

2019 CSR Managers Career Report

Issuer



Media Support



Technical Support



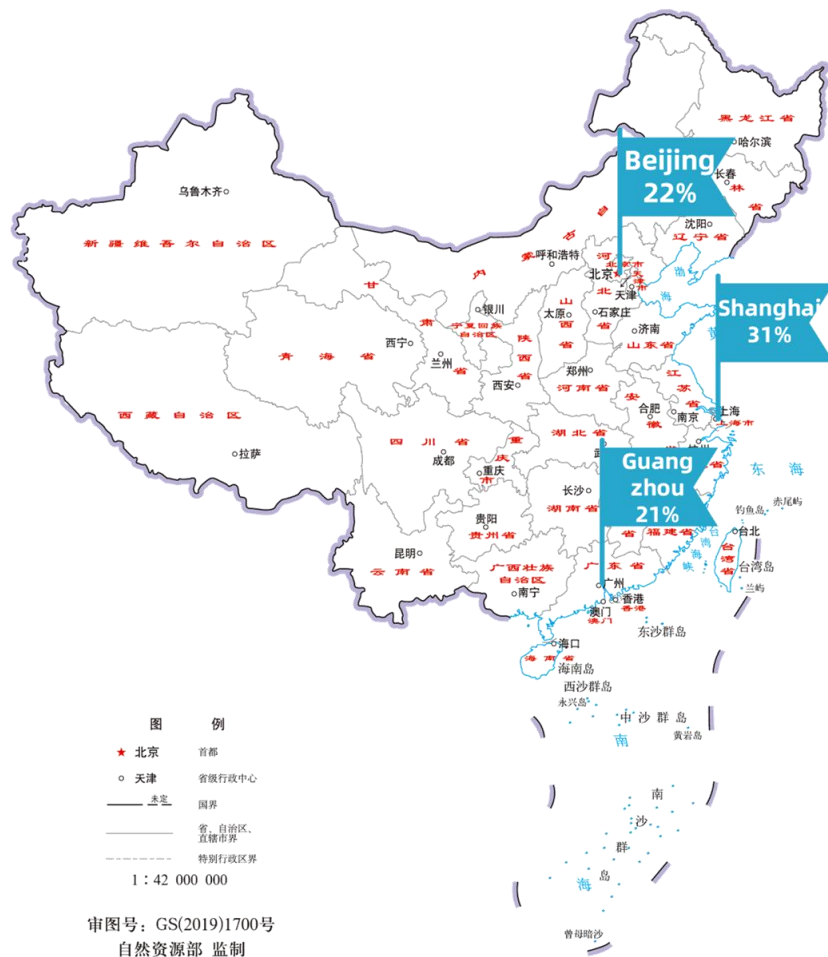
About

China CSR Map (CCM) has focus on investigating the development of CSR managers career in China since 2014.

We hope to provide deep insights of the status of CSR managers through collecting online questionnaires, aiming to promote the growth of CSR managers and the career development of CSR in China.



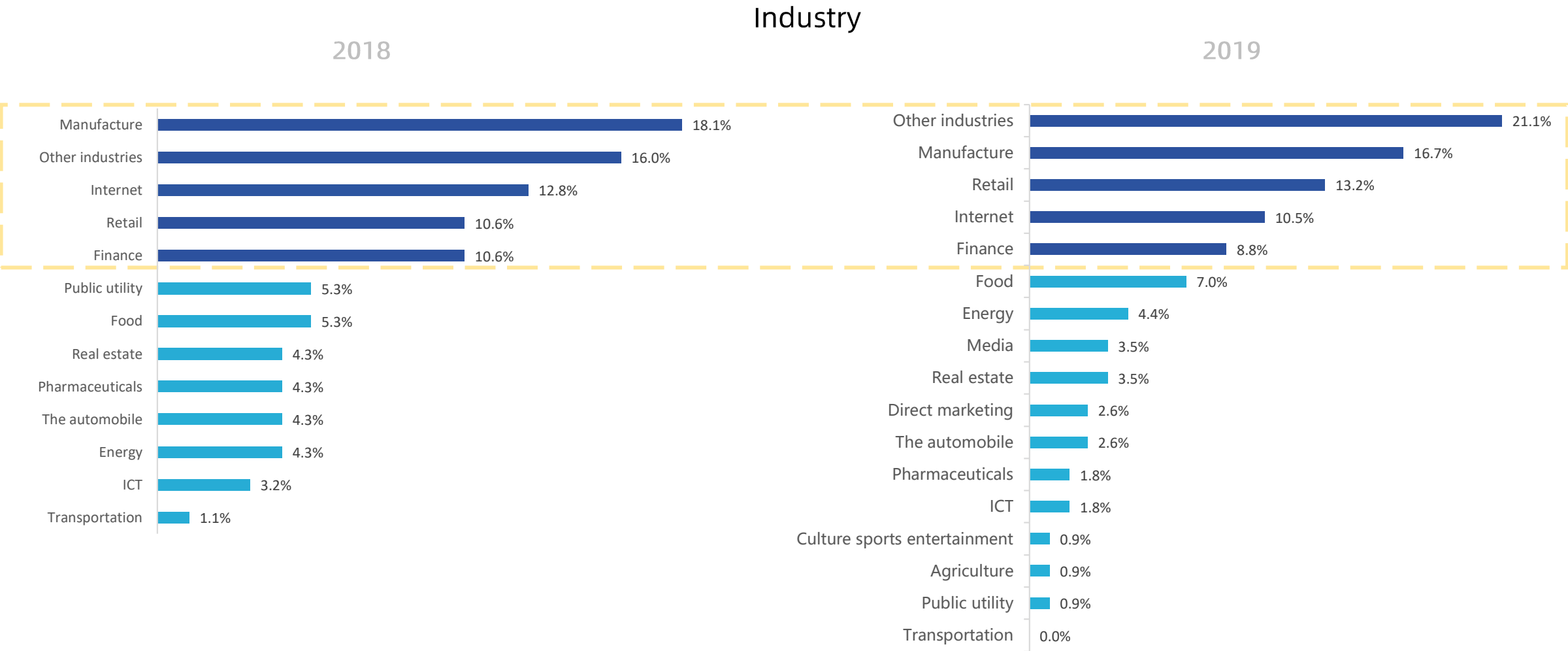
The percentage of CSR managers working in middle-size cities increases



City	2019	2018	2017
Beijing	22% ↓	27%	42%
Shanghai	31%-	31%	29%
Guangzhou and Shenzhen	21% ↑	20%	14%
Others	26% ↑	22%	15%

Managers participating in the survey mainly work in Beijing, Shanghai, Guangzhou, and Shenzhen. Compared to the data of 2018, the percentage of CSR managers working in middle-size cities increases from 22% to 26%. It's related to the promotion of local policies and local enterprises starting to attaching importance to CSR.

