

SALARY GUIDE 2021

A comprehensive guide of Creative, Events, Marketing, Sales & Technology salaries in 2021.

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INTRODUCTION

Welcome to the annual Aspire Salary Guide. Years of experience and transparent communication with our clients, alongside our own internal salary guides have been used to put together a definitive guide for almost every key role we hire for.



Paul Farrer
Founder

As we move into 2021, a subject that should be high on everyone's agenda is Diversity and Inclusion.

Aspire are committed to ensuring fair and equal treatment for all our employees and candidates and amplifying the positive action everyone can take to creating diverse and inclusive workplaces.

We accept that we are not perfect and are human, so we will make mistakes. We accept that we are still learning and developing our attitudes and processes to become truly inclusive. Engrained behaviors and attitudes are not easy to change but we all have a lot to gain by being positive for Diversity & Inclusion:

Organizations that have balanced levels of gender and ethnic diversity are 15% and 35% respectively, more likely to outperform their competitors (McKinsey).

Research from Deloitte, PwC, McKinsey, and others also show that diverse organizations:

- Are over 80% more innovative
- Have greater success recruiting talent
- Lower staff turnover
- Higher levels of employee engagement
- Better decision making
- Improved financial performance.

> **"If you hire only those people you understand, the company will never get people better than you are. Always remember that you often find outstanding people among those you don't particularly like."**
>
> **Soichiro Honda**
> Founder, Honda

So there is not only a moral purpose to creating equal opportunities and improving diversity and inclusion, there is a clear business case.

Be Positive for Diversity & Inclusion.

Aspire invite you to become a signatory to the charter for Positive for Diversity & Inclusion.

By signing as an individual or employer you will implement or commit to:

- Promoting Diversity & Inclusion
- Creating a Diversity & Inclusion Policy
- Undertaking an internal audit to understand your organization's diversity
- Plans to take positive action to be more diverse
- Creating and/or delivering training to all employees to understand the full range of diversity
- Creating and/or implementing training to all employees to understand how communication and behaviors may affect another person and how to manage complaints
- Creating and/or implementing training for employees on how to 'call out' inappropriate language, behavior, or anything else in a secure and supportive manner
- Creating an environment where employees are secure to challenge inappropriate behavior or language
- Leadership taking a lead on being positive for diversity & Inclusion
- Terminating relationships with suppliers and third parties that fail to be positive for diversity & inclusion.

Please be Positive for Diversity & Inclusion and sign the charter.

Global Organizations with Influential Diversity & Inclusion Leaders

accenture · Expedia · Bloomberg · shopify · 3M
The Telegraph · PEARL & DEAN · BAUER MEDIA GROUP · LIVE NATION · MEDIACOM
Interbrand · brainlabs · ebay · NBA · 4



TRENDS FOR 2021

Leaving behind a turbulent year, Singapore is in a great position when it comes to ensuring their people are safe and healthy. Having closed our borders for most of a year, we've been able to go back to offices and restaurants but still taking precautions to follow a 'new normal' while Covid-19 still exists.

Singapore is a country that is known for being an international hub but due to restrictions, the freedom of talent going in and going out is no longer possible. 2020 was a candidate-rich market, but in 2021 this has flipped on its head; clients are now finding it difficult to find experienced candidates from a much smaller 'pool'. As there will be a slow and gradual opening of borders, this will be the reality for Singapore for quite some time, some suggest as long as 2025.

Technology invests in salaries: Employers are very aware of the candidate shortage, therefore, in a fight to position themselves as an attractive employer, many sectors have seen a rise in salaries, bonuses and benefits. The tech sector especially has seen an average of 20-30% increase to gain advantage against competitors.

Supporting the e-commerce boom: The highest growth has been around the success of e-commerce. This is evident in the sub-sectors that keep such platforms running at fullest capacity including, Salesforce, shipping, manufacturing, and others who must upgrade their systems to cope with demand. Some candidates are receiving 4x the enquiries as tech employers find themselves in a hiring spree, especially to expand in software engineering and developers.

React or die: Further tech trends for 2021 sees the majority of our clients having moved to working with a type of Javascript known as the React framework. Bought in by Facebook, it's clear to see that businesses of all sizes are pivoting to use React. It's also much easier to recruit for, and easier to use, making it a win-win for those who refuse to be left behind.

