



Marketers, here's your 2023 Malaysia salary guide

Marketing is constantly evolving and more brands have also shifted to digital channels since the pandemic. Omnichannel selling, for example, is becoming increasingly important for marketers and brands also know that a good customer experience will be a strong influence on the sales and marketing process.

Malaysia's digital economy grew by 13% year-on-year this year reaching US\$21 billion gross merchandise value, according to the e-Economy SEA report by Google, Temasek and Bain & Company. The country's digital economy is also expected to grow and eCommerce has been identified as one of the key enablers for digital economy growth.

With this growth, digital skills such as data analytics, content creation, and digital marketing are required too. This then places the spotlight on marketing teams and highlights their importance to help companies steer the ship moving forward. According to recruitment firm PERSOLKELLY's latest salary guide, marketing (31%) was listed among the top three in-demand skills after IT (36%) and general administration (31%).

According to the salary guide, 44% of employers surveyed in Malaysia plan to expand their contingent workforce in the next two years. A contingent workforce offers flexibility to workforce planning, allowing companies to fill roles without disrupting operations.

Sectors in Malaysia most in favour of a contingent workforce include IT, FMCG, manufacturing, logistics/supply chain, financial institutions/banking, healthcare/pharmaceutical, professional services/consultancy, and government. At the same time, 64% of Malaysian employers surveyed have cited hiring temporary and contract employees as one of their top strategies.

Companies in Malaysia (64%) are among those that report the highest adoption of a contingent workforce, in addition to Indonesia (67%), Hong Kong (66%), and Singapore (60%). Separately, insights from **Malaysia's Department of Statistics** show that advertising and marketing was the hottest job in the country in Q2 2022, followed by administrative and accounting roles. Among the list of sought after skills include communication, financial reporting, costing, problem solving, and budgeting.

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