

# Digital Talent Snapshot in Malaysia

## Q1, 2021



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# SOURCES

## **LinkedIn Talent Insights (LTI)**

Extracted from LinkedIn Talent Insights using filtering of 969 digital tech and services related roles identified all industries. The term 'digital talent' used in this document is defined as talents currently employed and having an active LinkedIn profile. All skill-related data on LinkedIn Talent Insights are based on information obtained via users of LinkedIn platform, hence may not be fully reflective of the entire talent ecosystem. Information was extracted on 14 Apr 2021

## **Korn Ferry Digital Talent Study, 2020**

A study conducted on a sampling of 74 companies in Malaysia based on Korn Ferry's digital job model to gather data on practices and policies related to attraction, engagement and retention of digital talents. The study covered 13 job families defined by Korn Ferry, namely (i) Enterprise Information Architecture; (ii) Software Development; (iii) Cyber Security; (iv) User Experience; (v) Blockchain; (vi) Data Science; (vii) Search Engine Optimisation (SEO); (viii) Business Performance; (ix) Social Media; (x) Digital Marketing; (xi) Project Management; (xii) E-commerce; and (xiii) Web Content

## **MDEC Research**

MDEC research and tracking of digital job vacancies across 5 job portals – LinkedIn, Jobstreet, Monster, Jobstore and Indeed; Limitations to the availability of data filters that is accessible publicly on their respective job portals; Extraction as of March 2021

# Digital Talent Landscape – 1<sup>st</sup> Quarter 2021

## ~ KEY INSIGHTS

### DEMAND

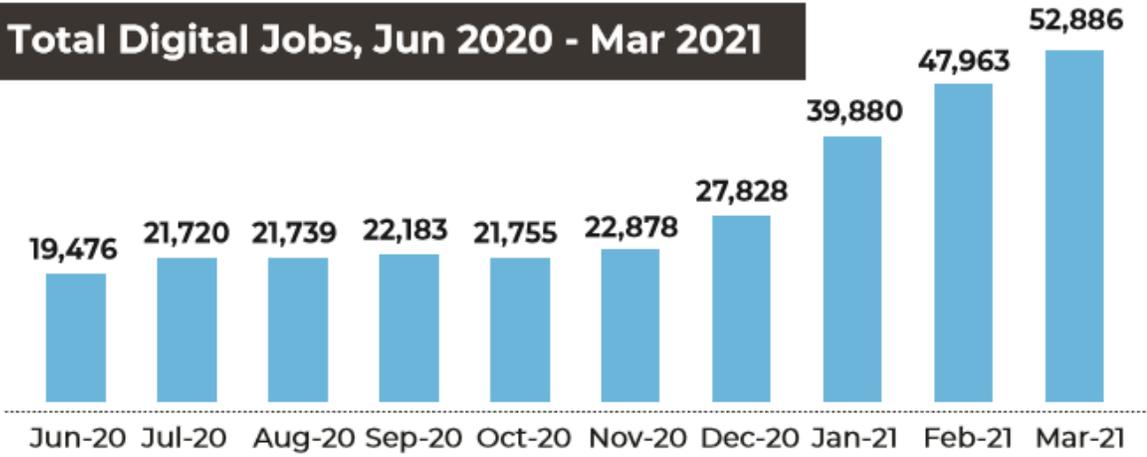
- Healthy demand for digital talents, fueled by accelerated digital adoption
- Majority of demand is for experienced talents
- Strong hiring demand in Selangor, KL, Putrajaya & Penang
- Top areas of demand are in software & hardware programming, eCommerce and IT services
- Demand is from all industries – led by financial services and ICT related sectors
- Skills in-demand include analytical skills, lead, programming, cloud computing

### SUPPLY

- More than 250K digital talents are on LinkedIn
- Majority are located in Selangor & KL
- Ample supply of talents also in Johor, Penang and Melaka
- 7 out of top 10 suppliers of talent are MDEC-accredited Premier Digital Tech Institutions
- Popular job titles are in digital marketing, data science and software development
- Fast growing skills amongst digital talents include Lead, Python, Computer Science, IT, analytical skills and digital content creation