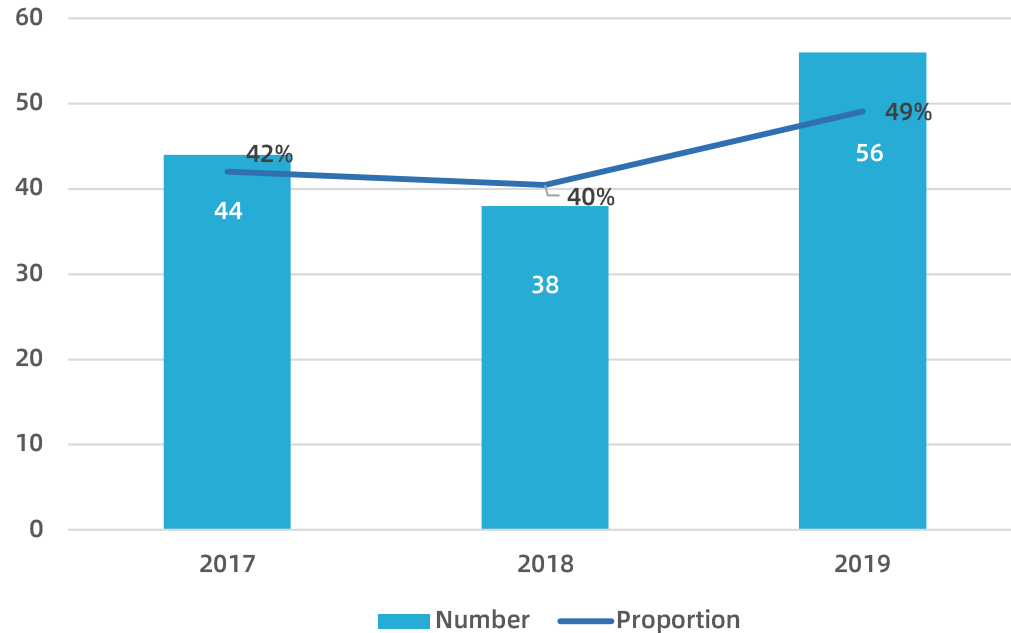
CSR managers work in diverse industries, mainly in manufacture, retail and internet industries.



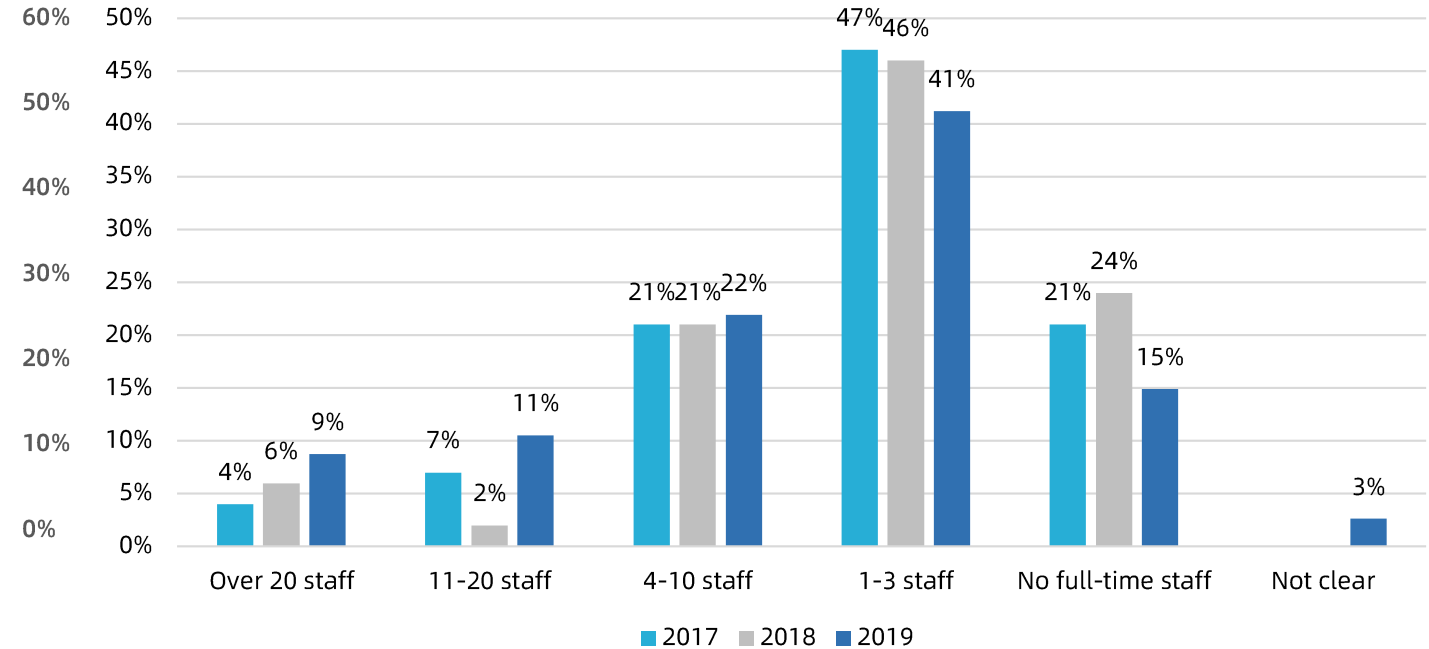
The survey covered a wide range of industries. **Manufacture(16.7%), Retail(13.2%), Internet(10.5%), Finance(8.8%)** have the highest proportion, except for 21.1% of enterprises were classified into other industries. Compared with the data of 2018, the proportion of managers working in public utility industry and the pharmacy industry declines.

The proportion of enterprises having CSR department increases, and the proportion of full-time CSR employees is rising

