

# Philippine Digital Marketing and eCommerce Salary Guide.





**Is 2023 the year of offshore  
staffing for innovative  
eCommerce and Digital  
Marketing businesses?**

**Efren Chaux**  
CEO, Filta



**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, 2022 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, 2022 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 Customer Service are becoming more popular as well as in demand.

This Salary Guide will inform you of what we are seeing in the Philippine market and what you'd expect to pay.

We hope it adds value to your offshoring journey.

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 Philippines 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 & do not include added operations costs you would incur such as Seat Lease, Government Benefits, 13<sup>th</sup> 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.

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



# What we offer.

We can offer you a variety of different services to cater for wherever you are in your business lifecycle.

## **filtaQ** **RECRUIT**

With over 50 years collective recruitment experience from around the world, we have the know-how to deliver a recruitment process built to find the right people for our clients – regardless of whether it's in their home country or overseas.

## **filtaU** **EMPLOY**

Our Employer of Record (EOR) service is designed to simplify the employment process and give clients and their employees more control.

## **filtaA** **EQUIP**

We can source equipment and facilities for our clients, and ensure it is delivered to their employees locations. Equipment would either be on a leasing arrangement or the clients can elect to purchase directly.

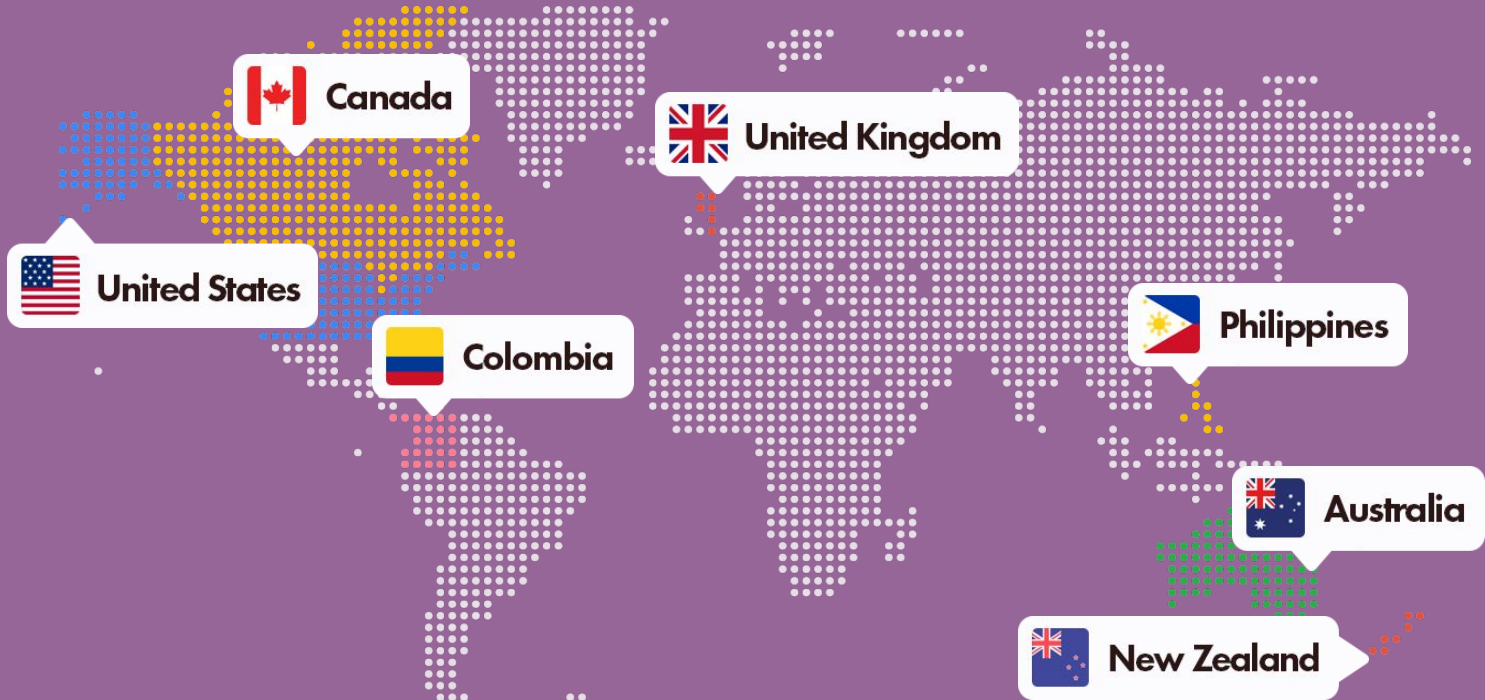
## **filtaC** **ENGAGE**

Community members will have access to various benefits including regular social activities, educational sessions, and wellness support.

