




MONASH
University

TRANSITION FOR SUCCESS

A GUIDE TO THE CHINESE
EMPLOYMENT MARKET

MONASH
ALUMNI





Welcome to the Monash alumni network. You've just joined the ranks of over 460,000 graduates of Monash University and you're about to discover the value of this vibrant and diverse community.

Moving back home to start your career can be daunting, which is why this guide has been prepared to make the transition as easy as possible.

We'll help you unlock all you need for successful job seeking. Our summary of major job boards, recruitment firms and graduate employers in China will ensure that you start your job search in the right place.

Throughout this guide, fellow alumni will share their personal experiences and lend their expertise as you transition home to the exciting first rung of your career.

We hope it will prove an invaluable resource as you go through the first exciting stages of setting yourself up for success. But whatever part of your career journey you're on, our alumni community will be your Monash family, for life.



THE CHINESE EMPLOYMENT MARKET

China is an economic powerhouse. Rapid economic growth and significant technological advancement in the world's second largest economy has seen a surge in demand for highly-skilled, internationally-educated graduates like you.

The opportunities for students returning to China with innovative ways of thinking learned during their studies abroad are great. With China shifting from a manufacturing economy to a digital one, you are ideally placed to take up those opportunities as companies seek a new generation of leaders who understand and thrive in culturally diverse and multifaceted environments.

Employment markets are highly competitive but the ball is in your court. Work experience, English language skills and international relationships built during studies abroad are seen by employers as valuable assets that make graduates returning to China stand out in a dynamic jobs market.

"I worked in Silicon Valley for three years and I came back to China thinking I was all high-tech and actually, China had become even more high-tech!"

-John Luo, Connected Vehicle Business Operations & Strategy (BizOps), International Markets Group, Ford Motor Company



CHINESE EMPLOYER INSIGHTS

Chinese employers report a shortage of quality talent and a demand for graduates educated abroad. Research indicates employers are not only looking for hard skills such as computer programming, project management and data management but are also after soft skills, such as stakeholder management, communication and problem solving.

The following table provides a handy checklist for the current talent requirements of Chinese employers, underlining the key opportunities for new graduates entering the job market.

EMPLOYER INSIGHT

VALUED SKILLS



Employers are increasingly seeking graduates who complement their technical skills with highly developed enterprise skills. They're particularly interested in communication, commercial acumen, problem solving, and critical thinking. Industry relevant work experience is also highly valued by Chinese employers.

"It is important to mention on your resume any industry project or internship experience you gained while studying."

– **Janet Zhou, Associate Partner at Page Executive, Michael Page**

HIRING INTENTIONS



Organisations see their graduate talent as the next generation of leaders and technical specialists who will future-proof their business.

"Graduates are suitable for entry-level positions in our company. In the next two years, we'll continue to hire graduates and look for candidates across all career levels."

– **Glen Loveland, HR Manager CGTN.**

INTERNATIONAL EXPERIENCE



Despite the continually improving quality of China's own education system, Chinese organisations place significant value in the cultural and market knowledge of graduates who have studied and worked abroad.

"We are looking for Chinese nationals returning from study overseas, as they have a global mindset. As an American company operating in China, it's important to understand how to work within the business culture of China."

– **John Luo, Connected Vehicle Business Operations & Strategy (BizOps), International Markets Group, Ford Motor Company**

TECHNOLOGY



Technological advances are significantly changing ways of working for Chinese businesses. The adoption of new technologies and the advancement of environmentally-friendly technologies is expected to continue over the next decade and graduates have the opportunity to lead, both in new ways of working and in technology driven process improvements.

"Learning agility, economic thinking, problem solving and interpersonal communication are all key skills. Be open to new technologies. Be agile. Be resilient."

– **Champion Gui, Regional Talent Acquisition, PPG Industries.**

TALENT SHORTAGE



Chinese businesses identify a shortage of high-quality talent as a key business challenge. Organisations are seeking graduates with deep industry knowledge, a strong sense of accountability and functional mastery and expertise.

“The most important thing in returning home for employment is to be fully updated on information and developments in your industry. Good ways to keep informed include joining alumni groups, attending lectures and researching job search platform news.”

