



Work, and Smile

Thailand
**SALARY
GUIDE**
2023





PERSOLKELLY is a joint venture established in 2016 between PERSOL HOLDINGS (previously Temp Holdings) and Kelly Services to cater to the rising workforce employment needs of the emerging Asia Pacific market. We are one of the largest workforce solutions providers in the region, spanning over 45 offices across 13 markets, including Australia, China, Hong Kong, India, Indonesia, Malaysia, New Zealand, Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam.

Our reach, scope, and scale of operations have set the industry standard for cross-border recruitment and holistic workforce solutions. Since its inception, PERSOLKELLY has placed over 59,000 positions across the region and works together with 98% of Fortune 100™ companies for their workforce solution needs.

In Australia and New Zealand, the PERSOLKELLY brand is owned and operated by Programmed after they acquired Kelly Services in April 2020.

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Work, and Smile

Working life is a journey of growth and creation.

We all have big dreams, and there are many different paths to success.

Thus, we need to make our own choices

from a range of diversified work opportunities.

Our vision is to enrich society so that all work leads to lives of happiness.



CONTENTS

SALARIES

Methodology: Salary figures included in the 2023 Thailand Salary Guide are derived by combining the expert market knowledge of senior recruitment professionals within the PERSOLKELLY Thailand network, as well as job placement data recorded on the PERSOLKELLY Thailand database.

Executive Overview

An aerial photograph of a city skyline at sunset. The sky is a mix of blue, orange, and yellow. In the foreground, several skyscrapers are visible, with one particularly tall and prominent on the right side. The city extends into the distance, with many smaller buildings and structures. The overall scene is a vibrant and modern urban landscape.

Since lifting pandemic restrictions, Thailand has seen its economy steadily recover from the impact of Covid-19. In the second quarter of 2022, Southeast Asia's second-largest economy expanded at its fastest pace in a year.¹ Over the remainder of 2022, increased exports, strengthening domestic demand and a recovery in tourism are expected to drive much of the country's economic growth.²

However, the country will continue to face headwinds such as rising inflationary pressures and weaker global demand.³ Taking these challenges into account, the Thai government has revised its economic growth forecast for 2022 to 2.7-3.2%, slightly lower than its previous projection of 2.5-3.5%.⁴ The World Bank has also forecast Thailand's economic growth at 4.1% in 2023, down from an earlier outlook of 4.3%.⁵

Before the pandemic hit, tourism was a vital pillar of Thailand's economy and typically accounted for 11-12% of the country's GDP.⁶ The sector is not expected to make a full recovery imminently, but there are clear signs that tourism is experiencing a faster-than-expected revival. Compared to an earlier projection of 7 million foreign tourist arrivals in the country, the government now expects to welcome 9.5 million tourists in 2022.⁷

Executive Overview

In the second quarter of 2022, Thailand's unemployment rate reached its lowest point since the onset of Covid-19, while the number of employed people stood at 39 million, up 3.1% from a year ago.⁸ The improvement in Thailand's employment situation was largely due to job growth in the non-agricultural sector which employs 27.4 million people, representing a 4.9% jump over the same period of 2021.⁹

Within the non-agricultural sector, the manufacturing, wholesale / retail, and transport / storage industries saw increases in employment.¹⁰ On the other hand, the construction and hotel / restaurant industries experienced slight declines.¹¹ As the economy continues to recover, the overall employment situation is expected to improve and inch closer to pre-pandemic levels. With the increased demand for labour, shortages in high- and low-skilled workers may arise across all industries.¹²

Amid this talent-scarce and uncertain economic environment, PERSOLKELLY's Regional Talent Solutions division is here to help Thailand's employers manage workforce challenges and gain access to skilled talent domestically and abroad.



Thailand is primed to become a key gateway to the emerging Asia Pacific market. Companies that wish to establish a foothold in the region and expand beyond borders must attract and hire the best talent.

As a strategic recruitment partner, PERSOLKELLY supports companies large and small in future-proofing workforce strategies, hiring seamlessly across borders, and managing remote talent effectively.

No matter the challenges that lie ahead, we are here to partner with you in your journey to build a workforce that meets your business needs.

A stylized, handwritten signature in black ink, likely belonging to Zen Loh.

Zen Loh

Regional Business Director
Acting Country Head, Thailand

Our Services

We are well-equipped to respond to your staffing needs.

With our extensive experience and innovative staffing solutions, we will prepare your business for tomorrow's workforce, today.

Reach out to us with your specific workforce needs on the right, or find out more about our areas of expertise.



Temporary Staffing

Whether you are looking for temporary manpower to cope with seasonal demand or employee shortages, you can count on us to provide only the highest quality temp staff in the quickest, most efficient manner.



Permanent Recruitment

Looking for talent to take your business to the next level? With our fully integrated recruitment and selection process, you can rely on us to source and shortlist candidates of the highest calibre for your organisation.



Contract Administration

Whether you are facing an increased workload or require more headcount for a major project, you can rely on us to manage and administer projects on your behalf, recruit staff on short-term contracts and oversee the admin and logistics throughout the agreed term, freeing you to focus on your core business.



HR Advisory

We help you craft a better experience, customise your approach & coach your team through change through our HR advisory and learning academy services.



Regional Talent Solutions

In meeting the Future of Work, we offer borderless solutions, leveraging our capabilities as Regional Specialist in End-to-End HR Solutions. We want to partner with you in your journey to build a workforce solution to meet your business needs.



