutical, Medical Engineering, or Life Science field	3-5	65,000	120,000
產品登記專員 Product Registration Specialist	大專院校，藥學或醫學工程或生命科學領域者優 Degree, preferable from Pharmaceutical, Medical Engineering, or Life Science field	3-5	45,000	60,000
資深產品專員 Senior Product Specialist	大專院校，生命科學領域者優 Degree, preferable from a Life Science field	3+	60,000	80,000
產品專員 Product Specialist	生命科學領域者優 Degree, preferable from a Life Science field	2-3	50,000	70,000
區域業務 / 開發經理 Regional Sales Manager/BD Manager	生命科學領域者優 Degree, preferable from a Life Science field	8-10	80,000	120,000
地區業務經理 Area Sales Manager	大專院校，生命科學領域者優 Degree, preferable from a Life Science field	5-8	60,000	100,000
藥房通路業務經理 OTC/ Drugstore Sales Manager/ KA Manager	大專院校，藥房通路領域者優 B.S degree, familiar with OTC/ Drugstore channels	5-8	60,000	85,000
醫藥銷售專員 Medical Sales Executive	醫學、生命科學領域者優 Degree, preferable from a Life Science field	2-4	40,000	60,000
醫學相關 Medical Related				
醫藥事務經理 / 協理 Medical Affairs Manager/ Director	醫學工程或生命科學領域者優 Degree, preferable from Medical Engineering, or Life Science field	10+	150,000	250,000
醫藥學術專員 Medical Science Liaison	醫學工程或生命科學領域者優 Degree, preferable from Medical Engineering, or Life Science field	5+	100,000	150,000
醫藥顧問 Medical Advisor	醫學工程或生命科學領域者優 Degree, preferable from Medical Engineering, or Life Science field	10+	200,000	350,000
臨床研究經理 Clinical Research Manager	醫學工程或生命科學領域者優 Degree, preferable from Medical Engineering, or Life Science field	8+	130,000	200,000
臨床研究助理 Clinical Research Assistant	醫學、生命科學，藥學相關者優 Degree from a Science field, preferably Pharmacy	1-2	35,000	50,000
護理師 Registered Nurse	護理相關者優 Degree from Nurse ralated	2+	40,000	60,000

醫師 Physician	醫學相關者優 Degree from Medicine	5+	200,000	500,000
臨床應用專員 Clinical Application Specialist	醫學、生命科學，藥學相關者優 Degree from a Science field, preferably Pharmacy	3+	50,000	100,000
法規 / 品管 Regulatory Affair/ QA / QC				
法規 / 品管事務處長 Regulatory Affairs/ QA/QC Director	醫學、生命科學，藥學相關者優 Degree from a Science field, preferably Pharmacy	10+	150,000	250,000
法規 / 品管事務經理 Regulatory Affairs/ QA/QC Manager	醫學、生命科學，藥學相關者優 Degree from a Science field, preferably Pharmacy	8+	120,000	200,000
法規 / 品管事務專員 Regulatory Affairs/ QA/QC Executive	大專院校，藥學或醫學工程或生命科學領域者優 Degree, preferable from Pharmaceutical, Medical Engineering, or Life Science field	3-5	45,000	65,000

醫療器材 Medical Device

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
商業 Commercial				
行銷協理 Marketing Director	醫學工程或生命科學領域者優 Degree, preferable from Medical Engineering, or Life Science field	12+	180,000	250,000
行銷經理 Marketing Manager	醫學工程或生命科學領域者優 Degree, preferable from Medical Engineering, or Life Science field	8+	120,000	200,000
產品經理 Product Manager	醫學工程或生命科學領域者優 Degree, preferable from Medical Engineering, or Life Science field	3-5	65,000	120,000
產品登記專員 Product Registration Specialist	醫學工程或生命科學領域者優 Degree, preferable from Medical Engineering, or Life Science field	3-5	45,000	60,000
資深產品專員 Senior Product Specialist	醫學工程或生命科學領域者優 Degree, preferable from Medical Engineering, or Life Science field	3+	60,000	80,000
產品專員 Product Specialist	醫學工程或生命科學領域者優 Degree, preferable from Medical Engineering, or Life Science field	2-3	50,000	70,000
區域業務 / 開發經理 Regional Sales Manager/ BD Manager	醫學工程或生命科學領域者優 Degree, preferable from Medical Engineering, or Life Science field	8-10	80,000	120,000
地區業務經理 Area Sales Manager	醫學工程或生命科學領域者優 Degree, preferable from Medical Engineering, or Life Science field	5-8	60,000	100,000
通路業務經理 Channels Sales Manager/ KA Manager	醫學工程或生命科學領域者優 Degree, preferable from Medical Engineering, or Life Science field	5-8	60,000	85,000
銷售專員 Sales Executive	醫學工程或生命科學領域者優 Degree, preferable from Medical Engineering, or Life Science field	2-4	40,000	60,000

醫療與生命科學

Healthcare & Life Sciences

醫療器材 Medical Device

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
醫療相關 Medical Related				
醫療事務經理 / 協理 Medical Affairs Manager/ Director	醫學工程或生命科學領域者優 Degree, preferable from Medical Engineering, or Life Science field	10+	150,000	250,000
醫療學術專員 Medical Science Liaison	醫學工程或生命科學領域者優 Degree, preferable from Medical Engineering, or Life Science field	5+	100,000	150,000
臨床研究經理 Clinical Research Manager	醫學工程或生命科學領域者優 Degree, preferable from Medical Engineering, or Life Science field	10+	200,000	350,000
臨床研究助理 Clinical Research Assistant	醫學工程或生命科學領域者優 Degree, preferable from Medical Engineering, or Life Science field	8+	130,000	200,000
護理師 Registered Nurse	護理相關者優 Degree from Nurse ralated	1-2	35,000	50,000
臨床應用專員 Clinical Application Specialist	醫學、生命科學，藥學相關者優 Degree from a Science field, preferably Pharmacy	2+	40,000	60,000
技術服務工程師 Field Service Engineer	醫學相關者優 Degree from Medicine	5+	200,000	500,000
法規 / 品管 Regulatory Affair/ QA / QC				
法規 / 品管事務處長 Regulatory Affairs/ QA/QC Director	醫學、生命科學，藥學相關者優 Degree from a Science field, preferably Pharmacy	10+	150,000	250,000
法規 / 品管事務經理 Regulatory Affairs/ QA/QC Manager	醫學、生命科學，藥學相關者優 Degree from a Science field, preferably Pharmacy	8+	120,000	200,000
法規 / 品管事務專員 Regulatory Affairs/ QA/QC Executive	大專院校，醫學工程或生命科學領域者優 Degree, preferable from Medical Engineering, or Life Science field	3-5	45,000	65,000

生物技術 Biotech

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
商業 Commercial				
行銷協理 Marketing Director	大專院校，醫學工程或生命科學領域者優 Degree, preferable from Medical Engineering, or Life Science field	12+	180,000	250,000
行銷經理 Marketing Manager	大專院校，醫學工程或生命科學領域者優 Degree, preferable from Medical Engineering, or Life Science field	8+	120,000	200,000
產品經理 Product Manager	大專院校，醫學工程或生命科學領域者優 Degree, preferable from Medical Engineering, or Life Science field	3-5	65,000	120,000
產品登記專員 Product Registration Specialist	大專院校，醫學工程或生命科學領域者優 Degree, preferable from Medical Engineering, or Life Science field	3-5	45,000	60,000
資深產品專員 Senior Product Specialist	大專院校，生命科學領域者優 Degree, preferable from a Life Science field	3+	60,000	80,000
產品專員 Product Specialist	生命科學領域者優 Degree, preferable from a Life Science field	2-3	50,000	70,000
區域業務 / 開發經理 Regional Sales Manager/ BD Manager	生命科學領域者優 Degree, preferable from a Life Science field	8-10	80,000	120,000
地區業務經理 Area Sales Manager	大專院校，生命科學領域者優 Degree, preferable from a Life Science field	5-8	60,000	100,000
通路業務經理 Channels Sales Manager/ KA Manager	醫院、藥房通路領域者優 B.S degree, familiar with HP/ Drugstore channels	5-8	60,000	85,000
銷售專員 Sales Executive	醫學、生命科學領域者優 Degree, preferable from a Life Science field	2-4	40,000	60,000