- Yinxia (Jason) He, CFA, Leadbank

HIRING BUDGET



Organisations have identified a low hiring budget as a barrier to securing good talent. Salary expectations of returning graduates are generally above industry averages. It is important, however, to stay humble and have realistic salary expectations during your job search.

“Do not over-sell or think highly of your own abilities, because as fresh graduates, there's so much to learn in the first few years. Stay grounded and humble... salary expectations have to be managed”

- Thomas Sim, Talent Manager for Carrefour Global Sourcing

Consider this:

- When hiring talent, Chinese employers tend to value work expertise, achievement and behavioural skills like creativity, persuasiveness, collaboration, adaptability and time management. Be prepared to demonstrate how your work and study experiences abroad have helped you grow these skills.



CAREER CONSIDERATIONS FOR RETURNEES

Chinese employers understand the importance of internationally educated talent in developing a business advantage and so competition is fierce among Chinese firms to recruit returning graduates like you.

Over 80 per cent of the 250,000 Chinese students who study in Australia plan to return home after completing their degree and so many large Chinese organisations and MNE's run global recruitment events to attract and secure high-quality graduate talent with international experience. Even given the improving quality of China's education system, education abroad remains a premium. Graduates like you who have studied at an Australian university like Monash will have an advantage over local graduates when applying for jobs in China.

Government and direct foreign investment creates opportunities for internationally educated graduates. This is particularly so where an international study experience has demonstrably proven to provide the skills, experience, behaviour and knowledge being sought after by Chinese employers, so being able to articulate the benefits of an international education is vital for you to secure the best position possible.

Consider this:

Most graduates returning to China look for work in the following five industries:

- Technology, Internet and Telecommunications
- Industrial
- Professional Services
- Healthcare and Lifesciences
- Financial Services

“Government stimulus at both the corporate and individual level has provided confidence and benefits, especially to small and medium-sized Chinese businesses. Therefore, mainland enterprises have increased bargaining power to attract and retain talent, especially for technical related positions that are in high demand across every industry. To further leverage this talent war, mainland enterprises have increased their Employee Value Proposition to attract talent for internal opportunities and greater international exposure.”

**- David Chan, Greater China Regional Head
and CEO Bó Lè Associates**

QUICHEN (ELLIE) ZHAO'S STORY



Ellie completed her Bachelor of Commerce (Economics and Finance) in 2013. During her studies, she made sure to participate in extracurricular activities, including becoming involved in the International Student Association, initially as a Marketing Specialist and then as President. During her time at the Association she developed important soft skills, leading a team of 30 and working with people from many different cultural backgrounds.

“By expanding my horizons and exposing myself to the experiences the President’s role brought with it, I was able to give my resume a huge boost.”

Ellie took a proactive approach when planning her return home.

“Organising an internship in China was so helpful to integrating back into China. This helped me to better understand the Chinese working culture and helped me to put the theory into action in my chosen work.”

Ellie highlighted the importance of applying the soft skills she acquired during her studies.

“I found practicing my soft skills was really helpful. Networking with a lot of different people from different cultures really helped me to increase my self-confidence and provided me with broader perspectives to draw from in my future conversations.”

After completing her internship in China, she was faced with making important career decisions.

“I didn’t mind the location of my job, but many of my friends did. I really wanted to explore my career options in many cities to find a company that could give me excellent learning and development. I ended up in a ‘second tier’ city but what I’ve learned from the job has been amazing and so much better than many of my friends.”

Ellie expanded her professional networks as she soon realised the importance it played in searching for positions. She secured her second role in China via her networks.

“Networking was very important to me as it gave me more information and I got to hear from real people rather than Google. I got my second job back in China through a connection I had made while networking on my initial return.”

Her tip for returning home graduates? Build on your network and thoroughly research the employment landscape of your industry in China, especially your target companies and roles.

“My top tip for Monash alumni returning to China is to undertake a lot of research and meet a lot of people. This has helped me to be very prepared in my job search.”

JOHN LUO'S STORY

John completed his secondary and tertiary education in Australia and lived and worked in Shanghai for many years. He completed two undergraduate degrees at Monash: Computer Science and Electrical & Computer Systems Engineering. After completing these degrees, John was selected to join a three-year Leadership Program with Ford Motor Company and has worked with the company ever since. He had various assignments across the world before moving to China. John recently returned to Melbourne and is now the Head of Ford's Connected Vehicle Business Operations & Strategy (BizOps), International Markets Group.

