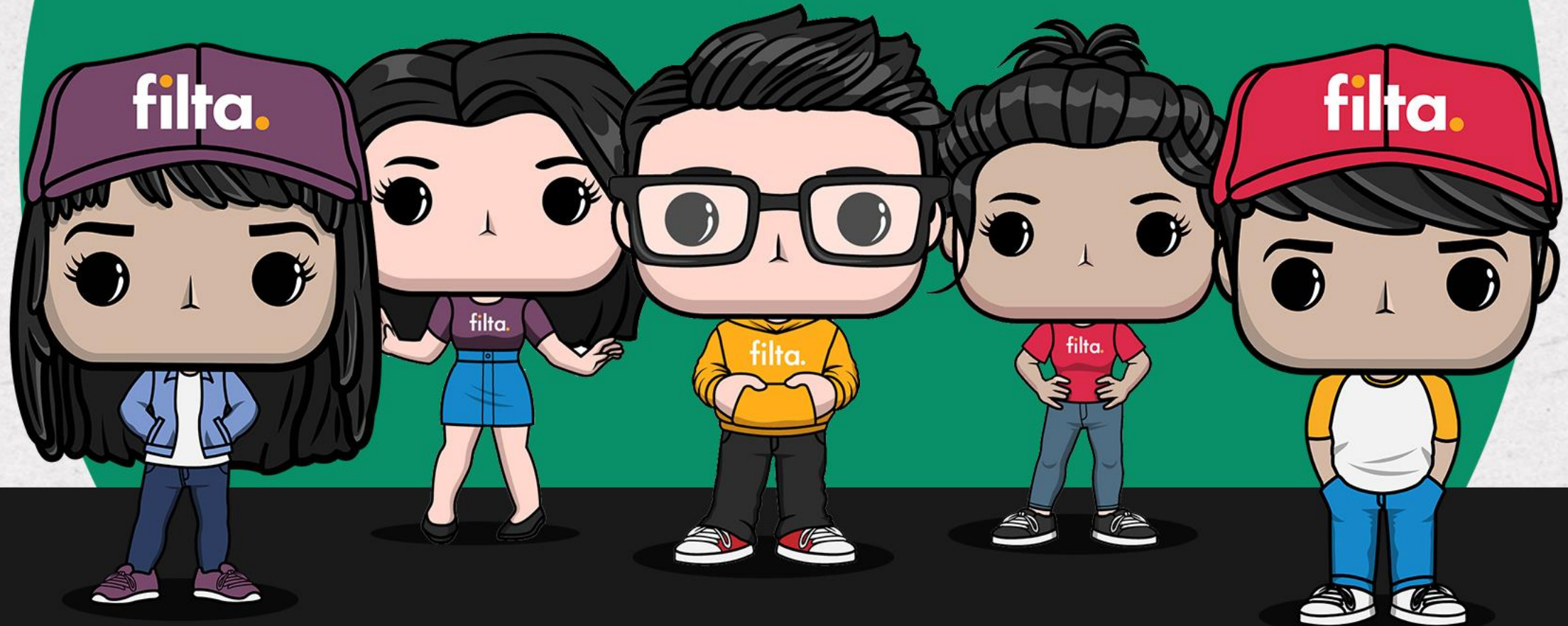


Philippine Digital Marketing and eCommerce Salary Guide.



Is 2021 the **year of offshore staffing** for many growing small to medium eCommerce and Digital Marketing businesses?



The 4th Industrial Revolution has seen a lot of change in the structure and work patterns for many eCommerce and digital agencies – much of it for the better.

To date, 2021 has been the year where distributed workforces are coming into their own. Whether it be taking more of a work from home arrangement, coordinating global distributed workforces or building high performance teams in technology hubs like the Philippines, 2021 has seen structures that were once only the domain of large corporate enterprises now becoming accessible to small to medium businesses.

Because of this growth, we are seeing more candidates actively increasing their skills and experience in digital marketing disciplines such as Project Management, Graphic Design, Web Development, Digital Marketing, SEO/PPC and Digital Production. Likewise, eCommerce disciplines such as Product Listing, Logistics Coordination, Branding, Back Office Support and Customer Service are becoming more popular as well as in demand.

This Salary Guide will inform you of what we are seeing in the Manila market and what you'd expect to pay. We hope it adds value to your offshoring journey.



Efren Chaux
CEO
Filita

Did you know?

Manila is one of the 5 Super Cities according to Tholon's Services Globalization Index 2019, and the Business Process Outsourcing (BPO) industry was projected to generate US\$40 to 55 billion in 2020.