醫療與生命科學

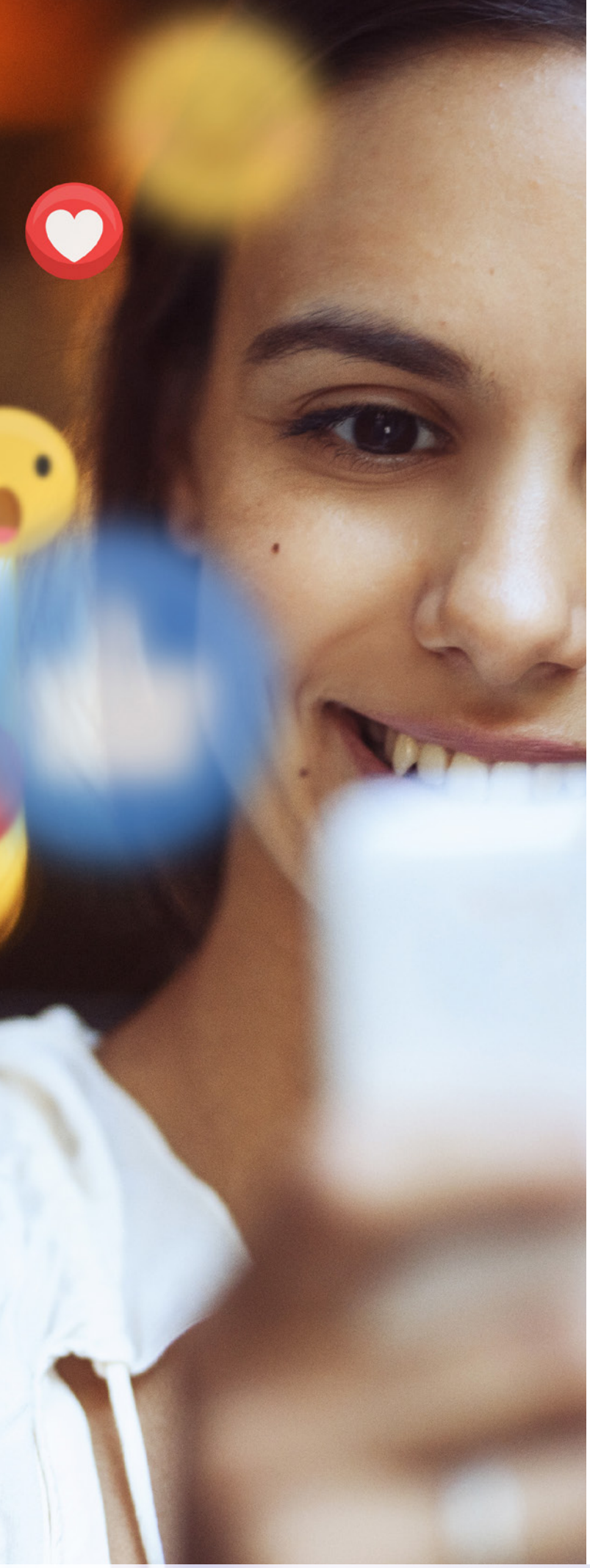
Healthcare & Life Sciences

生物技術 Biotech

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
醫療相關 Medical Related				
醫療事務經理 / 協理 Medical Affairs Manager/ Director	醫學工程或生命科學領域者優 Degree, preferable from Medical Engineering, or Life Science field	10+	150,000	250,000
醫療學術專員 Medical Science Liaison	醫學工程或生命科學領域者優 Degree, preferable from Medical Engineering, or Life Science field	5+	100,000	150,000
臨床研究經理 Clinical Research Manager	醫學工程或生命科學領域者優 Degree, preferable from Medical Engineering, or Life Science field	10+	200,000	350,000
臨床研究助理 Clinical Research Assistant	醫學工程或生命科學領域者優 Degree, preferable from Medical Engineering, or Life Science field	1~2	30,000	35,000
臨床應用專員 Clinical Application Specialist	醫學工程或生命科學領域者優 Degree, preferable from Medical Engineering, or Life Science field	8+	130,000	200,000
技術服務工程師 Field Service Engineer	醫學工程或生命科學領域者優 Degree, preferable from Medical Engineering, or Life Science field	5+	65,000	100,000
法規 / 品管 Regulatory Affair/ QA / QC				
法規 / 品管事務處長 Regulatory Affairs/ QA/QC Director	醫學、生命科學，藥學相關者優 Degree from a Science field, preferably Pharmacy	10+	150,000	250,000
法規 / 品管事務經理 Regulatory Affairs/ QA/QC Manager	醫學、生命科學，藥學相關者優 Degree from a Science field, preferably Pharmacy	8+	120,000	160,000
法規 / 品管事務專員 Regulatory Affairs/ QA/QC Executive	大專院校，藥學或醫學工程或生命科學領域者優 Degree, preferable from Pharmaceutical, Medical Engineering, or Life Science field	3-5	45,000	65,000

■ 以上數據是由藝珂從 2019 年 9 月至 2020 年 7 月期間的各項職缺之平均薪資所得，其超時工資、佣金、各項津貼和獎金，均不列入計算。

The data provided in this guide represents average salaries derived from positions that Adecco recruited during the period of September 2019 to July 2020. The salaries exclude overtime payment, commissions, allowances, and bonuses.



行銷與數位應用

Marketing & Digital

2020 年上半年受到新冠肺炎（COVID-19）影響，部分企業實施在家上班、消費者購買行為轉往線上，因而刺激顧客管理（CRM）、數位行銷、通路行銷、數據分析等領域蓬勃發展。隨著台灣當地疫情控制得宜，酒商在第 3 季開始也重啟銷售活動，帶動相關人力需求。整體來說，行銷與數位應用的領域薪資無太大變化。

隨著網路消費與使用行為愈來愈普遍，行銷領域人才得持續提升數位技能與應用，如行銷科技 CDP（Customer Data Platform），利用消費者與數位行銷數據整合分析，為企業打造最佳行銷策略。網路直播也在行銷領域愈來愈熱門，透過直播方式，品牌能夠直接與消費者互動，並將他們從社群平台導向品牌網站，網羅潛在消費者。

數據應用技能，將在 2021 年成為行銷人才的關鍵技能之一。隨著台灣電商產業持續蓬勃成長，擁有行銷與數據分析雙重知識的人才，在市場將有相當高的需求；許多踏入數位整合轉型階段的企業，也正積極招募精通數據的數位行銷人才；愈來愈多企業開始重視會員經營以及顧客機制轉換，也刺激對客戶數據分析經驗的行銷人才需求。行銷人才預計在 2021 年有更多元的產業出路。

品牌與通路之間的連結，則是另一重要技能。在台灣，便利商店扮演著相當重要的通路角色，這些零售商的數位 App 掌握著金流、通路與品牌，因此，結合線下到線上、品牌至通路間的整合行銷技能，將會愈來愈被重視。

In the first half of 2020, affected by the COVID-19 pandemic, some companies practiced work-from-home and purchase transactions switched to online platforms, leading booming sectors, including customer relations management, digital marketing, channel marketing and data analysis. As the pandemic situation was under control in Taiwan, liquor firms restarted their sales activities at the third quarter, leading related labor demand. Overall, salary in the marketing and digital sector remained the same in the year.

As online purchases and behaviors are getting more popular, marketing talents must keep strengthen their digital skills, such as customer data platform (CDP), in order to create the best marketing strategies using customer data and digital marketing data analysis. Live stream is also getting popular in marketing sector. Via streaming, brands can interact with customers directly and redirect them from social media platforms to their brands or commerce websites.

Data analysis will also become one of the critical skills for marketing talents in 2021. With the booming growth of the Taiwanese e-commerce scene, candidates with both marketing and data analysis skills will be in high demand. Many companies that just started digital transformation are also actively hiring digital marketing talents with data skills. Last, companies that work on membership system are calling for marketing talents with customer data analysis experiences. Marketing professionals are expecting a greater variety of career paths in 2021.

The integration of branding and channels is also a key knowledge, especially in Taiwan, where convenience stores play an important role as channel distributors. The apps from these convenience stores include transaction, channel and branding. Therefore, the skill to maximize this channel and integrate branding and channels will be more and more critical.