## **filtaZ** **ADVISE**

Through consultation and education, we can guide clients through the process of effectively managing remote teams to achieve their business goals.

# We source **talent** based in...



# And help **businesses grow** in...



# Finding **great** **talent** in the following disciplines...



Development



Creative Design



Digital Marketing,  
Search & Social



Traditional,  
Advertising &  
Marketing



eCommerce  
Customer  
Support



Accounting &  
Administration



# First APAC BPO with **Gorgias** certified agents.

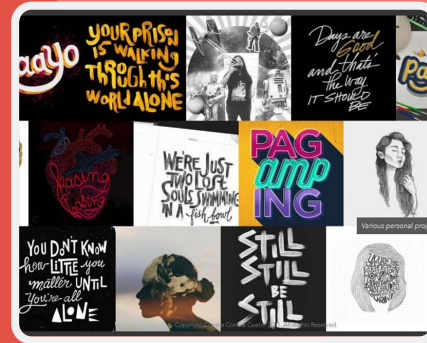
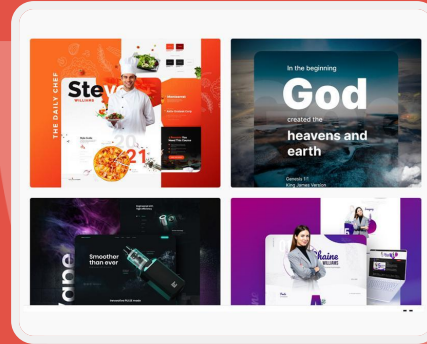
Are you or do you work with a merchant needing voice or non-voice customer support? Do you need customer support 24/7? **Filta and Gorgias have got you!**



# Host International Design Awards.

An online portfolio competition for graphic and web designers from all over the Philippines.

As the home of the best e-commerce, web development, and digital marketing talents in the Philippines, Filta recognizes talent when we see it, and we make sure to value it.



# Sponsor Philippines Tech Week with Microsoft.

Philippine Tech Week is the first of its kind conference in the country.

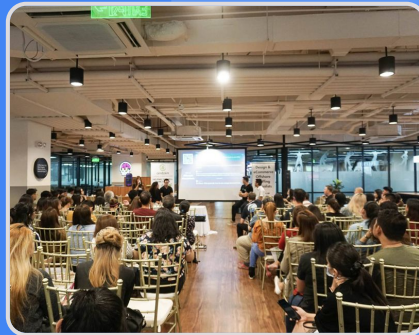
With this year's theme of "Building Skills, Better Careers with Tech Communities," member organizations of the Philippine Tech Community put the spotlight on honing the skills not just of its members but also of each and every Filipino during these trying times.



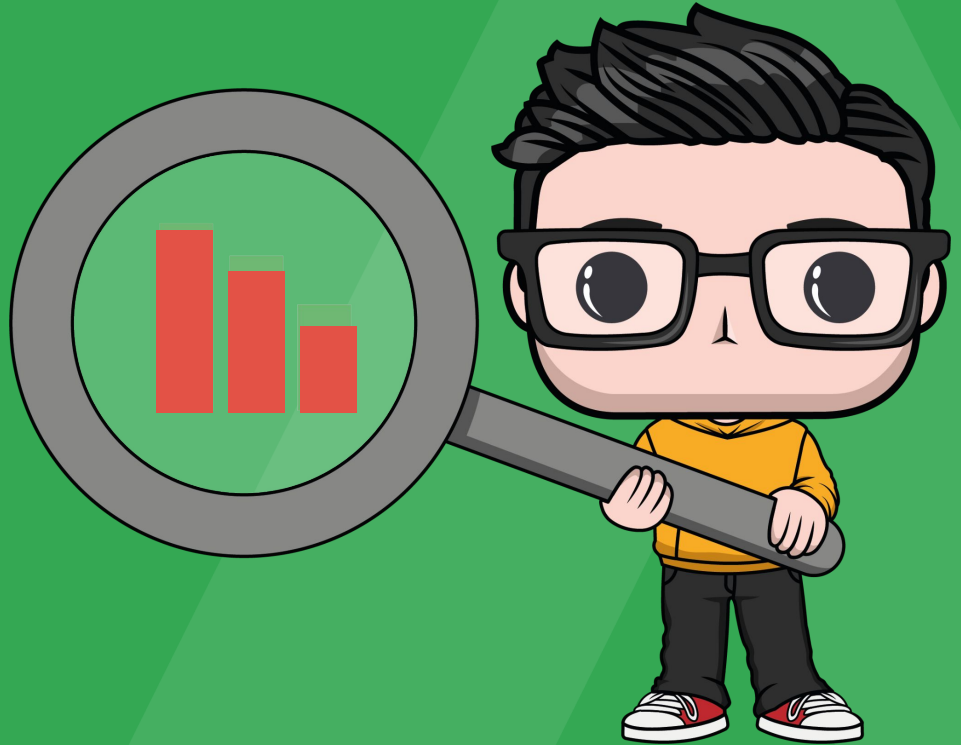
# Host the **World's Largest Shopify Meetups.**