Banking & Financial Services

As the economy gradually regains its strength, the performance of Thai banks is expected to improve.¹³

Thailand's central bank plans to lay out a slew of new policy guidelines for the banking sector, including virtual banks and directions on an open banking policy¹⁴ – aimed at repositioning the sector for a sustainable digital economy.¹⁵

By embracing the concept of virtual lenders, the central bank expects an increase in competition to drive innovation and promote a healthy banking ecosystem.¹⁶ Plans are also underway to scrap a limit on investment by commercial banks in financial technology.¹⁷

The central bank is also set to release new guidelines for banks to consider environmental factors in the financial products and services they offer.¹⁸ Given the vulnerability of Thailand's economy to climate change, these guidelines will help the financial sector, businesses and public sector transition towards a green economy.¹⁹

Banking & Financial Services

► Salary Range (per month)

EXPERIENCE (YEARS)	MIN	MAX
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FRONT OFFICE / SALES

Senior Relationship Manager / Team Leader	8-15	80,000	180,000
Corporate Relationship Manager	5-10	50,000	120,000
Client Relationship Officer	2-6	35,000	58,000
Sales Executive	1-3	25,000	45,000
Customer Service	0-3	18,000	38,000
Bank Branch Teller	0-3	15,000	30,000
Wealth Management Advisor	>3	40,000	100,000

INSURANCE / LEASING

Cash Management Manager	5-7	70,000	110,000
Risk Management Manager	5-7	70,000	110,000
Claims Management Manager	>5	50,000	85,000
Pricing Actuary	3-5	50,000	75,000
Underwriter	3-5	45,000	79,000
Financial Consultant	3-5	30,000	80,000
Collection & Litigation Manager	>7	80,000	160,000
Policy Administrator	1-3	25,000	40,000

► Salary Range (per month)

EXPERIENCE (YEARS)	MIN	MAX
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OPERATIONS

Vice President	>10	160,000	340,000
Managing Director	>10	140,000	280,000
Market Intelligence & Planning Manager	5-8	82,000	120,000
Market Analyst Planning Manager	5-8	58,000	110,000
Senior Credit and Corporate Business Analyst	>10	90,000	120,000
Trade Finance Specialist	3-5	32,000	58,000
Investor Relations Manager	5-7	68,000	120,000
Corporate Lending Manager	2-5	35,000	79,000
Foreign Exchange Officer	2-5	22,000	43,000
Corporate Action Proxy Staff	1-3	23,000	49,000
Senior Business Analyst	5-7	56,000	95,000
Credit Analyst	3-5	33,000	63,000
Business Analyst	2-5	42,000	72,000
Operations Staff	0-3	14,000	25,000
Compliance Manager	3-5	35,000	60,000



Information Technology

In 2022, Thailand's IT spending is projected to grow 6.4% year-on-year to 871 billion baht due to strong demand for enterprise software, fuelled by continued remote work and remote services.²⁰

Spending on enterprise software is expected to contribute 61.3 billion baht of this figure, while IT services will make up 85.4 billion baht and data systems up to 21.6 billion baht.²¹ With digital tech initiatives remaining a top strategic priority, companies will focus on overhauling their infrastructure software to accommodate increasingly complex hybrid work for employees²² – benefiting providers of customised software and Cloud-based Software-as-a-Service (SaaS) products.²³

Within the digital services segment, the development of new platforms and growth in online business transactions will spur demand for e-transaction, e-retail and e-content services.²⁴ The fintech segment will benefit from the growing popularity of digital wallets, but industry players will face tight competition in an extremely crowded market.²⁵

Information Technology

► Salary Range (per month)

EXPERIENCE (YEARS)	MIN	MAX
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IT SALES / PROJECT MANAGEMENT

Account Director (Technical / Presales)	>10	140,000	300,000
Sales Manager (Technical / Presales)	>10	100,000	300,000
Senior Account Manager	7-10	85,000	160,000
Account Manager	3-5	38,000	80,000
Business Analyst	2-5	35,000	100,000
Project Manager	5-8	60,000	160,000
Project Coordinator	3-5	35,000	60,000

► Salary Range (per month)

EXPERIENCE (YEARS)	MIN	MAX
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SOFTWARE DEVELOPMENT & DATA ANALYTICS

Chief Product Officer	>8	140,000	400,000
Data Scientist	2-5	30,000	180,000
Data Analyst	1-3	28,000	85,000
Data Engineer	0-3	25,000	80,000
System Engineer	3-5	40,000	80,000
System Analyst	2-4	30,000	80,000
Product Owner	2-4	30,000	100,000
Product Manager	5-7	50,000	120,000
ERP Consultant (SAP, Oracle, Microsoft Dynamics, Salesforce)	5-8	85,000	200,000
RPA Developer	3-5	45,000	80,000
Cloud Consultant	5-8	65,000	180,000
QA Manager	>5	60,000	200,000
QA Engineer	>3	30,000	100,000

Information Technology

► Salary Range (per month)

