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# 1. 关于欧莱雅集团 About L'Oréal:

116 年以来,欧莱雅身为全球美丽事业的先行者,始终坚持一件事,即专门致力于满足全球各地消费者对美的需求和向往。欧莱雅以"创造美,让世界为之所动"为使命,以不可或缺、包容、道德、慷慨的态度定义美,并致力于社会和环境的可持续发展。凭借集团旗下 37 个国际品牌的强大组合以及富有前瞻性的"欧莱雅,为明天——可持续发展承诺 2030",欧莱雅向全球各地消费者提供优质、高效、安全、真诚且负责任的美妆产品,以发挥潜力无限的多元之美。

集团在全球拥有超过 90,000 名员工,也有均衡布局的全球业务足迹与完善的分销网络(囊括电子商务、大众市场、百货公司、药妆店、香水香氛店、美发沙龙、品牌精品店和旅游零售),这使得 2024 年欧莱雅在全球实现销售额 434.8 亿欧元。得益于全球 13 个国家的 21 个研发中心,以及一支由超过 4,000 名科学家和 8,000 名数字化人才组成的专业研发与创新团队,欧莱雅致力于创造未来之美,跃身成为美妆科技佼佼者。

更多信息敬请访问: <a href="https://www.loreal.com/en/mediaroom">https://www.loreal.com/en/mediaroom</a>

For 116 years, L'Oréal, the world's leading beauty player, has devoted itself to one thing only: fulfilling the beauty aspirations of consumers around the world. Our purpose, to create the beauty that moves the world, defines our approach to beauty as essential, inclusive, ethical, generous and committed to social and environmental sustainability. With our broad portfolio of 37 international brands and ambitious sustainability commitments in our L'Oréal for the Future programme, we offer each and every person around the world the best in terms of quality, efficacy, safety, sincerity and responsibility, while celebrating beauty in its infinite plurality.

With more than 90,000 committed employees, a balanced geographical footprint and sales across all distribution networks (e-commerce, mass market, department stores, pharmacies, perfumeries, hair salons, branded and travel retail), in 2024 the Group generated sales amounting to 43.48 billion euros. With 21 research centers across 13 countries around the world and a dedicated Research and Innovation team of over 4,000 scientists and 8,000 Digital talents, L'Oréal is focused on inventing the future of beauty and becoming a Beauty Tech powerhouse.

More information on https://www.loreal.com/en/mediaroom

# 2. 关于欧莱雅中国 About L'Oréal China:

全球最大的化妆品集团欧莱雅在 1997 年进入中国内地市场。欧莱雅中国的总部位于上海,目前在中国拥有 32 个品牌,一个研发和创新中心,两家工厂分别位于苏州和宜昌,共有超过 15,000 名员工。经过 28 年高质量、稳健、可持续的增长,中国已成为欧莱雅集团全球第二大市场,集团北亚区美妆黄金三角洲的总部,以及集团美妆科技三大枢纽之一。

作为外资企业在华标杆,欧莱雅在创新、社会、人才、生态圈等领域持续加码投资,并携手合作伙伴,共同探索创新模式、制定行业标准、整合优势资源,推动中国化妆品产业高质量发展。欧莱雅在华设立了集团首个区域市场的风险投资公司——上海美次方投资有限公司;欧莱雅全球首家自建智能运营中心在苏州正式启用。同时,作为负责任的企业公民,欧莱雅中国始终贯彻落实集团提出的"欧莱雅,为明天——可持续发展承诺 2030",是集团首个所有自身运营场所采用 100%可再生能源的市场,并积极通过赋能女性、青年和弱势群体等多元社会责任项目,持续贡献中国社会的美好发展。

L'Oréal, the world's largest beauty company, entered Chinese mainland in 1997. L'Oréal China is headquartered in Shanghai and has five offices across the country. L'Oréal China currently has 32 brands and one R&I center in China, as well as two factories in Suzhou and Yichang, owning more than 15,000 employees. After 28 years of high-quality, steady and sustainable growth, China has become the second-largest market in the world, the headquarter of the North Asia "Beauty Triangle", and one of three Beauty Tech Hubs worldwide.