The proportion of enterprises having CSR department in 2017-2019

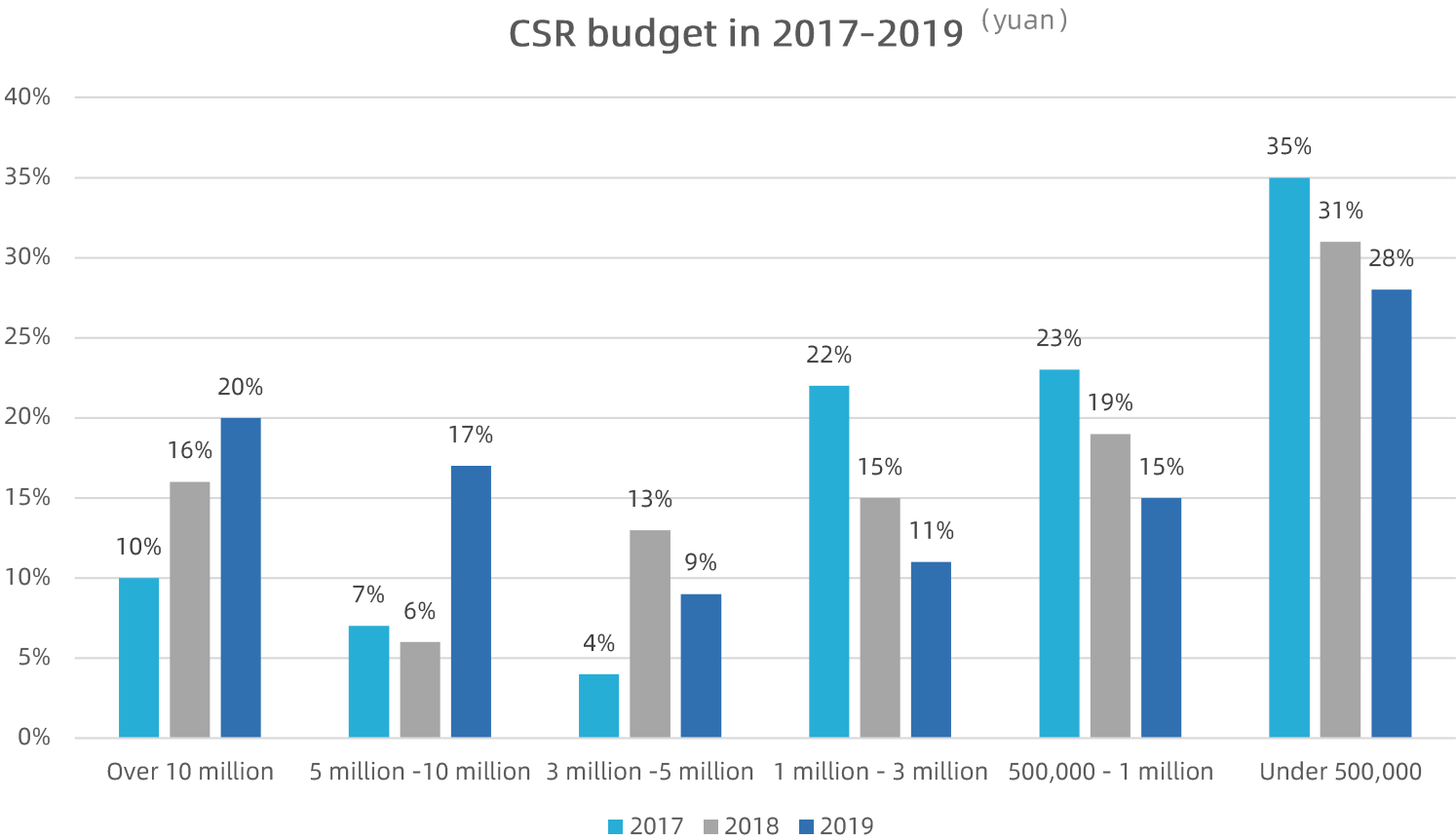
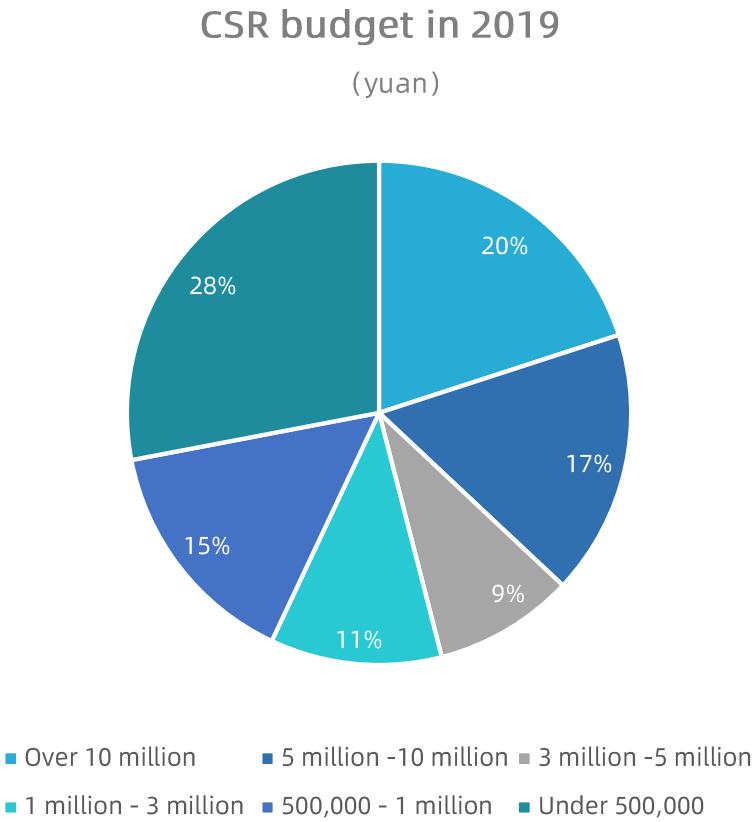


The proportion of full-time CSR employees in 2017-2019



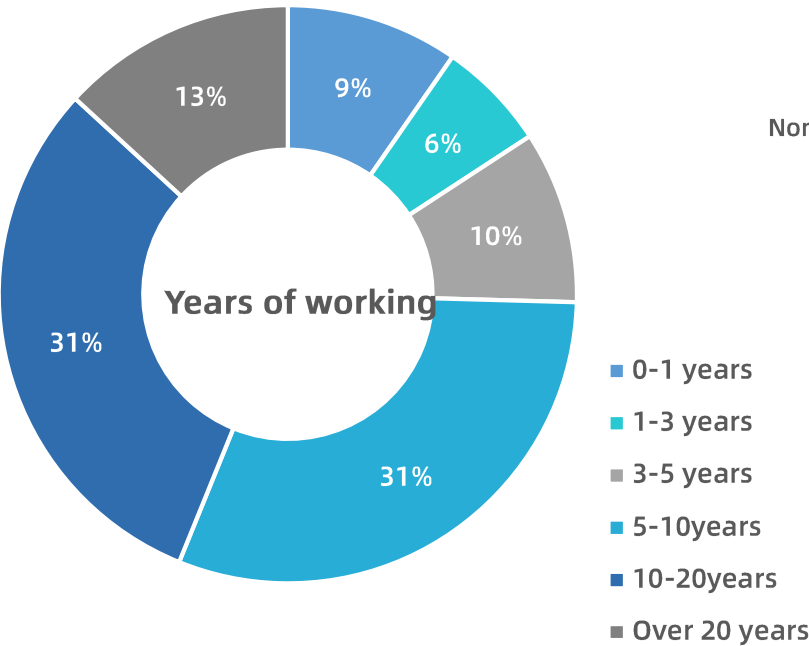
According to the survey, **49% of enterprises have CSR department**, and compared with the data in 2018, the proportion increases by 9%. **83% of enterprises have full-time CSR employees**, and 63% of enterprises have 1-10 full-time CSR employees.