行銷與數位應用

Marketing & Digital

民生快銷品 FMCG

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
資深經理 (品牌 / 通路 / CRM / 數位 / 電商) Senior Manager (Brand/ Trade/ CRM/ Social & Digital/ EC)	學士或以上，具商業管理碩士學位者優 Bachelor or above; prefer MBA	10+	90,000	120,000
經理 (品牌 / 通路 / CRM / 數位 / 電商) Manager (Brand/ Trade/ CRM/ Social & Digital/ EC)	學士或以上，具商業管理碩士學位者優 Bachelor or above; prefer MBA	8+	80,000	95,000
資深副理 (品牌 / 通路 / CRM / 數位 / 電商) Senior Associate Manager (Brand/ Trade/ CRM/ Social & Digital/ EC)	學士或以上，具商業管理碩士學位者優 Bachelor or above; prefer MBA	6-8	65,000	85,000
副理 (品牌 / 通路 / CRM / 數位 / 電商) Associate Manager (Brand/ Trade/ CRM/ Social & Digital/ EC)	學士或以上，具商業管理碩士學位者優 Bachelor or above; prefer MBA	5-7	60,000	75,000
資深主任 (品牌 / 通路 / CRM / 數位 / 電商) Senior Supervisor(Brand/ Trade/ CRM/ Social & Digital/ EC)	學士或以上，具商業管理碩士學位者優 Bachelor or above; prefer MBA	4-6	50,000	60,000
主任 (品牌 / 通路 / CRM / 數位 / 電商) Supervisor (Brand/ Trade/ CRM/ Social & Digital/ EC)	學士或以上，具商業管理碩士學位者優 Bachelor or above; prefer MBA	3-5	45,000	55,000
專員 (品牌 / 通路 / CRM / 數位 / 電商) Specialist (Brand/ Trade/ CRM/ Social & Digital/ EC)	學士或以上，具商業管理碩士學位者優 Bachelor or above; prefer MBA	<2	35,000	45,000

電子商務(電商/遊戲/軟體/區塊鏈) E-business(EC/Gaming/SaaS/Blockchain)

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
資深經理 (品牌 / 數位 / 社群 / 公關 / 產品) Senior Manager (Brand/ Digital/ Community/ PR/ Product)	學士或以上 Bachelor or above	8+	120,000	180,000
經理 (品牌 / 數位 / 社群 / 公關 / 產品) Manager (Brand/ Digital/ Community/ PR/ Product)	學士或以上 Bachelor or above	5-6+	85,000	120,000
副理 (品牌 / 數位 / 社群 / 公關 / 產品) Associate Manager (Brand/ Digital/ Community/ PR/ Product)	學士或以上 Bachelor or above	3+	70,000	85,000
主任 (品牌 / 數位 / 社群 / 公關 / 產品) Supervisor (Brand/ Digital/ Community/ PR/ Product)	學士或以上 Bachelor or above	2+	55,000	70,000
專員 (品牌 / 數位 / 社群 / 公關 / 產品) Specialist(Brand/ Digital/ Community/ PR/ Product)	學士或以上 Bachelor or above	1+	35,000	55,000

精品時尚 Fashion, Beauty & Luxury

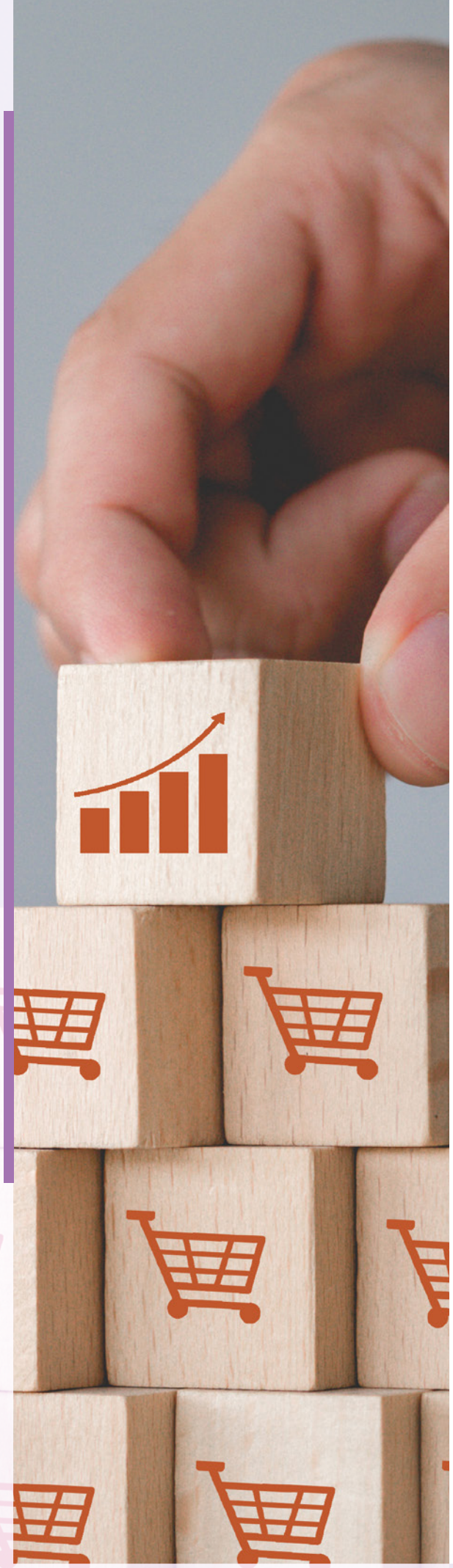
職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
服裝 / 精品 / 運動 Apparel /Luxury / Sport				
品牌經理 Brand Manager	學士或以上，具商業碩士學位者優 Bachelor or above; prefer MBA	10+	120,000	200,000
行銷經理 Marketing Manager	學士或以上 Bachelor or above	8+	85,000	150,000
經理 (品牌 / 通路 / CRM / 數位 / 電商) Manager (Brand/ Trade/ CRM/ Social & Digital/ EC)	學士或以上，具商業碩士學位者優 Bachelor or above; prefer MBA	6+	70,000	120,000
美妝 Cosmetics				
品牌經理 Brand Manager	學士或以上，具商業碩士學位者優 Bachelor or above; prefer MBA	12+	200,000	250,000
行銷經理 Marketing Manager	學士或以上，具商業碩士學位者優 Bachelor or above; prefer MBA	9+	150,000	200,000
經理 (產品 / 數位 / 公關 / 通路 / CRM / 電商) Manager (Product/ Digital/ PR/ Trade/ CRM/ EC)	學士或以上，具商業碩士學位者優 Bachelor or above; prefer MBA	7+	100,000	140,000
副理 (產品 / 數位 / 公關 / 通路 / CRM / 電商) Associate Manager (Product/ Digital/ PR/ Trade/ CRM/ EC)	學士或以上，具商業碩士學位者優 Bachelor or above; prefer MBA	5-7	85,000	100,000
主任 (產品 / 數位 / 公關 / 通路 / CRM / 電商) Supervisor (Product/ Digital/ PR/ Trade/ CRM/ EC)	學士或以上，具商業碩士學位者優 Bachelor or above; prefer MBA	3-5	60,000	80,000
專員 (產品 / 數位 / 公關 / 通路 / CRM / 電商) Specialist (Product/ Digital/ PR/ Trade/ CRM/ EC)	學士或以上，具商業碩士學位者優 Bachelor or above; prefer MBA	<2	40,000	50,000

顧問 / 教育產業 Consultancy/Education

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
Marketing Manager 行銷經理	學士或以上 Bachelor or above	8+	85,000	150,000
Assistance Marketing Manager 行銷副理	學士或以上 Bachelor or above	6+	65,000	80,000
Marketing Specialist 行銷專員	學士或以上 Bachelor or above	1-2	35,000	45,000

■ 以上數據是由藝珂從 2019 年 9 月至 2020 年 7 月期間的各項職缺之平均薪資所得，其超時工資、佣金、各項津貼和獎金，均不列入計算。

The data provided in this guide represents average salaries derived from positions that Adecco recruited during the period of September 2019 to July 2020. The salaries exclude overtime payment, commissions, allowances, and bonuses.



業務銷售

Sales

新冠肺炎（COVID-19）疫情於 2020 年大幅影響了業務銷售領域，特別是零售產業，上半年百貨來客數最高出現 40% 至 50% 下滑，造成部分代理商裁員、外商企業進行人事凍結，雖然在第 3 季開始有按比例增加雇員，但是部分外商因為人事預算縮減緣故，仍採合約、外包方式進行短期雇用。

部分零售品項卻受到疫情的幫助而見銷售成長，舉例來說，頂級客戶出國消費受限，因而轉向在台購物，幫助奢華珠寶等高價品項業績達標；大眾消費者也因為在家時間拉長，促使香氛、家居等生活用品銷售成長。此外，在 2020 年也見到業務銷售領域的 B2B 專業市場強度提升，如醫院領域的業務人員，可預見 B2B 專業領域將成為業務銷售的新興方向。

疫情期間，部分企業實施了 2 天進辦公室開會、3 天在家上班的混合新型工作方式。展望 2021 年，這樣的新工作常態，會更加要求業務銷售人才精通時間彈性安排的技能，以及數位工具的應用。

人才流動的產業彈性，也將在 2021 年更加提升，舉例來說，業務銷售人才可在零售、精品、車輛產業之間互換，突破產業的侷限，行銷人才也能利用既有的通路知識，轉往業務銷售領域。許多企業也因為疫情進行組織調整，會更偏好經驗多元的人才，建議人才別只看工作的單一功能與面向，勇於嘗試新事物，以累積多方經驗與知識，成為全方位的人才。

The COVID-19 pandemic has significantly affected the sales sector, especially for retail businesses. For example, the number of visitors in department stores dropped 40% to 50% in the first half of 2020, causing layoffs and hiring freeze. Although retail businesses have added salespeople by percentage at the third quarter, some international companies based in Taiwan still went for contractor or outsourced employees due to budget cut from their headquarters.