As a benchmark foreign enterprise in China, L'Oréal has continuously increased its investments in innovation, society, people, and ecosystem. It also collaborates with partners to explore innovative models, set industry standards, and integrate resources, driving high-quality development of China's beauty industry. L'Oréal founded the Group's first venture capital firm of regional markets in China, "Shanghai Meicifang Investment Co., Ltd". L'Oréal Group's first self-build smart fulfillment center has been officially opened in Suzhou. Meanwhile, as one of the best corporate citizens in China, L'Oréal China has always implemented and kept the "L'Oréal for the Future Sustainable Development Commitment 2030" in mind. China is L'Oréal's first market to reach 100% renewable energies for its sites. L'Oréal China also actively contributes to the development of Chinese society through diverse CSR programs that empower women, youth, and vulnerable communities.

# 3. 欧莱雅 (中国) 管理培训生是什么? What is L'Oréal China SeedZ program?

欧莱雅管理培训生项目是针对高校毕业生而设立的为期 12 个月的项目。在项目中,我们会为你提供定制化发展计划,包括跨部门轮岗、培训、职业生涯指导等内容。在这个未来商业领袖的孵化器中,我们将带领你亲历新品牌、新营销、新零售、新技术,助力你开启职业梦想,携手共同打造美妆科技帝国。

L'Oréal (China) SeedZ Program is a 12-month future leader incubator program for graduates. In the program, you will be offered with a customized development plan, including cross-department rotation, dedicated training, customized career coach, etc. In this incubator of future business leaders, we enable you to experience our new brands, new marketing, new retail and new technology to help you achieve your very own career aspirations. Join L'Oréal and together with us to create a Beauty-Tech empire.

# 4. 欧莱雅 (中国) 管理培训生项目能带给你什么? What will you get from SeedZ program?

## 1. 多元不设限的成长发展路径

- ✓ 定制化轮岗、跨部门历练、全方位发展,助你踏稳职场第一步
- ✓ 独立负责高含金量项目,在实战中独当一面、飞速成长
- ✓ 鼓励创新、多元包容的文化氛围,倡导企业家精神,支持你将想法从0到1落地
- ✓ 多元的职能领域, 日将有机会前往法国总部、北亚市场等自由探索职涯发展

#### 1. Diverse & Go-beyond Growth and Development Paths

- ✓ Customized rotations, cross-departmental experience, and all-round development help you take your first solid steps in your career.
- ✓ Independently take charge of high-value projects, becoming self-reliant and growing rapidly through practical experience.
- ✓ An innovative and diverse, inclusive cultural atmosphere that champions entrepreneurial spirit, supporting you in bringing your ideas from 0 to 1.
- ✓ Diverse functional areas, with opportunities to freely explore career development at the French headquarters, in the different markets within North Asia zone, and even beyond.

## 2. 丰富的学习资源和装备

- ✓ 欧家 500+个技能共享库,为你精准指引学习发展方向、点亮你的"技能树"
- ✓ 从入职起即配备多模块课程培训,海量学习资源,为你打造系统化的发展计划
- ✓ 专属导师一对一带教指导,与优秀伙伴并肩作战、共振共赢

#### 2. Abundant Learning Resources and Tools

- ✓ L'Oréal's 500+ skill-sharing libraries precisely guide your learning and development direction, illuminating your "skill tree."
- ✓ From the moment you join, you'll be equipped with multi-module customized trainings and a wealth of learning resources to create a systematic development plan for you.
- ✓ Exclusive one-on-one mentorship and guidance, allowing you to fight alongside excellent colleagues and achieve mutual success.

## 3. 极具竞争力的薪酬福利

- ✓ 行业领先、极具竞争力的薪资待遇
- ✓ 超长带薪假期,入职即享 12 天年假 & 12 天带薪病假,更有圣诞节等附加惊喜假期
- ✓ 弹性办公,一周可在家办公两天
- ✓ 季度员工内卖活动,周年入职礼包,实现欧家产品"自由"
- ✓ 健身卡、观影卡、图书卡、购物券等员工福利,丰富工会社团活动,实现工作生活平衡
- ✓ 五险一金、商业医疗保险、补充养老金计划、员工持股计划等全面保障
- ✓ 年度体检, EAP 心理咨询,免费洗牙、配药等"小药箱"健康关怀