EXPERIENCE (YEARS)	MIN	MAX
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SOFTWARE DEVELOPMENT & DATA ANALYTICS

UI / UX Designer	2-5	30,000	120,000
DevOps Engineer	3-5	60,000	140,000
Scrum Master	3-5	60,000	120,000
Blockchain Developer	0-5	40,000	140,000
Lead Developer	>7	100,000	200,000
Senior Full Stack Developer	>5	60,000	200,000
Junior Full Stack Developer	0-5	35,000	80,000
Senior Back End Developer	>5	65,000	170,000
Junior Back End Developer	0-5	32,500	80,000
Senior Front End Developer	>5	60,000	160,000
Junior Front End Developer	0-5	30,000	70,000
Senior Mobile Application Developer (iOS, Android)	>3	55,000	150,000
Junior Mobile Application Developer (iOS, Android)	0-3	30,000	80,000

► Salary Range (per month)

EXPERIENCE (YEARS)	MIN	MAX
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IT SECURITY / AUDIT

IT Security Manager	5-10	125,000	210,000
IT Security Analyst	2-5	75,000	160,000
IT Auditor	5-10	83,000	220,000
Data Governance Manager	>8	120,000	275,000
Data Governance Specialist	3-7	55,000	110,000
IT Compliance Manager	3-5	65,000	110,000
Information Security & Compliance Section Head	>7	90,000	200,000
Security Consultant	3-5	60,000	100,000
Cybersecurity Engineer	3-5	60,000	150,000
Penetration Tester	>5	85,000	330,000

Information Technology

► Salary Range (per month)

	EXPERIENCE (YEARS)	MIN	MAX
IT NETWORK / INFRASTRUCTURE			
IT Infrastructure Manager	>7	82,500	200,000
IT Infrastructure Specialist	3-5	62,500	110,000
Network Engineer Manager	>5	85,000	165,000
Network Engineer	1-5	42,500	76,000
Server Engineer Manager	>7	80,000	165,000
Server Engineer	1-5	30,000	66,000

► Salary Range (per month)

	EXPERIENCE (YEARS)	MIN	MAX
IT (CORPORATE SERVICES)			
Chief Technology Officer	>10	150,000	600,000
IT Director	>10	150,000	300,000
IT Manager	7-10	75,000	150,000
Enterprise Innovation Manager	5-8	125,000	200,000
Service Desk Engineer	3-5	40,000	100,000
Desktop Support Engineer	1-3	30,000	50,000



Healthcare & Pharma

Assuming no new severe Covid-19 variants or outbreaks occur, Thailand's pharmaceutical industry is expected to see 3-5% growth in 2022, bringing in 233 billion to 238 billion baht in revenue.²⁶

Key factors driving this growth include rising concerns over personal health and wellness, the gradual return of foreign patients seeking medical services in Thailand, and the broad healthcare coverage offered by the country's Universal Healthcare Coverage scheme.²⁷ As the country's population ages, the number of individuals needing treatment for chronic non-communicable diseases is also expected to increase.²⁸

However, growth opportunities in the pharmaceutical sector may more likely benefit drug manufacturers from abroad or importers, since over 70% of the drug market value is currently imported from overseas.²⁹

Today, competition within the industry is also getting tighter with greater imports of low-cost products from countries such as China or India, new players from abroad investing in Thailand-based production facilities, increasing investments in pharmaceuticals by domestic players from other businesses, and rising production costs.³⁰

Healthcare & Pharma

► Salary Range (per month)

	EXPERIENCE (YEARS)	MIN	MAX
SALES & MARKETING			
Regional Sales Manager	>15	150,000	300,000
Country Sales Manager	>10	150,000	270,000
Area Sales Manager	5-10	72,500	120,000
Technical Sales Manager	5-7	115,000	150,000
Technical Service Manager	7-10	92,500	140,000
Key Account Manager	7-10	92,500	170,000
Business Development Manager	7-10	92,500	170,000
Sales Executive	1-6	25,000	57,500
Sales Engineer	3-5	35,000	57,500
Medical Representative	0-3	22,000	30,000

► Salary Range (per month)

	EXPERIENCE (YEARS)	MIN	MAX
HEALTHCARE / PHARMACEUTICAL / MEDICAL			
Medical Director	>15	300,000	700,000
Sales Director	>12	150,000	320,000
Quality Assurance Manager	>7	100,000	180,000
Medical Affairs Manager	>10	140,000	300,000
Senior Medical Affairs	3-5	50,000	70,000
R&D Manager	>8	120,000	230,000
Head of Regulatory Affairs & Compliance	>15	250,000	350,000
Senior Supply Chain Manager	>10	180,000	250,000
Product Manager	8-10	100,000	150,000
Product Specialist	5-8	50,000	70,000

Healthcare & Pharma

► Salary Range (per month)

	EXPERIENCE (YEARS)	MIN	MAX
HEALTHCARE / PHARMACEUTICAL / MEDICAL			
Technical Service Manager	7-10	90,000	160,000
Technical Service Specialist	3-5	45,000	70,000
Clinical Research Manager	>7	110,000	180,000
Senior Clinical Research Executive	5-10	95,000	140,000
Clinical Research Associate	2-5	67,500	85,000
Sales Administration Staff	0-3	19,000	30,000
Stock Controller	2-5	28,000	40,000
Pharmacist Degree	3-5	45,000	70,000
Nurse Degree	1-5	22,000	50,000
Microbiologist	3-8	70,000	180,000
Genomic Specialist	2-5	35,000	60,000
Medical Technologist	0-3	22,000	40,000

► Salary Range (per month)