# Digital Vacancies Tripled from June 2020 to April 2021

Total Digital Jobs, Jun 2020 - Mar 2021



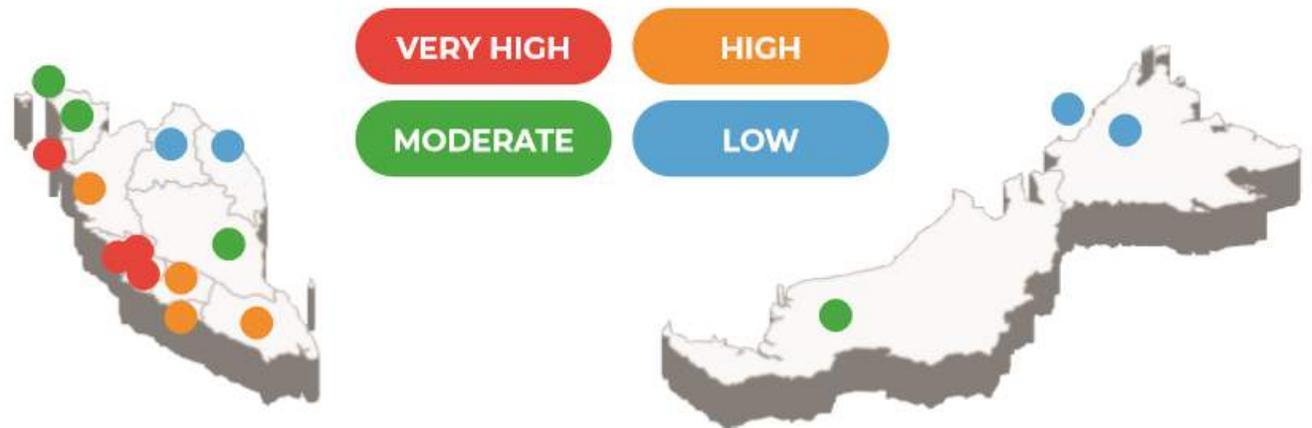
76% of vacancies are for experienced talents.

Highest growth in vacancies are in software and hardware programming, IT services and eCommerce related roles

Source: MDEC research and tracking of digital vacancies across 5 job portals – LinkedIn, Jobstreet, Jobstore, Monster and Indeed

**Hiring demand**  
**VERY HIGH** in Selangor, KL, Penang and Putrajaya

**LOW** in Sabah, Terengganu, Kelantan and Labuan



Source: LinkedIn Talent Insights on 969 digital job titles; extracted 14 Apr 2021

# Demand for Digital Talents is across all Industries

## Industries with very high demand for digital talents



**Financial services and ICT-related industries are struggling to fill digital vacancies.**

## Industries with Highest Digital Talent Growth (YoY)

1. **Market Research** (+13%)
2. **Music** (+6%)
3. **Cosmetics** (+6%)
4. **Tobacco** (+5%)
5. **Renewables & Environment** (+5%)
- Information Services** (+5%)
- Online Media** (+5%)
- Biotechnology** (+5%)

**As more sectors go digital, non tech industries see higher growth rate in digital talents compared to typical ICT industries<sup>1</sup>.**

Note:

1. Typical ICT sectors like IT & Services, Computer Hardware and Computer & Network Security recorded 1% digital talent growth YOY

# 85% of companies say they face talent scarcity issues

**85%** Companies in Malaysia are facing digital talent candidate scarcity issue, with **43%** considering to hire foreign talents



Korn Ferry report suggests a co-relation between talent scarcity and paying above the general market.

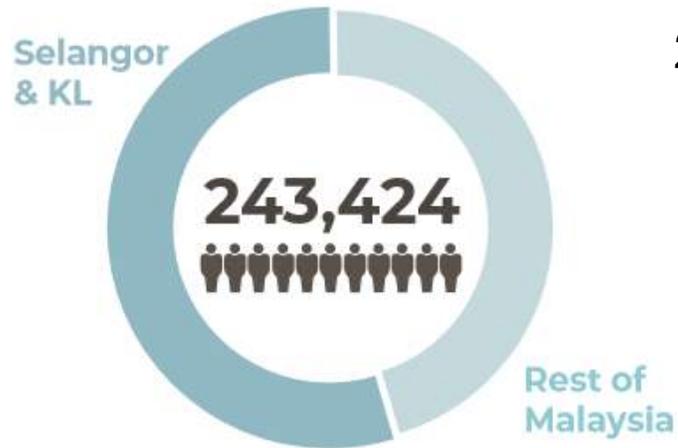
All countries in the study rewarded digital fresh grads higher significantly than non-digital fresh grads—except for Malaysia.

**Median Fresh Grad Digital Talent Salary Comparison (in local currency)**

Median	China	Hong Kong	India	Malaysia	Singapore
Non-Digital Fresh Graduates	6,000	15,000	30,000	2,990	3,060
Digital Fresh Graduates	8,000	16,000	40,833	3,000	3,435
Variance (%)	33%	7%	36%	0.3%	12%

Source: Korn Ferry Digital Talent Study, 2020

# More than half of digital talents are in the central region



**243,424 digital talents** in Malaysia are on LinkedIn  
**54.7%** of them are located in Selangor and Kuala Lumpur



### Hidden gems!

A surplus of digital talents can be found in Johor, Penang and Malacca.