What this Salary Guide gives you and how to use it.

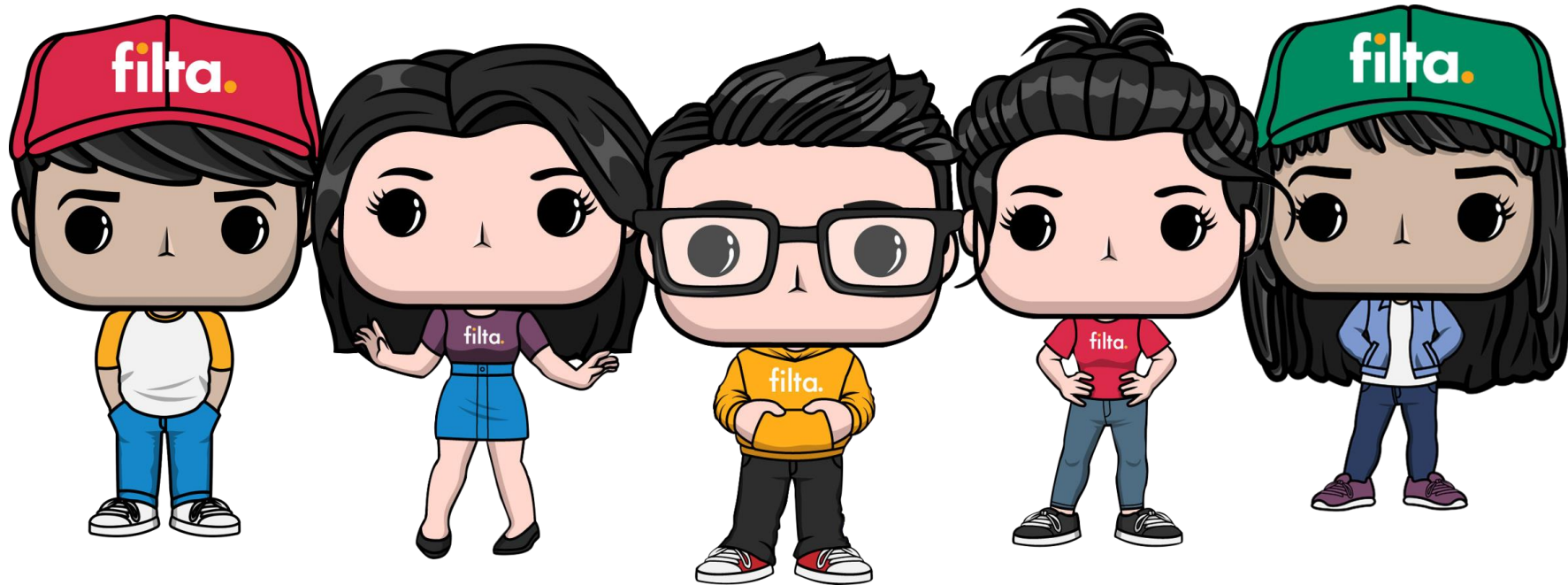
With this Salary Guide, it's our goal to give you as much information to make an informed decision when building your Manila based offshore team. Our Talent Acquisition Specialists are constantly talking to the best people in the Manila market, and through their relationships and experiences we've been able to compile this guide that gives you a snapshot of the market at the moment.

We've tried to make this Salary Guide as simple as possible, but when using it please be mindful of the following:

- While we have done our best and been very careful when putting this guide together, the salaries listed are only approximate guides.
- The figures quoted are Monthly Gross Salaries and do not include added operations costs you would incur such as Seat Lease, Government Benefits, 13th Month Payments, Redundancy Provision, Non-Taxable Allowances, additional allowances/benefits or any other operational or management fees.
- All figures quoted are in Philippine Pesos (PHP). Australian dollar approximations are based on an exchange rate of PHP31.00 = AUD1.00 and are excluding GST – marked with *. Please contact us if you would a quotation based on real time exchange rates.



Highly Skilled Talent, Exceptional Service.



What we offer.

Our mission is to be a truly agnostic talent acquisition partner for you and your business. By understanding where you are, where you want to go, and offering solutions to cater for both local and international talent acquisition and engagement, we can help you get the best ROI on the biggest investment to your business – your people. We can offer you a variety of different services to cater for wherever you are in your business lifecycle.



What we offer.



Outsourcing

We can help you build a handpicked, dedicated team based in our unique outsourcing ecosystem built for your success.