### 3. Highly Competitive Compensation and Benefits

- ✓ Industry-leading and highly competitive salary and compensation package.
- Extended paid leave: Enjoy 12 days of annual leave and 12 days of sick leave from your start date, plus
  additional surprise holidays like Christmas.
- ✓ Flexible working hours: Two days a week quota of working from home.
- ✓ Quarterly employee internal sales and anniversary onboarding gift packages, allowing you to enjoy L'Oréal products "freely".
- ✓ Employee benefits such as gym cards, movie cards, book cards, and shopping vouchers, along with rich employee association activities like Sports, Filming etc, help achieve work-life balance.
- ✓ Comprehensive coverage including social insurance (five insurances and one housing fund), commercial medical insurance, supplementary pension plans, and employee stock ownership plans.
- ✓ Annual health check-ups, EAP (Employee Assistance Program) psychological counseling, free dental cleaning, medication dispensing, and other "small medicine cabinet" health care services.

## 2026 欧莱雅 (中国) 管理培训生必须是:

- 海内外各高校在校生, 毕业时间需满足: 2025年1月1日-2026年7月31日(以毕业证时间为准)
- Graduate between 1st January 2025 and 31st July 2026 (Refer to the date of graduation certificate)

## 5. 招聘岗位及城市 Function Introduction & Locations:

## 1). 市场与数字营销 Marketing & Digital (Shanghai)

欧莱雅市场与数字营销部门包括产品营销、品牌发展与产品研发和事业部大数据。

加入市场与数字营销部门,你将有机会全程策划并执行和产品、消费者相关的营销活动,打造一系列明星产品。你需要通过市场洞察和营销数据分析,进一步挖掘消费者需求,整合线上线下资源,推动品牌创新及升级。同时保持对热点话题的高度敏锐,玩转各类数字化平台,打造符合品牌调性的优质内容,并充分调动内外合作方优势,塑造消费者挚爱的品牌。

加入欧家,和我们一起引领创新,不断突破美的定义。

L'Oréal Marketing & Digital Marketing Department is a dynamic hub encompassing Product Marketing, DMI, and Division Data.

By joining this cutting-edge function, you'll seize the unparalleled opportunity to spearhead the entire lifecycle of product and consumer-centric marketing initiatives, transforming insights into a stellar portfolio of iconic products. You will leverage profound market insights and advanced marketing data analytics to uncover unmet consumer desires, seamlessly integrating online and offline resources to propel our brands towards unprecedented innovation and elevation.

Furthermore, you'll cultivate an acute sensitivity to emerging trends and hot topics, master diverse digital platforms, and craft premium content that resonates deeply with our brand identity. By strategically harnessing the strengths of both internal teams and external partners, you will forge brands that capture the hearts of consumers worldwide.

Come to join us and become a driving force in leading innovation, continuously redefining the very essence of beauty.

## 2). 电商 E-commerce (Shanghai)

- 1. 电商生意操盘手,大促活动策划人,品牌线上营销策略怎么玩由你说了算。
- 2. 打造线上渠道矩阵,通过数字化方式打造独一无二的消费者线上购物体验。
- 3. 通过大数据分析,挖掘生意背后的机会点,制定品牌电商发展战略蓝图。

By joining E-Commerce team:

- 1. You will be the ultimate orchestrator of our e-commerce business, the visionary planner of our megapromotional campaigns, and the decisive voice in shaping our brand's online marketing strategies.
- 2. You will build and optimize our online channel matrix, harnessing digital innovation to craft truly unique and unparalleled online shopping experiences for our consumers.
- 3. Through sophisticated big data analytics, you will uncover the strategic opportunities driving our business forward and define the comprehensive blueprint for our brand's e-commerce development.

## 3). 销售与大客户管理 Commercial & Key Account Management (Shanghai)

- 1. 搭建新零售模式,促进线上线下零售打通,用数字化工具和模式赋能线下客户。
- 担当客户专家,基于公司战略和品牌愿景,开拓和管理客户,针对活动计划,库存等进行谈判,打造最具竞争力的客户矩阵。
- 3. 开拓市场,通过分享客户视角、风险和机会达成合作,用品牌的力量影响合作客户,推动行业发展。

By joining Commercial & Key Account Management team:

- 1. You will architect and implement groundbreaking new retail models, seamlessly integrating online and offline experiences, and empowering our partners with cutting-edge digital tools and strategies.
- 2. You will become the ultimate client expert, leveraging company strategy and brand vision to expand and manage key accounts. You'll master negotiations for activity plans, inventory, and more, forging the most competitive client matrix in the industry.
- 3. You will redefine market expansion, building powerful collaborations by sharing client insights, risks, and opportunities. You'll harness the immense power of our brands to influence partners and propel the entire industry forward.