John is involved in Ford's recruitment process. His insights and advice stem both from his long experience working for Ford and his personal experience as an established alumnus living in China.

John says that an international company like Ford is always looking to hire returning graduates.

“We are looking for Chinese nationals returning from study overseas, so they have a global mindset. As an American company operating in China, it's important to understand how to work within the business culture of China.”

To source talent with a global mindset, the recruiters at Ford first screen the candidate to see if they fit the Ford company culture.

“At Ford we believe that culture eats strategy for breakfast. We think about this before we look at their technical competencies.”

If the candidate seems to fit the company values, the recruiters schedule a call to check their language skills (especially their English language level) and they analyse their motivation for applying to Ford.

“When a candidate has passed the initial screening and reaches out to me, I judge the book by its cover, meaning, I look more closely at his or her resume, their technical skillset and work experience. If it's, say, 70 percent good enough I schedule a brief call with them. If I have a ‘warm fuzzy feeling’ after that, I ask the recruiter to invite them for a full interview.”

John acknowledges that a ‘warm and fuzzy feeling’ isn't very technical, but it does indicate the value of first impressions in determining whether or not the candidate fits with the Ford company culture.

John's main advice for graduates is to stay humble.



CHANNELS TO EMPLOYMENT

When looking for a job, it pays to know there is not one single path to take. The open job market refers to the most visible and traditional methods of finding a job, such as through advertising and job listing websites. The hidden job market refers to the opportunities that are not advertised and need to be discovered by yourself. This is where your proactive skills come into play. As a job seeker, you need to be active across both open and hidden markets if you want to increase your chances of finding ideal employment.

MAJOR JOB BOARDS

Job boards are a great source of employment information and graduate opportunities. Most job boards have online job postings, search functionality, the ability for jobseekers to create a profile and resume search services for employers.

Major Chinese job boards include:

51job

51job is China's leading recruitment website. It has over 100 million registered members, the largest resume database, and the highest peak traffic with over 300 million average daily page views. On average, 51job has over five million job postings online and approximately 42 million applications to potential employers every week.

Zhaopin

Zhaopin is a top employment search site, covering a wide range of industries all over China. Zhaopin enables job seekers to create a profile, upload their resume and search for employment opportunities by varied categories, locations and other conditions. Zhaopin's main advantage is its strong offer of highly qualified roles in large cities like Shanghai or Beijing.

"LinkedIn has become more and more popular, particularly for sourcing candidates with international experience."

- John Luo, Connected Vehicle Business Operations & Strategy (BizOps), International Markets Group, Ford Motor Company

LinkedIn

LinkedIn is increasingly popular among Chinese graduates who have an overseas education background. It provides a platform for job seekers to look for recruitment information and connect with business partners. It is a popular recruitment resource for multinational companies in China.

Chinahr

Chinahr is a national recruitment website which provides job seekers with job information, matched positions and online career guidance.

Liepin

Liepin provides recruiting services for middle to high-end positions. Liepin is constantly growing in users and popularity and is often used by headhunting firms as it offers free services to recruiters. Employers can post jobs, download resumes and contact candidates. Job seekers can send resumes, obtain contact information for employers and recruiters and apply for the job opportunities listed.

Zhipin

Boss Zhipin enables candidates to chat directly with employers who are hiring. The chat function is the main feature and point of difference of this platform and is proving a popular feature among graduate candidates.

Yjbys

This is the largest national job board focusing on graduate recruitment for the public and private education sector. It supports organisations in domestic campus recruitment activities and has a page specifically for returning overseas graduates with international education backgrounds.

Lagou

Lagou is a recruitment platform specific to the IT industry covering major Tier 1 cities of China including Beijing, Shanghai, Shenzhen and Guangzhou. It also offers staffing services. Its clientele includes major IT companies like Tencent, Sina and Alibaba.

