

KINETIK

The background of the slide is a blue-tinted photograph of a large crowd of people walking, likely in an urban or public space. The image is slightly blurred, giving a sense of movement and activity. The blue tint is consistent across the entire background.

Salary Survey

2023

Introduction

We are excited to share with you our 2023 annual salary survey for the Digital sector. What sets our survey apart is the fact that it covers the full range of functions including Technology, Marketing and Creative, as well as Operational, Strategic and Senior Leadership functions.

The way we have compiled the data is also unique as it is based on actual averages from the salary data we have collated across the year.

We have also benchmarked this to additional trusted sources through our partner network to fully rationalize our findings.

Salary

We observed in our last survey that there is an emerging duality in the market and this remains the case. There is evidence of a prevailing standard rate for certain roles, though for certain types of employer, far higher rates are on offer to secure the very best globally benchmarked talent.

Malaysia remains an increasingly attractive location for global, progressive brands and as such are keen to leverage the very best quality talent sources. This means companies entering this race are willing to offer a more globally aligned rate. This can mean offering up to 50% above standard market rates for a wide range of functions.

Our observation is this is most likely to apply to niche technical roles such as Software Development and leadership functions such as CTO or CPO. Clearly, we need to be wary of a salary bubble emerging, though this trend is also indicative of the market evolution in Malaysia towards being a more global digital destination.

Bonuses & Equity

The bonus model available for each organisation is invariably linked to the stage a company is in in terms of its formation. Our clients tend to fall into 3 categories

Startup - backed by private investment or VC at seed or series A stage - <50 headcount

SME - the same as the above, though at series B or C stage funding - 50-200+ headcount

Corporate - larger institutions with complex financial backing and often publicly listed - 500+ headcount

We also see the bonus incentives available fall into 3 categories:

- Short term incentive (STI) - basic salary
- Mid-term incentive (MTI) - annual bonus
- Long-term incentive (LTI) - equity

For each type of business, we see the following approach in terms of the relationship between the type of business, the stage it is at and the incentive model in place:

Startup - Lower index on STI and MTI, high index on LTI

SME - Mid index of STI and MTI, mid index on LTI

Corporate - High index on STI and MTI, zero LTI

Given the transferability of digital skills across all types of business above, it's worth being very clear on which category above your current or prospective employer sits in and how this relates to incentive model. It's also worth being very clear on your risk outlook and how this relates to your long-term financial priorities, i.e. Do you have an entrepreneurial mindset and are keen to join a business in the early stages with a higher risk? Or are you looking for more financial stability with a more established company.

Clearly the type of business you join will also reflect your likely benefits and perks, i.e., startup companies are less likely to offer as comprehensive a health plan. That said, we have identified some SMEs that are fully funded that offer a very competitive base and benefits, so it's not necessarily one size fits all.

BONUS

Years of experience

1-3	3-6	6-8	8-10	10+
1-2 month average	2 months average	2-3 months average	2-3 months average	3 months average

Job trends

2023 will be a year of massive innovation and investment in digital and technology. The notable thing about technology and digital is that it is forever changing, even more since the pandemic started. We are seeing tremendous development in digital healthcare, AI growth in HR services, social media, improved connectivity, NFTs and others. With organizations adapting to the hybrid model even further, we predict considerable efforts taking place in ensuring the hybrid culture stays and further optimized in increasing productivity and employee wellness.

In tandem to that, these are some of the technology and digital trends we predict for 2023:

- **Social media** – There will be more focus around privacy, analytics, quality, and algorithm developments
- **Artificial Intelligence** – With the next generation of OpenAI's powerful generative language model to AI Art, Artificial Intelligence is a trend for all
- **Cybersecurity** – Organizations will leverage on AI to overcome cybersecurity challenges, including real-time traffic monitoring, automation, and security process reinvention
- **Peak Everything-as-a-Service** - Pay as you go models becoming increasingly popular across all from data software to desktop virtualization
- **Digital healthcare** – Giving better access to healthcare services like door-2-door services or therapy

Some job functions that we expect to be in very high demand in 2023 are as follows:

