

Philippine Digital Marketing and eCommerce

Salary Guide.





Is 2022 the year of offshore staffing for innovative small to medium 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 Philippines market and what you'd expect to pay.

We hope it adds value to your offshoring journey.

**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 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, 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.

What we offer.



Outsourcing

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



Recruitment

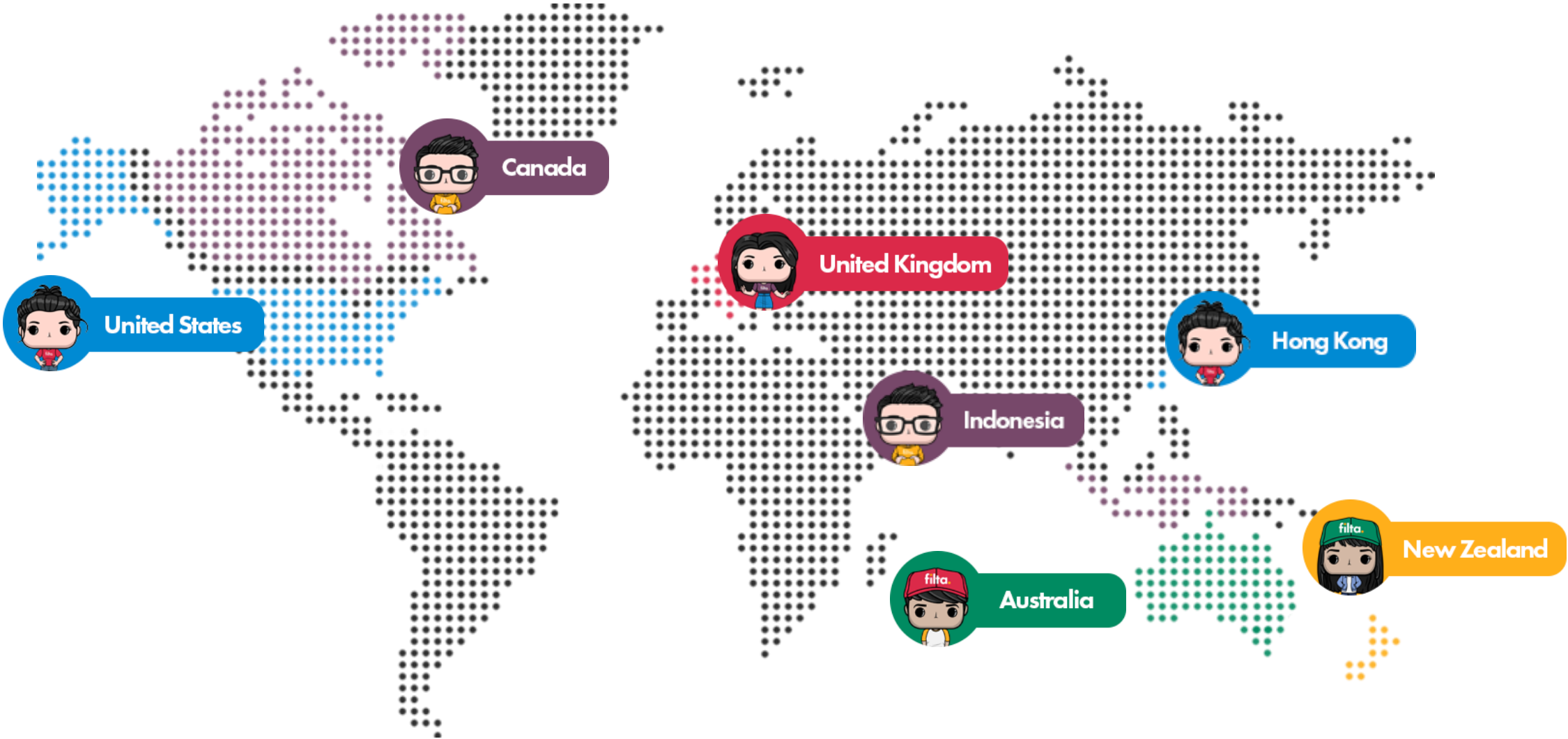
If you are looking for permanent employees in your local area, we can help you source great talent in Australia, the US or anywhere else you need them.