Digital & Media marketing talent shortage: The Digital & Media space has also lost access to such talent, and similarly now offering top talent an average salary increase of 10-15%. Last year there was a hold on hiring due to small budgets and consumers staying at home. Post circuit breaker, spend has increased, and therefore jobs have risen too. In fact, there are 70% of more jobs available since December, leading to a candidate driven market which means there are more jobs compared to candidates. To put that into perspective, one good candidate will have at least five job offers, but unfortunately, less people are looking for jobs too.

Expansion into Asia: Borders may be closed, but our clients have shown initiative by building remotely. Expansion across the continent is proving advantageous for many reasons. Without the need to provide offices etc, we have seen clients grow in different parts of Asia in order to tap into a bigger market, not to mention, hiring multilingual talent.

Taking advantage of online: Digital growth in such agencies and independents mean there is a demand for UX/UI, software engineering, SEO, Programmatic, Media buying and Sales to promote the digital space. So, although Singaporeans can shop as normal, retail is still taking advantage of online users, developing their e-commerce offering instead. Thus, businesses are investing in roles associated with websites, social media, and digital, to improve their digital experience.

Creative and Ad spend belongs on social media: Despite lesser restrictions, consumers both in Singapore and overseas have developed a habit of going online. This, coupled with limitations to outside entertainment and thus, Out of Home marketing, led to a natural increase of ad spend on social media platforms instead. In order to adapt, ad agencies and clients are investing in Executive Managers, Media Buyers, and Social strategists with an average salary increase of 20%.

Time is scarce: The reality of a candidate-short market means recruiters and hiring processes need to be slick and smooth. In 2021, longer, more intensive interview stages threaten to waste time for a country who is competing with every other business to hire top talent. Infact, our experts have seen some clients hire on the spot. There's no time to spare.

Flexibility: Pre-Covid-19, employers had been stringent with flexible working, but the pandemic has proved that remote working is possible, and that cannot be ignored. The future of working in Singapore includes a higher importance for employers to be flexible with what they offer, even more so because it is a candidate market. In an era where people have become comfortable keeping apart for so long, employers not considering flexible working will lose out. Singapore's global clients and overseas candidates will also benefit from flexible contracts for years to come.

SUMMARY

In summary, our clients now have bigger hiring budgets in 2021. To be able to cope with the increase of online activity, talented people are needed to help businesses grow in the Creative, Events, Marketing, Sales, and Technology sectors.

Singapore is able to control their fight back from the pandemic, however, with restrictions on overseas travelling increase the negative impact on a candidate short market. This lack of talent is evident in all the sectors we hire for in Singapore, and thus, clients have adapted hiring strategies to; recruit remotely and expand into Asia, increase salaries up to 20% higher than in 2020, and hiring people who have the skills to do the job, and not necessarily the experience.

Further suggestions that resonates with all types of businesses in Singapore, requires a deconstruct of their usual hiring process. Some have already begun to cut down their interview stages by 30% - going from four stages to three, or three stages to two – because time is scarce in a candidate driven market for 2021, so hirers must plan months ahead, and act fast.