	EXPERIENCE (YEARS)	MIN	MAX
PRODUCTION			
Plant Manager	>10	150,000	280,000
Production Manager	>8	100,000	170,000
HSE Manager	8-10	90,000	180,000
Safety Officer	2-5	22,500	60,000
QA / QC Engineer	3-5	35,000	60,000
Lab Chemist	2-3	35,000	50,000
Service Engineer	0-3	25,000	42,000
Product Development Engineer	1-5	21,000	45,000
Process Engineer	1-5	21,000	45,000



Retail & FMCG

While Thai consumers still turn to traditional and offline stores and markets as their main shopping channels, e-commerce adoption is fast on the rise.³¹

Approximately a quarter of Thai households now shop online, primarily via online marketplaces and social commerce sites.³² Consumers are also increasingly purchasing products from FMCG categories, increasing from an average of two to four in 2021.³³

Thailand's overall online retail market involving business-to-consumer (B2C) and consumer-to-consumer (C2C) is expected to reach 4 trillion baht in 2025, and grow at an average compound rate of 75% from 2022 to 2025.³⁴

The pandemic and improved internet speeds are propelling e-commerce adoption among consumers and businesses.³⁵ To help local sellers and entrepreneurs take full advantage of the e-commerce boom, the government and industry associations are deploying several strategies, including support for e-commerce technologies and e-payment, offering digital marketing solutions for SMEs, and increasing the e-commerce workforce.³⁶

Retail & FMCG

► Salary Range (per month)

	EXPERIENCE (YEARS)	MIN	MAX
SALES & MARKETING			
Head of Sales & Marketing	8-15	150,000	400,000
National Sales Manager	8-15	150,000	300,000
Key Account Manager	7-15	80,000	180,000
Area Sales Manager	8-15	100,000	230,000
Modern Trade Manager	7-10	150,000	220,000
Traditional Trade Manager	7-10	140,000	200,000
Wholesales Manager	7-10	120,000	200,000
Brand Manager	7-10	120,000	180,000
Channel Sales Manager	8-15	100,000	220,000
Senior Sales Executive	5-7	45,000	70,000
Sales Executive	2-5	25,000	60,000
Key Account Executive	3-5	45,000	65,000

► Salary Range (per month)

	EXPERIENCE (YEARS)	MIN	MAX
OPERATIONS			
Senior Supplies & Planning Manager	10-12	120,000	185,000
Material Warehouse, Premix & Logistics Manager	7-9	70,000	150,000
Distribution Manager	7-9	70,000	150,000
R&D Specialist	5-8	50,000	80,000
Regulatory Affairs Specialist	3-5	40,000	65,000
Import & Export Officer	1-3	25,000	38,000
Sale Coordinator	1-3	22,000	35,000
Production Planner	3-5	35,000	50,000

Retail & FMCG

► Salary Range (per month)

	EXPERIENCE (YEARS)	MIN	MAX
RETAIL			
Area Manager	7-15	80,000	180,000
Merchandising Manager	8-15	90,000	135,000
Visual Merchandising Manager	5-10	90,000	200,000
Customer Service Manager	7-10	80,000	130,000
Retail Operations Manager	8-15	70,000	180,000
Store Development Manager	7-10	100,000	150,000
Store Manager	8-15	50,000	120,000
Assistant Store Manager	5-10	45,000	120,000
Merchandiser	1-3	30,000	65,000
Buyer	1-3	28,000	55,000
Store Staff	0-2	15,000	23,000

► Salary Range (per month)

	EXPERIENCE (YEARS)	MIN	MAX
E-COMMERCE			
Category Director	>10	160,000	250,000
Category Manager	6-10	80,000	150,000
E-Commerce Manager	6-10	80,000	200,000
E-Commerce Specialist	2-5	30,000	60,000



Energy & Construction

The ongoing Russia-Ukraine war is expected to push up prices of fuel and construction materials. It may limit construction companies' growth and revenue for the rest of 2022.³⁷

In the near term, the ongoing labour shortage may cause delays in construction projects.³⁸ Overseas migrant workers have yet to return to pre-pandemic numbers, while Thai workers from upcountry have also not fully reentered the construction market.³⁹

Moving into 2023, the outlook for the construction sector is expected to improve alongside overall growth in investments in the sector at 4.5-5.5% per year.⁴⁰ As infrastructure projects progress alongside broader economic recovery, the outlook for private sector investment in residential and commercial projects will also gradually improve.⁴¹

Government spending on megaprojects, especially those connected to the Eastern Economic Corridor (EEC), will be among the key drivers of activity for the industry.⁴² Larger industry players may also expand into neighbouring countries, where economic growth and ongoing investment in infrastructure are opening up new business opportunities.⁴³

Energy & Construction

► Salary Range (per month)

	EXPERIENCE (YEARS)	MIN	MAX
CONSTRUCTION			
Civil & Structural Manager	>8	85,000	125,000
Civil Engineer	3-5	30,000	45,000
Architect	1-3	20,000	45,000
Draftsman (AutoCAD)	0-3	19,000	28,000
BIM Manager	>7	70,000	150,000
BIM Coordinator	1-3	30,000	50,000
QA / QC Manager	>8	90,000	180,000
Quality Assurance Engineer	1-3	25,000	40,000
Business Development Manager	3-5	60,000	120,000
Procurement Manager	>7	60,000	120,000
Quantity Surveyor	3-5	25,000	45,000
Cost Estimator	1-3	30,000	50,000

► Salary Range (per month)

