

*Malaysia*

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# Salary Guide 2023/24





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 80 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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**Methodology:** Salary figures included in the 2023/24 Malaysia Salary Guide are derived by combining the expert market knowledge of senior recruitment professionals within the PERSOLKELLY Malaysia network, as well as job placement data recorded on the PERSOLKELLY Malaysia database.

# Global Reach

We are one of the leading staffing, recruitment and HR solutions providers in the Asia Pacific region. Built on a legacy of innovation that dates back to the start of the modern staffing industry, PERSOLKELLY has a depth and breadth of expertise across diverse industries.

Our team of specialists take a collaborative approach to understand your unique challenges, leading to better relationships and results.

And our dynamic, fresh thinking is paired with a focus on quality, creating greater value for your business.

With PERSOLKELLY, you get the strength and support of an organisation that has successfully been delivering this value across the APAC region for decades.

Gain access to much more...



Database of over  
**650k**  
candidates



Regional and  
global networks



**40+** years  
of experience in  
APAC

## 13 market coverage across APAC, with 80+ offices

Australia, China, Hong Kong, India, Indonesia, Korea, Malaysia, Philippines, New Zealand, Singapore, Taiwan, Thailand, Vietnam

To view our salary guides across the APAC region, visit [persolkelly.com/salary-guides](https://persolkelly.com/salary-guides)

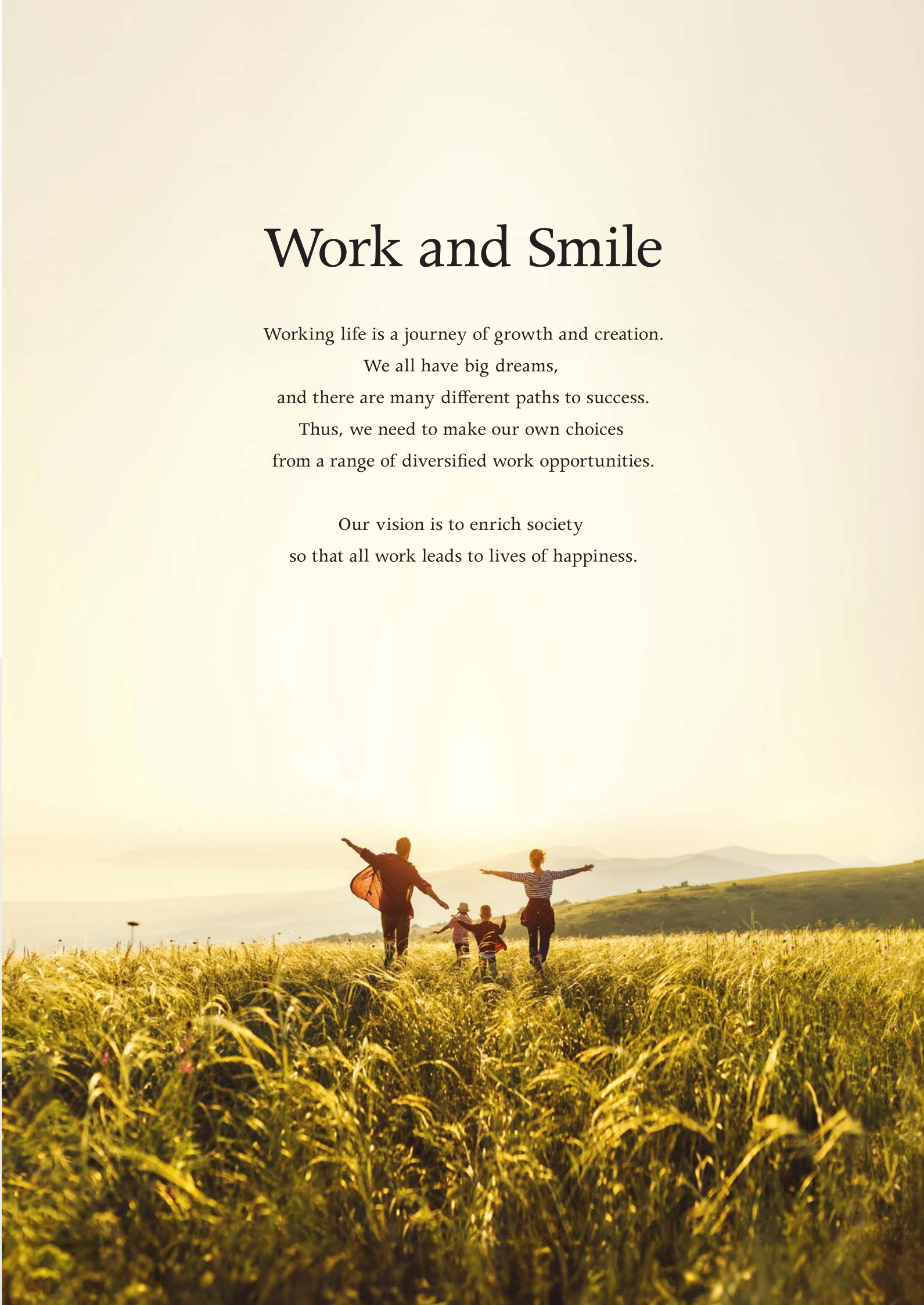


# Work and Smile

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.





# Executive Overview

Malaysia's economy is expected to remain on an upward trajectory, with the World Bank (2021) forecasting that Malaysia will transition from an upper-middle-income economy to a high-income economy between 2024 and 2028. Malaysia's GNI per capita stands at US\$11,200 according to the World Bank report, only US\$1,335 short of the current threshold that defines a high-income economy.

The world economy is also expected to continue to grow, albeit at a slower pace than in recent years. According to the UN's 2023 World Economic Situation and Prospects report<sup>1</sup>, the world economy is projected to grow by 2.3% in 2023 and 2.5% in 2024. The International Monetary Fund's (IMF) forecast<sup>2</sup> for the global economy is also positive amidst lingering geopolitical and economic pressures.

However, the rising cost of living, inflation, and other uncertainties remain dampeners to economic growth across the globe. On the bright side, the Asia-Pacific region<sup>3</sup> is expected to contribute about 70% of global growth – and Malaysia's share of that pie is projected to be 1.1%.

In tandem with the positive economic trend globally, the employment trends forecast for Malaysia in 2024 are also positive. The overall unemployment rate is expected to remain low<sup>4</sup> as the need for talent continues to grow in a variety of sectors, underpinned

by expectations of better growth prospects in the domestic economy and modest expansion in external sectors.

While economic factors are pointing to the positive, new socio-economic forces that affect employment trends are rising. Among them are employee attitudes, which seem to be a continuation of the shifting views of work in the wake of the COVID-19 pandemic, especially among the younger generation.

A term that began trending on the popular social media platform TikTok was 'quiet quitting'<sup>5</sup>, referring to employees doing only the bare minimum to get by at work. This is a form of employee disengagement, protesting against an imbalanced work-life balance. Although not a new phenomenon, a 2022 article by the World Economic Forum noted that the hashtag #QuietQuitting hit 17 million views on TikTok – with 317.5 million views worldwide.

Coming at the heels of 'quiet quitting' is 'rage applying'<sup>6</sup>, brought on by a combination of inflation, rising cost of living and stagnant wages. 'Rage applying' is when employees apply to several different jobs simultaneously out of discontent at their current workplace in the hope of quickly landing a job that matches their expectations.

To counter these trends, employers will have to seek ways to continually provide an environment that encourages employees to thrive in the workplace. These include making sure employees feel valued, investing in employee well-being- and creating an open communication environment where employees can express their ideas, discuss solutions and be heard.