MEET THE TEAM



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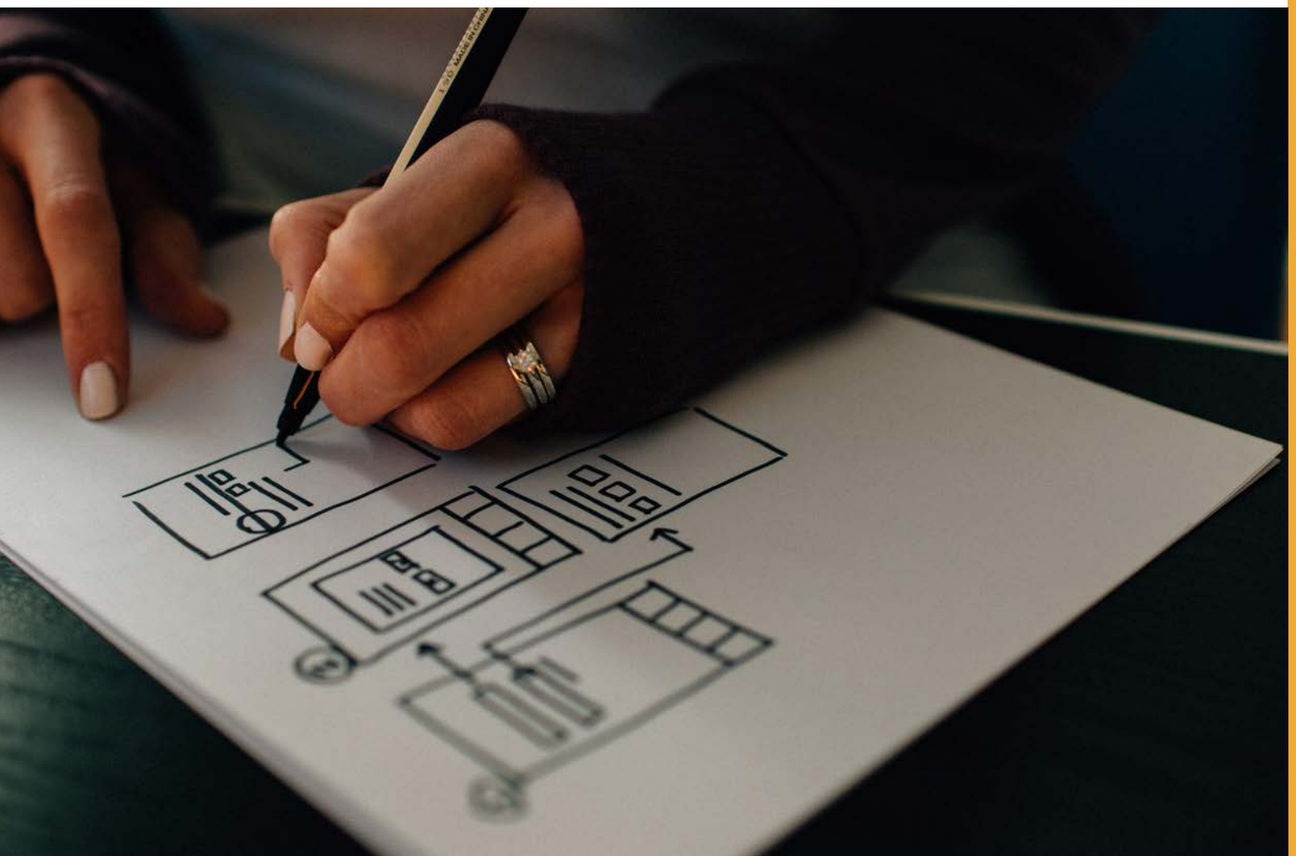
CREATIVE AGENCIES

As the world has become more digital, creative agencies have increasingly incorporated a wide range of roles within them. The most important of these are UX/UI, Design and Branding, Client Services including Project and Account Management, and Strategy.

UX/UI, DESIGN AND BRANDING

Design and branding can make or break a company, so talented creatives are worth their weight in gold. In this candidate-short market, those who know how to utilize programs such as Adobe Illustrator can be vital assets to a growing company.

The Creative team at Aspire hire for both online and offline positions, from art-workers through to UI/UX designers. By understanding the needs of a client, whether they are globally present or just starting out, the team can find the perfect candidate to aid their growth.



Job Title	Salary per month $SGD	Experience
Exec. Creative Director	15k - 20k	12+ years
Creative Director	12k - 15k	9+ years
Product Designer	8k - 13k+	8+ years
Assoc. Creative Director	7k - 9k	7+ years
Art Director	7K - 10K	6+ years
Mid-weight Art Director	5.5k - 7k	3+ years
Jr. Art Director	4.5k - 5.5k	1+ years
Sr. UX Designer	7.5k - 12k	4+ years
Mid-weight UX Designer	6k - 8.5k	3+ years
Jr. UX Designer	4k - 4.5k	1+ years
Sr. UI Designer	7.5k - 10k	4+ years
Jr. UI Designer	4k - 4.5k	1+ years
Motion Graphics Designer	6.5k - 8k	3+ years
Digital Designer	4.5k - 6.5k	3+ years
Presentation Designer	3k - 4.2k	1+ years
Jr. Graphic Designer	3.2k - 4.2k	0+ years



CREATIVE AGENCIES

STRATEGY

As businesses become global, the need for talented strategists becomes more of a focus for hiring managers. Employees who can estimate the direction, and configure the resources, of an organization over the long term are particularly vital.