## 4). 医学-皮肤科学美容 Medical-Dermatological (Shanghai)

- 1. 建立品牌与皮肤科医生、专家和消费者之间的互动,维护皮肤科医生、专家、医学学会的专业学术合作关系。
- 2. 通过线上线下的活动驱动皮肤科普宣传与品牌医学形象建立,专业学术且精准地进行医学内容传播。
- 3. 通过医学关系和医学传播赋能品牌战略,以增加医学专业人士对品牌的认可,并带给消费者健康与美的体验。

By joining Medical-Dermatological team:

- 1. You will forge powerful connections between our brand, dermatologists, medical experts, and consumers, meticulously cultivating professional academic partnerships with key opinion leaders and esteemed medical societies.
- 2. You will ignite skin science awareness and solidify our brand's medical authority through impactful online and offline initiatives, ensuring the dissemination of medical content is always professional, academically rigorous, and precise.
- 3. You will strategically empower our brand's vision through robust medical relations and communication, significantly boosting recognition among healthcare professionals and, ultimately, delivering unparalleled health and beauty experiences to consumers.

## 5). 财务控制 Finance Controlling (Shanghai)

欧莱雅财务部门负责把控公司账目,预测生意走势,合理配置资源。财务控制部是业务部紧密的伙伴,为品牌管理和优化费用并且分析出可能存在的机会与风险。

同时作为智囊团,你为业务"守住"各种费用,制定合理的预算计划甚至预测未来的业务趋势走向。在这里,你是品牌不可或缺的一员。

加入我们,公司的"财政大权"由你掌握。

You will be at the very heart of managing company accounts, expertly forecasting business trends, and strategically allocating vital resources.

As a core member of Financial Controlling, you will serve as a close and trusted partner to our business units, meticulously managing and optimizing brand expenses while proactively analyzing potential opportunities and risks.

You will be a crucial strategic advisor. You will safeguard our financial health by managing costs, develop robust and insightful budget plans, and even predict the future trajectory of our business.

In this dynamic environment, you will be an indispensable force, contributing to the success and growth of our iconic brands.

## 6). 企业事务与公众联动 Corporate Affairs & Engagement (Shanghai)

- 1. 建立落实符合业务目标与集团使命沟通战略和公共事务,维护并提升集团和品牌形象。
- 从品牌合作伙伴的关系管理,对内对外传播,到企业社会责任及危机沟通等工作,树立集团与品牌形象并强 化集团与品牌在市场中的声誉。
- 制定并实践与集团使命及品牌业务相关的企业社会责任项目与品牌活动,与欧家一起创造美,让世界为之所动吧!

By joining Corporate Affairs & Engagement team:

- 1. You will establish and implement communication strategies and public affairs initiatives that perfectly align with our business objectives and group mission, meticulously maintaining and elevating both the Group's and our brands' images.
- 2. From managing brand partner relationships and spearheading internal and external communications, to leading corporate social responsibility initiatives and navigating crisis communications, you will build and solidify the Group's and our brands' images, significantly strengthening their market reputation.
- 3. You will formulate and execute impactful corporate social responsibility projects and brand activities that resonate with our Group's mission and brand business. Join us, and let's create the beauty that moves the world!

## 7). 可持续发展 Sustainability (Shanghai)

0. 深入研究可持续发展领域的市场产业趋势和消费者洞察,收集、分析和解读相关数据,为北亚和中国地区的 战略决策提供支持,并推动可持续发展目标的实现。

- 1. 规划、管理和推进与执行可持续发展相关的重点项目,并协调其内外部沟通宣传。
- 2. 有效利用市场营销、传播、项目与活动管理等技能,引领可持续发展变革。
- 3. 与品牌,运营,研发,供应链,企业事务及公众联动等部门紧密合作共同推动可持续发展战略在北亚和中国的落地与执行。

#### By joining Sustainability team:

- You will immerse yourself in cutting-edge research, analyzing market trends and consumer insights
  within the sustainable development landscape. You will collect, interpret, and leverage crucial data
  to inform strategic decisions for North Asia and China, directly driving the achievement of our
  ambitious sustainability goals.
- 2. You will take the lead in planning, managing, and executing pivotal sustainable development projects. Your role will involve orchestrating seamless internal and external communication and promotion for these critical initiatives.
- 3. You will effectively harness your expertise in marketing, communication, and project & event management to be a true leader, spearheading transformative change in sustainable development.
- 4. You will collaborate closely with a diverse range of departments—including Brands, Operations, R&I, and Corporate Affairs & Engagement to collectively drive the successful implementation and execution of our sustainable development strategy across North Asia and China.