Aozhouhaigui

Aozhouhaigui exclusively connects graduates from Australia's Group of Eight (Go8) Universities with companies that are members of the China-Australia Chamber of Commerce or the Chinese Chamber of International Commerce (CCOIC) to maximise employment opportunities for Go8 students and graduates. The CCOIC has over 50,000 member companies and is a powerful government-affiliated organisation.

COMPANY CAREERS PAGES

It's important to look at the career page found on the websites of most large local organisations and multinational corporations.

These pages provide information on:

- Organisational purpose, values and strategy
- Hiring intentions and recruitment processes
- Employee benefits and career opportunities
- Advertised job vacancies

Career pages provide access to both open and hidden opportunities. They advertise roles and allow you to proactively set up a candidate profile within the company's talent portal. Where an organisation's talent portal is strong, generally companies will not advertise; rather they will run an off-market recruitment process with individuals from their database.

Returnee graduates are encouraged to monitor a wide range of career pages for potential employers.

RECRUITMENT FIRMS

Recruitment agencies are an access point to graduate jobs with large organisations. It's important to research the firms operating in your discipline area, but significant recruitment firms in China include:

China International Intellectech Co Ltd (CIIC)

CIIC is a key, state-owned enterprise managed by the Chinese Central Government. It manages a large number of the HR and recruitment businesses of state-owned companies.

Beijing Foreign Enterprise Service Group (FESCO) Adecco

FESCO Adecco is a joint-venture human resources services company that provides recruitment solutions on a daily basis for more than 20 000 clients across China.

Zhaopin

In addition to their job board, Zhaopin.com also works with a variety of clients across the country to help outsource and recruit graduate talent.

51job

Similar to Zhaopin, 51Job provides a graduate recruitment service to clients nationwide.

NETWORKING PLATFORMS

It's worth considering using all of the following platforms to build your professional connections and get access to networking events:

LinkedIn

LinkedIn is the world's most popular business social network platform. Launched in China in 2014, it now has more than 48 million Chinese users. LinkedIn is especially helpful if you're looking for jobs at international companies.

Maimai

Maimai is a China-based career and social-networking platform. It is LinkedIn's major rival with about 80 million users. It is the most used professional social networking site in China.



WeChat

WeChat is China's most popular multifunctional social media platform with more than 1 billion monthly active users worldwide. Businesses use WeChat as a platform for exposure and marketing and for recruiting talent. Most companies in China have a public account on WeChat. Job seekers can follow the accounts of prospective employers to gain information about their recruitment process. Many recruiters and HR managers at hiring companies also use WeChat to engage candidates via their connection in the industry.

Weibo

Weibo is one of the most influential social media platforms in China with 465 million monthly active users. Similar to WeChat, Weibo is a useful platform for networking and gathering information. More than 1.5 million companies have profiles on Weibo. Job seekers can send private messages to people or organisations. They can also follow accounts to keep up to date with the latest trends of companies, effectively using the information for career development.

LARGE GRADUATE EMPLOYERS

Many large organisations and multinational corporations offer structured graduate programs. Generally, information is available on company career pages regarding the associated selection criteria and recruitment process.

Below are some key employers of graduates sorted by disciplines. They are rated by salary and benefits, development potential, work culture, employee satisfaction and employee locality.

Business and Commerce

1. Bank of China	6. DBS China
2. HSBC China	7. CPIC
3. Orient Securities	8. Pingan Insurance
4. AIA China	9. CITIC Group
5. ICBC	10. China Merchants Bank

Fast Moving Consumer Goods (FMCG)

1. Unilever	6. Mengniu
2. Moutai	7. CR Vanguard
3. Yili	8. McDonald China
4. Master Kang Group	9. Wuliangye
5. Yonghui Supermarket	10. Starbucks China

Automobile

1. SAIC Motor	6. BMW China
2. Dongfeng Motor	7. Beijing Benz Auto
3. BAIC Group	8. Beijing Hyundai
4. GAC Toyota	9. Audi China
5. Toyota China	10. FAW-Volkswagen

Information Technology

1. NetEase	6. BOE Technology
2. Microsoft China	7. JD.com
3. Tencent	8. Xiaomi
4. Alibaba	9. Cisco China
5. Baidu	10. Amazon China

Biomedical

1. Fosun Pharma	6. Kangmei Medicine
2. Hengrui Medicine	7. Pfizer China
3. Sino Biopharmaceutical	8. Yunnanbaiyao
4. Sinopharm Group	9. CNCEC
5. CSPC Group	