Filta exclusively represents Shopify in the Philippines for Official Shopify meetups.

We host the world's largest in person and virtual eCommerce event with over 1,000 people joining to hear from international digital and eCommerce speakers



# Salary Guide Cheat Sheet.





# Development/Web.

Testing	Graduate			Junior			Intermediate			Senior		
	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD
Tester	20,000	559	368	30,000	840	551	60,000	1,680	1,102	80,000	2,240	1,470
Test Manager				55,000	1,540	1,011	80,000	2,240	1,470	100,000	2,799	1,837
QA Manager				60,000	1,680	1,102	90,000	2,519	1,653	120,000	3,359	2,204

Figures above 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	840	551	45,000	1,260	827	80,000	2,240	1,470	150,000	4,199	2,755
Backend Developer	30,000	840	551	45,000	1,260	827	80,000	2,240	1,470	140,000	3,919	2,572
Full Stack Developer				50,000	1,400	919	90,000	2,519	1,653	150,000	4,199	2,755
Shopify Developer	30,000	840	551	45,000	1,260	827	100,000	2,799	1,837	160,000	4,479	2,939
Shopify App Developer				50,000	1,400	919	90,000	2519	1,653	160,000	4,479	2,939
Magento Developer	30,000	840	551	50,000	1,400	919	140,000	3,919	2,572	250,000	6,998	4,592
WordPress Developer	30,000	840	551	40,000	1,120	735	60,000	1,680	1,102	90,000	2,519	1,653
.Net Developer	30,000	840	551	50,000	1,400	919	90,000	2,519	1,653	220,000	6,158	4,041
PHP Developer	30,000	840	551	35,000	980	643	70,000	1,960	1,286	100,000	2,799	1,837

**Development/Web.**

Figures above 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	840	551	55,000	1,540	1,011	90,000	2,519	1,653	150,000	4,199	2,755
Mobile App Developer				45,000	1,260	827	80,000	2,240	1,470	130,000	3,639	2,388
UX/UI Developer				50,000	1,400	919	90,000	2,519	1,653	120,000	3,359	2,204
Salesforce Developer				50,000	1,400	919	100,00	2,799	1,837	200,000	5,598	3,673
Development Team Lead				75,000	2,100	1378	90,000	2,519	1,653	150,000	4,199	2,755
Development Project Manager				75,000	2,100	1,378	100,000	2,799	1,837	180,000	5,038	3,306
Development Manager				100,000	2,799	1,837	150,000	4,199	2,755	250,000	6,998	5,592
Webmaster				50,000	1,400	919	65,000	1,820	1,194	90,000	2,519	1,653

## Development/Web.

Figures above include gross salary only, per month.





# Digital Marketing.

Sales, Account and Management	Graduate			Junior			Intermediate			Senior		
	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD
Lead Generation	17,000	476	313	30,000	840	551	35,000	980	643	45,000	1,260	827
Business Development				25,000	700	460	35,000	980	643	50,000	1,400	919
Account Coordinator	20,000	560	368	30,000	840	551	40,000	1,120	735	55,000	1,540	1,011
Account Manager	25,000	700	460	35,000	980	643	65,000	1,820	1,194	100,000	2,799	1,837