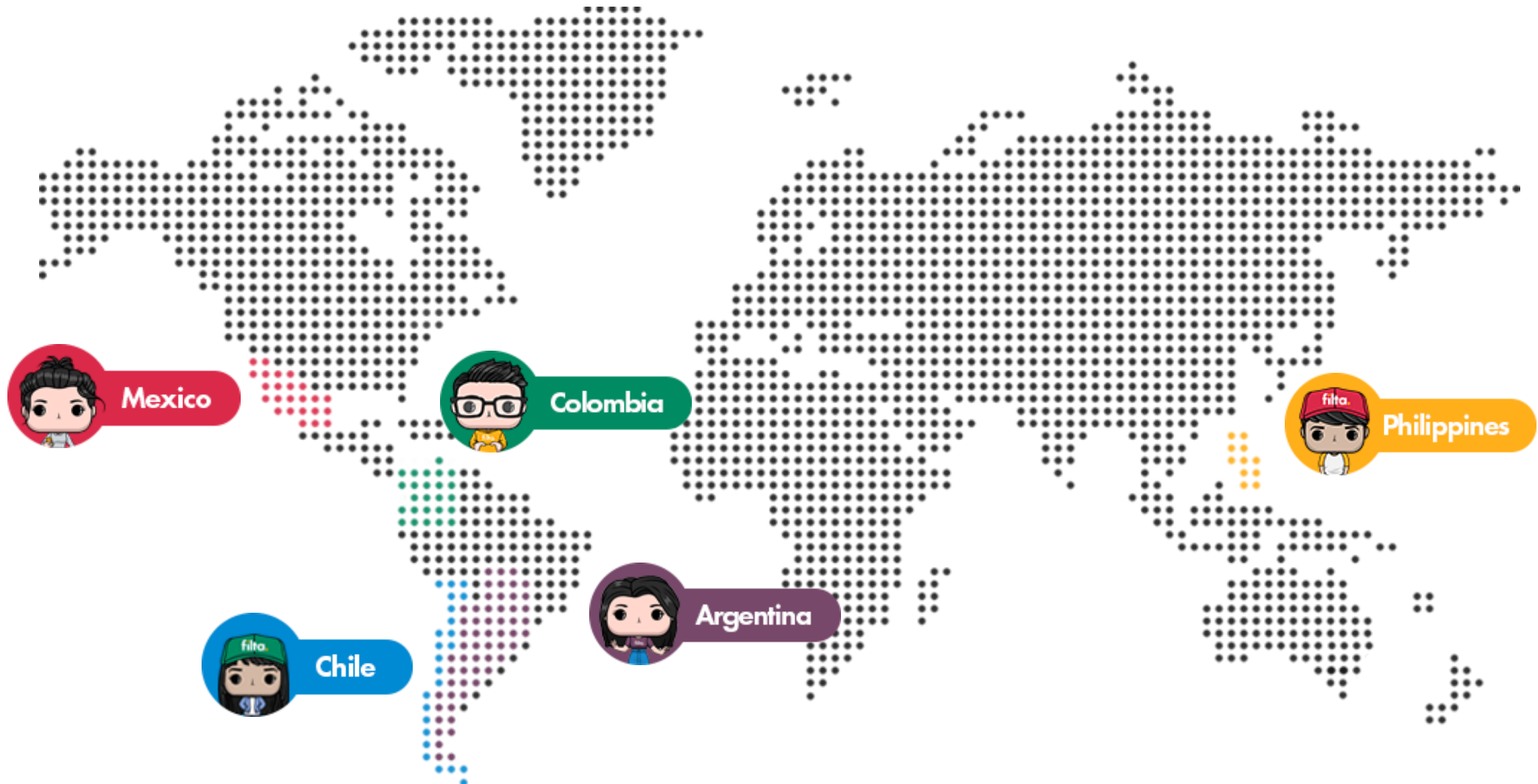
Consulting

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

Servicing clients from...