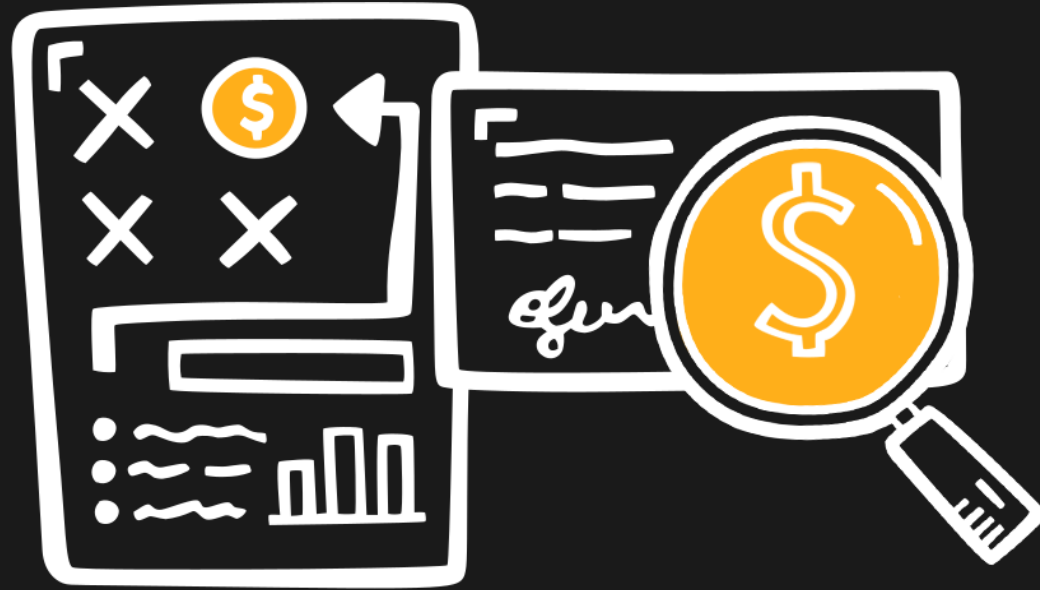
Recruitment

If you are looking for permanent employees in your local area, we can help you source great talent in Australia, the US or anywhere else you need them.



Consulting

Do you need assistance with a team that is not performing or you need to streamline your team? Leverage our experience to deliver a custom service.



Salary Guide Cheat Sheet.

Sales, Account and Management	Graduate			Junior			Intermediate			Senior		
	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD
Lead Generation	17,000	\$548	\$340	30,000	\$968	\$600	35,000	\$1,129	\$700	45,000	\$1,452	\$900
Business Development				25,000	\$806	\$500	35,000	\$1,129	\$700	50,000	\$1,613	\$1,000
Account Coordinator	20,000	\$645	\$400	30,000	\$968	\$600	40,000	\$1,290	\$800	55,000	\$1,774	\$1,100
Account Manager	25,000	\$806	\$500	35,000	\$1,129	\$700	65,000	\$2,097	\$1,300	100k	\$3,225	\$2,000

Digital Marketing.

Figures above include gross salary only, per month.



Digital Marketing.

Figures below include gross salary only, per month.

Social Media, Search and Digital Marketing.	Graduate			Junior			Intermediate			Senior		
	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD
SEO/SEM	25,000	\$806	\$500	30,000	\$968	\$600	60,000	\$1,935	\$1,200	90,000	\$2,903	\$1,800
Google Ads Specialist	25,000	\$806	\$500	30,000	\$968	\$600	50,000	\$1,613	\$1,000	65,000	\$2,097	\$1,300
Social Media Coordinator	20,000	\$645	\$400	25,000	\$806	\$500	35,000	\$1,129	\$700	55,000	\$1,774	\$1,100
Digital Marketing Coordinator	25,000	\$806	\$500	30,000	\$968	\$600	40,000	\$1,290	\$800	55,000	\$1,774	\$1,100
Performance Marketing Specialist	25,000	\$806	\$500	35,000	\$1,129	\$700	40,000	\$1,290	\$800	50,000	\$1,613	\$1,000
Digital Marketing Specialist	25,000	\$806	\$500	30,000	\$968	\$600	50,000	\$1,613	\$1,000	70,000	\$2,258	\$1,400
eCommerce Specialist	20,000	\$645	\$400	40,000	\$1,290	\$800	60,000	\$1,935	\$1,200	90,000	\$2,903	\$1,800
Digital CRM Analyst				50,000	\$1,613	\$1,000	80,000	\$2,581	\$1,600	110k	\$3,548	\$2,200

Digital Marketing.