# Executive Overview

Significantly, some measures announced in Budget 2024 may affect consumer sentiment and consumption patterns, which could impact businesses' ability to sustain salaries and jobs. Some of these measures include the Government's proposal to increase Service Tax to 8% from 6% currently (excluding food, beverages and telecommunications). Subsidies are proposed to be gradually rolled back, with targeted subsidies to be implemented in stages starting in 2024. Price controls over food staples such as chicken and eggs are also proposed to be lifted.

As the cost of living keeps going up and the purchasing power of Malaysians keeps declining, it's becoming increasingly important for employers to focus on their employees' financial

well-being. This is crucial to keep them motivated, engaged and productive at work.

Another major force reshaping the jobs landscape is technological advancements, especially the rise of artificial intelligence (AI). Today, advancements in AI enable apps to replace many basic human tasks and even higher-level skills with the right guidance and at a fraction of the cost of hiring an employee.

The advent of technological developments is making many jobs obsolete and is creating demand for a variety of new roles. A 2018 report<sup>7</sup> by Dell Technologies and the Institute of the Future forecasts that 85% of the jobs of 2030 haven't even been invented yet. While many were doubtful of the claim at the time, the reality today doesn't seem too far-fetched<sup>8</sup>.



Employees who hone their human skills, such as problem-solving, communication, agility, creativity, strategic thinking and teamwork, will grow in their career.

their organisation was unlikely to survive more than ten years if it continued the same path. This is in line with PwC's 2023 Asia Pacific CEO Survey<sup>10</sup>, where 53% of CEOs surveyed had the same opinion.

Talent who have the mindset and thinking skills to navigate the ever-shifting business landscape will be in high demand. Developing key human skills like problem-solving, communication, agility, creativity, strategic thinking, and teamwork can help employees advance in their careers. In today's fast-paced and ever-changing business environment, the ability to learn, unlearn, and relearn is essential for success.

Employers will need employees with these skills to adapt to changes and continue working effectively. Being able to identify future-ready skills that businesses need and having the Learning & Development programs in place to help employees develop them will be crucial.

Looking ahead, the employment market is showing good prospects amid the steady domestic economic expansion rate. For businesses to continue thriving, ensuring the resilience and agility of the workforce is a must amidst continuing and emerging global challenges.



Today, AI writers are beginning to perform writing tasks in the market.

For example, during the pandemic there was a sharp uptick in demand for social media and digital content writers. Today, AI writers are beginning to perform writing tasks in the market. Merely months after ChatGPT was released to the public, there are now a number of other AI writers being made commercially available who can deliver content with a fraction of the time and cost of a human. AI Prompt Engineers are a new position that many companies are actively seeking to fill.

This scale of disruption will only continue to expand. Many task-oriented skills today have a short 'shelf life' as AI takes over more professional skills. As programmers

continue to develop AI to take over more human functions, new skills needs will emerge at a rapid pace and some will become redundant quickly too.

Within this environment of constant disruption, having the foresight to anticipate changes – coupled with the agility and ability to change – will be key to thriving and moving forward. Both employers and employees recognise the magnitude of change happening in the world.

According to a PriceWaterhouseCoopers (PwC) survey<sup>9</sup> of 19,500 Asia Pacific employees, both employees and employers recognise the critical need to change to survive. 39% of employees surveyed believed



**Brian Sim**  
Managing Director & Country Head  
PERSOLKELLY Malaysia



# SKILLED TALENT TRENDS

According to the Department of Statistics Malaysia (DOSM), the number of jobs in Malaysia rose<sup>1</sup> to 8.81 million in Q1 2023 – a 2.7% year-on-year increase. The number of job vacancies advertised online increased by 3.5%<sup>2</sup> in Q1 2023, to record a total of 211,509 vacancies – up from 204,420 vacancies in Q4 2022.

Almost half of the job vacancies were for the Professional category, at 47.9% – or 101,214 vacancies. This was followed by Technicians and Associate Professionals (17.5%), Managers (13.8%) and Clerical Support Workers (8.7%). The most in-demand jobs during the quarter were Advertising and Marketing Professionals, Managing Directors and Chief Executives, Accountants and Auditors, Administrative Associate Professionals and Software Developers.

Expectations towards employment post-pandemic continue to be fluid, influenced by rapid changes in technological advancements and social trends. To stay relevant and competitive in this landscape, companies should focus on identifying what matters to employees and empower them to fulfil their potential.

Here are some employment trends to expect in 2024:

## Enhancing Employee Experience

Employees are willing to give their best to companies when they feel connected to and supported by the company or their leaders. To retain talented employees, it's important to prioritise their engagement and well-being. This can be achieved by promoting open communication and providing timely feedback. Using gamification techniques for work and employee development can also be helpful. Additionally, projecting a strong sense of purpose with values that resonate with the employees can make a big difference.

Committing to ESG and DEI  
can help attract diverse talent  
to drive innovation.



# Skilled Talent Trends

## Prioritising Learning & Development

MIDF Research<sup>3</sup> noted that there was a skills mismatch in the Malaysian employment market in 2022, which has been on a steady uptrend since 2017. As such, prioritising Learning & Development programs will only become more important moving forward. This is especially crucial as demand for skilled workers will increase, as employers look to automate and digitise their operations. As such, investing in high-impact and relevant training efforts will be key to closing these skill gaps so that organisations are able to meet the business challenges today and ensure the employability of their talent in the future.

## Flexible Work Arrangements

The Economist Impact on a Global Hybrid Work Survey<sup>4</sup> revealed that 70% of employees said they wanted greater location flexibility, and 71% wanted greater time flexibility. Many studies indicate that hybrid and remote working has become more popular than ever and the trend continues to rise as it results in many benefits<sup>5</sup>. Offering flexible work options can be a potent recruitment and retention strategy, and even enable employers to tap into talent beyond geographic boundaries.

## Focus on ESG and DEI

Diversity, Equity and Inclusion (DEI) as well as Environment, Social and Governance (ESG)

are gaining importance in the Malaysian business landscape. Reputable organisations are actively working to create inclusive workplaces and promote diversity in their talent pipelines. On ESG, 94% of top Malaysian companies<sup>6</sup> have ESG plans, as it is a known fact that having measurable ESG practices in place improves a company's reputation with customers, employees, and other stakeholders. Committing to ESG and DEI can help attract diverse talent to drive innovation.

## Expanding Employer Branding Efforts

Employer branding continues to be a critical aspect of recruitment strategies. An increasing number

of companies in Malaysia are investing in building their employer brand, reputation and visibility. Establishing a strong online presence through social media and other professional platforms will be key to gaining visibility. Social media content such as employee testimonials and behind-the-scenes insight can help create an appealing employer brand/image in order to attract top talent.

## Growing Need For Leadership and Mentorship

Those in leadership positions play a crucial role in motivating employees to perform their best at work. However, as younger generations of talent enter the workforce, expectations of what constitutes motivation are shifting. Monetary incentives and recognition may not be enough. Company leaders need to be able to influence and inspire employees<sup>7</sup> to draw out their best. Leaders will need to be mentors and motivators who demonstrate genuine concern for employees, as well as set a positive example for them to win the trust and respect of their subordinates and keep them engaged.

## Wage Pressures

MIDF Research found that average monthly wages climbed from RM2,765 in 2016 to RM3,420 in 2022. However, wage growth slowed post-pandemic at 2% per annum<sup>8</sup>. This is not in tandem with the rising cost of living brought about by the pandemic disruptions. As such, employees



are feeling the pressure on their incomes – especially in urban areas where almost 80%<sup>9</sup> of Malaysians reside. 47% of Malaysian employees<sup>10</sup> have little or nothing left over after paying their obligations, while two out of five employees have an extra job. As such, businesses that want to stay ahead in the market will have to offer suitable incentives to attract and retain top talent.

With the global business environment undergoing rapid changes following the pandemic, the future of work will remain dynamic in the foreseeable time frame. In the dynamic Malaysian market, understanding the emerging trends can give your organisation a competitive edge. It is crucial for talent acquisition professionals to adopt the right strategies to attract and retain top talent.