## 8). 欧莱雅中国信息技术 Information Technology (Shanghai)

- 1. 从战略层面出发,与业务深入合作并推动生意发展。
- 2. 通过多维数据洞察,提供消费者美好的数字化体验。
- 3. 以稳固技术框架和灵活技术平台,支持数字化转型。
- 4. 从技术可持续发展角度出发,支持企业的高效运作。
- 5. 在引领数字技术创新的同时,保护公司的数字资产。
- 6. 致力打造优秀技术团队,带给员工现代化办公环境。

## By joining Information Technology team:

- You will operate at a strategic level, deeply collaborating with business units to drive significant growth and development.
- 2. You will leverage multi-dimensional data insights to craft and deliver outstanding digital experiences for our consumers.
- 3. You will underpin our digital transformation by building and maintaining a robust technical framework and agile technology platforms.
- 4. You will ensure the efficient operation of the entire enterprise, always with an eye towards technical sustainability and long-term viability.

- 5. You will spearhead digital technology innovation while simultaneously safeguarding our company's invaluable digital assets.
- 6. You will dedicate yourself to cultivating an exceptional technology team and providing a modern, inspiring work environment for our employees.

#### 9). 北亚运营 Operations North Asia (Suzhou, Shanghai, Yichang)

从产品的设计开发、采购、生产制造,再到终端服务(成品的调拨、仓储、运送、分销等),欧莱雅运营在各个环节都致力于为欧莱雅的发展做出贡献;我们开发并始终寻求最灵活、创新、高效和负责任的解决方案,以满足具有多样性的消费者特定需求。

在北亚运营,我们重视并鼓励端到端的价值链探索和跨部门、跨领域发展。加入北亚运营管培生计划,你将有机会从中国供应链及工厂开始,探索、了解、并深入参与运营价值链上的各个环节,创造实现你的价值。

From product design and development, procurement, and manufacturing, all the way to final services (including finished product allocation, warehousing, transportation, and distribution), L'Oréal Operations contributes to the growth of L'Oréal at every stage. We develop and continuously seek the most agile, innovative, efficient, and responsible solutions to meet the diverse and specific needs of our consumers.

In Operations North Asia, we highly value and encourage end-to-end value chain exploration and cross-functional, cross-domain development. By joining the Operations North Asia Management Trainee Program, you will have the unique opportunity to start from the Chinese supply chain and factories, exploring, understanding, and deeply participating in every aspect of the operational value chain, thereby realizing your true value.

## 10). 人力资源 Human Relations (Shanghai)

欧莱雅人力资源部门包含人力资源业务合作伙伴、人才招聘、人员发展与学习、人才管理、全面薪酬及人力控制、社会创新、人力资源卓越以及人力资源赋能中心团队。

加入人力资源部门,你将会和一群最有活力的 HR 共同助力组织、业务和员工发展,为欧家注入新鲜活力。

你将会深入参与各个业务部门的工作,为业务组织的发展提供 HR 视角下的支持。并且你也将有机会打造丰富多样的培训和人才发展项目,并持续激励员工,释放个人潜力。

加入我们,一起为"前线"奋战的欧家人"补充能量",共同打造敏捷组织,推动欧莱雅成为最具包容性、创新性的美妆科技公司。

The L'Oréal Human Relations department is comprised of diverse teams including HR Business Partners, Talent Acquisition, People Development & Learning, Talent Management, Total Rewards & HR Controlling, Social Innovation, HR Excellence, and BEST Center.

By joining the Human Relations department, you will collaborate with a vibrant group of HR professionals to empower organizational, business, and employee development, injecting fresh vitality into L'Oréal family.