The core of strategy is creating a competitive business through the talent and resources available to it at any given time. Finding talent with proven experience across a range of successful projects is vital, and the Strategy team at Aspire have plenty of experience doing so. Through meeting and assessing candidates face to face and virtually, the team can ensure they are finding the best fit for a business, and the best fit for the candidate themselves.

Job Title	Salary per month $SGD	Experience
Strategy Director	10k+	10+ years
Sr. Strategist	5k - 10k	5+ years
Strategist	3k - 7k	2+ years
Jr. Strategist	2k - 4k	1+ years

CLIENT SERVICES

Our Client Services team is one of the largest, longest-serving teams in the market, with a wide range of experience within the positions included in this broad term. At its heart is the aim to help a company grow, and utilize its resources and capabilities to its best extent.

This sector encompasses a huge range of roles and industries, from account management to response. Yet, even within such a broad sector, we are seeing a job-rich market; now more than ever, candidates with experience and valuable skills, such as communication skills, are in demand. Our Client Services team draws on their expertise to offer flexible solutions for clients. This involves a relationship-focused approach; the candidates sourced must understand the client's product, so the client can reap the most benefits. The primary areas covered by the team are Account Management and Project Management.

Job Title	Salary per month $SGD	Experience
Head of Acc. Management	16k+	10+ years
Sr. Account Director	10k - 15k+	10+ years
Account Director	8k - 12k	7+ years
Sr. Account Manager	6k - 7.5k	5+ years
Account Manager	4k - 6k+	4+ years
Sr. Account Executive	3.5k - 4.5k	2+ years
Account Executive	3k - 4k	1+ years
Head of Proj. Management	15k+	10+ years
Project Director	9k -13k	10+ years
Sr. Project Manager	7k - 10k	5+ years
Project Manager	4k - 8k	2 - 8 years
Project Executive	2.5k - 4k	1 - 3 years

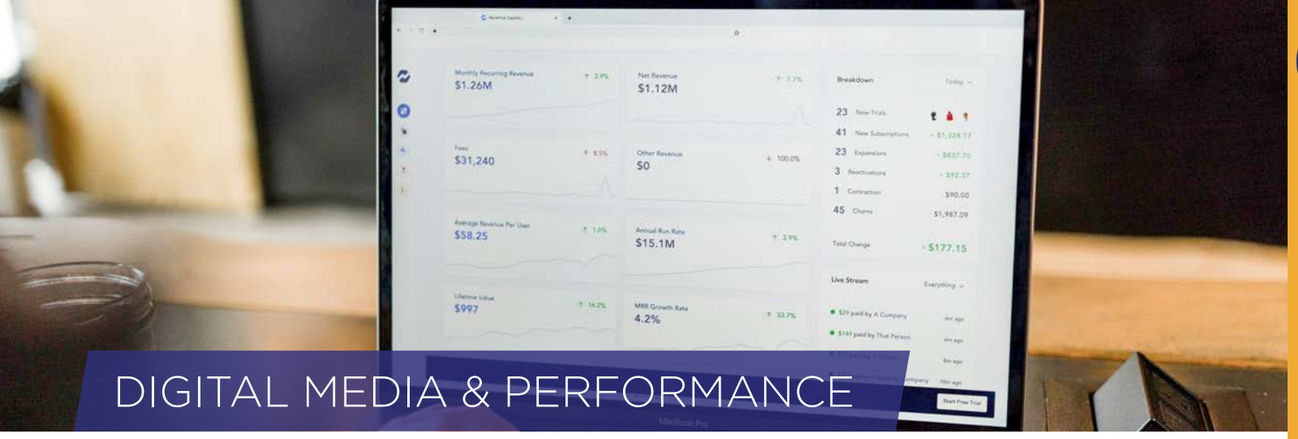


MARKETING

Now more than ever, the definition of what makes a Marketing candidate is growing. From traditional print to digital platforms, businesses are expanding the way that they promote to their customers.

The Aspire Marketing team is one of our best-known teams at Aspire, as well as one of our longest-running. The team hire across traditional marketing mix roles, as well as those focused on creating online experiences for their target audience. These include Digital, Social Media, Email, and CRM specialisms. Marketers with a stronger knowledge of digital skills and analysis are in higher demand and are able to reach the top levels of salary bandings. The ability to use programs such as Salesforce, Marketo, and Eloqua are particularly valuable.