Investing in high-impact and relevant training efforts will be key to closing skill gaps so that organisations are able to meet the business challenges



# Accounting & Finance

Financial skills remain one of the most in-demand capabilities in any job market. Demand for qualified accountants and finance professionals is expected to grow in tandem with the expected expansion of the Malaysian economy. This will create new opportunities for accountants and finance professionals.

Several initiatives under Budget 2024 are expected to impact the accountancy and finance profession positively. These measures include the focus on tax measures to ensure the nation's better fiscal health, further development and strengthening of the sustainability and relevance of Islamic finance, measures to promote digital transformation, as well as measures on ESG. The Malaysian government's attempt to position Malaysia as a financial hub<sup>1</sup> provides many opportunities for employment and growth in the accountancy and finance sector.

However, accounting professionals need to evolve with the times. In a 2019 worldwide survey<sup>2</sup>, around 90% of accountants believe that accounting in the future will enter a cultural shift within the next decade, and more than 82% will start recruiting new employees from non-traditional backgrounds. 62% of respondents believe that today's

accounting training programs won't be enough to catch up to the accounting trends of 2030.

Accountants and finance professionals will have to shift their focus to be able to deliver higher-impact and higher-value activities. As machines take over the tasks of data processing and management, data analysis and insight generation will be key skills. Moving forward, there will be a growing need for accountants with skills in areas such as analytics, financial modelling, risk management and treasury management.

Developments<sup>3</sup> in the technology and business landscape will significantly impact the finance and accounting sector in the near future. AI and robotic process automation (RPA) are now able to automate mundane tasks. Remote and off-shore staffing are becoming a viable option for businesses looking to control costs. However, AI and automation are also creating new opportunities for accountants and finance professionals – as they will be needed to implement and guide these technologies.

The increasing focus on ESG will also create new opportunities for accountants and finance professionals. As businesses

become more focused on sustainability, there will be a growing demand for accountants and finance professionals who can help them measure and manage their environmental impact. This includes effects on the recognition and measurement of assets, liabilities, income and expenses due to ESG and climate change – particularly on accounting estimates. With ESG gaining prominence among even MSMEs, more and more accounting and finance professionals will feel the impact. To succeed in this field, employees need to have an adaptive mindset and be flexible so that they can be effective in helping companies achieve credible net-zero targets.

Traditionally, Chief Financial Officers (CFOs) have focused on value protection. However, with the increasing emphasis on ESG, attention is shifting towards sustainable value creation<sup>4</sup>. In recent years, the concept of Chief Value Officer (CVO) has gained prominence as a role to drive sustainable value creation for their organisation. CVOs need to understand the relationship between sustainability and the company and provide practical insights to the board, management and stakeholders with a key focus on moving the business forward.

Finance and accounting professionals must match the intensity of the changes happening in the field and continuously upskill themselves to remain relevant in their careers. As the accounting and finance field becomes more complex, the need for talent with new and specialised skills will increase. In addition,

there will be a rising need for professionals who possess strong soft skills, particularly those who can think creatively and solve problems. In the field of accounting and finance, it will be crucial to have such individuals who can find innovative solutions to tackle challenges and effectively manage risks.

For firms, adopting technology and automation will help them achieve a higher level of productivity. It would also free up their internal capability to focus on value-added services like providing insights and analysis to enable their clients to achieve their goals.





	► Salary Range (per month)	
	MIN (MYR)	MAX (MYR)
ACCOUNTING AND FINANCE MANAGEMENT		
Chief Finance Officer (MNC)	40,000	75,000
Finance Director	25,000	40,000
Senior Financial Controller	20,000	35,000
ACCOUNTING SUPPORT		
Senior Accountant	10,000	15,000
Accountant	8,000	12,000
Credit Control Manager	7,000	10,000
Assistant Accountant	6,500	7,500
Senior Accounts Executive	5,000	6,500
Accounts Executive	3,000	5,500
Accounts Receivable	3,000	5,500
Accounts Payable	3,000	5,500
Credit Control Officer	3,000	5,500
FINANCIAL SUPPORT		
Financial Controller	15,000	25,000
Finance Head	15,000	20,000
Treasury Manager	12,000	20,000
Finance Manager	10,000	15,000
Financial Accountant	5,000	8,000
Treasury Accountant	5,000	8,000
AUDIT		
Audit Director	20,000	30,000
Senior Audit Manager	12,000	20,000
Audit Manager	10,000	15,000
Assistant Manager	6,000	10,000
Auditor	4,000	6,000

	► Salary Range (per month)	
	MIN (MYR)	MAX (MYR)
TAX ADVISORY		
Tax Director	20,000	35,000
Senior Tax Manager	15,000	25,000
Tax Manager	10,000	15,000
Tax Accountant	8,000	12,000



Several initiatives under  
**Budget 2023**  
are expected to impact the  
accountancy and finance profession.



The concept of  
**Chief Value Officer**  
has gained prominence as a role to  
drive sustainable value creation for  
the organisation.



# Banking & Financial Services

The banking and financial services sector continues to shift towards digital with the widespread adoption of innovative technologies by consumers, with payments becoming increasingly cashless even post-pandemic. The industry's role in fostering inclusion is also becoming a growing priority as it is a vital aspect of economic growth.

Bank Negara Malaysia (BNM) estimates<sup>1</sup> that 55% of the country's adult population is under-banked, and just 39% of Malaysians can get a loan from their banks. Those who belong to the B40 group tend to be disproportionately impacted and may have a greater dependence on informal and unregulated financial services.

Recognising the potential of technology to facilitate financial inclusion, BNM has incorporated technology-based channels as part of its strategies<sup>2</sup>. As part of the nation's commitment towards this direction, BNM issued five digital banking licenses<sup>3</sup> in Malaysia – a move that is expected to also drive innovation and provide better digital banking services, ultimately benefiting the economy in the long term.

In tandem with these changes, the need for banking and financial services professionals with specialised skills will increase as well. There will be a growing need for professionals with specialised skills in areas such as digital banking, data analytics and risk management.

The rise of artificial intelligence (AI) and automation will change the nature of some banking and financial services jobs. AI and automation are already being used to automate many customer-facing banking and financial services tasks, and this trend is expected to continue in 2024. As a result, demand for lower-skilled and routine-based roles has weakened as some of them are being replaced by technology.

However, AI and automation are also creating new opportunities for banking and financial services professionals, as they will be needed to develop and implement these technologies. The booming Fintech sector is fueling strong demand for specialised tech roles such as Product Development, Product Management Lifecycle, Data Analyst and UI/UX Specialist. Demand for senior and middle management level talent remains healthy.

In adapting to these changes, the role of employees in the Banking and Financial Services sector needs to change as well. A report<sup>4</sup> by the UK's Financial Services Skills Commission (FSSC) points out that the half-life of technical skills is decreasing, meaning the time it takes for a skill to become half as valuable is accelerating because of innovation and technological change.

Financial institutions will need to be proactive in identifying future-ready skills that will help them address rapid technological and societal changes. The changing industry requires a workforce that is more digitally savvy as a whole – with the ability to innovate and integrate business concepts with technology and data.

In addition to technical and professional skills, soft skills such as communication, problem-solving, research, and documentation are also in high demand as businesses work to adapt to a more agile model to be more responsive to market conditions.

Talent with cross-functional skills, such as sales and business development, software development and other skills relevant to digital financial services, will also be highly valuable.

In addition, with the importance of ESG compliance on the rise, roles in sustainable finance<sup>5</sup> ranging from the execution of ESG transactions to advisory services and product development will become more in demand moving forward.

To be more responsive to continued economic, technological and societal disruptions, the banking and

financial services sector will require a workforce with future-ready skills. The ability to learn, apply and deploy new technologies as well as emerging business models will be very valuable. As such, candidates with cross-functional skillsets across finance and tech will be in especially high demand.