CSR budget is declining

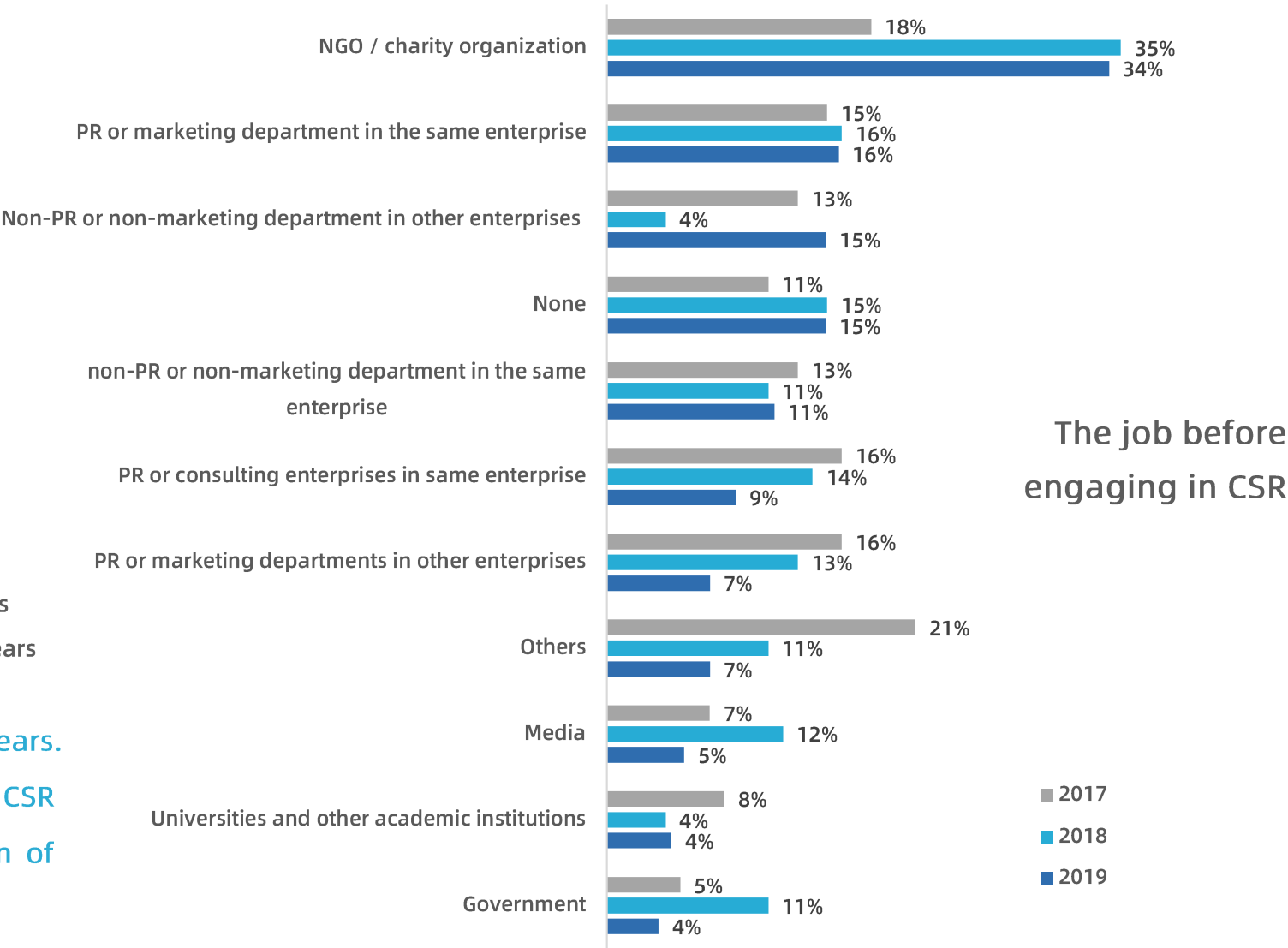


The proportion of CSR budget of 5 million to more than 10 million increases. However, compared with the data in 2018, the CSR budget of 500 thousand to 1 million, 1 million to 3 million, 3 million to 5 million shows a downward trend. Overall, CSR budget is declining in recent years.

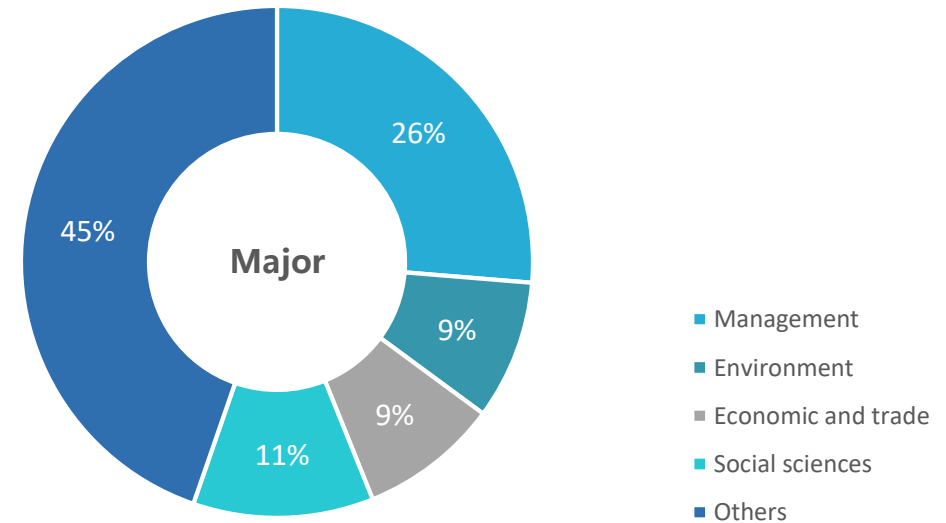
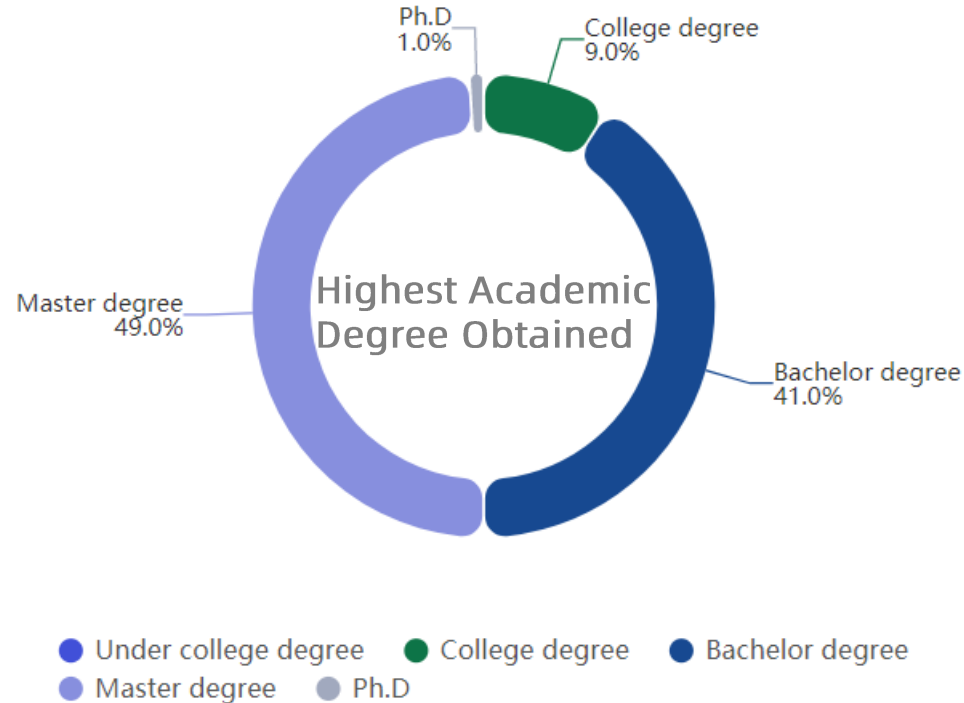
CSR managers have rich work experience, most of whom comes from NGO