Job Title	Salary per month $SGD	Experience
Marketing		
Marketing Director	12k - 20k	10+ years
Head of Marketing	9k - 15k+	8+ years
Sr. Marketing Manager	7.5k - 10k	6+ years
Marketing Manager	5k - 7.5k	4+ years
Sr. Marketing Executive	3.5k - 5k	2+ years
Marketing Executive	2.5k - 4k	0+ years
Email Marketing Exec	4k - 7k	0+ years
Events Marketing Manager	5k - 6k	3+ years
Field Marketing Manager	6k - 8k	5+ years
CRM		
CRM Director	12k - 20k	10+ years
Head of CRM	9k - 15k+	8+ years
Sr. CRM Manager	7k - 12k	6+ years
CRM Manager	5k - 7.5k	4+ years
Sr. CRM Executive	3.5k - 5k	2+ years
CRM Executive	2.5k - 4k	0+ years
Marketing Automation		
Manager	8k - 12k	4+ years
Architect	5k - 8k	3+ years
Social Media		
Head of Social Media	12k - 15k	10+ years
Social Media Director	9k - 12k	8+ years
Sr. Social Media Manager	6.5k - 9k	6+ years
Social Media Manager	5k - 7.5k	4+ years
Sr. Social Media Exec.	3.5k - 5k	2+ years
Social Media Executive	2.5k - 4k	0+ years
SEO		
SEO Director	12k - 20k	10+ years
Head of SEO	9k - 15k	8+ years
Sr. SEO Manager	6.5k - 9k	6+ years
SEO Manager	5k - 7.5k	4+ years
Sr. SEO Executive	3.5k - 5k	2+ years
SEO Executive	2.5k - 4k	0+ years



DIGITAL MEDIA & PERFORMANCE

As businesses grow within this digital age, the need for candidates with a knowledge of how to optimize customers' online experiences is more important than ever. Likewise, finding specialist consultants who can source such candidates is crucial.

Aspire's Digital Media & Performance team has grown as the industry has, and they have now become well established. The primary client base of the team includes Ad-Tech vendors and platforms, global media agencies, alongside multiple successful client-side companies. Some examples of these clients are international giants such as The Trade Desk, Yesler, MiQ, Publicis, and many more! Clients such as these keep returning to the team because of their personal approach to recruitment; they meet every candidate they put forward for an interview, to ensure only those who are ideal for the company's ethos are meeting the client.

Job Title	Salary per month $SGD	Experience
Digital Media Planning and Buying		
Business Director	10k - 15k	10+ years
Account Director	8k - 10k	8+ years
Associate Director	7.5k - 9k	6+ years
Sr. Account Manager	6k - 8k	5+ years
Account Manager	5k - 6.5k	3+ years
Media Manager	5.5k - 7.5k	3+ years
Planner	3.5k - 5.5k	2+ years
Planning/Campaign Exec.	2.5k - 4k	0+ years

Job Title	Salary per month $SGD	Experience
Programmatic Trading		
Trading Director	12.5k - 20k	10+ years
Head of Trading	10k - 12.5k	8+ years
Trading Manager	8k - 10k + bonus	6 years
Sr. Trader	6k - 8k + bonus	5+ years
Trader	4.5k - 7k + bonus	3+ years
Trading Executive	3.5k - 5.5k	0+ years
Trading Analyst	3k - 4.5k	0+ years
Ad Operations		
Director/Head of Platform	12.5k - 20k	10+ years
Head of Ad Operations	7.5k - 14k	9+ years
Ops Lead/Manager	5.5k - 9k	6+ years
Manager/Snr. Executive	4.5k - 7.5k	3+ years
Ad Ops Executive	3k - 4.5k	0+ years
Sales Manager	5k - 7k	3+ years
Event Sales	5k - 7k	3+ years
Content Manager	3k - 5k	3+ years
Business Dev Manager	5k - 7k	3+ years
Reporter	4.5k - 7k	3+ years
Event Marketing	5k - 7k	3+ years



DATA & ANALYTICS

The volume of data coming into organizations today is unprecedented. With businesses searching for new ways to secure a competitive advantage, the demand for analytics professionals has exploded across all major industry sectors.