You will deeply engage with various business units, providing essential HR insights and support for their organizational growth. Furthermore, you will have the opportunity to craft a wide array of training and talent development programs, continuously motivating employees and unleashing their individual potential.

Join us, and together we will 'recharge' our employees, collectively building an agile organization, and driving L'Oréal to become the most inclusive and innovative beauty-tech company.

## 11). 研发和创新 Research & Innovation (Shanghai)

欧莱雅研发和创新中心自 2005 年落户上海以来,已发展成为欧莱雅集团在亚太地区规模最大、覆盖研发技术最全面的科研创新基地。从成立之初,我们就用科学专识赋能美妆全品类的创新,从护肤、彩妆到美护发、香氛,再到如今的数智美妆产品。我们致力于利用前沿研究和技术,创造能够满足中国消费者多元化需求和渴望的美妆产品、体验和服务。

在这里,你不仅能探索皮肤体外重建,微肌态等系列高端前沿科技;也能利用数字技术、AI分析,加速产品研发,寻求突破产品功效和使用方法局限的解决方法。也可以通过这些新发现,结合消费者需求,创新配方技术,打造最适合中国消费者的产品。最重要的是,你将作为欧家的伙伴,在这个国际化大平台上展现最优秀的自己,与欧家一起,见证产品从研究成果到应用于生活的全过程。

加入我们,探索美丽新秘密,让所有人领略中国美的精髓。

Since its establishment in Shanghai in 2005, the L'Oréal Research & Innovation Center has grown to become the L'Oréal Group's largest and most comprehensive research and innovation base in the Asia-Pacific region, covering the widest range of R&I technologies. From its inception, we have leveraged scientific expertise to power innovation across all beauty categories – from skincare, makeup, haircare, and fragrances, to today's cutting-edge digital beauty products. We are dedicated to utilizing frontier research and technology to create beauty products, experiences, and services that profoundly meet the diverse needs and aspirations of Chinese consumers.

Here, you will not only delve into advanced, cutting-edge technologies such as in vitro skin reconstruction and microbiomics, but also harness digital technology and Al analysis to accelerate product development. You will seek groundbreaking solutions that push the boundaries of product efficacy and application methods. Furthermore, you will apply these new discoveries, combined with deep consumer insights, to innovate formulation technologies and craft products perfectly tailored for Chinese consumers. Most importantly, as a valued partner, you will showcase your best on this international platform, witnessing with L'Oréal the entire transformative journey from scientific research results to real-life application.

Join us to explore new beauty secrets and enable everyone to experience the true essence of Chinese beauty.

## 6. 招聘流程 Recruitment Process:

● **3 分钟极速网申:** 9月1日 - 10月13日 北京时间 23:59 (上传简历和提交志愿即可;通过筛选的同学,后续将收到另一封含线上测评链接的邮件)

● 线上测评:9月中旬-10月中旬(测评将滚动发送,不同岗位的测评形式不同,以邮件通知为准)

● HR 面试: 10 月底 (部分岗位面试形式不同,以邮件通知为准)

● 业务面试: 11 月中旬

● Offer **环节**: 11 月下旬起

• 3-Minute Online Application: September 1st - October 13th, 23:59 Beijing Time

(Simply upload your resume and submit your preferred functions; candidates who pass the initial screening will subsequently receive an email containing the link for the online assessment.)

Online Assessment: Mid-September to Mid-October

(Online assessment link will be sent out on a rolling basis, and the assessment format may vary for different roles; please refer to the email notification for details.)

HR Interview: Late October

(The interview format may vary for different roles; please refer to the email notification for details.)

Business Interview: Mid-November

• Offering: Starting from late November

# 7. 申请入口 How to Apply:

打开下方链接或扫描对应二维码即可进入网申:

Click the link or scan QR code below to start your application!

- 电脑端: https://u.hrtps.com/r/cLO59ndeN

- 手机端:



## 更多最新校招资讯,直播、宣讲、最真实的工作场景和绿卡活动等信息,关注下方各大官方渠道:

For the latest campus recruitment information and exciting events, stay connected with us on our official channels:

## 微信公众号: 欧莱雅校园招聘



微信视频号: 欧莱雅校园招聘

B 站: 欧莱雅校园博报营

小红书: 欧莱雅招聘



知乎: 欧莱雅青年会客厅

抖音: 欧莱雅招聘