In addition to looking externally for talent, companies will need to invest in reskilling and upskilling their existing workforce in order to fill the skills gap. Enabling a dynamic and sustainable talent capabilities enhancement ecosystem is essential to support the transition of the financial sector workforce.

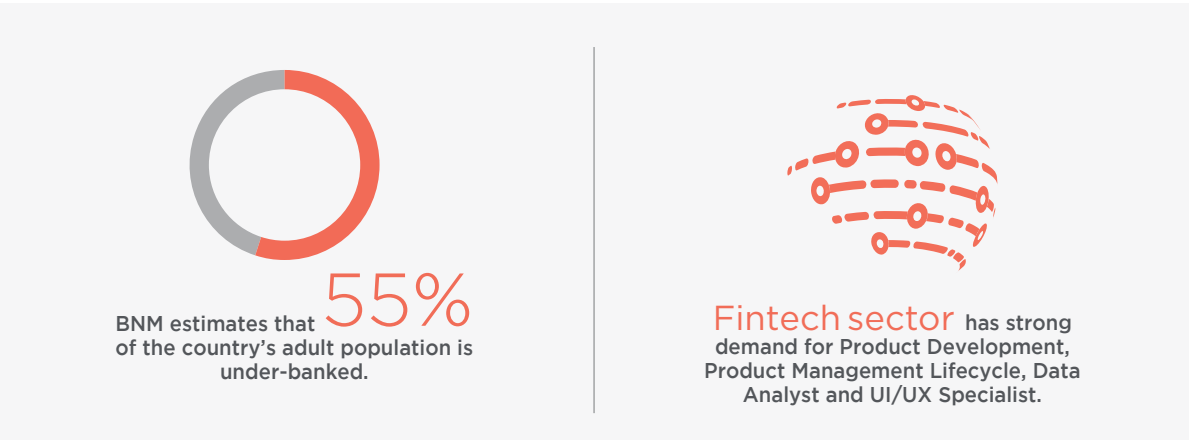




# Banking & Financial Services

► Salary Range (per month)			
		MIN (MYR)	MAX (MYR)
SALES DRIVEN ROLES			
Corporate Finance	Managing Director	35,000	50,000
	Director	25,000	35,000
	Vice President	18,000	25,000
	Associate	7,000	10,000
	Analyst	5,000	7,000
Asset Management	Head of Investment/ Chief Investment Officer	35,000	50,000
	Head of Research	25,000	35,000
	Head of Sales	35,000	50,000
	Senior Fund Manager	18,000	25,000
	Assistant Fund Manager	12,000	16,000
	Senior Research Analyst	7,000	10,000
	Fund Manager	7,000	10,000
	Sales	7,000	10,000
	Trader	5,000	7,000
	Research Analyst	4,000	6,000
	Junior Trader	4,000	6,000
Relationship Management	Department Head	35,000	50,000
	Team Head	25,000	35,000
	Senior Relationship Manager	12,000	20,000
	Relationship Manager	8,000	12,000
	Assistant Relationship Manager	5,000	8,000
Financial Planning & Wealth Management	Head of Department	18,000	25,000
	Team Head	12,000	18,000
	Senior Private Banking Relationship Manager	8,000	12,000
	Private Banking Relationship Manager	6,000	8,000
	Private Banking Client Services Officer	4,000	6,000
	Senior Wealth Manager	8,000	10,000
	Premier Banking Relationship Manager	6,000	8,000
	Wealth Manager	4,000	6,000

► Salary Range (per month)			
		MIN (MYR)	MAX (MYR)
OPERATIONAL DRIVEN ROLES			
Trade Support	Director	25,000	40,000
	Vice President	15,000	25,000
	Associate Vice President	8,000	14,000
	Associate	4,000	6,000
	Analyst	3,000	4,000
Change Management/ Project Management	Head of Project Management	25,000	35,000
	Project Manager	12,000	20,000
	Business Analyst	10,000	15,000
Asset Management	Head of Client Service/ Reporting	20,000	30,000
	Client Service/ Reporting Manager	12,000	20,000
	Client Service/ Reporting Specialist	5,000	12,000
Performance Measurement/ Investment Risk	Head	25,000	40,000
	Vice President	15,000	25,000
	Associate Vice President	10,000	15,000
Transaction Banking Client Service	Director	25,000	45,000
	Vice President	15,000	25,000
	Associate Vice President	10,000	15,000
	Associate	6,000	10,000
	Officer	3,500	6,000





# Banking & Financial Services

► Salary Range (per month)			
		MIN (MYR)	MAX (MYR)
TRANSACTIONAL DRIVEN ROLES			
Securities Services	Director	30,000	45,000
	Vice President	16,000	30,000
	Associate Vice President	12,000	16,000
	Associate	7,000	12,000
	Analyst	4,000	7,000
Documentation/ Know Your Client/ Client Onboarding	Director	25,000	35,000
	Vice President	15,000	25,000
	Associate Vice President	12,000	14,000
	Associate	6,000	8,000
	Analyst	4,000	6,000
Treasury Operations	Director	30,000	50,000
	Vice President	20,000	30,000
	Associate Vice President	14,000	20,000
	Associate	7,000	14,000
	Analyst	5,000	8,000
Transaction Banking Operations	Director	25,000	40,000
	Vice President	16,000	25,000
	Associate Vice President	12,000	16,000
	Associate	7,000	10,000
	Analyst	5,000	7,000
Loan Administration/ Credit Operations	Director	20,000	30,000
	Vice President	14,000	20,000
	Associate Vice President	10,000	14,000
	Associate	6,000	10,000
	Analyst	3,500	6,000
Fund/ Investment Operations/ Credit Operations	Director	25,000	40,000
	Vice President	16,000	24,000
	Associate Vice President	10,000	16,000
	Associate	6,000	9,000
	Analyst	4,000	6,000

► Salary Range (per month)			
		MIN (MYR)	MAX (MYR)
TRANSACTIONAL DRIVEN ROLES			
Trade Operation	Director	25,000	40,000
	Vice President	15,000	25,000
	Associate Vice President	10,000	14,000
	Associate	6,000	9,000
	Analyst	4,000	6,000
Payment Operation	Director	25,000	40,000
	Vice President	15,000	25,000
	Associate Vice President	10,000	14,000
	Associate	6,000	9,000
	Analyst	4,000	6,000
CONSUMER BANKING			
Branch Management	Regional/ District Manager	12,000	16,000
	Branch Manager	8,000	12,000
	Sub Branch Manager	5,000	8,000
Relationship Management	Sales Manager	5,000	8,000
	Senior Relationship Manager	9,000	12,000
	Relationship Manager	5,000	8,000
	Assistant Relationship Manager	4,000	6,000
Mortgage	Region Head	12,000	16,000
	Team Head	8,000	12,000
	Senior Specialist	5,000	8,000
	Specialist	3,500	5,000
Insurance and Investment	Region Head	12,000	16,000
	Team Head	8,000	12,000
	Senior Specialist	5,000	8,000
	Specialist	3,500	5,000



# Engineering & Technical

Careers in engineering and technical fields remain in critical demand, according to TalentCorp and the Ministry of Human Resources – making up a significant portion of Malaysia's Critical Occupations List (COL)<sup>1</sup>. The MyCOL report provides a broad overview of the skills and occupations in demand within industries and was developed with data from employers.

Based on MyCOL, the highest demand for engineers is in the civil, mechanical, electrical and chemical disciplines. Some of the highest-paying engineering jobs in Malaysia include petroleum engineers, chemical engineers, electrical engineers, mechanical engineers and civil engineers. These offer competitive salaries due to the high demand for talent in these specialised fields.