	EXPERIENCE (YEARS)	MIN	MAX
CONSTRUCTION			
Land Surveyor Manager	>7	80,000	120,000
Land Surveyor	1-3	30,000	50,000
Safety / HSE / EHS Manager	>8	90,000	150,000
Safety Engineer	2-5	30,000	65,000
Commissioning Engineer	3-5	28,000	55,000
M&E Manager	>5	60,000	125,000
Mechanical Engineer	3-5	30,000	48,000
Piping Engineer	3-5	30,000	70,000
Electrical Engineer	3-5	30,000	48,000
Utilities Engineer	3-5	30,000	48,000
Project Manager	5-7	55,000	70,000
Project Engineer (Multi-Disciplined)	5-7	55,000	70,000

Energy & Construction

► Salary Range (per month)

	EXPERIENCE (YEARS)	MIN	MAX
OIL & GAS / PETROCHEMICAL			
Project Director / Program Director	>10	150,000	300,000
Project Sales & Business Development Manager	>10	100,000	150,000
Project Manager	>10	100,000	150,000
Cost Controller	3-5	40,000	55,000
Lead Estimator (Pipeline / Oil & Gas)	5-7	40,000	65,000
Estimator	1-5	25,000	45,000
Buyer	1-5	25,000	45,000
Expeditor	1-5	20,000	45,000
Planner	1-5	25,000	45,000
Civil & Structural CAD Designer	5-7	30,000	50,000
Civil & Structural Engineer	3-7	25,000	70,000
Mechanical Engineer	3-5	30,000	60,000
Piping Superintendent	8-12	50,000	70,000
Piping Design Engineer (Conceptual / FEED / Detailed)	1-5	25,000	60,000

► Salary Range (per month)

	EXPERIENCE (YEARS)	MIN	MAX
OIL & GAS / PETROCHEMICAL			
Piping Engineer	1-5	22,000	45,000
Electrical Design Engineer (Conceptual / FEED / Detailed)	5-7	30,000	65,000
Electrical Engineer	0-5	22,000	45,000
E&I Automation Engineer	0-5	22,000	45,000
Instrument Engineer	5-7	50,000	70,000
Senior Process Engineer	>7	40,000	60,000
Process Engineer	0-5	22,000	50,000
Asset Integrity Engineer	3-5	30,000	50,000
Field Engineer	0-5	22,000	35,000
Field Technician	0-3	12,000	22,000
QA Inspector	1-5	22,000.00	50,000.00
Spare Parts Engineer (Office Engineer)	1-5	30,000.00	50,000.00
Inspection Engineer	1-5	45,000.00	70,000.00

Energy & Construction

► Salary Range (per month)

	EXPERIENCE (YEARS)	MIN	MAX
RENEWABLE / CLEAN ENERGY			
Business Development Manager (Renewable Energy)	>15	150,000	200,000
Sales Representative (EV Charger)	>5	45,000	55,000
Project Engineering Manager (Solar)	>10	80,000	120,000
Project Specialist (Renewable Energy)	3-5	65,000	80,000
E-mobility Manager	3-5	40,000	55,000
Electrical Design Engineer (EV Charger)	5-7	80,000	100,000
Plant Operation Manager	>10	100,000	120,000
Operation Officer	>5	50,000	65,000
Investment Manager (Renewable Project)	>8	120,000	150,000





Manufacturing

A key driver of Thailand's economy, the manufacturing sector contributed to around 4.4 trillion baht in 2021,⁴⁴ led by the export of industrial goods, such as auto parts, electronics, electric appliances, and plastics.⁴⁵

Almost six million people are employed in Thailand's manufacturing sector.⁴⁶ As of Q4 2021, the sector formed 34% of the Thai economic contribution.⁴⁷

During Covid-19, the manufacturing sector experienced stagnation due to deflation, lower demand from buyers globally, and less manufacturing output.⁴⁸ However, government initiatives to promote public and private sector cooperation, funding, knowledge development and technology adoption have alleviated the pandemic's impact on the sector.⁴⁹

Since 2022, the purchasing manager index (PMI) has improved, with manufacturing activity in June expanding at its quickest pace over the past six months.⁵⁰ Thailand is also making an unprecedented push for electric vehicles (EVs), offering incentives, subsidies and tax breaks to EV manufacturers, with the aim of matching one imported EV with a locally manufactured one by the end of 2024.⁵¹ In the long run, job seekers can look forward to abundant job opportunities and attractive career development prospects in the sector.

Manufacturing

► Salary Range (per month)

EXPERIENCE (YEARS)	MIN	MAX
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SALES & MARKETING

Country Sales Manager	>10	150,000	200,000
Overseas Sales Manager	>7	80,000	150,000
After Sales Manager	>10	80,000	150,000
After Sales Specialist	3-5	35,000	75,000
Product & Sales Trainer	3-5	35,000	60,000
Sales Engineer / Sales Executive	3-5	35,000	55,000
Marketing Staff	1-3	22,000	35,000
Customer Service	0-3	18,000	30,000

PRODUCTION

Plant Manager	>10	170,000	270,000
Production Manager	>8	140,000	200,000
Procurement Manager	>7	100,000	250,000
Quality Manager	>7	75,000	150,000
HSE Manager / Safety Manager	7-10	80,000	170,000
Maintenance Manager	7-10	80,000	120,000

► Salary Range (per month)