Sourcing **staff** based in...



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



Development



Creative Design



Digital Marketing,
Search and Social



Traditional,
Advertising and
Marketing



eCommerce
Customer Support



Personal Assistant
& 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!

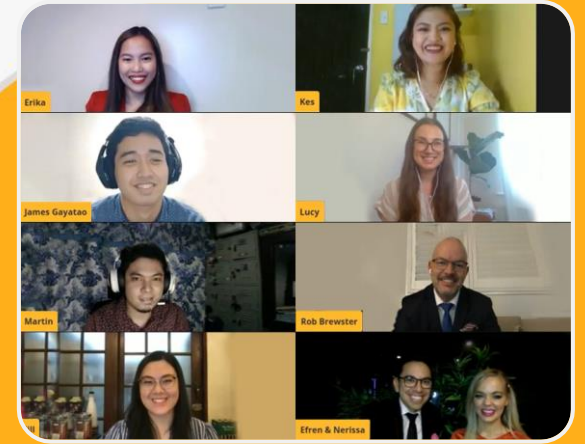
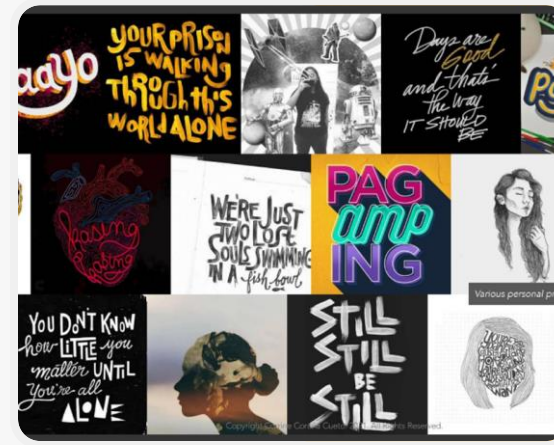
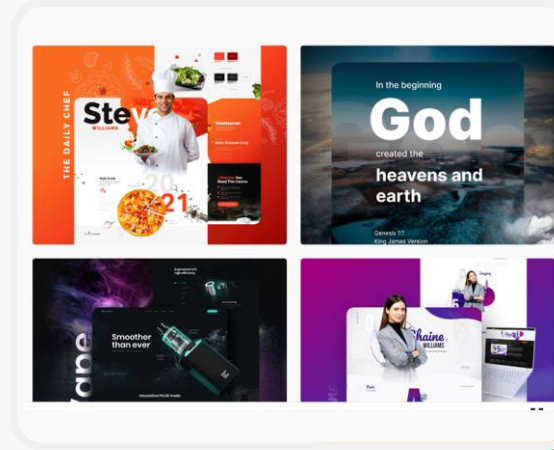
The logo for Filta, featuring the word "filta." in a white, lowercase, sans-serif font. The dot above the "i" and the dot at the end of the word are orange.

gorgias

Host International Design Awards.

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

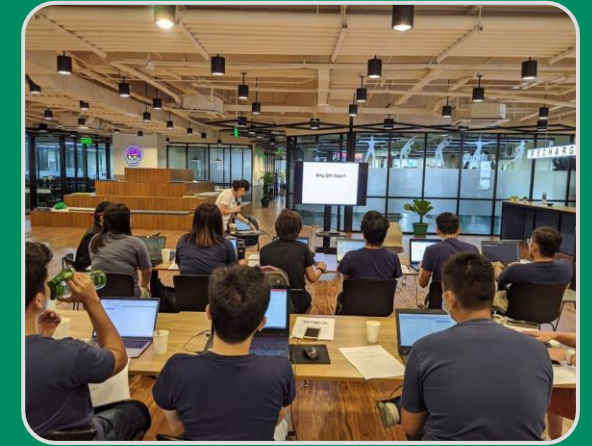
As the home of the best e-commerce, web development, and digital marketing talents in the Philippines, Filita recognizes talent when we see it, and we make sure to value it.