Mechanical and Electrical (M&E) engineering remains one of the key drivers of Malaysia's economic and technological development and advancement. In 2022, exports of M&E increased<sup>2</sup> to RM60.45 billion – and the industry is expected to continue expanding, supported by the expansion of its end-user markets in the manufacturing sector. The growth in various industries presents a promising opportunity for individuals with engineering and technical qualifications. As companies look

to drive and maintain this growth, there will be a need for competent talent across the value chain.

With the massive push towards digitalisation across sectors, engineers and technical professionals in the IT and digitalisation fields will also be in high demand. Additionally, as companies sharpen their focus on ESG goals, demand for engineers who are experienced in green and smart technology will increase.

The report also noted that industries are experiencing difficulty recruiting and retaining the right engineering and technical talent, mainly due to skills and expectations mismatches between employers and candidates.

Malaysian employers in the engineering and technical sectors recognise that local workers need to gain market-ready and future-ready skills to drive the industry forward. Skilled professionals with expertise in areas such as machine learning, automation, and data analysis are urgently needed if companies are to transition to more technological and automated processes to raise efficiency. Specifically, the MyCOL survey indicated that the top future-ready skills required in the engineering and technical field would be data analytics system design, Internet of Things (IoT)<sup>3</sup> management and computer-aided manufacturing.

The advancement of technostucture facilities and resources is key to driving the expansion of engineering and technical-based businesses globally, as these will enable the production of higher precision products with minimal human error. The growing sophistication of automation technology, the use of advanced computer systems and computer-aided design and other related engineering software, R&D facilities, quality control facilities and other advancements will require talent with the skills to operate them. Employees will need to ensure that their skillsets are able to match the advancements and requirements of the industry.

Beyond technical skills, the demand for talent with soft skills is also high as many companies need to reconfigure their business to be more agile in a highly dynamic market. The International Engineering Alliance (IEA) and Washington Accords have identified several attributes of engineering graduates<sup>4</sup> beyond technical expertise, which include knowledge application, solving complex problems, investigation and problem analysis, teamwork, communication, project and financial management, ethics and responsibility towards society, health, safety, legal, cultural, environmental and sustainability issues, as well as lifelong learning. In short, engineers must be team players and trained to be the future leaders.



Employers today are looking to hire talent with not just robust technical knowledge but also holistic soft skills. The integration of these skills will be crucial in driving Malaysia's economic recovery while laying the foundation for long-term business growth and competitiveness of employers. Engineers with these skills will be in high demand as their peripheral expertise will be invaluable in a dynamic and disruptive world.

As the demand for skilled and experienced Malaysian workers

is high in other countries, local employers must have the required skillsets within their talent pool. To achieve this, they must prioritise implementing learning and development programs. Additionally, employers should invest in developing their workforce's technical and soft skills to ensure their continued growth and success.

Like any other industry today, there is a need for increased resilience and agility in engineering to handle new technologies, changing skill

requirements and ever-changing work environments. There is a high demand for engineers and technical staff, but employability and retention still need to be addressed.

As such, employees need to upskill themselves with current in-demand skills beyond educational qualifications to stay relevant. Employers must invest in talent development to ensure their workforce remains competitive for the present and future.



# Engineering & Technical

	► Salary Range (per month)	
	MIN (MYR)	MAX (MYR)
SALES & BUSINESS DEVELOPMENT		
Technical Sales Director	25,000	40,000
Technical Sales Manager	10,000	20,000
Technical Sales Engineer	4,000	7,000
CONSTRUCTION/ PROJECT MANAGEMENT		
Construction Director (High Rise, Residential)	25,000	45,000
Project Director	20,000	35,000
Construction Manager	15,000	25,000
Design Manager	11,000	20,000
Project Manager	8,000	18,000
Site Manager	7,000	15,000
Resident Engineer	7,000	12,000
Mechanical Engineer	6,000	10,000
Electrical Engineer	6,000	10,000
Infrastructure Engineer	6,000	10,000
Quantity Surveyor	4,000	6,500
Planner	3,500	5,500
Scheduler	3,500	5,500
Project Coordinator	3,500	5,500
Site Executive	2,500	5,000
Contracts Administrator	2,000	4,000
MAINTENANCE		
Maintenance Manager	7,500	18,000
Maintenance Supervisor	5,500	7,500
Maintenance Engineer	4,000	6,500
Scheduler	3,500	5,500
Maintenance Planner	3,500	5,500
Maintenance Technician	2,000	3,500
OPERATION		
Production Manager	7,500	18,000
Production Supervisor	5,500	7,500
Production Engineer	4,000	6,500
Planner	3,500	5,500
Production Technician	2,000	3,500

	► Salary Range (per month)	
	MIN (MYR)	MAX (MYR)
ENGINEERING & INDUSTRIAL		
Plant Manager	15,000	25,000
Engineering Manager	13,000	20,000
Lead Design Engineer	9,000	15,000
Electrical and Instrumentation Engineer	6,000	10,000
Process Safety Engineer	5,500	10,000
Design Engineer	4,000	9,000
Field Engineer	4,000	9,000
Chargeman	5,000	7,500
Mechanical Engineer	3,500	6,500
Chemical Engineer	3,500	6,500
Asset Integrity Engineer	4,000	6,500
Field Technician	2,000	4,500
Drafter	2,000	3,000
Welder	1,800	6,000
Fitter	1,800	2,500
General Worker	1,500	2,200
QUALITY ASSURANCE / CONTROL		
Lean Manager	15,000	25,000
Six Sigma Specialist	15,000	20,000
QA/ QC Manager	6,000	18,000
Lean Specialist	6,500	15,000
QA/ QC Engineer	3,000	8,000
QC Inspector	2,500	3,500
WORKPLACE / ENVIRONMENT SAFETY & HEALTH		
Environment Director	20,000	50,000
Safety Director	20,000	50,000
HSE Manager	7,000	20,000
Safety & Health Officer	5,000	15,000
HSE Engineer	4,000	8,000
HSE Analyst	3,500	6,000
Site Safety Supervisor	2,800	5,000



# Human Resources & Administrative

The field of human resources continues to evolve rapidly in the wake of disruptions caused by COVID-19. Although the pandemic may be mostly over, the impact on how employees work has persisted. The HR function will need to continue re-strategising to keep employees engaged and productive amidst the changes and challenges in the field.

As workplaces continue to evolve, HR functions will need to find ways to deliver compelling reasons for their talent to remain and commit to the organisation. Companies will need to look deep into the needs of their talent in order to foster a positive and productive work environment. This is especially important as a new generation (Gen Z) is entering the workforce, bringing with them a unique mindset and culture. According to statistics, Gen Z employees will account for 27% of the workforce<sup>1</sup> by 2025.

A KPMG report<sup>2</sup> revealed that 61% of Chief HR Officers have had to change their Employee Value Proposition (EVP) in response to the labour market. Some of the most important EVPs when it comes to attracting, developing and retaining talent are culture (50%), company values and purpose (47%), fair pay (34%) and flexible work arrangements (33%).

Culture will play an increasingly crucial role in shaping the future of work in Malaysia, with a great influence on how well businesses attract and retain top talent, keep employees engaged and prepare the business to face challenges.

Studies have shown that Gen Z employees are more inclined to be inspired by idealism and would prefer to work for companies that have a strong sense of purpose beyond the business itself. Thus, a key factor is developing a sense of shared purpose<sup>3</sup> between employers and employees. A Deloitte survey showed that 77% of Gen Z respondents indicated that it's important to work at a company where value alignment is achieved. As such, aligning employees' personal values with the company's mission, vision and values helps foster a sense of belonging, leading to higher levels of employee engagement and commitment.