EXPERIENCE (YEARS)	MIN	MAX
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PRODUCTION

Logistics Manager	7-10	100,000	120,000
Senior Logistics Supervisor	5-7	45,000	70,000
Engineering Manager	8-10	75,000	130,000
Senior Engineer (Mechanical / Electrical)	5-7	50,000	70,000
Engineer (Mechanical / Electrical)	3-5	35,000	50,000
Field Service Engineer	3-5	35,000	55,000
R&D Engineer	3-5	42,500	65,000
Design Engineer	3-5	35,000	50,000
Supply Chain Executive	1-3	23,000	34,000
Technical Engineer	3-5	21,000	40,000
QA / QC Engineer	3-5	35,000	50,000
Procurement Officer	0-3	18,000	30,000
IOT Engineer	3-5	28,000	40,000
Safety Officer / Environment Officer	0-3	20,000	30,000
Demand & Supply Planning Manager	>7	100,000	250,000

Manufacturing

► Salary Range (per month)

EXPERIENCE (YEARS)	MIN	MAX
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AUTOMOTIVE

Engineering Manager	7-12	65,000	150,000
Project Manager	7-12	65,000	125,000
Project Management Officer	1-3	35,000	45,000
Die Casting Mold Manager	8-10	70,000	120,000
Tooling & Facility Manager	8-10	70,000	120,000
Automotive Test Engineer	2-5	30,000	50,000
Car Designer	2-5	30,000	65,000
Digital Modeler	2-5	30,000	65,000
Clay Modeler	2-5	30,000	65,000
Colour & Material Designer	2-5	30,000	65,000

► Salary Range (per month)

EXPERIENCE (YEARS)	MIN	MAX
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AUTOMOTIVE

Senior Product Planner	5-7	40,000	75,000
Product Planner	2-5	35,000	45,000
Senior Engineering Design	3-5	45,000	60,000
Engineering Design	0-3	25,000	45,000
Steering System Engineer	2-5	30,000	65,000
Facility Engineer	1-3	25,000	40,000
License Engineer	3-5	40,000	70,000
Service Engineer	2-3	30,000	50,000
Service Technician	0-3	15,000	28,000
Program Engineer	5-7	40,000	75,000



Logistics

After experiencing a decline during the pandemic, Thailand's logistics sector is primed to recover gradually on the back of strong global demand for Thai exports and a rebound in tourism.⁵²

The fourth largest industry in the country's service sector, logistics generated around 5% of gross domestic product (GDP) in the first half of 2021, and is well-represented by both domestic and global companies active in road and rail transportation, warehouses, maritime shipping, and air transportation.⁵³

Growing demand for e-commerce in Thailand and the surrounding region is drawing foreign investments in warehouse and logistics facilities.⁵⁴ The country is also progressively investing in and upgrading its ports and airports, setting a solid foundation for the logistics industry's further growth and positioning as a key logistics hub in the region.⁵⁵

To take full advantage of the sector's growth potential, businesses must start digitally transforming their supply chain for greater efficiency and redesigning it to be responsive to rapidly changing conditions.⁵⁶ As businesses rethink their supply chain strategies, they must ensure that their employees are part of the change – investing in their workforce and upskilling employees with the right digital competencies will be vital to support business demands.⁵⁷

Logistics

► Salary Range (per month)

EXPERIENCE (YEARS)	MIN	MAX
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SALES

Sales Manager (Air Freight / Sea Freight / Land / Warehouse)	>5	60,000	200,000
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Sales Assistant Manager (Air Freight / Sea Freight / Land / Warehouse)	>3	30,000	80,000
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Sales Executive (Air Freight / Sea Freight / Land / Warehouse)	0-3	20,000	70,000
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Sales Coordinator	0-3	19,000	30,000
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BOI Coordinator	0-2	19,000	35,000
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Customer Support	0-2	20,000	28,000
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TRADING, LOGISTICS & SUPPLY CHAIN

Procurement Manager	>7	100,000	250,000
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Supply Chain Manager	>10	120,000	250,000
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Logistics Manager	7-10	83,000	130,000
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Logistics Planner	3-5	43,000	60,000
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► Salary Range (per month)

EXPERIENCE (YEARS)	MIN	MAX
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TRADING, LOGISTICS & SUPPLY CHAIN

Inventory Manager	>7	60,000	160,000
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Warehouse Manager	7-10	83,000	200,000
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Warehouse Officer	0-5	18,000	50,000
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Import / Export Manager	7-10	82,500	150,000
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Import / Export Supervisor	3-5	40,000	82,500
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Import / Export Officer	0-3	19,000	25,000
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Reservation Officer	0-3	17,000	25,000
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Shipping Coordinator	0-3	17,000	25,000
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Custom Clearance Manager	>7	65,000	100,000
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Custom Clearance Officer	1-3	25,000	50,000
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Cargo Operation Manager	>7	40,000	80,000
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Safety Manager	>7	65,000	100,000
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Transportation Manager	> 5	50,000	100,000
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Hospitality & Professional Services

Thailand's tourism industry is recovering steadily, drawing 3.12 million international travellers within the first seven months of 2022.⁵⁸

However, authorities and hospitality industry players are cautiously optimistic given that operational issues, an ongoing staffing crunch, as well as high inflation rates may increase travel costs and dampen the sector's recovery.⁵⁹

With the progressive relaxation of border entry rules, tourists are gradually returning.⁶⁰ Since July 1, foreign arrivals in Thailand have increased by 50%, passing one million visitors in a month for the first time since the pandemic.⁶¹ Heading into the country's peak travel season, this number is only expected to increase.