- Social media expert
- Cybersecurity Specialist
- AI Engineer/Developer
- Software Developers – Mobile and Web
- Cloud Architect
- Product Manager
- Data Scientist
- MarTech
- Operational Excellence
- UI/UX Designer

Table of Contents

01	Technology
02	Data
03	Infrastructure
04	Projects
05	Product & Designer
06	Marketing
07	Marketing Technology (Martech)
08	Commercial

TECHNOLOGY

Roles

	Years of experience Currency (RM)				
	0-3	3-5	5-8	10-12	12+
CTO				40,000 - 60,000	60,000 - 85,000
Head of Engineering		10,000 - 20,000	20,000 - 25,000	25,000 - 30,000	35,000 - 40,000
Technical Architect		15,000 - 20,000	20,000 - 25,000	25,000 - 30,000	20,000 - 35,000
Software Developer	3,500 - 6,000	6,000 - 10,000	10,000 - 12,000	12,000 - 15,000	15,000 - 20,000
Automation	3,500 - 6,000	6,000 - 10,000	10,000 - 12,000	12,000 - 15,000	15,000 - 18,000
QA	3,500 - 6,000	6,000 - 10,000	10,000 - 12,000	12,000 - 15,000	15,000 - 18,000

**Blank columns are seen as irrelevant data points as the years of experience vs jobs do not exist i.e. no CTO with 0-3 years of working experience*

DATA

Years of experience
Currency (RM)

	0-3	3-5	5-8	10-12	12+
Chief Digital/Data				25,000 - 35,000	35,000 - 45,000
Head of Data Science		15,000 - 20,000	20,000 - 25,000	25,000 - 30,000	30,000 - 40,000
Data Engineer	3,500 - 6,000	6,000 - 10,000	10,000 - 12,000	12,000 - 15,000	15,000 - 20,000
Data Science Analyst	3,500 - 6,000	6,000 - 10,000	10,000 - 12,000	12,000 - 15,000	15,000 - 18,000

Roles

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INFRASTRUCTURE

Roles

	Years of experience Currency (RM)				
	0-3	3-5	5-8	10-12	12+
Chief Security Officer				25,000 - 35,000	35,000 - 45,000
Head of Security		15,000 - 20,000	20,000 - 25,000	25,000 - 30,000	30,000 - 40,000
DevOps Engineer	3,500 - 6,000	6,000 - 10,000	10,000 - 12,000	12,000 - 15,000	15,000 - 18,000
DevSecOps Engineer	3,500 - 6,000	6,000 - 10,000	10,000 - 12,000	12,000 - 15,000	15,000 - 18,000
Security Analyst	3,500 - 6,000	6,000 - 10,000	10,000 - 12,000	12,000 - 15,000	15,000 - 18,000

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PROJECTS

Roles

	Years of experience Currency (RM)				
	0-3	3-5	5-8	10-12	12+
Business Analyst	3,500 - 6,000	6,000 - 8,000	8,000 - 10,000	10,000 - 12,000	12,000 - 15,000
Project Manager	3,500 - 6,000	6,000 - 10,000	10,000 - 12,000	12,000 - 15,000	15,000 - 20,000
Scrum	3,500 - 5,000	5,000 - 8,000	8,000 - 10,000	10,000 - 12,000	12,000 - 15,000

PRODUCT & DESIGN

Roles

	Years of experience Currency (RM)				
	0-3	3-5	5-8	10-12	12+
Chief Product Officer				25,000 - 35,000	35,000 - 45,000
Head of Product		10,000 - 20,000	15,000 - 25,000	25,000 - 30,000	25,000 - 35,000
Head of Design/Art Director		8,000 - 10,000	10,000 - 12,000	12,000 - 15,000	15,000 - 18,000
Product Manager		5,000 - 8,000	10,000 - 12,000	12,000 - 15,000	18,000 - 20,000
UX & UI	3,500 - 6,000	6,000 - 8,000	8,000 - 10,000	10,000 - 12,000	12,000 - 15,000
Visual/Graphic	3,500 - 6,000	6,000 - 8,000	8,000 - 10,000	10,000 - 12,000	12,000 - 15,000