Employee well-being remains a major priority and has also evolved to encompass new things. While employee benefits remain a very important factor, employee priorities are shifting towards other well-being metrics. GenZ employees have other expectations<sup>4</sup> as well, desiring flexibility, work-life balance, career growth, perks and benefits, coaching and empowerment and

salary. The Graduates' Choice Award (GCA) 2023<sup>5</sup> survey identified that among graduates, flexible working opportunities and work-life balance are highly-valued employment attributes – alongside salary and bonuses, career development and company culture.

In the current state of the world, salary remains a significant concern for employees. The ongoing effects of the pandemic and other disruptions have led to an increase in the cost of living, making it challenging for workers to meet their financial needs. The GCA survey also revealed a significant rise in graduates who expect starting salaries between RM3,000 and RM3,500. However, companies need to look beyond just numbers to focus on pay equity, process transparency, and reward and recognition fairness.

Skill requirements are also changing in a rapidly shifting market. Having the required technical skills for the job is no longer a compelling factor for candidates as employers increasingly realise that technical skills of a job are more easily trained. Employers seek talent with 'power skills'<sup>6</sup> such as leadership and management, collaborations, adaptability and continuous learning, as well as critical thinking and decision making.



Additionally, in an increasingly automated world with many mundane tasks being taken over by AI-driven computer programs, human skills such as leadership, resilience, problem-solving, work ethic, adaptability, people skills, and more will be in even higher demand. Employees who demonstrate these skills will stand out in the field.

However, there is limited value in hiring from outside for these skills. The pool of talent with such skills needs to be enlarged to ensure employers' demands across the economy are fulfilled. As such, training and development should

be a top priority for companies to help their talent hone these skills. According to a McKinsey<sup>7</sup> study, 77% of industry leaders think that retraining is very or moderately important for their organisation. HR's role in skills development will be invaluable, as they will be in the best place to put in place the processes to assess the skill gaps and industry trends, develop an appropriate strategy and roll it out.

Teaching employees how to lead, work in teams, communicate and think strategically will require a more long-term approach. As such, ongoing coaching and mentoring

relationships by company leaders<sup>8</sup> will be a crucial element of talent development. Companies that can provide this will be in a better position to empower their employees' growth and, subsequently, be better able to attract and retain top talent.

With the continuing evolution of work, HR will continue to play a major role in helping businesses adapt employment practices to keep up. The ability of employers to meet the changing needs of talent – whether emotionally, psychologically, financially, or physically – will be a crucial factor in enhancing employees' experience in the workplace.



# Human Resources & Administrative

	► Salary Range (per month)	
	MIN (MYR)	MAX (MYR)
HUMAN RESOURCES		
Chief Human Resources Officer	25,000	50,000
HR Director	20,000	35,000
HR Business Partner	10,000	15,000
Industrial Relations Manager	10,000	15,000
HRIS Manager	10,000	15,000
Organisational Development Manager	10,000	15,000
HR Manager	9,000	20,000
Industrial Relations Specialist	5,000	10,000
HRIS Specialist	5,000	8,000
HR Executive	3,500	7,000
HR Assistant	2,800	3,500
COMPENSATION & BENEFITS		
Compensation and Benefits Director	20,000	35,000
Compensation and Benefits Manager	12,000	20,000
Compensation and Benefits Specialist	7,000	12,000
LEARNING & DEVELOPMENT		
Learning & Development Director	15,000	25,000
Learning & Development Manager	8,000	15,000
Learning & Development Executive	5,000	8,000
Training Coordinator	3,000	5,000
TALENT ACQUISITION/ RECRUITMENT		
Talent Acquisition Director	15,000	25,000
Talent Acquisition Manager	8,000	12,000
Talent Acquisition Specialist/ Recruiter	4,000	7,000

	► Salary Range (per month)	
	MIN (MYR)	MAX (MYR)
ADMINISTRATIVE		
Office Manager	6,000	10,000
Personal Assistant-CEO	5,000	10,000
Secretary	3,000	6,000
Receptionist	3,000	5,000
Document Controller	3,000	5,000
Administrative Executive	3,000	4,500
Administrative Assistant	2,800	3,500



**Gen Z** employees are more inclined to be inspired by idealism and would work for companies that have a strong sense of purpose.



**Human skills** such as leadership, resilience, problem-solving, work ethic, adaptability, people skills, and more, will be in even higher demand.



# Information Technology

The pandemic accelerated the Information Technology (IT) and digital sector as many IT-powered innovations rose to play a critical role in supporting businesses during that time. Businesses and technology companies were on a hiring spree to support this sudden and massive growth in demand for IT solutions.

As crucial as IT has been during the pandemic, the demand for IT services has dipped as borders opened up and life resumed a more normal day-to-day. This is reflected in the massive restructuring exercises going on in the IT world today. It has been reported that in 2023, several leading tech companies, including Google<sup>1</sup>, Amazon<sup>2</sup>, Microsoft<sup>3</sup>, Yahoo<sup>4</sup>, Meta<sup>5</sup>, and Zoom<sup>6</sup>, have been laying off tens of thousands of technology workers. Startups across all sectors, from crypto to enterprise SaaS, have also announced job cuts<sup>7</sup>. Malaysia is also seeing a year-on-year hiring dip<sup>8</sup> in IT, Telecom/ISP and BPO/ITES by 13% – primarily due to ongoing global economic uncertainties. This is a consistent theme across the board for various IT subsectors<sup>9</sup>.

However, the silver lining is this is likely to be part of the cyclical nature of business. Despite the global tech layoffs, IT remains one of the top sectors<sup>10</sup> in the

Malaysian market. A report by GlobalData Market Opportunities Forecasts that IT expenditure in Malaysia will reach RM103.75 billion in 2023. The Malaysia Digital Economy Corp (MDEC) predicts the demand for tech talent will rise at a compound annual growth rate (CAGR) of 7.59% per year over the next three years, with cybersecurity, Software-as-a-Service, conferencing solutions, E-commerce and IoT being four areas expected to see growth.

The government's long-term plan to grow the digital economy is estimated to contribute 22.6% of Malaysia's gross domestic product (GDP) and create over 500,000 jobs by 2025.<sup>11</sup> This will be driven by the government's emphasis on enabling the growth of e-commerce, trade of electrical products and greater adoption of technology and automation in the manufacturing sector.

Malaysia will continue to prioritise the adoption of digital consumer tools (e-commerce and digital payments) attracting, training, and retaining digital talent; fostering digital entrepreneurial ventures; providing fast fibre optics and mobile broadband Internet access; as well as coordinating innovation between universities, businesses and digital authorities.

With digital transformation occurring in all sectors and the massive push for digitalisation by the government, employment prospects in the IT field will remain bright for years to come. Digital technology is being applied in people management, marketing, customer engagement, data analysis and many other areas.

Reports suggest about 50% of cumulative work hours in Malaysia are susceptible to automation in the near future, displacing up to 4.5 million workers by 2030. These technology-induced shifts will create more digitally-intensive jobs<sup>12</sup>, predominantly in high-technology industries in the future. This will be especially true in emerging fields such as cloud computing and artificial intelligence, which are fast gaining popularity.

Advances in AI and deep learning technology will become significant in Malaysia's business landscape because of the potential of these technologies to drive innovation and improve efficiency across a range of industries. Malaysia Digital Economy Corporation (MDEC) is encouraging local startups and research institutions to develop and apply AI technology. The Malaysia Artificial Intelligence Roadmap<sup>13</sup> 2021-2025 (AI-Rmap) and the Malaysian Digital Economy

Blueprint (MDEB), led by the MyDIGITAL Corporation and the Economic Planning Unit, is also developing plans for incorporating AI into the economy.

As businesses and industries continue to digitalise, attracting and retaining top talent is key to effectively supporting their transition. Development of

local tech talent is key both for Malaysia's economic advancement and fulfilling the country's digital ambitions. The pace of digital growth will create more job opportunities both within the tech and non-tech sectors.