Manufacturing

1. Gree	6. TCL Group
2. Haier	7. Fotile Group
3. Foxconn	8. Henkel
4. Ansteel	9. Hisense
5. China Oriental Group	10. Daikin China

Real Estate

1. CSCEC	6. China OCT
2. Longfor	7. Vanke
3. Greenland	8. China Overseas Property
4. Country Garden	9. CIFI Group
5. Shanghai Construction	10. CMCE Group

Plan of attack

- Register on the careers pages of your target employers and monitor their social media for hiring activity.
- Large organisations are often the most difficult to get into, so prepare diligently for the recruitment process.
- Companies report up to receiving 500 candidates per role for graduate programs – remember, persistence is key.
- Engage with anybody in your alumni or social network, already employed within your target organisation to get better insight into the selection process.

YINXIA (JASON) HE'S STORY

Jason came to Australia in 2008 and commenced studying a Bachelor degree in Banking and Finance at Monash University in 2010. After completing his degree at the end of 2013, Jason returned to Shanghai to start his career.

“I’ve worked almost seven years in the financial service industry in Shanghai. I’m currently working as a mutual fund analyst in a FOF research and investment team in Leadbank Group, my third job since returning home.”

Jason initially wanted to start his career in Melbourne but because of visa restrictions, had to return home. But he did begin planning his transition back home a year in advance.

“Although I planned ahead, I still wasn’t prepared for the competitive environment in China.”

Jason secured a job after six months of actively searching for a position. During this time, he was offered another role which he declined because it wasn’t a good fit with his emerging career goals.

“During the half year looking for a job, I didn’t stop studying. I finished my CFA level II exam and now I am a CFA Charterholder.”

Jason advises that graduates returning to China should build on their Monash alumni network which will provide invaluable assistance in your search for a job.

“For employment purposes, it’s quite important to maintain a connection with the alumni network. Senior alumni will be able to help you with important career advice.”

Jason also rates 51job as being very helpful during his job search journey.

His final advice for returning alumni is to undertake extensive career research which will help in gaining career clarity.

“The most important thing in returning home for employment, is to obtain information on the type of industry you would like to work in. Make sure you are aware of industry developments, target companies, and internship requirements. The best way to obtain such information is by joining alumni groups, attending lectures, and keeping up with job search platform news.”

And a final piece of advice from Jason? “I wish I knew how important it is to gain internship experience. Industry experience is priceless within China.”



JANET ZHOU'S STORY



Janet has been working at recruitment firm Michael Page for almost five years and has been in the recruitment industry for over seven years. She completed her Master of Computer Sciences at Monash University, working within the industry for three years before moving to recruitment within the technical industry, specifically recruiting for IT, digital and engineering positions.

Due to the types of industries and clients serviced at Michael Page, Janet says they mostly recruit applicants with industry experience.

“Our target market is mid, senior, and executive-level recruitment, and we therefore recruit applicants with professional experience.”

Janet emphasises how crucial it is for graduates to gain experience while studying abroad: “This will be one of the biggest challenges graduates need to overcome.”

“It is important to mention on your resume any industry project or internship experience you gained while studying.”

She encourages recently returned graduates to attend the Overseas Graduate Job Fair to network with prospective employers and other graduates who have recently returned home.

“Currently, overseas returnees have various channels to find a job in China. We have the Overseas Graduate Job Fair which is held twice per year. I would encourage every graduate who is returning home to attend this event.”

When it comes to recruitment, academic qualifications play an important role.

“Even for experienced professionals, we check their education background. We also check if they obtained their Bachelor degree from one of the top universities from China or from one of the top 100 universities in the world. If a graduate obtained their Masters degree overseas, it is a plus.”

She advises graduates to continue their professional development, even after returning home.

“What will also be beneficial is to join any regulatory body within your industry; and to obtain any other industry specific certification, for example a CFA certificate for a Chartered Accountant.”

Janet says that at Michael Page, they normally advertise positions on their website as well as using LinkedIn and WeChat to source candidates. She emphasises that obtaining a job after returning home can be daunting and advises students to make use of their networks.