75% of CSR managers have worked for more than 5 years. According to the survey, before working in CSR field, CSR managers mainly engaged in NGO, the proportion of which is 34%.



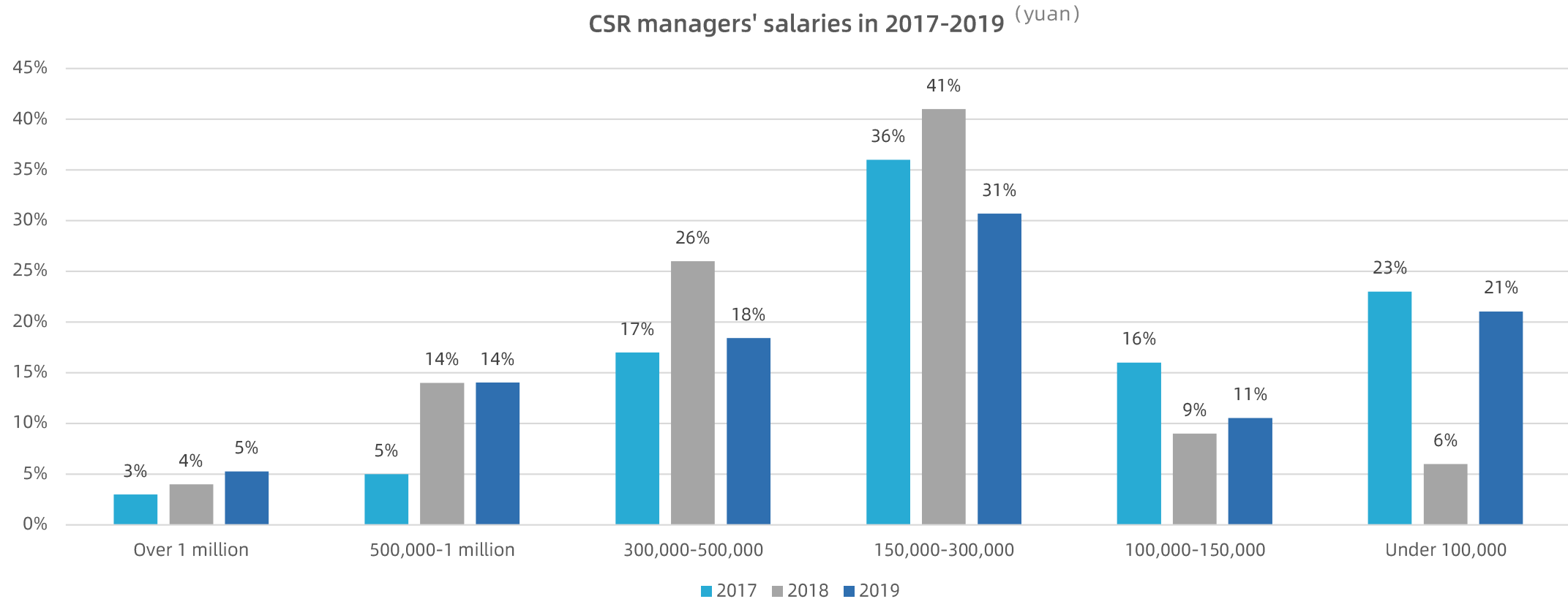
CSR managers have a relative high-level academic background with diverse majors.



The survey finds that CSR managers' academic degree levels are above average, with master degree accounting for the largest proportion, up to 49%.

CSR managers have diverse majors. In addition to 45% of CSR managers having other majors, 26% of CSR managers majored in management, and 11% of them majored in social sciences. The proportion of CSR managers having other majors increases significantly. The majors of CSR managers are no longer limited to management and social sciences, but more and more diverse.

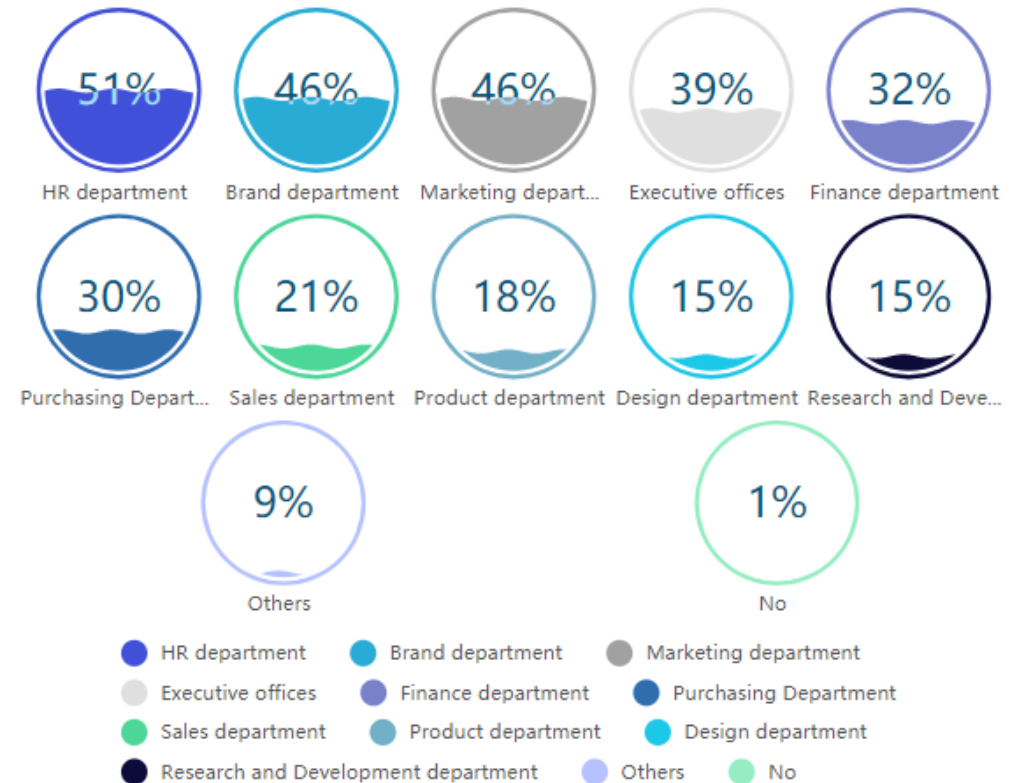
79% of CSR managers earn more than 150,000 yuan a year



31% of CSR managers' salaries range from 150,000 yuan to 300,000 yuan.