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.**

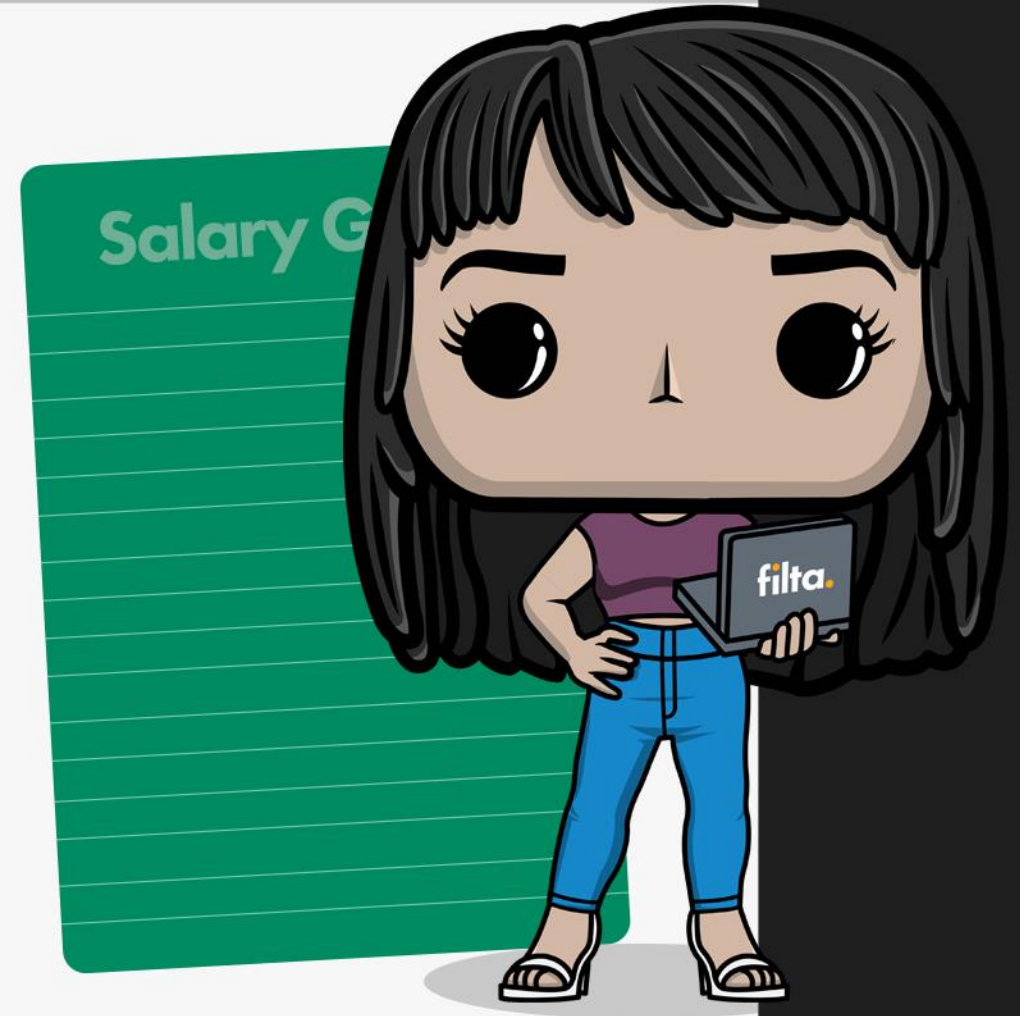
Filta exclusively represents Shopify in the Philippines for Official Shopify meetups.

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	2,519	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	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

PHP

AUD



Mandated Government benefits including:

- 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



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.

Based on staff
member's salary

Based on staff
member's salary



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.

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

\$64.51 - \$645.16
depending on
provider offering

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