### Top 10 Local IHLs Supplying Malaysia's Digital Workforce



7 of the Top 10 IHLs currently supplying Malaysia's digital workforce are MDEC-recognised Premier Digital Tech Institutions (PDTI)

# Popular Job Titles amongst Digital Talents...include Gig workers

**Digital Marketing, Data Science and Software Development related roles remain popular.**

## Fastest Growing Job Titles (YoY)

### Malaysia

1. Digital Marketing Executive (+14%)
2. Software Test Engineer (+12%)
3. Data Scientist (+11%)
4. Social Media Manager (+11%)
5. Digital Marketing Specialist (+11%)
6. Digital Marketing Manager (+11%)
7. Full Stack Engineer (+10%)
8. Head of Digital (+9%)
9. Junior Software Engineer (+9%)
10. Youtuber (+8%)

### South East Asia

1. Social Media Manager (+19%)
2. Back End Developer (+11%)
3. Data Engineer (+11%)
4. Digital Specialist (+9%)
5. Digital Marketing Specialist (+9%)
6. Data Scientist (+8%)
7. Social Media Marketing Specialist (+8%)
8. User Interface Designer (+8%)
9. Front End Developer (+7%)
10. Digital Marketing Executive (+6%)

## Companies with Highest Digital Talent Growth (YoY)

### Malaysia

1. Micron Technology (+54%)
2. Orsted (+33%)
3. YouTube (+31%)
4. Freelancer.com (+30%)
5. Roche (+24%)
6. Self Employed (+23%)
7. Nettium (+23%)
8. EPF Malaysia (+22%)
9. Great Eastern (+17%)
10. DHL IT Services (+16%)

### South East Asia

1. Amazon (+151%)
2. Shopee (+63%)
3. PT Pertamina (+33%)
4. Freelancer.com (+30%)
5. Self Employed (+27%)
6. Procter & Gamble (+26%)
7. Apple (+25%)
8. AT&T (+25%)
9. Fiverr (+25%)
10. Samsung (+24%)

**In the COVID-impacted job market, there's been 20 to 30% growth in digital talents who are either self-employed, freelancers or YouTubers in Malaysia and the region.**

# Skills in-demand vs Fast growing skills in Malaysia & the region

## In-demand skills

Analytical skills, Software Development, Programming languages & Cloud computing

## Skills Commonly Advertised in Job Vacancies

### Malaysia

1. Analytical Skills
2. Engineering
3. Computer Science
4. Software Development
5. Programming
6. SQL
7. Lead
8. JavaScript
9. Information Technology
10. Cloud Computing

### South East Asia

1. SQL
2. Analytical Skills
3. Software Development
4. Engineering
5. Programming
6. JavaScript
7. Java
8. Cloud Computing
9. Python
10. Information Technology

## Fastest Growing Skills (YoY)

### Malaysia

1. Lead (+266%)
2. Computer Science (+48%)
3. Python (+42%)
4. Information Technology (+42%)
5. Data Entry (+33%)
6. Adobe Premiere Pro (+33%)
7. Analytical Skills (+31%)
8. Video Editing (+28%)
9. Digital Marketing (+27%)
10. Git (+26%)

### South East Asia

1. Data Analytics (+76%)
2. Back End Web Development (+58%)
3. React.js (+50%)
4. Information Technology (+46%)
5. Python (+37%)
6. Data Entry (+36%)
7. Finance (+36%)
8. Amazon Web Services (AWS) (+36%)
9. Node.js (+32%)
10. Adobe Premiere Pro (+31%)

**More talents need to be equipped with Cloud Computing skills to match the strong demand.**

# Implications For Key Stakeholders

## Policy-makers

- Promote and enable (funding, training, etc) in-demand digital tech skills and careers
- Promote digital freelancing to digital talents located in low demand states (eg. Sabah, Labuan, Terengganu, Kelantan)
- Re-visit the type of digital tech courses offered/funded in locations with low demand for digital talents
- Encourage fresh grads to take up freelance jobs to gain experience
- Facilitate in-flow of tech expats to retain high value jobs in Malaysia & multiplier effects to the economy

## Academia

- Incorporate/scale courses for in-demand skills
- Equip undergrads with skills to secure digital jobs on freelance basis – to build experience

## Employers

- Re-skill/up-skill employees with in-demand skill-sets
- Run recruitment drives in locations with ample talent supply – Johor, Penang, Melaka
- Partner MDEC to jointly develop and secure talents from Premier Digital Tech Institutions

**THANK YOU**