Industry players may face challenges in meeting demand from tourists, as a significant proportion of the workforce exited the industry during the prolonged travel curbs,⁶² and is turning overseas to recruit workers.⁶³ Today, the sector might not be attractive to young Thai job seekers just yet.⁶⁴ With time, as tourism gradually rebounds to pre-pandemic levels, the workforce is expected to recover.

Hospitality & Professional Services

► Salary Range (per month)

	EXPERIENCE (YEARS)	MIN	MAX
ONLINE TRAVEL AGENCY			
Area Manager	>7	70,000	130,000
Market Manager	>5	50,000	80,000
Account Executive	1-3	22,000	45,000
Travel Assistant	1-3	22,000	45,000
Reservation Officer	1-3	22,000	45,000
Revenue Manager	>5	40,000	50,000

MEDIA AGENCY

Digital Marketing Manager	5-15	90,000	280,000
Digital Marketing Executive	3-5	48,000	80,000
Digital Media Buyer	1-2	25,000	35,000
Senior Media Planner	4-6	55,000	85,000
Media Planner	1-3	30,000	45,000
SEO / SEM Specialist	1-3	28,000	70,000
PR Manager	8-15	85,000	200,000
PR Executive	6-8	35,000	100,000
Brand / Product Manager	5-15	60,000	160,000

► Salary Range (per month)

	EXPERIENCE (YEARS)	MIN	MAX
HOSPITALITY AND F&B			
F&B Director	>10	100,000	200,000
Restaurant Manager	5-7	40,000	80,000
Facility Management	5-7	45,000	65,000
Operations Manager	5-7	40,000	55,000
Head Chef	5-7	40,000	100,000
Head of Guest Service Agent	>5	45,000	70,000
Guest Service Agent	1-3	18,000	30,000
Ticketing Officer	1-3	18,000	30,000
Hotel Operations Manager	>5	45,000	70,000
Hotel Operations Staff	1-3	18,000	30,000
Travel Consultant	1-3	18,000	30,000

Hospitality & Professional Services

► Salary Range (per month)

EXPERIENCE
(YEARS)

MIN

MAX

BPO

Team Lead	>5	45,000	60,000
Customer Service Executive	1-3	18,000	25,000
Training Manager	3-6	45,000	60,000
Training Officer	1-3	18,000	25,000

EDUCATION

Branch Manager	5-10	65,000	120,000
Educational Sales Manager	5-7	65,000	95,000
Account Manager	5-7	35,000	65,000
Language Teacher	1-3	20,000	25,000

► Salary Range (per month)

EXPERIENCE
(YEARS)

MIN

MAX

EVENTS

Director of Events	5-8	65,000	120,000
Business Development Manager	>10	85,000	125,000
Conference Manager	3-6	55,000	135,000
Assistant Key Account Manager	2-5	50,000	65,000
Marketing Communication Controller	2-5	30,000	65,000
Events Specialist	1-3	25,000	40,000



Corporate Services

Covid-19 has triggered a shift in behaviour among consumers and businesses, dramatically transforming the roles of human resources (HR) and marketing professionals.

Now that hybrid and remote working have become the norm, Thai businesses are increasingly replacing legacy HR systems with Software-as-a-Service (SaaS) and Cloud-based solutions to deliver better business outcomes – such as improving employee experiences and boosting productivity.⁶⁵ To succeed in this digital age, and adequately support the Thai workforce of the future, HR professionals must be digitally literate and embrace a more data-driven, analytical approach to their work.⁶⁶

Similarly, as e-commerce adoption continues to rise among Thai businesses and consumers, digitally-savvy marketing professionals will play critical roles in helping brands and businesses of all sizes stay on top of new e-commerce and marketing trends, create demand for products and services, and fuel growth and international expansion.

Corporate Services

► Salary Range (per month)

	EXPERIENCE (YEARS)	MIN	MAX
HUMAN RESOURCE			
Chief Human Resources Officer	15-20	250,000	450,000
HR Director	>10	200,000	400,000
HR & GA Manager	>10	100,000	150,000
Training Manager / HRD Manager	7-10	80,000	150,000
Compensation & Benefits Manager	7-10	80,000	150,000
Human Resource Manager	7-10	70,000	160,000
HR Business Partners (HRBP)	5-7	55,000	100,000
Human Resource Assistant Manager	5-7	59,000	75,000
Human Resource Supervisor	3-5	32,000	53,000
Human Resource Officer (Recruitment / Training / Payroll)	1-3	22,000	40,000

► Salary Range (per month)

	EXPERIENCE (YEARS)	MIN	MAX
MARKETING			
Chief Marketing Officer	>10	200,000	400,000
Corporate Affairs Director	>10	170,000	300,000
Trade Marketing Manager	>7	120,000	230,000
Marketing Manager	>7	120,000	250,000
Marketing Communications Manager	8-15	90,000	250,000
Marketing Communications Executive	0-3	20,000	35,000
PR Manager	8-15	85,000	200,000
PR Specialist	5-8	35,000	100,000
Marketing Executive	2-3	30,000	50,000
Performance Marketing	3-7	50,000	120,000

Corporate Services

► Salary Range (per month)