Meanwhile, some product categories in retail did increase sales. High-end consumers, for example, bought more luxury goods in Taiwan this year than they'd have used to because of travel restrictions; and more home appliances and decoration goods were sold since people spent more time at home. B2B professional market was also booming in 2020, such as salespeople in hospitals.

During the pandemic, some companies practiced a new way of working, with two days in the office and 3 days at home. In 2021, this kind of new normal will demand salespeople to have a better time management skill and knowledge of digital tools.

The flexibility of workforce will further increase in 2021. For instance, salespeople can switch between sectors such as retail, luxury goods and automobile, breaking the walls between sectors. Marketing professionals can also use their existing channel knowledge and switch to sales positions. Further, companies that adjusted the organization due to the pandemic will prefer employees with cross-function or cross-sector experiences. We suggest that candidates don't just look at one single perspective of a job, rather, they should try to collect various experiences and knowledge, and become a comprehensive professional.

民生快銷品 FMCG

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
資深經理 (主要客戶 / 區域 / 經銷商) Senior Manager(Key Account/ Regional/ Distributor)	學士或專科以上 Bachelor or college above	10+	85,000	120,000
經理 (主要客戶 / 區域 / 經銷商) Manager(Key Account/ Regional/ Distributor)	學士或專科以上 Bachelor or college above	7+	60,000	90,000
副理 (主要客戶 / 區域 / 經銷商) Assistant / Associate Manager(Key Account/ Regional/ Distributor)	學士或專科以上 Bachelor or college above	5+	60,000	80,000
資深主任 (主要客戶 / 區域 / 經銷商) Senior Supervisor (Key Account/ Regional/ Distributor)	學士或專科以上 Bachelor or college above	4~6	50,000	70,000
主任 (主要客戶 / 區域 / 經銷商) Supervisor (Key Account/ Regional/ Distributor)	學士或專科以上 Bachelor or college above	2~5	45,000	55,000
專員 (主要客戶 / 區域 / 經銷商) Specialist (Key Account/ Regional/ Distributor)	學士或專科以上 Bachelor or college above	<2	30,000	45,000

公關產業 Public Relations

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
總監 Account Director	學士或專科以上 Bachelor or college above	10+	90,000	130,000
副總監 Assistance Account Director	學士或專科以上 Bachelor or college above	7+	70,000	85,000
資深客戶經理 Senior Account Mananger	學士或專科以上 Bachelor or college above	5+	60,000	70,000
客戶經理 Account Mananger	學士或專科以上 Bachelor or college above	3-5	50,000	55,000
主任 Supervisor	學士或專科以上 Bachelor or college above	2-3	42,000	50,000
(資深) 專案執行 (Senior) Account Executive	學士或專科以上 Bachelor or college above	1-2	35,000	40,000

業務銷售 Sales

精品時尚 Fashion, Beauty & Luxury

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
服裝 / 精品 / 運動 Apparel /Luxury / Sport				
零售營運經理 Retail Operations Manager	學士或以上 Bachelor or above	10+	100,000	170,000
營運副理 Assistant Operations Manager	專科或以上 College or above	4-6+	60,000	80,000
營運主任 Operations Supervisor	專科或以上 College or above	4-6+	45,000	60,000
零售營運專員 Retail operations/ After Sales/ CRM	專科或以上 College or above	4-6+	45,000	60,000
店面經理 Shop/ Store Manager	專科或以上 College or above	8+	70,000	115,000
店長 Shop/ Store Supervisor	高中或以上 High school or above	2-4	40,000	60,000
業務專員 Sales Representative/ Client Advisor	高中或以上 High school or above	1-2	30,000	35,000
美妝 Cosmetics				
業務經理 Sales Manager	學士或以上 Bachelor or above	12+	150,000	200,000
業務副理 Assistance Sales Manager	學士或以上 Bachelor or above	9+	130,000	150,000
區經理 Area Manager	學士或以上 Bachelor or above	7+	100,000	120,000
業務主任 Sales Supervisor	學士或以上 Bachelor or above	5-7	65,000	80,000
櫃長 / 店長 Counter Manager/ Store Manager	專科或以上 College or above	5-7	65,000	115,000
教育訓練經理 Education Manager	學士或以上 Bachelor or above	10+	90,000	125,000
美容講師 Beauty Trainer	專科或以上 College or above	2-4	50,000	90,000
美容顧問 Beauty Advisor	高中或以上 High school or above	1-2	28,000	35,000

顧問 / 教育產業 Consultancy/Education

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
顧問經理 Sales Manager	學士或以上 Bachelor or above	5+	48,000	65,000
顧問 Consultant	學士或以上 Bachelor or above	2-3	38,000	45,000

電子商務(電商 / 遊戲 / 軟體 / 區塊鍊) E-business(EC/Gaming/SaaS/Blockchain)

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
資深經理 (B2B- 企業端 / 中小型企業 / 主要客戶) Senior Manager (B2B-Enterprise/ SME/ Key Account)	學士或以上 Bachelor or above	8+	130,000	200,000
經理 (B2B- 企業端 / 中小型企業 / 主要客戶) Manager (B2B-Enterprise/ SME/ Key Account)	學士或以上 Bachelor or above	5+	80,000	130,000
副理 (B2B- 企業端 / 中小型企業 / 主要客戶) Associate Manager (B2B-Enterprise/ SME/ Key Account)	學士或以上 Bachelor or above	3+	60,000	80,000
主任 (B2B- 企業端 / 中小型企業 / 主要客戶) Supervisor(B2B-Enterprise/ SME/ Key Account)	學士或以上 Bachelor or above	2+	40,000	60,000
專員 (B2B- 企業端 / 中小型企業 / 主要客戶) Specialist(B2B-Enterprise/ SME/ Key Account)	學士或以上 Bachelor or above	1+	26,000	40,000

■ 以上數據是由藝珂從 2019 年 9 月至 2020 年 7 月期間的各項職缺之平均薪資所得，其超時工資、佣金、各項津貼和獎金，均不列入計算。

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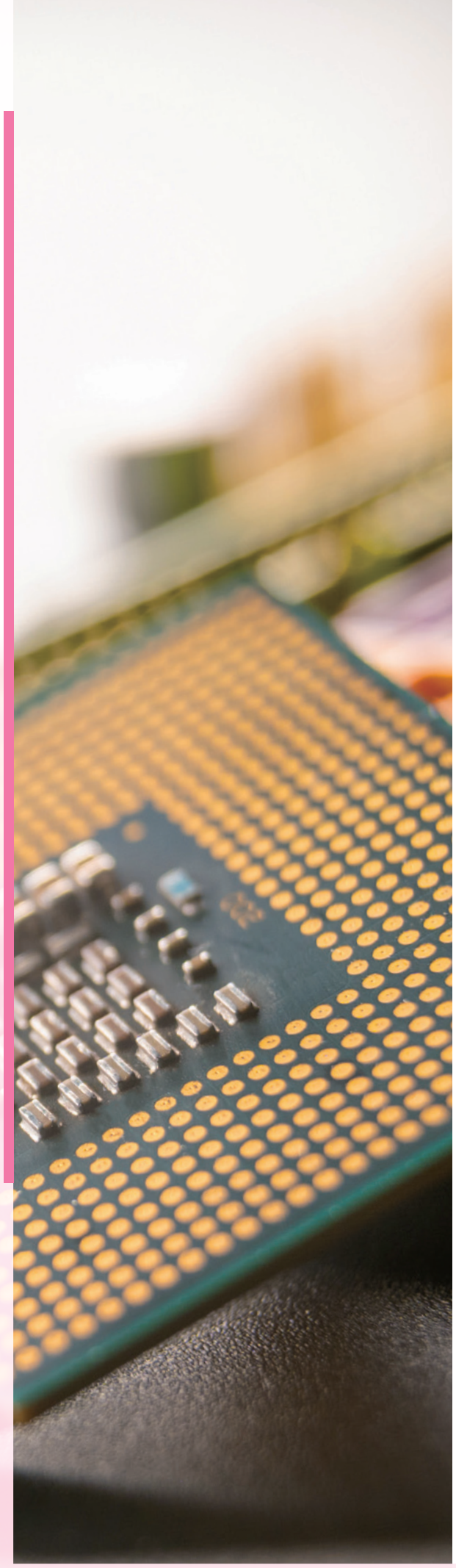

工程與製造

Engineering & Manufacturing

受到新冠肺炎（COVID-19）疫情影響，歐美廠商至 2020 年底都採取人事凍結策略，保守心態預計至少延續到 2021 年第 1 季，得等到疫苗問世、出國限制放緩後，才可能重啟招募活動；部分外商甚至於 2020 年進行亞太區人事變動，放棄台灣相對較小的市場，改為經銷方式經營。