While this makes the IT job market very competitive, IT professionals will need to reconfigure their skill

sets to ensure they are able to fulfil the market's requirements. Employees will have to ensure they constantly keep themselves up to date with the latest technological advancements to stay relevant in a fast-changing field and remain competitive in the job market.



# Information Technology

	► Salary Range (per month)	
	MIN (MYR)	MAX (MYR)
IT MANAGEMENT		
Chief Technology Officer	30,000	50,000
Chief Information Officer	25,000	40,000
Chief Data Officer	25,000	40,000
IT Director	18,000	25,000
SALES & BUSINESS DEVELOPMENT		
IT Sales Director	25,000	35,000
IT Sales Manager	12,000	20,000
IT Presales Consultant	8,000	15,000
Account Manager	7,000	12,000
CYBERSECURITY		
Cybersecurity Architect	30,000	50,000
BCP Manager	15,000	20,000
Cybersecurity Consultant	15,000	20,000
Cybersecurity Engineer	10,000	15,000
IT Audit	7,000	10,000
Security Operations Center Analyst	6,000	8,000
DATA ANALYTICS		
Head of Data	25,000	35,000
Data Scientist	15,000	25,000
Machine Learning Engineer	8,000	15,000
Data Engineer	8,000	12,000
Data Analyst	6,000	8,000
PROJECT MANAGEMENT		
Project Director	25,000	35,000
SAP Consultant	15,000	20,000
Project Manager	10,000	20,000
SAP Developer	10,000	20,000
Business Analyst	8,000	15,000
Product Manager	8,000	15,000
Project Coordinator	5,000	7,000

	► Salary Range (per month)	
	MIN (MYR)	MAX (MYR)
SOFTWARE		
Software Development Manager	20,000	30,000
QA Manager	12,000	20,000
Machine Learning Engineer	8,000	15,000
Full-Stack Developer	8,000	15,000
Java Developer	6,000	15,000
Application Developer	6,000	15,000
AI Developer	6,000	10,000
UI/UX Designer	6,000	10,000
Mobile Developer	6,000	10,000
Software Test Analyst	6,000	10,000
Web Designer	5,000	8,000
QA Engineer	5,000	8,000
SERVICE DESK		
Helpdesk Manager	15,000	20,000
IT Helpdesk Level 3	8,000	12,000
IT Helpdesk (Foreign Language Expertise)	5,000	12,000
IT Helpdesk Level 2	5,000	8,000
IT Helpdesk Level 1	4,000	5,000
SYSTEMS & NETWORK		
DevOps Architect	15,000	25,000
Solutions Architect	15,000	25,000
Cloud Architect	15,000	25,000
Server Architect	15,000	25,000
Cloud Engineer	8,000	15,000
Unix Consultant	8,000	15,000
Network Engineer	7,000	12,000
Wintel Consultant	7,000	12,000
Cisco Engineer	7,000	12,000
DevOps Engineer	7,000	10,000
NOC Engineer	7,000	10,000
Linux Engineer	4,000	7,000



# Legal & Risk Management

With increasing global instability and uncertainty, talents who are adept in navigating the legal and risk management landscape are in high demand globally. Malaysia's legal sector has remained a key function during this time of flux, as organisations need to ensure that all strategies to manage and transform their business and workforce comply with labour laws. Because of global uncertainty, risk management has also become one of the most valuable sectors right now as companies need to identify, analyse and manage the levels of downside exposure in day-to-day operations, which may result in larger repercussions later.

Given the breadth of the legal and risk management functions, there is a wide range of career prospects available for the right talent – both for new graduates and experienced professionals.

As companies seek to hire talent with multi-faceted skills beyond technical competencies, among the key skills that are in high demand are business planning and risk management, which will enable companies to drive business forward effectively. It is foreseen that in the future, risk management will no longer be separate<sup>1</sup> from business management. Risk management will become the cornerstone of corporate governance and business strategy, fully integrated into executive

decisions, organisational structures and corporate cultures – driving effective decision-making.

As risk management becomes increasingly significant, it will also become increasingly rewarding. This means the outlook for the risk management sector is positive, both in terms of the opportunities available and the benefits offered. On LinkedIn<sup>2</sup>, there are over 3,000 results for risk management vacancies in Malaysia at the time of writing. In the same time period, there are 6,213 jobs posted in Malaysia for all levels of experience on Glassdoor<sup>3</sup>, with the estimated median salary for a Senior Risk Consultant being MYR 8,500 per month.

Risk management requires diverse technical skills, some specific to certain industries while others are applicable across industries. However, there are digital tools to model and predict risks to support employees in their work. Beyond technical skills, employees will also require high-level thinking skills – including data analysis, critical thinking, problem-solving and foresight. To flourish in this field, candidates must invest in developing these critical skills to secure fulfilling positions.

In tandem with risk management, legal careers will be key to supporting company's growth plans as they seek to ensure compliance in all areas to avoid unnecessary or unforeseen

disruptions. The ongoing socio-economic transformation in Malaysia has only increased the importance of regulatory oversight, leading to an increased demand for legal professionals to ensure compliance. Rapid digitalisation of businesses has also led to a greater need for compliance with regulations such as Personal Data Protection Act 2012 (PDPA), Electronic Commerce Act 2006 and Consumer Protection (Electronic Trade Transactions) Regulations 2012.

As with many other industries, legal professionals also expect flexible working arrangements – especially since virtual court and online hearings introduced during the pandemic are still being practised today. Chief Justice Tengku Maimun Tuan Mat had said that remote proceedings have become an indelible aspect<sup>4</sup> of the Malaysian system of advocacy. As a result, the legal profession is also witnessing an increase in flexible and adaptable work arrangements.

Demand for top legal talent remains high in Malaysia, particularly in the fields of compliance, with commensurate levels of compensation. This opens up many career opportunities for legal candidates in the market to explore. While shifting to a new industry will require a period of adjustment, legal skills are highly versatile and transferable – and moving into different areas may be a good step toward a sustainable career.



## LEGAL & RISK MANAGEMENT

	► Salary Range (per month)	
	MIN (MYR)	MAX (MYR)
General Counsel	25,000	45,000
Company Secretary	8,000	15,000
Legal Manager	8,000	12,000
Compliance Manager	8,000	12,000
Risk Management Manager	8,000	12,000
Assistant Legal Manager	5,000	8,000
Senior Legal Executive	5,000	7,000
Legal Executive	4,000	6,000
Legal Assistant/ Paralegal	3,000	5,000

# Sales & Marketing

Traditionally, the sales process was conducted through personal interactions while marketing depended on mass communication strategies. A strong sales team is one of the most important assets for a business to bring in revenue and drive growth. All that is changing with the tremendous shifts in societal trends and developments in digital technology, which are blurring the lines between sales and marketing functions.

In today's digital-driven, hyper-competitive marketplace, salespeople are still essential. Yet, technology is also something that salespeople cannot ignore. A PwC survey<sup>1</sup> found that consumers begin researching a product or service on the internet – comparing prices, reading reviews, and considering sellers. 54% of respondents said search engines were their research channel, while 33% said they visited sellers' websites.

Thus, to stay ahead of the game, the sales profession will need to change and adapt to the market trends as well as learn to harness the power that technology offers. Employing the right digital marketing tools and strategies can make the sales process significantly more efficient by improving lead generation, automatically pre-qualifying leads, and providing relevant information to frequently

asked questions and other mundane tasks before prospects need to speak to an actual salesperson.

While technology greatly helps a salesperson's activities, buyers still prefer to interact with salespeople – especially when considering big-ticket purchases like property, vehicles or white goods. Survey results<sup>2</sup> published by Harvard Business Review revealed that a decision to purchase is often not based on features, quality or even price but on the salesperson. Selling is still dependent on interpersonal relations and personal influence, which is guided by the salesperson's ability to recognise prospects' motivations, needs and perceptions.