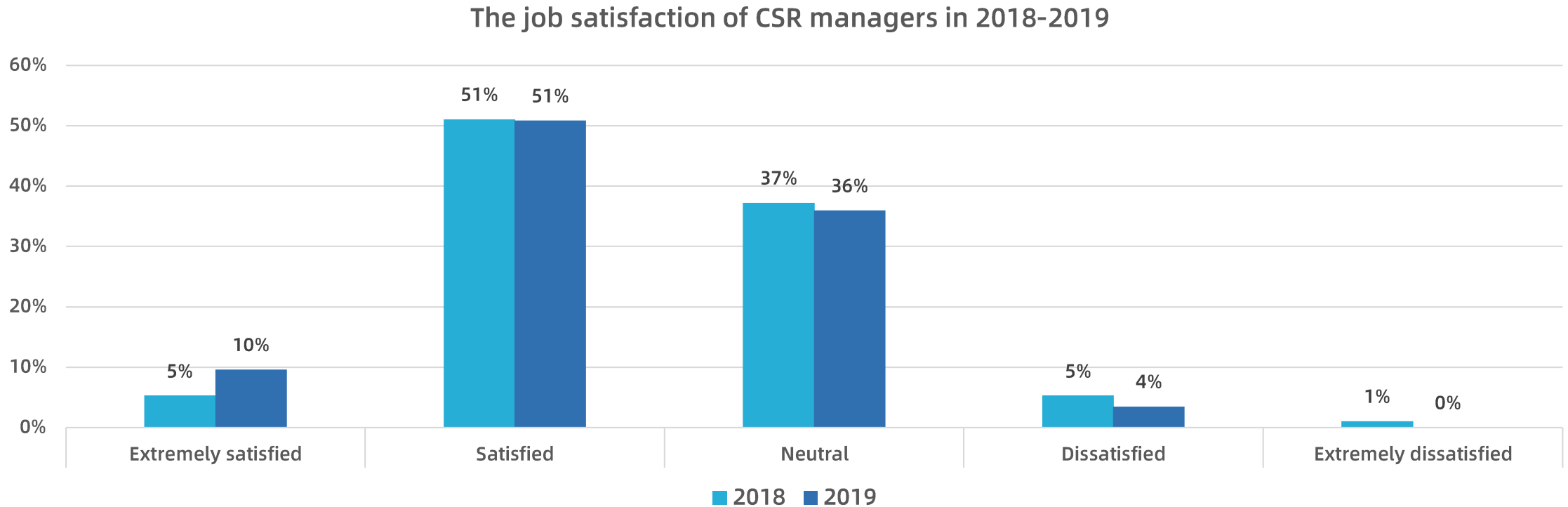
79% of CSR managers earned more than 150,000 yuan a year. Compared with the data of 2018, that proportion decreases by 15%. It is probably related to an increase in the proportion of junior CSR managers participating in the survey. (The proportion of CSR managers with the salary under 100,000 yuan increases to 21%.)

The most important skills for CSR managers is “familiar with corporate strategy and main business”



According to the survey, “familiar with corporate strategy and business, the ability of interdepartmental communication, the ability of problems solving” are the most important skills for CSR managers through average comprehensive score calculation. Compared with the data of 2018, the proportions of “the ability of cross-border cooperation” and “the ability of Innovative thinking” increase slightly. The survey shows that the departments which CSR managers communicate with the most frequently are “HR department”, “Brand department”, and “Marketing department”. CSR managers’ external communication mainly with NGOs, Foundations, and the government.

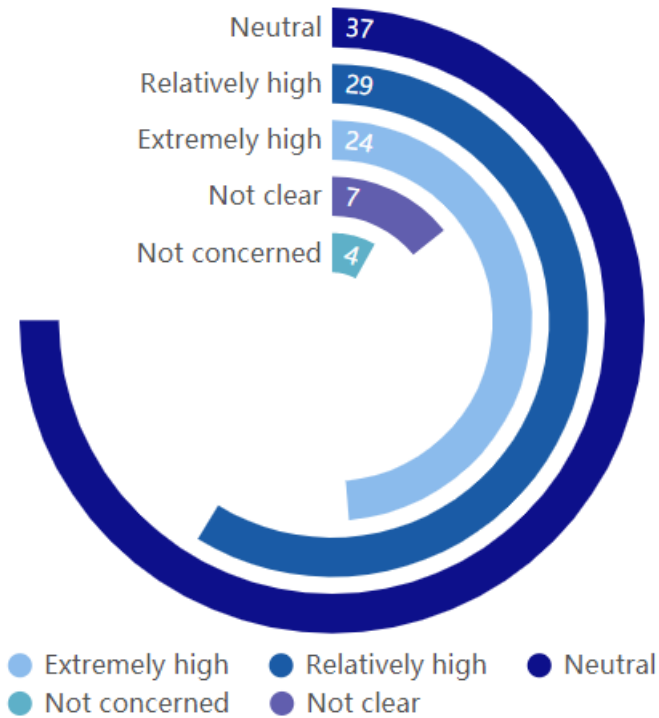
The job satisfaction of CSR managers rises



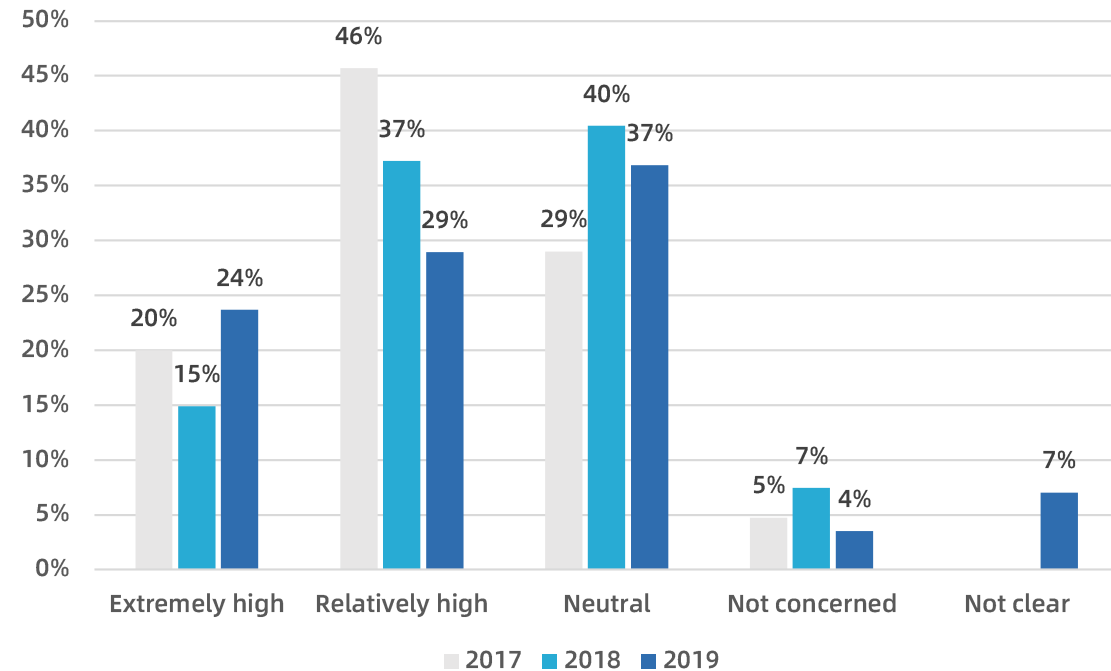
Compared with the data of 2018, the job satisfaction of CSR managers increases. 61% of CSR managers are satisfied with CSR work, showing an increase of 5% compared to last year. The proportion of dissatisfaction and extremely dissatisfied is 4%, showing a decrease of 2.8% compared to last year.