EXPERIENCE (YEARS)	MIN	MAX
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LEGAL AND RISK MANAGEMENT

General Counsel	>10	150,000	450,000
Legal Manager	10-15	100,000	280,000
Assistant Legal Manager	7-10	80,000	160,000
Senior Legal Executive	5-7	45,000	65,000
Legal Executive	3-5	33,000	50,000
Legal Assistant / Paralegal	0-3	19,000	35,000
Compliance Manager	5-10	82,500	135,000
Risk Management Manager	>8	75,000	200,000

► Salary Range (per month)

EXPERIENCE (YEARS)	MIN	MAX
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ACCOUNTING

Finance and Accounting Manager	>15	102,500	250,000
Accounting Manager	10-15	92,500	180,000
Costing Manager	10-15	82,500	160,000
Treasury Manager	10-15	82,500	150,000
Assistant Accounting Manager	8-10	51,500	110,000
Senior Accountant	5-10	41,500	80,000
Accountant	1-5	25,000	55,000
Accounting Supervisor	3-5	30,000	50,000
Accounts Payable / Accounts Receivable / Accounting Executive	0-5	18,000	45,000

Corporate Services

► Salary Range (per month)

EXPERIENCE (YEARS)	MIN	MAX
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FINANCE

Chief Financial Officer	15-20	205,000	600,000
Finance Director	>15	155,000	400,000
Financial Controller	10-15	90,000	250,000
Finance Manager	10-15	80,000	200,000
Business Planning & Analysis Manager	8-15	90,000	180,000
Credit Control Manager	10-15	56,000	112,000
Assistant Finance Manager	8-10	50,000	120,000
Senior Finance Officer	5-8	45,000	80,000
Finance Planning & Analyst	5-10	56,000	90,000
Finance Officer	1-3	20,000	40,000

► Salary Range (per month)

EXPERIENCE (YEARS)	MIN	MAX
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AUDIT

Audit Director	>15	150,000	450,000
Audit Senior Manager	9-15	120,000	250,000
Audit Manager	8-12	92,500	200,000
Internal Audit Manager	5-10	82,500	135,000
Assistant Audit Manager	5-8	62,000	100,000
Senior Auditor	3-5	55,000	90,000
Auditor	1-3	23,500	55,000

OTHER SUPPORT FUNCTIONS

Secretary	0-10	15,000	100,000
Corporate Planning Specialist	3-5	40,000	65,000
Interpreter / Translator	1-5	25,000	90,000
General Affairs Officer	0-3	16,000	25,000

Native Japanese



Japan and Thailand have historically had strong economic ties, and recently reaffirmed their mutual bond on the 135th anniversary of diplomatic relations between their countries.⁶⁷

With the pandemic easing, foreign investments began recovering in Thailand last year and are expected to grow in line with the global economic recovery.⁶⁸

In 2021, Thailand welcomed over 82.5 billion baht worth of foreign investment from 570 investors.⁶⁹ At 28.6% of this investor count, Japanese investors form the majority of investments⁷⁰ primarily in the automotive and household appliance sectors.⁷¹ Japan has recently pledged to expand its investment in Thailand in areas such as electric vehicles, smart electronics, medical services and Bio-Circular-Green (BCG) businesses – aligned with the government’s priorities for Thailand’s economic growth.

Foreign investments such as these contribute significantly to job creation for Thais.⁷² As long-term Thai-Japanese relations grow from strength to strength, and with discussions on increasing bilateral economic cooperation underway, we can expect more and better career development opportunities for professionals proficient in Japanese and familiar with the Japanese market and its culture.

Native Japanese

► Salary Range (per month)

	EXPERIENCE (YEARS)	MIN	MAX
CORPORATE SERVICES			
Managing Director	>15	100,000	300,000
IT Project Advisor	>5	80,000	300,000
Business Planning & Analysis Manager	>5	60,000	180,000
HR & GA Manager	>5	80,000	120,000
Secretary & Interpreter	>0	50,000	80,000
Finance & Accounting Director	>15	120,000	200,000
M&A Consultant	>5	60,000	200,000
Accounting Manager	>8	100,000	170,000
Accountant	>3	60,000	100,000
Sales Manager	>5	60,000	180,000
Sales	>0	50,000	100,000
F&B			
Store Manager	>1	60,000	120,000
Kitchen Manager	>3	70,000	100,000
Floor Staff	0-5	50,000	60,000

► Salary Range (per month)

	EXPERIENCE (YEARS)	MIN	MAX
MANUFACTURING			
Factory Manager	>15	100,000	200,000
Mold Engineer	>5	80,000	180,000
Production Advisor / Manager	>3	60,000	180,000
Production Controller	>3	70,000	100,000
Quality Controller	>3	70,000	100,000
TRADING, LOGISTICS & WAREHOUSE			
Sales Manager	>3	60,000	150,000
Customer Service / Administration Support	>1	50,000	70,000
Warehouse	>3	70,000	100,000
Import / Export	>3	60,000	100,000
CONSTRUCTION & EPC			
Civil Engineering	>3	70,000	200,000
Construction Engineer	>3	70,000	200,000
Designer	>3	70,000	200,000

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- ⁷⁰ <https://www.thaienquirer.com/37094/japan-ranked-as-nation-with-biggest-investment-in-thailand-in-2021/>
- ⁷¹ <https://www.bangkokpost.com/thailand/general/2303206/japan-ties-in-line-for-boost>
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