台灣廠商則在同時因為疫情受惠。隨著全世界在家工作的需求提高，市場對終端辦公裝置的需求也隨之上升，讓筆電代工企業以及半導體組裝代工企業，都在 2020 年增加人力招募。即使目前仍以代工製造為主，逐漸地，台灣製造廠商預計會往附加價值高的市場發展，如軟硬體整合的室內跑步機，將企業體制從代工整合為品牌廠商，即使少量多樣販售，也能以高品質、高單價的特性取得市場成績，擺脫過去只專注壓低成本的單一樣貌。

綠能發展也會成為工程與製造領域於 2021 年的重點之一。除了台灣近年積極發展太陽能、離岸風電等再生能源專案以外，如台積電也積極轉型再生能源製造，間接推動台灣代工廠建設投資再生能源，以符合品牌商的需求。這樣的趨勢預計帶動裝機、電纜、專案協調人員等人才需求上升。

同時，電池能源以及電動車會持續蓬勃發展，相當鼓勵年輕世代，加入這類傳統製造結合新興科技的產業、新型軟硬體整合的公司，即使起始薪資並不高，但是產業的發展性卻具備相當高的潛力。

台灣的工程與製造廠商，在迎來相當樂觀的 2021 年同時，也可能遭遇接班人問題，以及人才培育斷層，建議企業揮別過去從上到下的管理方式，給予年輕世代更多的自主權與信任，才能留住優秀人才、激盪更多創新的點子，帶動企業前進。

Influenced by the COVID-19 pandemic, many companies based in Europe and North America froze hiring until the end of 2020, which may also last until the first quarter of 2021. It might need to wait until the vaccine come to the market, so that the hiring activities will be reactivated again. Last, some international companies based in Taiwan adjusted their strategies in the Asia Pacific region, leading small markets like Taiwan were renounced and distributor strategy was adopted.

At the same time, some Taiwanese companies were benefited from the pandemic. The rising remote working needs around the world has boosted the sales of home offices devices. Laptop and semiconductor companies both increased hiring in 2020. Gradually, Taiwanese manufacturers will transform themselves from cost-centered OEM/ODM to high margin market players. Companies making indoor fitness machines with integrated software, for example, have transformed into a product brand and gained success in the worldwide market.

Green energy will also be one of the focuses in 2021. Taiwan has been aggressively investing in renewal energy projects such as solar energy and offshore wind energy. More, OEM/ODM companies like Taiwan Semiconductor Manufacturing (TSMC), pushed by brand partners, have also been actively investing in renewal energy manufacturing. This trend is expected to increase demand for installation, electric cables and project coordination professionals in the sector.

Battery energy and electrical automobiles will also keep booming. We highly recommend young generation to join this kind of companies, that combine traditional manufacturing and new technologies. Although the initial pay won't be the highest, but the potential of the industry is tremendous.

科技製造 (系統裝置 / 模組) Manufacturing (System Device/ Module)

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
事業部負責人 / 總經理 Business Unit Head/ Taiwan General Manager	工程相關科系 / 企業管理碩士 Engineering related/ MBA	15+	200,000	300,000
廠長 / 營運總監 / 協理 Plant Maneger/ Operation VP or Director	工程相關科系 / 企業管理碩士 Engineering related/ MBA	15+	200,000	250,000
業務經理 / 協理 / 總監 Sales Manger/ Director/ VP	工程相關科系 / 企業管理碩士 Engineering related/ MBA	10+	120,000	200,000
業務 (資深) 工程師 (Sr.) Sales Engineer	工程相關科系 / 企業管理碩士 Engineering related/ MBA	8+	120,000	200,000
(資深) 研發經理 (機構 / 硬體 / 韌體 / 軟體) (Sr.) R&D Manager (Mechanical/ Hardware/ Firmware/ Software)	工程相關科系 Engineering related	12+	180,000	250,000
(資深) 研發工程師 (機構 / 硬體 / 韌體 / 軟體) (Sr.) R&D Engineer (Mechanical/ Hardware/ Firmware/ Software)	工程相關科系 Engineering related	10+	140,000	200,000
專案經理 Program/ Project Manager	電子工程、工業工程、機械工程 BS/MS/PhD - EE, IE, ME	8+	100,000	150,000
生產製造主管 Head of Production/ Manufacturing	電子工程、工業工程、機械工程 BS/MS/PhD - EE, IE, ME	15+	250,000	400,000
生產製造 (資深) 經理 Production/ Manufacturing (Sr.) Manager	電子工程、工業工程、機械工程 BS/MS/PhD - EE, IE, ME	10+	107,000	200,000
生產製造 (資深) 工程師 Production/ Manufacturing (Sr.) Engineer	電子工程、工業工程、機械工程 BS/MS/PhD - EE, IE, ME	5+	75,000	150,000
(資深) 設備經理 (Sr.)Equipment Manager	工程相關科系 Engineering related	10+	107,000	200,000
設備工程師 Equipment Engineer	工程相關科系 Engineering related	5+	75,000	150,000
採購 / 資材主管 Head of Sourcing/ Procument/ SCM	工程相關科系 / 企業管理碩士 Engineering related/ MBA	15+	200,000	400,000
(資深) 採購 / 資材經理 (Sr.) Sourcing/ Procument/ SCM Manager	工程相關科系 / 企業管理碩士 Engineering related/ MBA	10+	107,000	200,000
(資深) 採購 / 資材工程師 (Sr.) Sourcing/ Procument/ SCM Engineer	工程相關科系 / 企業管理碩士 Engineering related/ MBA	5+	75,000	150,000
品保主管 Head of Quality	電子工程、工業工程、機械工程 BS/MS/PhD - EE, IE, ME	15+	200,000	300,000
品保 (資深) 經理 (Sr.) Quality Manager	電子工程、工業工程、機械工程 BS/MS/PhD - EE, IE, ME	8+	120,000	180,000
品保 (資深) 工程師 (Sr.) Quality Engineer	電子工程、工業工程、機械工程 BS/MS/PhD - EE, IE, ME	3+	50,000	100,000
(資深) 環安衛經理 (Sr.)EHS Manager	環境工程、安全衛生 Environmental Engineering, Occupational Safety and Health	10+	107,000	200,000
環安衛工程師 EHS Engineer	環境工程、安全衛生 Environmental Engineering, Occupational Safety and Health	5+	75,000	150,000

工程與製造

Engineering & Manufacturing

半導體產業 Semiconductor

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
IC 事業部負責人 / 總經理 Business Unit Head/ Taiwan General Manager	電子工程 / 企業管理碩士 EE, MBA	15+	250,000	600,000
IC 營運總監 / 協理 IC/ Components Operation VP or Director	電子工程 / 企業管理碩士 EE, MBA	12+	250,000	450,000
IC 業務經理 / 協理 / 總監 IC/ Components Sales Manger/ Director/ VP	電子工程、工程相關科系 EE or engineering related	5+	120,000	400,000
IC (資深) 設計經理 (類比 / 數位 / 混合訊號) IC (Sr.) Manager (Analog/ Digital / Mixed Signal IC)	電子 / 電機工程、機械工程、資工、光電 EE, ME, Computer Science, Optoelectronics	12+	120,000	300,000
IC (資深) 設計工程師 (類比 / 數位 / 混合訊號) IC (Sr.) Designer (Analog/ Digital / Mixed Signal IC)	電子 / 電機工程、機械工程、資工、光電 EE, ME, Computer Science, Optoelectronics	3+	50,000	120,000
IC 生產製造主管 (類比 / 數位 / 混合訊號) Head of IC Manufacturing Process (Analog/ Digital/ Mixed Signal IC)	電子 / 電機工程、機械工程、物理、化學、材料科學、工業工程、光電 EE, ME, Physics, Chemical, Material Science, IE, Optoelectronics	15+	180,000	200,000
IC 生產製造 (資深) 經理 (類比 / 數位 / 混合訊號) IC Manufacturing Process Engineer (Analog/ Digital/ Mixed Signal IC)	電子 / 電機工程、機械工程、物理、化學、材料科學、工業工程、光電 EE, ME, Physics, Chemical, Material Science, IE, Optoelectronics	10+	120,000	180,000
IC 生產製造 (資深) 工程師 (類比 / 數位 / 混合訊號) IC Manufacturing Process (Sr.) Engineer (Analog/ Digital/ Mixed Signal IC)	電子 / 電機工程、機械工程、物理、化學、材料科學、工業工程、光電 EE, ME, Physics, Chemical, Material Science, IE, Optoelectronics	1+	50,000	100,000
IC 製程 / 品管 主管 (類比 / 數位 / 混合訊號) Head of IC Foundry Process/ Quality (Analog / Digital/ Mixed Signal IC)	電子 / 電機工程、機械工程、物理、化學、材料科學、工業工程、光電 EE, ME, Physics, Chemical, Material Science, IE, Optoelectronics	15+	180,000	250,000
IC 製程 / 品管 (資深) 經理 (類比 / 數位 / 混合訊號) IC Foundry Process/ Quality (Sr.) Manager (Analog/ Digital/ Mixed Signal IC)	電子 / 電機工程、機械工程、物理、化學、材料科學、工業工程、光電 EE, ME, Physics, Chemical, Material Science, IE, Optoelectronics	10+	120,000	200,000
IC 製程 / 品管 (資深) 工程師 (類比 / 數位 / 混合訊號) IC Foundry Process/ Quality (Sr.) Engineer (Analog/ Digital/ Mixed Signal IC)	電子 / 電機工程、機械工程、物理、化學、材料科學、工業工程、光電 EE, ME, Physics, Chemical, Material Science, IE, Optoelectronics	1+	50,000	80,000
IC(資深) 應用工程師 IC/ Components Application (Sr.) Engineer	電子 / 電機工程、機械工程、資工、光電 EE, ME, Computer Science, Optoelectronics	1+	50,000	250,000