Enterprise executives pay less attention on CSR

The attention of enterprise executives to CSR in 2019



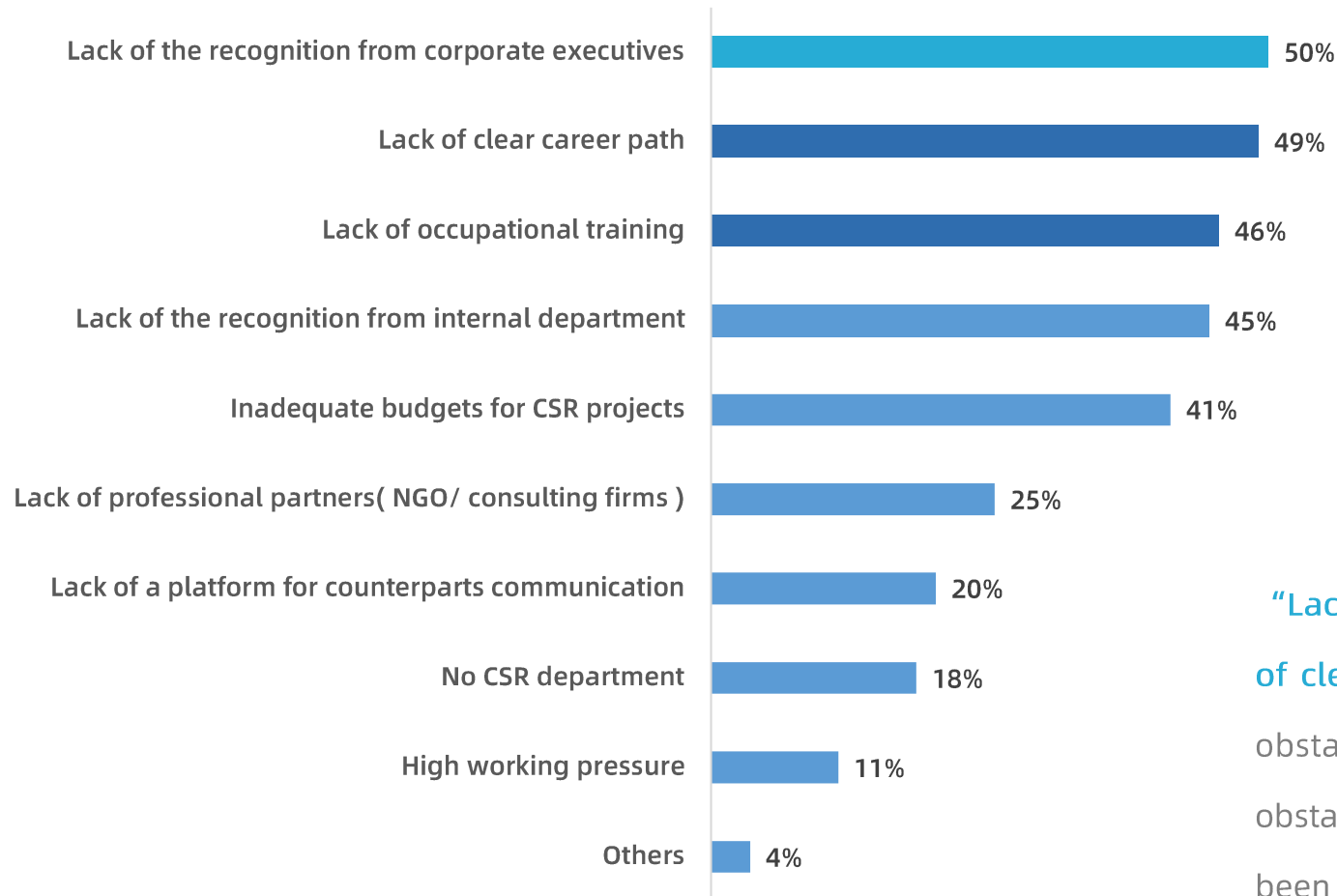
The attention of enterprise executives to CSR in 2017-2019



The attention of enterprise executives to CSR has a great impact on the CSR work. In 2019, corporate executives pay less attention on CSR. **41% of CSR managers think that corporate executives pay little or no attention on CSR.**

The recognition from corporate executives, career path and skill training are obstacles to the development of CSR managers.

The obstacles of CSR managers



“Lack of the recognition from corporate executives” , “lack of clear career path” , “ lack of occupational training ” are obstacles to the career development of CSR managers. These obstacles are basically the same as the last year’s, and have not been improved yet.

According to statistics in this year, the proportion of companies having CSR department increases, the rate of job satisfaction increases, and the CSR managers have rich experience and diverse backgrounds. CSR job needs managers to be familiar with the enterprise strategies, and to have abilities of problem-solving and cross-department communication.

Lacking of supports and recognition from executives, clear career path, and occupational training are on the way of CSR managers' career development. Due to the low attention executives pay on CSR, there is a deficiency of management system and career plan in CSR apartment. Along with the economic downturn in recent years, CSR managers probably suffer from the bad economy environment, shown as the declined trend of CSR budget and average salary.

Thus, in order to promote the development of CSR career, we provide four suggestions to CSR managers as following pages.



Suggestions to CSR Managers



Enhance Individual Core Competitiveness

CSR field is prospective and comprehensive, and thus it has a high demand on the occupational quality of CSR managers. CSR managers should improve individual core competitiveness, through strengthening CSR knowledge, enhancing the knowledge of enterprise strategy and core business, and fostering capabilities of crossover and innovation.



