

Manila Digital Marketing and eCommerce Salary Guide 2020.

filta.

Is 2020 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, 2020 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, 2020 has seen structures that were once only the domain of large corporate enterprises now becoming accessible to small to medium businesses.

As this has happened, we have seen the demand for talent in the Philippines, and in particular Manila, grow to its highest levels.



Manila is one of 5 Super Cities according to Tholon's Services Globalization Index 2019, and the Business Process Outsourcing (BPO) industry projected to generate US\$50 billion in 2020.

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
Managing Director
Filta.

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.

Offshoring

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

Outsourcing

You bring the strategy; we'll provide the implementation. Take advantage of our global outsourcing team on a project or hourly basis.

Recruitment

If you are looking for people 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.

“Filta has guided us through the offshoring maze. Their strategic, recruitment & cultural expertise, has helped build immense value to our business.”



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	18,000	\$581	\$360	25,000	\$806	\$500	55,000	\$1,775	\$1,000	85,000	\$2,742	\$1,700
Social Media Coordinator	18,000	\$581	\$360	20,000	\$645	\$400	30,000	\$968	\$600	50,000	\$1,613	\$1,000
Digital Marketing Coordinator	20,000	\$645	\$400	25,000	\$806	\$500	35,000	\$1,129	\$700	50,000	\$1,613	\$1,000
Digital Marketing Specialist	20,000	\$645	\$400	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	\$1,612	\$1,000	80,000	\$2,581	\$1,600	110k	\$3,548	\$2,200

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	\$1,61	\$1,000
Research Coordinator				20,000	\$645	\$400	35,000	\$1,129	\$700	50,000	\$1,612	\$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	\$1,935	\$1,200	75,000	\$2,419	\$1,500	95,000	\$3,065	\$1,900
Campaign Manager				25,000	\$806	\$500	60,000	\$1,935	\$1,200	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
Graphic Designer	20,000	\$645	\$400	25,000	\$806	\$500	50,000	\$1,613	\$1,000	80,000	\$2,581	\$1,600
UX Designer	25,000	\$806	\$500	40,000	\$1,290	\$800	60,000	\$1,935	\$1,200	90,000	\$2,903	\$1,800
Digital Producer	20,000	\$645	\$400	35,000	\$1,129	\$700	50,000	\$1,613	\$1,200	75,000	\$2,419	\$1,500
Digital Project Manager				45,000	\$1,452	\$900	60,000	\$1,935	\$1,200	100k	\$3,226	\$2,000
Multimedia Developer	20,000	\$645	\$400	35,000	\$1,129	\$700	55,000	\$1,774	\$1,100	80,000	\$2,581	\$1,600

Sales and Account Management	Graduate			Junior			Intermediate			Senior		
	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD
Lead Generation	17,000	\$548	\$340	25,000	\$806	\$500	30,000	\$968	\$600	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

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	\$1,935	\$1,200	90,000	\$2,903	\$1,800
Shopify Developer	30,000	\$968	\$600	45,000	\$1,452	\$900	65,000	\$2,097	\$1,300	120k	\$3,871	\$2,400
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	\$1,935	\$1,200	90,000	\$2,903	\$1,800
.Net Developer				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	60,000	\$1,935	\$1,200	90,000	\$2,903	\$1,800
React/Angular /VueJS Developer	30,000	\$968	\$600	55,000	\$1,774	\$1,100	75,000	\$2,419	\$1,500	100k	\$3,226	\$2,000
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	80,000	\$2,581	\$1,600	100k	\$3,226	\$2,000
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	90,000	\$2,903	\$1,800	150k	\$4,839	\$3,000
Development Manager				100,000	\$3,226	\$2,000	150,000	\$4,839	\$1,000	200k	\$6,452	\$4,000
Webmaster				50,000	\$1,613	\$1,000	65,000	\$2,097	\$1,300	90,000	\$2,903	\$1,800

Testing	Graduate			Junior			Intermediate			Senior		
	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD	PHP	AUD	USD
Tester	20,000	\$645	\$400	30,000	\$968	\$600	45,000	\$1,451 ₂	\$900	55,000	\$1,774	\$1,100
Test Manager				55,000	\$1,774	\$1,100	70,000	\$2,258	\$1,400	80,000	\$2,581	\$1,600
QA Manager				55,000	\$1,774	\$1,100	70,000	\$2,258	\$1,400	80,000	\$2,581	\$1,600

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fitta.



find solution
not dead ends

initiative to do ...

