

A man in a dark suit and light blue shirt is holding a tablet. The background is a dark blue digital interface with various data visualizations, including line graphs, bar charts, and circular gauges. The overall theme is digital technology and data analysis.

Digital Talent Snapshot in Malaysia

Q3 2021

MDEC[®]

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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 1 Oct 2021

Economic and Digital Job Market Outlook in Malaysia 2021 - Executive Summary (PIKOM)

The 13th edition report is published in collaboration with Jobstreet and supported by MDEC focuses on the analysis and insights into economic, industry and digital job market as well as the recent salary landscape and outlook.

Digital Global Business Services Talent Market Report 2021 (OM/PIKOM)

The contextual aspects of the report will include hiring trends, salaries, compensation trends, development opportunities and talent availability.

Talent Overview

258,482

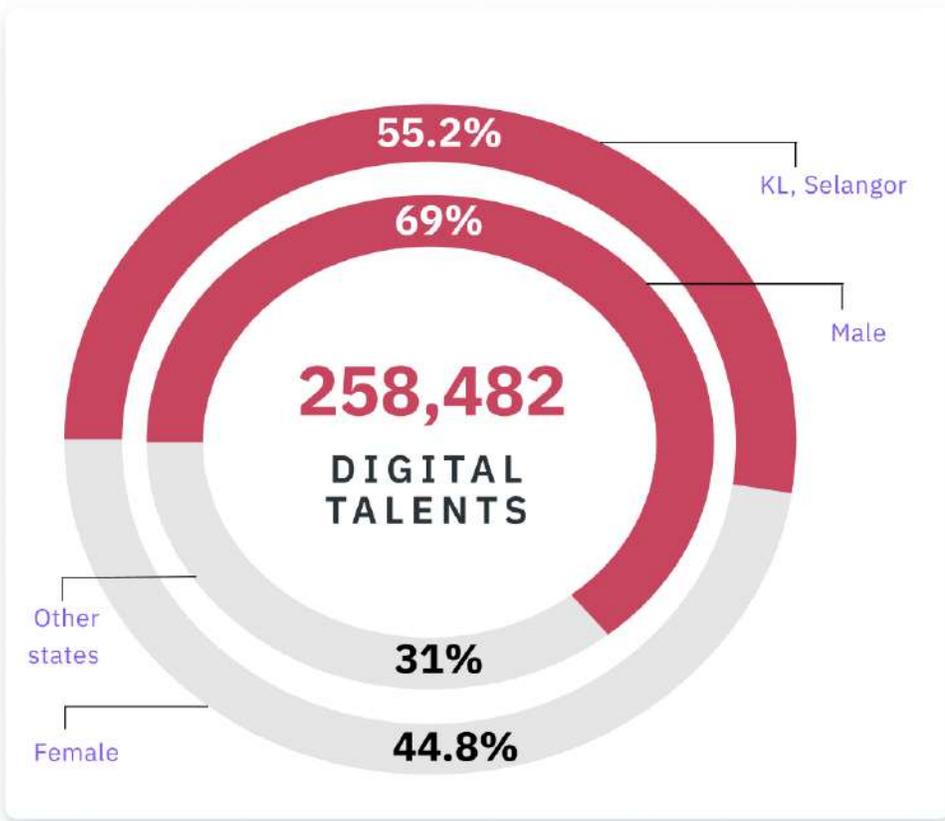
The total number of talents in Malaysia on LinkedIn has grown 2% from Q2 to Q3