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
IC 專案經理 IC Program/ Project Manager	電子 / 電機工程、機械工程、資工、光電 EE, ME, Computer Science, Optoelectronics	8+	120,000	250,000
(半導體產業) 設備工程師 Equipment Engineer	電子 / 電機工程、機械工程 EE, ME,	1+	50,000	80,000
(半導體產業) 專案經理 Project Manager	電子 / 電機工程、機械工程、物理、化學、材料科學、工業工程、企業管理碩士 EE, ME, Physics, Chemical, Material Science, IE, MBA	8+	120,000	250,000
(半導體產業) 採購主管 Head of Procurement	電子 / 電機工程、機械工程、 物理、化學、材料科學、工業工程、企業管理碩士 EE, ME, Physics, Chemical, Material Science, IE, MBA	12+	150,000	300,000
(半導體產業) 採購 (資深) 經理 (Sr.) Procurement Manager	電子 / 電機工程、機械工程、物理、化學、材料科學、工業工程、企業管理碩士 EE, ME, Physics, Chemical, Material Science, IE, MBA	7+	120,000	250,000
(半導體產業) 採購 (資深) 工程師 (Sr.) Sourcing Engineer	電子 / 電機工程、機械工程、物理、化學、材料科學、工業工程、企業管理碩士 EE, ME, Physics, Chemical, Material Science, IE, MBA	6+	60,000	200,000
(半導體產業) 品保主管 Head of Quality	電子 / 電機工程、機械工程、物理、化學、材料科學、工業工程、企業管理碩士 EE, ME, Physics, Chemical, Material Science, IE, MBA	15+	200,000	400,000
(半導體產業) 品保 (資深) 經理 (Sr.) Quality Manager	電子 / 電機工程、機械工程、物理、化學、材料科學、工業工程、企業管理碩士 EE, ME, Physics, Chemical, Material Science, IE, MBA	8+	90,000	250,000
(半導體產業) 品保 (資深) 工程師 (Sr.) Quality Engineer	電子 / 電機工程、機械工程、物理、化學、材料科學、工業工程、企業管理碩士 EE, ME, Physics, Chemical, Material Science, IE, MBA	3+	60,000	100,000
(半導體產業) 設備業務主管 Semiconductor Equipment Sales Head	電子 / 電機工程、機械工程、物理、化學、材料科學、工業工程、企業管理碩士 EE, ME, Physics, Chemical, Material Science, IE, MBA	12+	180,000	500,000
(半導體產業) 設備業務 (資深) 經理 (Sr.) Semiconductor Equipment Sales Manager	電子 / 電機工程、機械工程、物理、化學、材料科學、工業工程、企業管理碩士 EE, ME, Physics, Chemical, Material Science, IE, MBA	8+	120,000	300,000
(半導體產業) 設備業務 (資深) 工程師 (Sr.) Semiconductor Equipment Sales Engineer	電子 / 電機工程、機械工程、物理、化學、材料科學、工業工程、企業管理碩士 EE, ME, Physics, Chemical, Material Science, IE, MBA	3+	80,000	150,000

工程與製造

Engineering & Manufacturing

一般製造 General Manufacturing

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
事業部負責人 / 總經理 Business Unit Head/ Taiwan General Manager	工程相關科系 / 企業管理碩士 Engineering related/ MBA	15+	300,000	500,000
廠長 / 營運總監 / 協理 Plant Maneger/ Operation VP or Director	工程相關科系 / 企業管理碩士 Engineering related/ MBA	15+	250,000	400,000
業務經理 / 協理 / 總監 Sales Manger/ Director/ VP	工程相關科系 / 企業管理碩士 Engineering related/ MBA	15+	250,000	400,000
業務 (資深) 工程師 (Sr.) Sales Engineer	工程相關科系 / 企業管理碩士 Engineering related/ MBA	5+	55,000	150,000
(資深) 研發經理 (機構 / 硬體 / 韌體 / 軟體) (Sr.) R&D Manager (Mechanical/ Hardware/ Firmware/ Software)	工程相關科系 Engineering related	15+	75,000	170,000
(資深) 研發工程師 (機構 / 硬體 / 韌體 / 軟體) (Sr.) R&D Engineer (Mechanical/ Hardware/ Firmware/ Software)	工程相關科系 Engineering related	5+	55,000	150,000
專案經理 Program/ Project Manager	工程相關科系 Engineering related	10+	55,000	150,000
生產製造主管 Head of Production/ Manufacturing	工程相關科系 Engineering related	15+	100,000	300,000
生產製造 (資深) 經理 Production/ Manufacturing (Sr.) Manager	工程相關科系 Engineering related	15+	75,000	200,000
生產製造 (資深) 工程師 Production/ Manufacturing (Sr.) Engineer	工程相關科系 Engineering related	5+	55,000	150,000
(資深) 設備經理 (Sr.) Equipment Manager	電機工程、機械工程 Electrical Engineering and Mechanical Engineering	15+	75,000	200,000
(資深) 設備工程師 (Sr.) Equipment Engineer	電機工程、機械工程 Electrical Engineering and Mechanical Engineering	5+	55,000	150,000
採購 / 資材主管 Head of Sourcing/ Procument/ SCM	工程相關科系 / 企業管理碩士 Engineering related/ MBA	10+	120,000	257,000
(資深) 採購 / 資材工程師 (Sr.) Sourcing/ Procument/ SCM Engineer	工程相關科系 / 企業管理碩士 Engineering related/ MBA	5+	55,000	150,000
(資深) 採購 / 資材經理 (Sr.) Sourcing/ Procument/ SCM Manager	工程相關科系 / 企業管理碩士 Engineering related/ MBA	10+	75,000	180,000
品保主管 Head of Quality	工程相關科系 / 統計 Engineering related/ Statistics	15+	150,000	250,000
品保 (資深) 經理 (Sr.) Quality Manager	工程相關科系 / 統計 Engineering related/ Statistics	10+	107,000	200,000
品保 (資深) 工程師 (Sr.) Quality Engineer	工程相關科系 / 統計 Engineering related/ Statistics	5+	75,000	150,000
(資深) 環安衛經理 (Sr.)EHS Manager	環境工程、安全衛生 Environmental Engineering, Occupational Safety and Health	10+	107,000	200,000
(資深) 環安衛工程師 (Sr.)EHS Engineer	環境工程、安全衛生 Environmental Engineering, Occupational Safety and Health	5+	75,000	150,000