Figures above 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	700	460	30,000	840	551	60,000	1,680	1,102	90,000	2,519	1,653
Google Ads Specialist	25,000	700	460	30,000	840	551	50,000	1,400	919	90,000	2,519	1,653
Social Media Coordinator	20,000	560	368	25,000	700	460	35,000	980	643	60,000	1,680	1,102
Digital Marketing Coordinator	25,000	700	460	30,000	840	551	40,000	1,120	735	60,000	1,680	1,102
Performance Marketing Specialist	25,000	700	460	35,000	980	643	40,000	1,120	735	85,000	2,380	1,562
Digital Marketing Specialist	25,000	700	460	30,000	840	551	50,000	1,400	919	85,000	2,380	1,562
eCommerce Specialist	20,000	560	368	40,000	1,120	735	60,000	1,680	1,102	90,000	2,519	1,653
Digital CRM Analyst				50,000	1,400	919	80,000	2,239	1,470	110,000	3,079	2,021

**Digital Marketing.**

Figures above 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	560	368	25,000	700	460	35,000	980	643	50,000	1,400	919
Research Coordinator	20,000	560	368	25,000	700	460	35,000	980	643	50,000	1,400	919
Market Researcher	20,000	560	368	25,000	700	460	35,000	980	643	50,000	1,400	919
Market Research Team Leader	20,000	560	368	60,000	1,680	1,102	75,000	2,100	1,378	95,000	2,659	1,745
Campaign Manager	20,000	560	368	30,000	840	551	60,000	1,680	1,102	120,000	3,359	2,204
Copywriter	25,000	700	460	30,000	840	551	45,000	1,260	827	80,000	2,240	1,470

**Digital Marketing.**

Figures above include gross salary only, per month.



# Creative.

Creative	Graduate			Junior			Intermediate			Senior		
	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD
Graphic Designer	20,000	560	368	30,000	840	551	60,000	1,680	1,102	80,000	2,240	1,470
UX Designer	25,000	700	460	40,000	1,120	735	70,000	1,960	1,286	120,000	3,359	2,204
CGI Designer	25,000	700	460	40,000	1,120	735	70,000	1,960	1,286	120,000	3,359	2,204
Video Editor	20,000	560	368	25,000	700	460	40,000	1,120	735	60,000	1,680	1,102
Art Director							70,000	1,960	1,286	130,000	3,639	2,388

Figures above include gross salary only, per month.



# Administration & Support Services.

Administration & Support Services.	Graduate			Junior			Intermediate			Senior		
	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD
Ecommerce Customer Support				30,000	840	551	40,000	1,120	735	65,000	1,820	1,194
Product Lister				25,000	700	460	40,000	1,120	735	55,000	1,540	1,011
Logistics / Shipping Coordinator				30,000	840	551	45,000	1,260	827	60,000	1,680	1,102

Figures above include gross salary only, per month.

Administration & Support Services.	Graduate			Junior			Intermediate			Senior		
	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD
Administration Assistant	20,000	560	368	25,000	700	460	35,000	980	643	55,000	1,540	1,011
Team Assistant	20,000	560	368	25,000	700	460	35,000	980	643	55,000	1,540	1,011
Sales Administrator	20,000	560	368	25,000	700	460	35,000	980	643	60,000	1,680	1,102
Project Administrator	20,000	560	368	30,000	840	551	40,000	1,120	735	50,000	1,400	919
Project Coordinator	20,000	560	368	35,000	980	643	40,000	1,120	735	65,000	1,820	1,194
Personal Assistant				30,000	840	551	60,000	1,680	1,102	90,000	2,519	1,653
Executive Assistant				60,000	1,680	1,102	75,000	2,100	1,378	120,000	3,359	2,204

## Administration & Support Services.





Figures above include gross salary only, per month.

# 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	USD
 <p>Mandated Government benefits including:</p> <ul style="list-style-type: none"> <li>• Unemployment Insurance + Interest</li> <li>• Allowances</li> <li>• Labor Risk Administration</li> <li>• Government Contributions for salaries over COP 9M</li> </ul>	<p>Approx. 20% of base salary per person, per month</p>
 <p>Government &amp; Private Health Insurance – 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>	<p>Up to 15% of base salary per person, per month</p>
 <p>Bonus – mandated by the Government and payable to the employee on the last day of June, and within the first 20 days of December, each year. Consider asking your provider whether this is paid in June and December or spread out monthly.</p>	<p>Based on one month's salary</p>
 <p>Management Fees – 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>	<p>Approx. \$750 – \$1,194 depending on provider offering</p>



# Ready to **build** **your team?**



**Nerissa Chaux**

Co-Founder &  
Chief Growth Officer



# filta

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