Hiring Demand by States

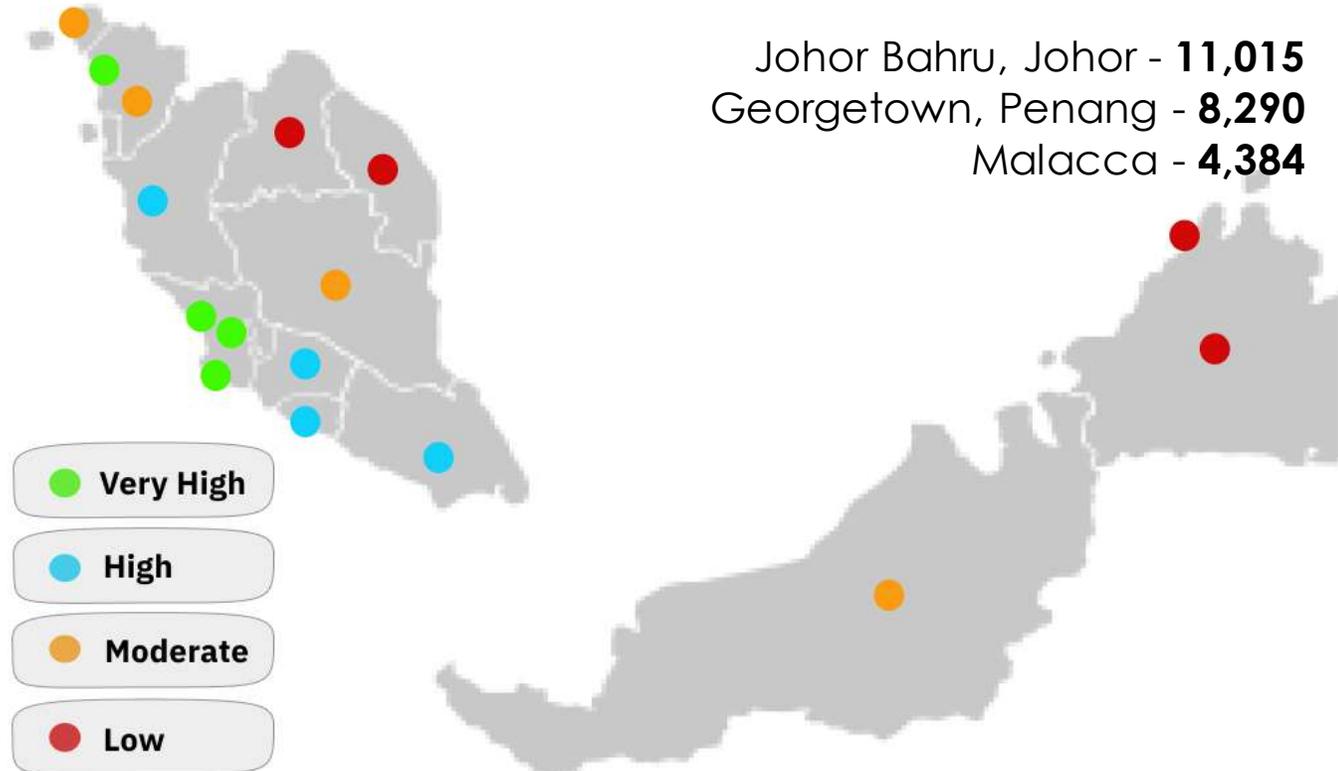
No changes to the distribution of hiring demand by states in Q3 as compared to Q2.

The three states with **higher supply of digital talents** compared to hiring demand remains the same:

Johor Bahru, Johor - **11,015**
Georgetown, Penang - **8,290**
Malacca - **4,384**