Hiring experts in data security is becoming an ever-growing focus, as e-commerce overtakes traditional high-street shopping. Within our increasingly digital world, this is a trend that will only continue in an upwards trajectory. Our Data and Analytics team recruits data specialists for media agencies, tech start-ups, and corporate giants. They pride themselves in their market knowledge, strong talent pool, and ability to cater to a client's needs quickly and efficiently.

Job Title	Salary per month $SGD	Experience
VP. Data Science	12.5k - 18k	8+ years
Sr. Data Scientist	8k - 12k	5+ years
Data Scientist	7.5k - 10k	5+ years
Data Engineer	7.5k - 10k	4+ years
Data Analyst	4k - 5k	3+ years
Business Intelligence Analyst	4k - 5k	3+ years



MARKET RESEARCH

At its core, Market Research is about gathering information about consumer needs and preferences. Hiring from a junior level through to managing partners, Aspire's Market Research team draws on in-depth industry expertise to offer solutions for clients.

The primary focus of businesses has always been on communicating with a target audience. More now than ever, with the rise of e-commerce, bringing on candidates who can help you understand potential customers is crucial. They pride themselves on their personal approach; they understand the needs of clients and how best to respond to them. Many of the team's market research clients include research agencies, consultancies, media agency networks, client-side organizations, and media owners.

Job Title	Salary per month $SGD	Experience
Market Research		
Managing Director	18k - 20k	10+ years
Vice President	13k - 16k	10+ years
Sales Director	10k - 13k	10+ years
Sales Manager	6k - 9k	3+ years
Sr. Sales Executive	4k - 6k	5+ years
Sales Executive	3k - 4k	0+ years
Client Services		
Client Services Director	9k - 12k	8+ years
Sr. Services Manager	6k - 8k	5+ years
Client Services Manager	5k - 6.5k	3+ years
Client Services Executive	4k - 5k	0+ years



CONTENT

Content is an incredibly fast-growing sector. Copy that is both of high quality, and compelling for an audience increasingly comfortable with using digital formats, is very much in demand. The Content team at Aspire recruits for roles ranging from junior content creators to senior editors.

The Content team are experts in finding those who can create copy with a high conversion rate. This includes in both traditional formats, and on digital platforms such as social media. They pride themselves on their market knowledge, strong candidate database, and ability to cater to a client's needs quickly and efficiently. Content writers with a strong portfolio and proven results will find themselves able to leverage this experience for higher salary bandings, as writers with commercial awareness and acumen are a rare find.

Job Title	Salary per month $SGD	Experience
Sr. Editor	8k - 12k	5 - 8 years
Editor	6k - 8k	4 - 6 years
Sr. Reporter	7k - 9k	4 - 8 years
Reporter	4k - 7k	2 - 5 years
Writer	4k - 8k	2 - 8 years
Jr. Writer	2k - 4k	0 - 2 years
Sr. Journalist	6k - 8k	5 - 8 years
Journalist	4k - 6k	2 - 5 years
Sr. Content Writer	5k - 7k	5 - 8 years
Content Writer	4k - 6k	2 - 6 years
Jr. Content Writer	2k - 4k	0 - 3 years

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EVENTS

The ability to meet and communicate with your potential customers face to face or virtually, will always be a valuable marketing tool for businesses. There is now a focus on hosting wider topic-based events, as well as international conferences, which is becoming more popular.

Roles within Events can encompass planning, directing, content creation, as well as sales. The Events team at Aspire are dedicated to finding professionals for this wide range of roles for a similarly wide range of events. These include conferences, exhibitions, ceremonies, seminars, and other bespoke events such as corporate product launches, festivals, and in-house events. Aspire recruit for both event agencies and exhibition organizers, and thus have a breadth of experience to satisfy your needs.



Job Title	Salary per month $SGD	Experience
Event Agencies- Operations and Production		
Sr. Event Director	10k - 15k	10+ years
Head of Content	8k - 13k	7+ years
Event Director	8k - 10k	8+ years
Sr. Conference Producer	5k - 8k	3+ years
Event Manager	4k - 6k	4+ years
Event Planner	4k - 6k	0+ years
Conference Producer	3k - 6k	0+ years
Exhibition & Conference Organisers		
Country Lead/MD	15k - 20k + bonus & stock	10+ years
Event/Project Director	10k - 14k + commission	7+ years
Sales Director	9k - 11k + commission	8+ years
Exhibition Manager	7k - 9k + commission	5+ years
Sr. Sales Executive	4.5k - 5k + commission	5+ years
Sales Manager	5k - 7k + commission	3+ years
Delegate Sales Executive	3k - 4k + commission	0+ years



SALES

Sales has always been a sector where candidates are in high demand. Increasingly, we have seen Digital Sales Schemes growing as a sub-sector within it. Candidates with a track record of successful communication and collaboration with international companies are particularly sought after.