The ability to master both digital marketing tools and interpersonal skills would make a salesperson a highly sought-after professional by employers. These skills are learnable, and companies must invest in upskilling programmes to help their salespeople be more effective in the field.

Over the last decade, much of the marketing function has moved into the digital space and social media. Today, the marketing landscape continues to evolve at an unprecedented pace with the development of AI and other

technologies – as well as the changing behaviour of consumers. With the continuous shift in marketing roles, it's important to acquire new skills. Statista<sup>3</sup> predicts that various marketing roles will experience growth up until 2031. As a marketing professional, having the ability to comprehend and work with emerging technologies is a valuable skill.

Customer experience will also strongly influence the sales and marketing process. Customers evaluate the product and the entire experience, from brand messaging to interactions with the company and their purchasing experience. A huge part of the customer experience is through social media, where customers can interact with companies easily and immediately. However, the human touch is still as important. As such, sales and marketing talents need to be able to humanise and personalise communications to audiences – even as they reach out to them through technology.

While most consumers research online before purchasing, they are faced with an overwhelming number of choices and opinions.<sup>4</sup> To help them cut through the clutter, they are looking for relevant insights to help them make the right decisions for themselves. Companies that can

provide insightful content to guide consumers will have a great advantage in the market.

This creates the need for talent who are able to create strong content and strategies<sup>5</sup> – not only to ensure the most relevant information is going out to prospects but also to meet the evolving requirements of search algorithms.

Another key skill that marketers need to have today is data analytics capability. This is crucial to accurately track customer behaviour, channel performance, and sales and market trends to raise efficiency and productivity.

Both employers and employees will need to be highly agile to adapt and thrive in a competitive and

dynamic marketplace. Employers will need to either hire sales talents who are able to navigate the overlapping skills and functions or upskill and reskill their existing workforce. Similarly, sales and marketing candidates will need to constantly upskill themselves and keep abreast of the latest market developments to remain relevant.





# Sales & Marketing

	► Salary Range (per month)	
	MIN (MYR)	MAX (MYR)
SALES & BUSINESS DEVELOPMENT		
Regional Sales Director	25,000	45,000
Sales Director	15,000	30,000
Sales/ Business Development Manager	10,000	15,000
Account Manager	9,000	13,000
Sales/ Business Development Executive	4,000	7,000
RETAIL		
Head of Retail	18,000	25,000
Sales Territory Manager	12,000	18,000
Merchandising Manager	8,000	12,000
Store Manager	6,000	10,000
Merchandise	3,000	5,000
Retail Sales Associate	3,000	4,000
DIGITAL MARKETING		
Head of eCommerce	20,000	30,000
Digital Marketing Manager	12,000	18,000
Customer Relationship Manager	8,000	12,000
Digital Editor	4,000	8,000
Digital Marketing Specialist	4,000	8,000
Customer Relationship Specialist	3,000	4,000

	► Salary Range (per month)	
	MIN (MYR)	MAX (MYR)
MARKETING		
Regional Marketing Director	25,000	45,000
Market Research Director	25,000	40,000
Marketing Director	20,000	30,000
Senior Global Brand Manager	18,000	25,000
Senior Corporate Communications Manager	15,000	25,000
Senior Channel Manager	15,000	25,000
Market Research Manager	12,000	18,000
Brand Manager	8,000	18,000
Marketing Communications Manager	8,000	18,000
Marketing Manager	6,000	18,000
Public Relations Manager	6,000	12,000
Channel Manager	6,000	12,000
Market Research Analyst	4,000	7,000
Public Relations Executive	4,000	5,000
Marketing Executive	3,500	5,000
Corporate Communications Executive	3,500	5,000



A decision to purchase is often not based on features, quality or even price, but on the salesperson.



Another key skill that marketers need to have today is data analytics capability.



# Supply Chain & Logistics

The Malaysia Freight And Logistics Market is estimated<sup>1</sup> to be worth USD 26.77 billion in 2023 and is expected to reach USD 38.43 billion by 2029 – with a Compound Average Growth Rate (CAGR) of 6.21% in that period. This is expected to grow further with Malaysia's plans to position itself as a logistics hub, accelerating digital adoption and encouraging industry mergers and acquisitions. The Malaysia Shipping Master Plan is intended to transform the shipping sector into a formidable business service sector.

Malaysia's logistics and supply chain sectors have experienced robust growth over the years, underpinned by strong growth enablers such as improved infrastructure and the growth of e-commerce. The e-commerce boom brought on by the pandemic has opened the opportunities for local micro, small and medium enterprises (MSMEs) to aggressively expand their customer base not just locally but internationally – further contributing to the industry's growth.

As trade continues to grow, it is essential for businesses to reassess their operations and adopt the latest trends in supply chain and logistics. Information technology will play a major role in boosting efficiency, reducing costs and ultimately keeping customers satisfied with on-time delivery.

As supply chains become more complex, the demand for both white- and blue-collared workers is increasing – both in terms of required skills and the number of people to fill roles. Supply chain and logistics professionals who have the right physical and technological skillsets will continue to be highly sought after, especially those with proven ability to optimise supply chain performance.

Talent who are knowledgeable about logistics and supply chain strategies will be crucial to both ensuring businesses' efficiency as well as drive the logistics and supply chain industry's development.

Having a workforce with strong supply chain knowledge, such as demand planning, supply planning, logistics network optimisation, process re-engineering, sales and operations planning, would enhance Malaysia's reputation as an ideal supply chain hub.

As new technologies evolve and are adopted, the way the supply chain and logistics industry operates is also undergoing fundamental changes. As such, it will also become more important than ever to develop the skills to handle such emerging technologies.

In order to remain ahead of the talent war and keep their supply chain running, companies must

be able to offer candidates the right incentives – in addition to monetary and non-monetary benefits – so the talent will join the organisations and stay. They need to be able to attract young talent who want skills training, career growth prospects and personal growth, as well as create a working culture that aligns with their values.

As the global economy recovers, highly skilled supply chain professionals will continue to be highly sought after – especially those with proven ability to optimise supply chain performance. As such, career opportunities for talent within the logistics and supply chain industry are very bright.





Salary Range (per month)		
	MIN (MYR)	MAX (MYR)
PROCUREMENT/ PURCHASING		
Head of Procurement	25,000	45,000
Procurement Manager	12,000	18,000
Purchasing Manager	10,000	15,000
Senior Buyer	6,000	12,000
Senior Purchasing Executive	4,000	6,000
Buyer	4,000	6,000
Purchasing Executive	3,500	5,000
SUPPLY CHAIN		
Supply Chain Director	20,000	40,000
Supply Chain Manager	8,000	15,000
Materials Manager	8,000	15,000
Logistics Manager	8,000	15,000
Supply Chain Planner	4,000	8,000
Supply Chain Analyst	3,500	6,000
Order Entry Support	3,000	5,000
Customer Service Officer	2,000	4,000
WAREHOUSING		
Senior Operations Manager	9,000	15,000
Warehouse Manager	7,000	15,000
Transport Manager	7,000	12,000
Stock/Inventory Controller	6,000	8,000
Warehouse Supervisor	4,000	6,000
Forklift Driver	2,000	5,000
Warehouse Assistant	1,800	3,000
Packer	1,500	2,500

Salary Range (per month)		
	MIN (MYR)	MAX (MYR)
TRANSPORT		
Operations Manager	10,000	15,000
Transport Manager	8,000	12,000
Fleet Manager	7,000	10,000
Fleet Controller	5,000	7,000
Transport Coordinator	3,000	4,000
Operations Administrator	3,000	4,000



The Malaysia Freight And Logistics Market is estimated to be worth **USD 38.43 billion** by 2029.



As supply chains become more complex, the demand for both **white- and blue-collared workers** is increasing.

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