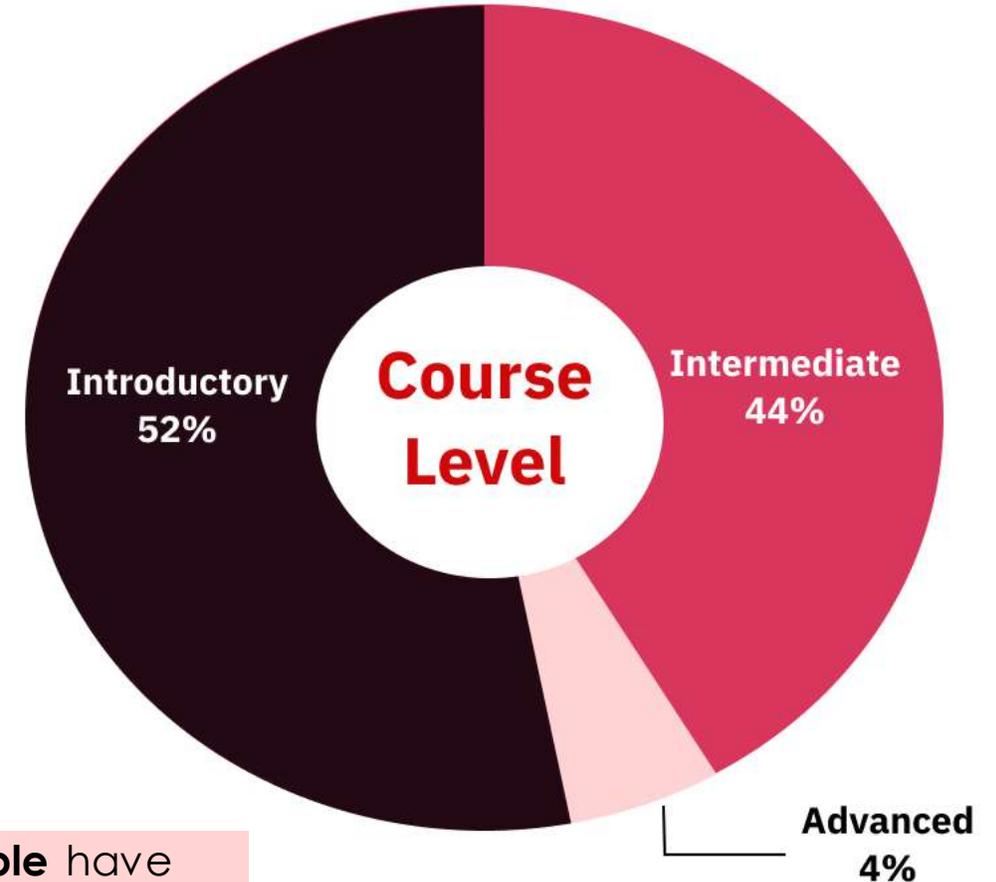
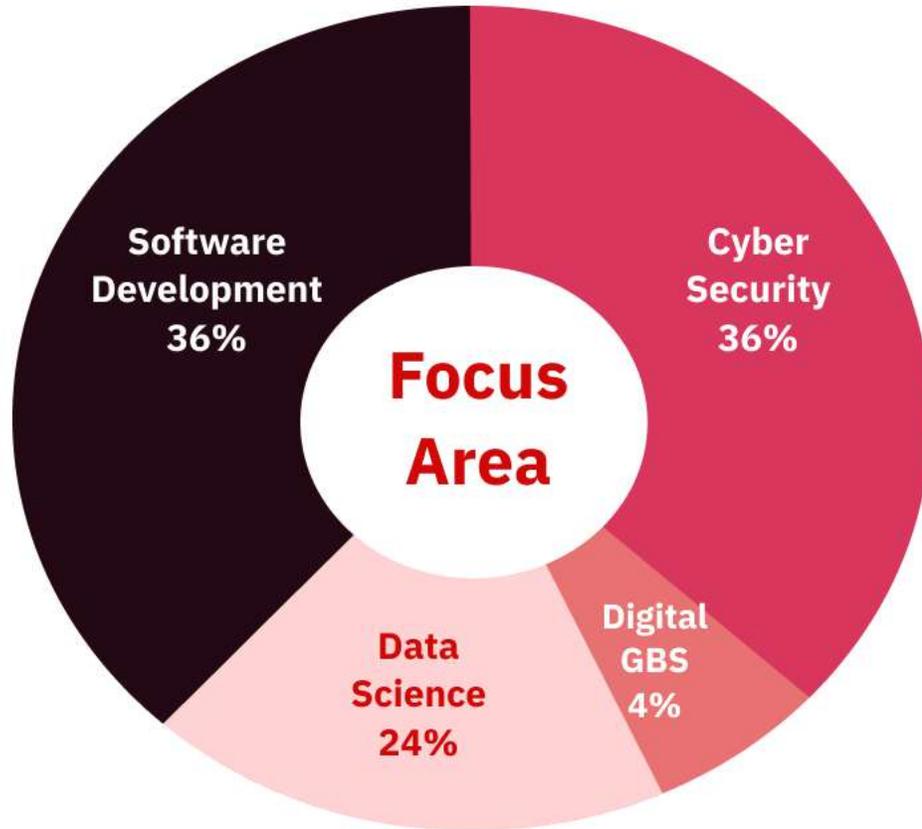


Majority of digital talents are still located in the Klang Valley with 69% male.