自動化 / 機械產業 / 設備 Automation, Machinery & Tool, Equipment

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
事業部負責人 / 總經理 Business Unit Head/ Taiwan General Manager	工程相關科系 / 企業管理碩士 Engineering related/ MBA	15+	300,000	600,000
廠長 / 營運總監 / 協理 Plant Maneger/ Operation VP or Director	工程相關科系 / 企業管理碩士 Engineering related/ MBA	15+	285,000	400,000
業務經理 / 協理 / 總監 Sales Manger/ Director/ VP	工程相關科系 / 企業管理碩士 Engineering related/ MBA	8+	120,000	250,000
業務 (資深) 工程師 (Sr.) Sales Engineer	工程相關科系 / 企業管理碩士 Engineering related/ MBA	3+	60,000	150,000
(資深) 研發經理 (機構 / 硬體 / 韌體 / 軟體) (Sr.) R&D Manager (Mechanical/ Hardware/ Firmware/ Software)	工程相關科系 Engineering related	5+	80,000	200,000
(資深) 研發工程師 (機構 / 硬體 / 韌體 / 軟體) (Sr.) Designer (Mechanical/ Hardware/ Firmware/ Software)	工程相關科系 Engineering related	5+	50,000	100,000
專案經理 Program/ Project Manager	工程相關科系 Engineering related	5+	80,000	150,000
生產製造主管 Head of Production/ Manufacturing	工程相關科系 Engineering related	10+	150,000	300,000
生產製造 (資深) 經理 Production/ Manufacturing (Sr.) Manager	工程相關科系 Engineering related	10+	150,000	250,000
生產製造 (資深) 工程師 Production/ Manufacturing (Sr.) Engineer	工程相關科系 Engineering related	8+	150,000	250,000
(資深) 設備經理 (Sr.)Equipment Manager	工程相關科系 Engineering related	10+	150,000	250,000
(資深) 設備工程師 (Sr.)Equipment Engineer	工程相關科系 Engineering related	8+	100,000	200,000
採購 / 資材主管 Head of Sourcing/ Procument/ SCM	工程相關科系 / 企業管理碩士 Engineering related/ MBA	10+	150,000	300,000
(資深) 採購 / 資材經理 (Sr.) Sourcing/ Procument/ SCM Manager	工程相關科系 / 企業管理碩士 Engineering related/ MBA	8+	150,000	300,000
(資深) 採購 / 資材工程師 (Sr.) Sourcing/ Procument/ SCM Engineer	工程相關科系 / 企業管理碩士 Engineering related/ MBA	5+	80,000	200,000
品保主管 Head of Quality	工程相關科系 / 統計 Engineering related/ Statistics	15+	150,000	250,000
品保 (資深) 經理 (Sr.) Quality Manager	工程相關科系 / 統計 Engineering related/ Statistics	10+	107,000	200,000
品保 (資深) 工程師 (Sr.) Quality Engineer	工程相關科系 / 統計 Engineering related/ Statistics	5+	75,000	150,000
(資深) 環安衛經理 (Sr.)EHS Manager	環境工程、安全衛生、化學工程 Environmental Engineering, Occupational Safety and Health, Chemical Engineering	10+	107,000	200,000
環安衛工程師 EHS Engineer	環境工程、安全衛生、化學工程 Environmental Engineering, Occupational Safety and Health, Chemical Engineering	5+	75,000	150,000

工程與製造

Engineering & Manufacturing

化學與原物料 Chemical & Raw Material

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
事業部負責人 / 總經理 Business Unit Head/ Taiwan General Manager	工程相關科系 / 企業管理碩士 Engineering related/ MBA	20+	300,000	600,000
廠長 / 營運總監 / 協理 Plant Maneger/ Operation VP or Director	化學、化學工程和材料科學 Chemistry/ Chemical Engineering and Material Science	15+	250,000	500,000
業務經理 / 協理 / 總監 Sales Manger/ Director/ VP	化學、化學工程和材料科學 Chemistry/ Chemical Engineering and Material Science	5+	150,000	400,000
業務 (資深) 工程師 (Sr.) Sales Engineer	化學、化學工程和材料科學 Chemistry/ Chemical Engineering and Material Science	5+	80,000	120,000
(資深) 研發經理 (Sr.) Research Manager	化學、化學工程和材料科學 Chemistry/ Chemical Engineering and Material Science	8+	100,000	150,000
(資深) 研發工程師 (Sr.) Researcher	化學、化學工程和材料科學 Chemistry/ Chemical Engineering and Material Science	5+	60,000	75,000
專案經理 Program/ Project Manager	化學、化學工程和材料科學 Chemistry/ Chemical Engineering and Material Science	7+	75,000	250,000
生產製造主管 Head of Production/ Manufacturing	化學工程 Chemical Engineering	15+	100,000	200,000
生產製造 (資深) 經理 Production/ Manufacturing (Sr.) Manager	化學工程 Chemical Engineering	10+	85,000	170,000
生產製造工程師 Production/ Manufacturing Engineer	化學工程 Chemical Engineering	5+	65,000	150,000
(資深) 設備經理 (Sr.)Equipment Manager	電機工程、機械工程 Electrical Engineering and Mechanical Engineering	10+	85,000	170,000
(資深) 設備工程師 (Sr.)Equipment Engineer	電機工程、機械工程 Electrical Engineering and Mechanical Engineering	5+	65,000	150,000
採購 / 資材主管 Head of Sourcing/ Procument/ SCM	工程相關科系 / 企業管理碩士 Engineering related/ MBA	10+	150,000	300,000
(資深) 採購 / 資材經理 (Sr.) Sourcing/ Procument/ SCM Manager	工程相關科系 / 企業管理碩士 Engineering related/ MBA	8+	150,000	300,000
(資深) 採購 / 資材工程師 (Sr.) Sourcing/ Procument/ SCM Engineer	工程相關科系 / 企業管理碩士 Engineering related/ MBA	5+	80,000	200,000
品保主管 Head of Quality	化學、化學工程 Chemistry and Chemical Engineering	10+	150,000	300,000
品保 (資深) 經理 (Sr.) Quality Manager	化學、化學工程 Chemistry and Chemical Engineering	8+	150,000	300,000
品保 (資深) 工程師 (Sr.) Quality Engineer	化學、化學工程 Chemistry and Chemical Engineering	5+	80,000	200,000
(資深) 環安衛經理 (Sr.)EHS Manager	環境工程、安全衛生、化學工程 Environmental Engineering, Occupational Safety and Health, Chemical Engineering	10+	100,000	200,000
環安衛工程師 EHS Engineer	環境工程、安全衛生、化學工程 Environmental Engineering, Occupational Safety and Health, Chemical Engineering	5+	65,000	150,000

大型公共建設 Transportation/Construction

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
業務經理 / 協理 / 總監 Sales Manger/ Director/ VP	工程管理、土木工程、電機工程、機械工程 Construction Management, Civil Engineering, Electrical Engineering, Mechanical Engineering	10+	120,000	250,000
業務 (資深) 工程師 (Sr.) Sales Engineer	工程管理、土木工程、電機工程、機械工程 Construction Management, Civil Engineering, Electrical Engineering, Mechanical Engineering	8+	100,000	200,000
專案經理 Project Manager	工程管理、土木工程、電機工程、機械工程 Construction Management, Civil Engineering, Electrical Engineering, Mechanical Engineering	5+	80,000	150,000
專案工程師 Project Engineer	工程管理、土木工程、電機工程、機械工程 Construction Management, Civil Engineering, Electrical Engineering, Mechanical Engineering	3-6+	70,000	100,000

新興能源 Green Energy

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
工程經理 Construction Manager	工程管理、土木工程、電機工程、機械工程 Construction Management, Civil Engineering, Electrical Engineering, Mechanical Engineering	10+	150,000	250,000
土木工程主管 Civil Supervisor	工程管理、土木工程 Construction Management, Civil Engineering	10+	120,000	250,000
土木工程師 Civil Engineer	工程管理、土木工程 Construction Management, Civil Engineering	8+	70,000	150,000
機構工程主管 Mechanical Supervisor	機械工程 Mechanical Engineering	8+	90,000	120,000
機構工程師 Mechanical Engineer	機械工程 Mechanical Engineering	5+	70,000	100,000
電子電機工程主管 Electrical Supervisor	電機工程、機械工程 Electrical Engineering, Mechanical Engineering	8+	100,000	250,000
電子電機工程師 Electrical Engineer	電機工程、機械工程 Electrical Engineering, Mechanical Engineering	5+	80,000	100,000
勞安衛工程主管 HSE Supervisor	工程管理、環境工程 Construction Management,Environmental Engineering	8+	100,000	150,000
勞安衛工程師 HSE Engineer	工程管理、環境工程 Construction Management,Environmental Engineering	5+	75,000	120,000
測試工程主管 Quality Assurance Supervisor	土木工程、電機工程、機械工程 Civil Engineering, Electrical Engineering, Mechanical Engineering	8+	70,000	110,000
測試工程師 Quality Assurance Engineer	土木工程、電機工程、機械工程 Civil Engineering, Electrical Engineering, Mechanical Engineering	5+	70,000	110,000
專案管理師 Project Controller	工程管理、土木工程、電機工程、機械工程 Construction Management, Civil Engineering, Electrical Engineering, Mechanical Engineering	8+	80,000	120,000
專案規劃師 Project Planner	工程管理、土木工程、電機工程、機械工程 Construction Management, Civil Engineering, Electrical Engineering, Mechanical Engineering	5+	75,000	100,000

■ 以上數據是由藝珂從 2019 年 9 月至 2020 年 7 月期間的各項職缺之平均薪資所得，其超時工資、佣金、各項津貼和獎金，均不列入計算。

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資訊科技

Information Technology

新冠肺炎（COVID-19）全球疫情緣故，自 2020 年農曆年過後，旅遊企業與活動售票平台接續實施人事凍結、裁員、無薪假等政策；線上博奕產業也因疫情蔓延時間過長、經濟環境整體低落，出現資金週轉問題而倒閉。同一時間，只有食物外送與電商平台，迎來快速銷售成長，增加對資訊科技人才的需求，整體來說，產業需求職位並無太大變化，多數企業用人趨於保守，還籠罩著疫情所帶來的未來高度不確定性，薪資也無太大異動。