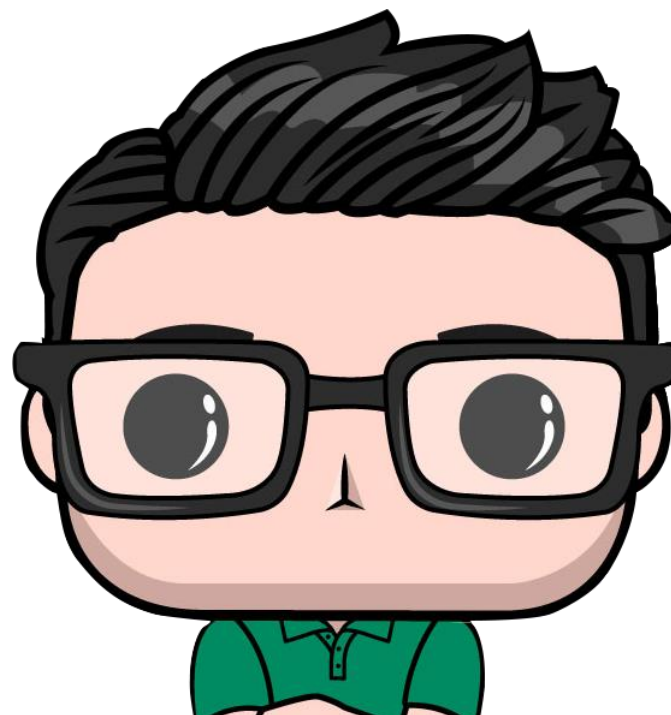
Figures below include gross salary only, per month.

Marketing, Communication and Content.	Graduate			Junior			Intermediate			Senior		
	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD
Marketing Coordinator	20,000	\$645	\$400	25,000	\$806	\$500	35,000	\$1,129	\$700	50,000	\$1,613	\$1,000
Research Coordinator				25,000	\$806	\$500	35,000	\$1,129	\$700	50,000	\$1,613	\$1,000
Market Researcher	18,000	\$581	\$360	25,000	\$806	\$500	35,000	\$1,129	\$700	50,000	\$1,613	\$1,000
Market Research Team Leader				60,000	\$1,622	\$1,254	75,000	\$2,419	\$1,500	95,000	\$3,065	\$1,900
Campaign Manager				30,000	\$968	\$600	60,000	\$1,622	\$1,254	120k	\$3,871	\$2,400
Copywriter	20,000	\$645	\$400	30,000	\$968	\$600	45,000	\$1,451	\$900	80,000	\$2,581	\$1,600
Art Director	25,000	\$806	\$500	40,000	\$1,081	\$836	70,000	\$1,893	\$1,462	100,000	\$2,704	\$2,089
Graphic Designer	20,000	\$541	\$418	30,000	\$968	\$627	60,000	\$1,622	\$1,254	80,000	\$2,162	\$1,671
UX Designer	25,000	\$806	\$500	40,000	\$1,081	\$836	70,000	\$1,893	\$1,462	100,000	\$2,704	\$2,089
CGI Designer	25,000	\$806	\$500	40,000	\$1,081	\$836	70,000	\$1,893	\$1,462	100,000	\$2,704	\$2,089
Video Editor	20,000	\$645	\$400	25,000	\$806	\$500	40,000	\$1,081	\$836	60,000	\$1,622	\$1,254

Testing	Graduate			Junior			Intermediate			Senior		
	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD
Tester	20,000	\$645	\$400	30k	\$968	\$600	60k	\$1,622	\$1,254	80k	\$2,581	\$1,600
Test Manager				55k	\$1,774	\$1,100	80k	\$2,581	\$1,800	100k	\$3,226	\$2,000
QA Manager				60k	\$1,622	\$1,254	90k	\$2,903	\$1,800	120k	\$3,871	\$2,400

Development/Web.

Figures above include gross salary only, per month.



Development/Web.

Figures below include gross salary only, per month.