GREAT
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LEVEL UP

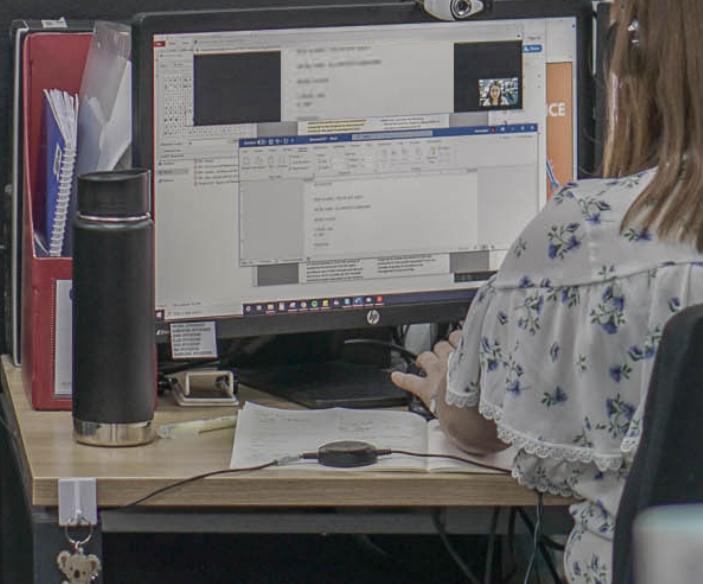
everyday



take ownership of
everything you do

always do the

goal



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
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				30,000	\$968	\$600	45,000	\$1,452	\$900	60,000	\$1,935	\$1,200
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	\$1,935	\$1,200	75,000	\$2,419	\$1,500	120k	\$3,871	\$2,400

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
Accounts Payable Officer	20,000	645	\$400	30,000	\$968	\$600	35,000	\$1,129	\$700	45,000	\$1,452	\$900
Accounts Receivable Officer	20,000	645	\$400	30,000	\$968	\$600	35,000	\$1,129	\$700	45,000	\$1,452	\$900
Accounts Clerk	20,000	645	\$400	30,000	\$968	\$600	35,000	\$1,129	\$700	50,000	\$1,613	\$1,000
Payroll Officer				30,000	\$968	\$600	45,000	\$1,451	\$900	65,000	\$2,097	\$1,300
Payroll Manager				60,000	\$1,935	\$1,200	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						

	Graduate			Junior			Intermediate			Senior		
	PHP	AUD*	USD	PHP	AUD*	USD	PHP	AUD*	USD	PHP	AUD*	USD
Assistant Accountant				30,000	\$968	\$600	50,000	\$1,613	\$1,000	60,000	\$1,935	\$1,200
Intermediate Accountant				40,000	\$1,290	\$800	55,000	\$1,774	\$1,100	65,000	\$2,097	\$1,300
Accountant				45,000	\$1,452	\$900	75,000	\$2,419	\$1,500	95,000	\$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.

	PHP/USD	AUD*
Mandated Government benefits including: <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
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.	Approx. PHP2,000 – 2,500 / \$50 per person per month	\$64.52 – 80.65 per person per month
13 th 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.	Based on staff member's salary	Based on staff member's salary
Operational costs (commonly known as Seat Lease) – offshore staffing providers such as Fita will include this cost to take into account operational expenses such as equipment, office facilities, maintenance, HR, IT, payroll, legal, etc.	Approx. US\$500 - US\$800 depending on provider offering	Approx. \$750 - \$1,194 depending on provider offering
Management Fees – this investment takes into account any additional services you may receive such as training & development, more visibility of staff, ongoing assistance, etc.	Approx. PHP2,000 to 20,000 / \$40 – \$400 depending on provider offering	Approx. \$64.51 - \$645.16 depending on provider offering





Find out how Filta can help you build a highly profitable offshore team in the Philippines as well as supporting your recruitment locally.

Australia

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The Filta logo consists of the word "filta." in a bold, black, sans-serif font. A small, solid yellow circle is positioned above the letter "i".