即使在 2020 年，許多國外企業都紛紛實施在家上班，但因為台灣疫情控制得宜、企業支援遠端工作的基礎架構不夠完整、企業文化不同等因素，台灣在資訊科技領域，仍尚未擁抱遠端工作的未來趨勢。

展望 2021 年，受到疫情影響，長年供需不平衡的台灣資訊科技人才市場，預計迎來一些居住美國、中國、菲律賓等地的台灣人才返台工作，但從美回台的人才偏為專才，而台灣企業傾向雇用通才，雇用偏好的差異預計會為勞動市場帶來新的樣貌。

受到香港與中國關係影響，部分香港 IT 企業或許在台設點，為台灣人才開啟新機會，其餘企業招募活動，預計會比 2020 年來得安靜，國際企業們大多因為尚未明朗的疫情發展，呈現觀望態度。此外，台灣的 5G 技術持續佈局，更加快速的網路速度預計帶動物聯網公司再度崛起，促進台灣市場智慧家庭、智慧城市、智慧製造等應用的發展。

After the Chinese New Year of 2020, due to the COVID-19 pandemic, tourism and ticketing platforms have been laying off, asking unpaid leaves and freezing hiring. The long-lasting pandemic that caused downturn economy has also forced some online gambling firms to shut down. Only food delivery and e-commerce services were growing during the time, increasing demand for IT professionals. Overall, released positions in the sector and the salary remained more or less the same. Most companies stayed conservative under the highly uncertain future with the pandemic.

Although many international companies have practiced work-from-home in 2020, IT companies in Taiwan still haven't get to know remote working. Partly because the pandemic was relatively under control in Taiwan, partly because these companies didn't own completed infrastructure to support remote working, and partly because of the company culture.

In 2021, some of Taiwanese talents who used to live in the U.S., China and Philippines might return and work in Taiwan, bringing new vibes in the IT sector in Taiwan. Meeting of the specialist-favored American culture and the all-rounder-favored Taiwanese culture might also agitate a new workforce scene in Taiwan.

Influenced by the relationship between Hong Kong and China, some IT firms from Hong Kong might establish a branch office in Taiwan in 2021. Otherwise, due to the uncertain future of the pandemic, most companies will remain conservative in the new year. Last, the development of 5G technology in Taiwan will accelerate more IoT service and firms established, creating more applications in smart home, smart city and smart industry (industry 4.0).

一般 General

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
資訊長 Chief Information Officer (CIO)	理科 / 資訊相關碩士 / 企業管理碩士 / 博士學位 MS/MBA/PhD	20+	200,000	350,000
資訊技術協理 IT Director/ VP	理科 / 資訊相關 學士 / 碩士 / 博士學位 BS/MS/PhD	15+	150,000	250,000
資訊技術經理 / 資訊管理經理 IT/ MIS Manager	大專院校 / 文憑 Degree/ Diploma	10+	80,000	150,000
亞太區域業務經理 / 協理 Regional Sales Manager/ Director	大專院校 / 文憑 Degree/ Diploma	15+	100,000	250,000
業務開發經理 / 協理 Business Development Manager/ Director	大專院校以上 Degree above	10+	100,000	180,000
業務經理 / 協理 Sales Manager/ Director	大專院校 / 文憑 Degree/ Diploma	10+	100,000	200,000
客戶關係經理 Account/ Client Manager	大專院校以上 Degree above	5+	80,000	150,000
產品經理 Product Manager	大專院校以上 Degree above	5+	80,000	120,000
解決方案專案經理 Solution Program/ Project Manager	大專院校以上 Degree above	10+	70,000	120,000
解決方案經理 Solution Implementation Manager	大專院校以上 Degree above	10+	80,000	150,000
解決方案架構師 Solution Architect	大專院校以上 Degree above	8+	80,000	150,000
系統分析師 System Analyst	大專院校以上 Degree above	5-7	60,000	120,000
軟體經理 Software Manager	大專院校以上 Degree above	8+	100,000	150,000
軟體 / 平台架構師 Software Architect	大專院校以上 Degree above	8+	90,000	130,000
軟體測試經理 QA Mananger	大專院校以上 Degree above	8+	80,000	130,000
軟體自動化測試工程師 SQA Engineer (Automation)	大專院校以上 Degree above	3+	65,000	100,000
軟體手動化測試工程師 QA Engineer (Manual)	大專院校以上 Degree above	3+	45,000	70,000
全端工程師 Full-stack Engineer	大專院校以上 Degree above	3+	65,000	90,000

資訊科技 Information Technology

網管 MIS

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
網路管理部經理 Architect/ Infrastructure Manager	大專院校以上 Degree above	8+	80,000	200,000
網絡工程師 Network Engineer	大專院校以上 Degree above	3+	50,000	130,000
系統工程師 System Engineer	大專院校以上 Degree above	3+	50,000	120,000
網絡 / 系統管理人員 Network/ System Adminitrator	大專院校以上 Degree above	2+	42,000	65,000
運維工程師 DevOps Engineer	大專院校以上 Degree above	1-3	70,000	120,000
網站可靠性工程師 SRE Site Reliability Engineer	大專院校以上 Degree above	3+	65,000	100,000
客服工程師 Helpdesk Support Engineer	大專院校 / 文憑 Degree/ Diploma	2+	40,000	70,000
技術諮詢人員 / 顧問 Technical Consultant	大專院校以上 Degree above	2+	50,000	150,000
技術支援人員 Technical Support Engineer	大專院校 / 文憑 Degree/ Diploma	3+	45,000	90,000
資料庫管理師 Database Administrator	大專院校 / 文憑 Degree/ Diploma	4+	50,000	150,000
網站管理員 Web Master	大專院校 / 文憑 Degree/ Diploma	2+	40,000	65,000

後端開發 Back-End Development

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
後端開發經理 Backend Manager	理科 / 資訊相關 學士 / 碩士 BS/ MS	8+	90,000	150,000
Java 後端工程師 Back-End Developer (Java)	理科 / 資訊相關 學士 / 碩士 BS/ MS	3+	65,000	120,000
.Net 後端工程師 Back-End Developer (.Net)	理科 / 資訊相關 學士 / 碩士 BS/ MS	3+	65,000	120,000
Go 後端工程師 Back-End Developer (Go)	理科 / 資訊相關 學士 / 碩士 BS/ MS	3+	80,000	150,000
Python 後端工程師 Back-End Developer (Python)	理科 / 資訊相關 學士 / 碩士 BS/ MS	3+	60,000	100,000
PHP 後端工程師 Back-End Developer (PHP)	理科 / 資訊相關 學士 / 碩士 BS/ MS	3+	60,000	100,000

前端開發 Front-End Development

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
前端開發經理 Front-End Manager	理科 / 資訊相關 學士 / 碩士 BS/ MS	8+	90,000	140,000
前端開發工程師 Front-End Developer	理科 / 資訊相關 學士 / 碩士 BS/ MS	1-3	60,000	110,000

網站設計 Web Design

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
網站設計人員 Web Designer	大專院校 / 文憑 Degree/ Diploma	2+	40,000	70,000
UI/UX 設計師 UI/UX Designer	大專院校以上 Degree above	3+	50,000	80,000

行動開發 Mobile Development

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
行動開發經理 Mobile Development Manager	大專院校以上 Degree above	8+	80,000	140,000
iOS 行動工程師 Mobile Developer (iOS)	大專院校以上 Degree above	3+	70,000	120,000
Android 行動工程師 Mobile Developer (Android)	大專院校以上 Degree above	3+	65,000	110,000

大數據 Big Data

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
資料科學家 Data Scientist	理科 / 資訊相關 學士 / 碩士 BS/ MS	2+	70,000	120,000
資料工程師 Data Engineer	大專院校 / 文憑 Degree/ Diploma	3+	60,000	120,000
資料分析師 Data Analyst	大專院校 / 文憑 Degree/ Diploma	3+	60,000	90,000

雲端 Cloud

職位 Position	條件要求 Qualification	所需年資 Experience (In Years)	Taiwan (月薪 / 新台幣) Monthly Salary in NT$	
			最低薪資 Min.	最高薪資 Max.
雲端工程師 Cloud Engineer	大專院校 / 文憑 Degree/ Diploma	1-3	65,000	100,000
雲端架構師 Cloud Artitect	大專院校 / 文憑 Degree/ Diploma	5+	80,000	120,000
資安工程經理 Security Manager	大專院校 / 文憑 Degree/ Diploma	8+	90,000	150,000
資安工程師 Security Engineer	大專院校 / 文憑 Degree/ Diploma	3+	70,000	100,000

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2021

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