Development	Graduate			Junior			Intermediate			Senior		
	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD
Frontend Developer	30,000	\$968	\$600	45,000	\$1,452	\$900	65,000	\$2,097	\$1,300	100k	\$3,226	\$2,000
Backend Developer	30,000	\$968	\$600	45,000	\$1,452	\$900	60,000	\$1,622	\$1,254	90k	\$2,903	\$1,800
Full Stack Developer				50,000	\$1,613	\$1,000	90,000	\$2,903	\$1,800	150k	\$4,839	\$3,000
Shopify Developer	30,000	\$968	\$600	45,000	\$1,452	\$900	65,000	\$2,097	\$1,300	120k	\$3,871	\$2,400
Shopify App Developer				50,000	\$1,613	\$1,000	90,000	\$1,000	\$1,800	160k	\$4600.9	\$3344
Magento Developer	30,000	\$968	\$600	50,000	\$1,613	\$1,000	70,000	\$2,258	\$1,400	130k	\$4,194	\$2,600
WordPress Developer	20,000	\$645	\$400	40,000	\$1,290	\$800	60,000	\$1,622	\$1,254	90k	\$2,903	\$1,800
.Net Developer	20,000	\$645	\$400	50,000	\$1,613	\$1,000	80,000	\$2,581	\$1,600	110k	\$3,548	\$2,200
PHP Developer	20,000	\$645	\$400	35,000	\$1,129	\$700	70,000	\$2,258	\$1,400	100k	\$1,400	\$2,000

Development/Web.

Figures below include gross salary only, per month.

Development	Graduate			Junior			Intermediate			Senior		
	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD
React/Angular/VueJS Developer	30,000	\$968	\$600	55,000	\$1,774	\$1,100	90,000	\$2,903	\$1,800	120k	\$3,871	\$2,400
Mobile App Developer				45,000	\$1,452	\$900	80,000	\$2,581	\$1,800	130k	\$4,194	\$2,600
UX/UI Developer				50,000	\$1,613	\$1,000	90,000	\$2,903	\$1,800	120k	\$3,871	\$2,400
Salesforce Developer				50,000	\$1,613	\$1,000	100,00	\$2875	\$2,000	160k	\$4,600	\$3344
Development Team Lead				75,000	\$2,419	\$1,500	90,000	\$2,903	\$1,800	150k	\$4,839	\$3,000
Development Project Manager				75,000	\$2,419	\$1,500	100,000	\$2875.6	\$2090	180k	\$5176.07	\$3,762
Development Manager				100,000	\$3,226	\$2,000	150,000	\$4,839	\$1,000	250k	\$7188.99	\$5225
Webmaster				50,000	\$1,613	\$1,000	65,000	\$2,097	\$1,300	90,000	\$2,903	\$1,800

	Graduate			Junior			Intermediate			Senior		
	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD
Data Entry Operator	18,000	\$581	\$360	25,000	\$806	\$500	30,000	\$968	\$600	40,000	\$1,290	\$800
Product Lister				25,000	\$806	\$500	35,000	\$1,129	\$700	45,000	\$1,451	\$900
Logistics / Shipping Coordinator	18,000	\$581	\$360	30,000	\$968	\$600	45,000	\$1,452	\$900	60,000	\$1,622	\$1,254

Administration & Support Services.

Figures above include gross salary only, per month.



Administration & Support Services.

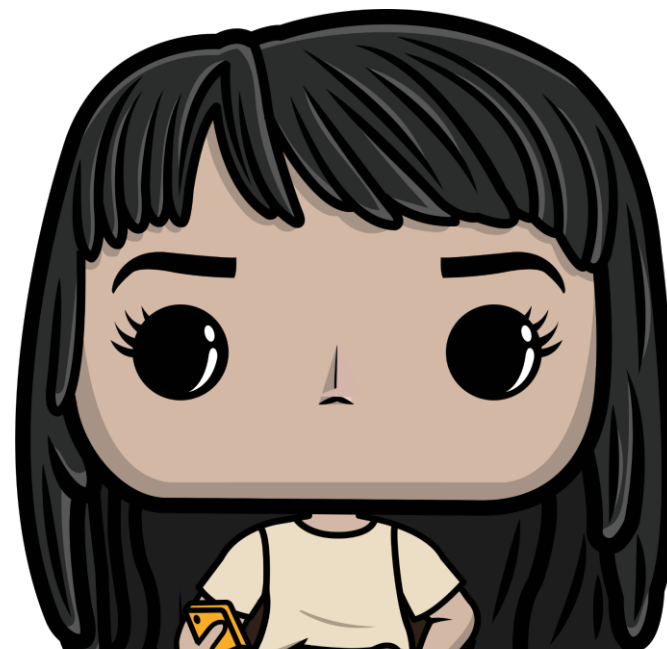
Figures below include gross salary only, per month.