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MARKETING

Roles

	Years of experience Currency (RM)				
	0-3	3-5	5-8	10-12	12+
Chief Marketing Officer			20,000 - 35,000	35,000 - 50,000	50,000 - 85,000
Head of Marketing			20,000 - 25,000	25,000 - 30,000	30,000 - 35,000
Digital Marketing	3,500 - 6,000	6,000 - 10,000	10,000 - 12,000	12,000 - 15,000	15,000 - 18,000
Performance/SEO	3,500 - 6,000	6,000 - 8,000	8,000 - 10,000	10,000 - 12,000	10,000 - 15,000
Social Media	3,500 - 6,000	6,000 - 8,000	8,000 - 10,000	10,000 - 12,000	12,000 - 15,000

**Blank columns are seen as irrelevant data points as the years of experience vs jobs do not exist i.e. no Head of Marketing with 0-3 years of working experience*

MARTECH

Marketing Technology

Years of experience
Currency (RM)

	0-3	3-5	5-8	10-12	12+
MarTech Operations	3,500 - 5,000	6,000 - 8,000	8,000 - 10,000	10,000 - 12,000	12,000 - 15,000
MarTech Consultant	5,000 - 8,000	8,000 - 10,000	10,000 - 12,000	12,000 - 15,000	15,000 - 18,000
Lead Generation/Field Marketing	5,000 - 8,000	8,000 - 10,000	8,000 - 10,000	8,000 - 15,000	10,000 - 18,000
Solution Architect	3,500 - 6,000	6,000 - 8,000	8,000 - 10,000	10,000 - 12,000	12,000 - 15,000
Project Management	5,000 - 8,000	8,000 - 10,000	10,000 - 12,000	12,000 - 15,000	12,000 - 15,000
MarTech Developers	5,000 - 8,000	8,000 - 10,000	10,000 - 12,000	12,000 - 15,000	12,000 - 15,000

Roles

COMMERCIAL

Roles

	Years of experience Currency (RM)				
	0-3	3-5	5-8	10-12	12+
General Manager		20,000 - 30,000	30,000 - 40,000	40,000 - 50,000	50,000 - 60,000
Head of Business Development/Partnerships			20,000 - 25,000	25,000 - 30,000	30,000 - 35,000
Customer Success/ Partnerships	3,500 - 5,000	5,000 - 8,000	8,000 - 10,000	10,000 - 12,000	10,000 - 15,000
Business Developer	3,500 - 5,000	5,000 - 8,000	8,000 - 10,000	10,000 - 12,000	10,000 - 15,000
Strategic Analyst	3,500 - 6,000	6,000 - 8,000	8,000 - 10,000	10,000 - 12,000	10,000 - 15,000

**Blank columns are seen as irrelevant data points as the years of experience vs jobs do not exist i.e. no General Manager with 0-3 years of working experience*

Conclusion

We've actually seen the market cool a little post COVID, since it's well documented that the COVID era saw a massive indexing on Digital as a channel, leading to an explosion in demand. Whilst this has tailed off a little and we see certain macroeconomic factors lead to caution in the market, we are still seeing considerable demand for certain skills still.

The highest in demand skill sets include software engineering, especially for modern paradigms, such as Node.js, DevOps, UX Design and niche digital marketing skills such as Performance Marketing.

The market itself is very much expanding and diversifying in 2023 based on certain industry developments. With Singapore approving the granting of crypto services to Coinbase, we expect to see this as a growing trend, leading to greater demand for Crypto based skill sets, especially for developers and for those with a background in B2B partnerships and customer success. This will no doubt have a positive knock-on effect in Malaysia's approach to the crypto space and lead to job creation as a result.

We also expect to see new demand in emerging areas such as AI and ML across the region with the recent wave of AI based chatbot and marketing tools being released onto the market and gaining widespread publicity.

Clearly, it's virtually impossible to cover all such market trends in one overview like this. However, we very much hope to have captured a good cross section of overall trends, which can act as a guide in the first instance.

We hope you find the data points useful for your own benchmarking purposes and would be happy to hear from you for any further insight we may be able to provide based on a deeper dive into your requirements!

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