Enhance Individual Core Competitiveness

Strengthen CSR Knowledge

CSR managers usually need to acquire much of CSR knowledge, such as supply chain management, stakeholders communication, environment management and so on. Besides, they often come across many new issues like ESG and CSV. CSR managers should keep studying, otherwise, they can hardly solve challenges or gain recognition inside the company.

Enhance the Knowledge of Enterprise Strategy and Core Business

CSR managers should have a deep view of enterprise strategy and core business, in order to emerge CSR project into business. They can get familiar with strategy by taking related training, or communicating with colleagues in other departments. Finally, CSR managers can create CSR projects which combine economic and social benefits and create shared values.

Foster Capabilities of Crossover and Innovation

With the development of society, social needs become various. CSR projects are required to solve social problems with crossover and innovation. CSR managers can find opportunities of crossover by attending a series of salons, forums, or summits, communicating with other CSR managers and sharing latest news and innovative ideas with each other.



Gain the Internal Recognition and Supports for CSR Works

The lack of executives' recognition and supports of CSR is one of the barriers on CSR career. CSR projects need supports from other departments, while lacking recognition will create difficulties on this procession. We suggest that CSR managers can gain the recognition from internal enterprise through the following methods: build a comprehensive CSR management system, keep sending news and messages, and link sustainable development with business strategies.

Gain the Internal Recognition and Supports for CSR Works

Share Domestic and Global CSR Trends

CSR managers can share some domestic and global CSR trends, which are easily found on the third parties' newsletters, to make company executives realize the importance of CSR.

Find or Build an External Communication Platform

It's important to find and build an external communication platform for company executives, because it can rise their recognition on CSR works. It's a great choice to attend CRO Advisory Group, which is a platform built to discuss about the latest trends and solve CSR challenges and problems.

Exploit Strengths and Build Linkage Inside Enterprise

CSR managers should link sustainable development with business strategy, exploiting strengths of enterprises, and innovating CSR projects. They should also link KPI of CSR projects with other projects, involving colleagues from other departments, increasing their recognition on CSR.

Build a Comprehensive Management System in CSR department.

Enterprises should build a comprehensive CSR management system, which can help clarify the position of CSR department, build a standard working process and operation system, and set a clear career goals for CSR managers.



Make Development with a Third Parties

CSR projects usually involve complex external and internal communications, along with problems which are difficult to solve. Cooperating with third parties, CSR managers can receive professional solutions quickly. Meanwhile, CSR managers can get a comprehensive knowledge about CSR field by taking some CSR courses, which can also build a industrial network for CSR managers.



Make Development with a Third Parties

Collaborate with Third Parties

CSR managers usually come across difficult problems during CSR projects. The third parties can provide professional analysis, solutions, and subjective suggestions to CSR managers quickly, helping CSR managers to get through the bottleneck.

Take CSR Related Courses

Taking CSR courses can help CSR managers not only get a comprehensive knowledge of CSR systematically, but also build a CSR talents' network. For example, SynTao launched SynTao Academy Project in 2015. This project is based on the rich experience and practices SynTao has. CSR experts and executives of big companies are invited as teachers and tutors to guide CSR students and provide high-quality courses.



Response to Economic Downturn Positively

The Central Economic Work Conference brought up the issue of economic downturn in December, 2018. We find out that CSR managers suffer from it, based on the research results of CSR budgets and salaries. We suggest that CSR managers can positive response to economic downturn by the following methods: re-classify stakeholders, focus on few but key CSR projects, integrate resources by CSR strategic thinking, evaluate and measure the visible value, release CSR reports continuously, and care about the risk of layoff.

Response to Economic Downturn Positively

Re-classify Stakeholders

Stakeholders and Materiality are bases of all CSR works. CSR managers should re-classify stakeholders and materiality, find out key points, and adjust strategies quickly when external environment changes.

Focus on Few but Key CSR Projects

Enterprises cut off operation expenses, including CSR budget, to face the economic downturn. Thus, CSR managers should focus on the most important CSR projects instead of other ineffective projects under the limited budget.

Integrate Resources through CSR Strategic Thinking

If a CSR project is required to have a better effect with fewer budget, CSR managers must to integrate resources more efficiently. They should have the ability of CSR strategic thinking to exploit the strengths of the enterprise. For example, managers can cooperate with supply chain to cut off the cost and have a greater impact.



Response to Economic Downturn Positively

Evaluate and Measure the Visible Value

CSR Managers should find the balance between short-term and long-term benefits, considering specific visible value. They need to equip with the full knowledge of CSV and some quantitative tools like SROI to evaluate it.

Release CSR Reports Continuously

It makes sense that CEOs like to talk about CSR when the economy is suffering. Despite the economic downturn, enterprises should release CSR reports continuously. A shares are predicted to have a guidance of ESG report. International companies will have a great pressure on releasing reports in different countries.

Care About the Risk of Layoff

With the economic downturn and the shrinkage of social insurance, enterprises are facing the risk of layoff, especially those labor-intensive enterprises, which may have a series of disputes. CSR managers should care about and prepare for that possible situation.



Conclusion

CSR becomes more and more important in recent years in China. Though the number of CSR managers is increasing, they are facing both challenges and opportunities. The job satisfaction of CSR managers increases while other aspects, including the job's recognition, clear career path and occupational training, are still need to be improved. What's worse, they are affected by the economic downturn in 2019.

As what is mentioned above, CSR managers should improve their core competitiveness by communicating with peer talents or finding help from the third parties. Besides, they need to be familiar with enterprise strategy and core business so that they can combine CSR projects with strategy, considering external and internal needs. More importantly, CSR managers should communicate with colleagues of related departments actively, involving all stakeholders such as enterprise leaders, employees, consumers, and suppliers, in order to rise both economic and social benefits.

Under the pressure of the economic downturn, CSR managers should focus on most essential CSR projects instead of projects with less impact. Meanwhile, managers should consider not only short-term but also long-term benefits by measuring the visible value, and keep launching CSR reports with more quantitative content.

CCM has issued the 6th CSR Managers Career Report until September, 2019. In order to promote CSR managers' career development, we collected feedbacks from CSR managers, and combined the past 5 years' data to write this report.

About Us

China CSR Map (CCM) is a joint project between GIZ, SynTao and China Credit Information Service (CCIS) launched in 2006. The CCM directory contains profiles on government, international organizations, enterprises, service providers, non-government organizations (NGOs), media, academic institutions and online resource providers. Our CSR definition consequently covers diverse fields, such as labor standards and supply chains, anti-corruption and transparency, environmental protection, health and safety, philanthropy, education, arts, women and children protection, social responsible investment (SRI), etc. Profile of organizations provides information on their background, summaries of relevant CSR activities, project partners and publications. Profile of practitioners provides their CSR background and experiences.

Contact: Beijing 010-58699465/66/67

Shanghai 021-58902662

Guangzhou 020-84017859

Chengdu 028-85328797

Website: www.syntao.com or www.chinacsrmap.org

Email: contact@syntao.com



Issuer



Technical Support



Media Support