Our Sales team started out recruiting for highly valued traditional media businesses, and have evolved and developed their candidate pool and services to recruit for the ever-evolving digital space. Their core industry specialisms are Media Owners (print/ cross-platform – both B2B and B2C, Digital, OOH and Broadcast), Digital (Marketing Agencies, Publishers, Technology), Media and Creative Agencies, Ad-tech, Mar-tech, SaaS, Business Intelligence/Subscriptions and Market Research and Insight.



Job Title	Salary per month $SGD	Experience
Media Sales		
VP Sales	12k - 16k + commission	10+ years
Director/Head of Affiliate	15k - 18k + commission	8+ years
Sr. Sales Manager	9k - 12k + commission	4+ years
Sales Manager	5k - 8k + commission	3+ years
Sr. Sales Executive	5k - 6k + commission	2+ years
Sales Executive	4k - 4.5k + commission	0+ years
Ad Tech/ Mar Tech		
VP Sales	15k - 20k + commission	12+ years
Head of Sales	12k - 16k + commission	10+ years
Sales Director	10k - 13k + commission	8+ years
Sr. Sales Manager	8k - 10k + commission	4+ years
Sales Manager	6k - 8k + commission	3+ years
Sr. Sales Executive	5k - 6k + commsission	2+ years
Sales Executive	4k - 5k + commission	0+ years



TECHNOLOGY & TECHNOLOGY SALES

No sector has grown quite as much as Technology in the past few years. As a particularly attractive area for investment, jobs relating to research, development, sales and distribution are plentiful. Candidates with experience with both global organisations and start-ups are a valuable asset.

There are many pre-IPO, hypergrowth companies across APAC, with particular areas of development occuring in countries like Singapore. Consequently, demand there for candidates is high. The Technology & Technology Sales team have gained significant recruiting experience amidst these changes. The team specialise in helping VC-funded pre-IPO startups land their first boots on the ground, and in turn grow their APAC-based teams.

Job Title	Salary per month $SGD	Experience
Product Management		
Head of Product	15k - 25k	10+ years
VP of Product	12k - 20k	7+ years
Sr. Product Manager	9.5k - 15k	7+ years
Product Manager	6k - 9k	3+ years
Technology		
Chief Technology Officer	15k - 25k	10+ years
Head of Technology	12k - 20k	10+ years
Technical Director	16k - 25k	8+ years
Development Team Lead	8k - 12k + commission	5+ years
Channel/Partnerships	8k - 16k + commission	2+ years
Sales Development Representative	3.5k - 5k + commission	0+ years
Inside Sales Manager	8-10k + bonus	6+ years

Job Title	Salary per month $SGD	Experience
Technology Sales		
VP/GM APAC	30k - 40k + bonus & stocks	10+ years
Sales Director	18k - 25k + bonus	6+ years
Commercial Account Executive	7k - 10k + commission	4+ years
Enterprise Account Executive	10k - 16k + commission	5+ years
Alliance Manager	15k - 25k + commission	5+ years
Customer Success Manager	7k - 9k + commission	4+ years
Customer Success Lead	10k - 14k + commission	6+ years
Pre-Sales Engineer	8k - 15k + commission	4+ years
Software Engineering		
VP of Engineering	12k - 20k	7+ years
Solution Architect	10k - 15k	7+ years
Engineering Manager	10k - 15k	7+ years
Senior Software Engineer	7k - 10k	5+ years
Software Engineer	5.5k - 10k	4+ years
Infrastructure/Cloud		
Service Delivery Manager	10k - 15k + OTE	4+ years
Presales Architect	10k - 15k + OTE	4+ years
Technical Consultant	8k - 14k	4+ years
DevOps Engineer	8k - 12k	4+ years
Service Delivery Manager	8k - 10k	4+ years
iOS Developer	6k - 8k	3+ years
Tech Lead	12k - 14k	7+ years
Android Developer	6k - 8k	3+ years



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