	Graduate			Junior			Intermediate			Senior		
	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD
Administration Assistant	20,000	\$645	\$400	25,000	\$806	\$500	35,000	\$1,129	\$700	45,000	\$1,452	\$900
Team Assistant	20,000	\$645	\$400	25,000	\$806	\$500	35,000	\$1,129	\$700	45,000	\$1,452	\$900
Sales Administrator	20,000	\$645	\$400	25,000	\$806	\$500	35,000	\$1,129	\$700	45,000	\$1,452	\$900
Project Administrator	20,000	\$645	\$400	30,000	\$968	\$600	40,000	\$1,290	\$800	50,000	\$1,613	\$1000
Project Coordinator	20,000	\$645	\$400	35,000	\$1,129	\$700	40,000	\$1,290	\$800	50,000	\$1,613	\$1000
Personal Assistant				30,000	\$968	\$600	55,000	\$1,774	\$1,100	90,000	\$2,903	\$1,800
Executive Assistant				60,000	\$1,622	\$1,254	75,000	\$2,419	\$1,500	120k	\$3,871	\$2,400

	Graduate			Junior			Intermediate			Senior		
	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD
Accounts Payable Officer	20,000	645	\$400	30,000	\$968	\$600	40,000	\$1,129	\$700	50,000	\$1,452	\$900
Accounts Receivable Officer	20,000	645	\$400	30,000	\$968	\$600	40,000	\$1,129	\$700	50,000	\$1,452	\$900
Accounts Clerk	20,000	645	\$400	30,000	\$968	\$600	40,000	\$1,129	\$700	50,000	\$1,613	\$1,000

Commerce - Accounting

Figures above include gross salary only, per month.



Commerce - Accounting

Figures below include gross salary only, per month.






	Graduate			Junior			Intermediate			Senior		
	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD
Payroll Officer				25,000	\$968	\$600	35,000	\$1,451	\$900	45,000	\$2,097	\$1,300
Payroll Manager				60,000	\$1,622	\$1,254	75,000	\$2,419	\$1,500	95,000	\$3,065	\$1,900
Bookkeeper				35,000	\$1,129	\$700	50,000	\$1,613	\$1,000	65,000	\$2,097	\$1,300
Graduate Accountant	20,000	645	\$400	25,000	\$806	\$500						
Assistant Accountant				30,000	\$968	\$600	40,000	\$1,613	\$1,000	50,000	\$1,935	\$1,200
Intermediate Accountant				45,000	\$1,290	\$800	55,000	\$1,774	\$1,100	65,000	\$2,097	\$1,300
Accountant				35,000	\$1,452	\$900	45,000	\$2,419	\$1,500	55,000	\$3,065	\$1,900
Senior Accountant				55,000	\$1,774	\$1,100	80,000	\$2,581	\$1,600	100k	\$3,226	\$2,000

Other **costs** to keep in mind.

Depending on your preferred method of employing and engaging your staff, there are additional costs to be mindful of prior to commencing your offshore staffing journey. It's important to be aware of obligations (both for yourself and your staff member) and how they may affect the business continuity of your team. Here is a list of some of the costs and approximate pricing to help you cost out the total investment.



Other costs to keep in mind.

		Php	Aud*
 <p>Mandated Government benefits including:</p> <ul style="list-style-type: none"> • SSS – Social Security • PhilHealth • PAG-IBIG – mandatory housing loan fund 		Approx. P2,500 / \$50 per person per month	\$80.65 per person per month
 <p>Private Healthcare – depending on the provider and the amount of cover you are offering your staff. Consider asking your provider whether this is paid as a lump sum once a year or spread out monthly.</p>		Approx. PHP2,000 – 2,500 / \$50 per person per month	\$64.52 – 80.65 per person per month
 <p>13th month salary – mandated by the Government and paid just prior to Christmas. Consider asking your provider whether this is paid as a lump sum in December or spread out monthly.</p>		Based on staff member's salary	Based on staff member's salary
 <p>Operational costs (commonly known as Seat Lease) – offshore staffing providers such as Filta will include this cost to take into account operational expenses such as equipment, office facilities, maintenance, HR, IT, payroll, legal, etc.</p>		Approx. US\$500 - US\$800 depending on provider offering	Approx. \$750 – \$1,194 depending on provider offering
 <p>Management Fees – this investment takes into account any additional services you may receive such as training & development, more visibility of staff, ongoing assistance, etc.</p>		Approx. PHP2,000 to 20,000 / \$40 – \$400 depending on provider offering	\$64.51 - \$645.16 depending on provider offering

filta.

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high-performance teams



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