Digital Skills Training Directory 2021

1,213
Upskilled



As of Q3, a total of **1,213 people** have been upskilled in courses via the Directory, with the majority taking courses in **Cybersecurity (36%)** and **Software Development (36%)**

Industries with High Hiring Demand for Digital Talents

Top 10 Industries with Hiring Demands



Non-traditional IT companies continue to have high demand for digital talents. One such industry that was not featured in Q2 previously is the **Logistics and Supply Chain** industry.

Industries with Highest Digital Talent YoY Growth

1. **Non-profit Organisations** (+12%)
2. **Information Services** (+8%)
3. **E-Learning** (+7%)
4. **Renewables & Environment** (+7%)
5. **Market Research** (+7%)
6. **Online Media** (+6%)
7. **Biotechnology** (+6%)
8. **Financial Services** (+6%)
9. **Tobacco** (+6%)
10. **Computer Games** (+6%)



Non-profit Organisations continues to be the industry with highest growth YoY in digital talent. **Two industries** that started to trend in hiring digital talents in Q3 are **Tobacco** and **Computer Games**.

Fastest Growing Digital Job Titles (YoY)

Malaysia

1. **Data Engineer** (+19%)
2. **Data Scientist** (+18%)
3. **Front End Developer** (+17%)
4. **Digital Specialist** (+15%)
5. **Software Test Engineer** (+14%)
6. **Digital Marketing Executive** (+12%)
7. **Digital Marketing Specialist** (+11%)
8. **Junior Engineer** (+11%)
9. **Data Analyst** (+10%)
10. **Junior Software Engineer** (+10%)

South East Asia

1. **Data Engineer** (+19%)
2. **Associate Software Engineer** (+17%)
3. **Back End Developer** (+16%)
4. **Social Media Manager** (+15%)
5. **Social Media Marketing Specialist** (+14%)
6. **Digital Specialist** (+13%)
7. **Front End Developer** (+12%)
8. **User Interface Designer** (+10%)
9. **Data Scientist** (+9%)
10. **Digital Marketing Specialist** (+8%)

Asia

1. **Software Engineer Intern** (+64%)
2. **Assistant System Engineer** (+46%)
3. **Associate Software Engineer** (+24%)
4. **Data Engineer** (+23%)
5. **Back End Developer** (+19%)
6. **Application Developer** (+17%)
7. **Social Media Manager** (+12%)
8. **Junior Software Engineer** (+12%)
9. **Social Media Marketing Specialist** (+11%)
10. **Lead Software Engineer** (+11%)



In Malaysia, the **top two fastest growing job titles** are **Data Engineer** and **Data Scientist**.

Other job roles that are **still in demand** include **Software Development** (eg. Front End Developers) and **Digital Marketing**.

In comparison, **Software and System Engineering** roles seems to be higher in demand **across Asia**

Fastest Growing Skills (YoY)

Malaysia

1. **Data Analytics** (+80%)
2. **Python** (+42%)
3. **Information Technology** (+35%)
4. **Analytical Skills** (+33%)
5. **Computer Science** (+33%)
6. **Data Entry** (+32%)
7. **Finance** (+30%)
8. **Adobe Premiere Pro** (+29%)
9. **Video Editing** (+28%)
10. **Digital Marketing** (+26%)

South East Asia

1. **Data Analytics** (+87%)
2. **Design** (+59%)
3. **Finance** (+50%)
4. **React.js** (+48%)
5. **Back End Web Development** (+47%)
6. **Information Technology** (+40%)
7. **Machine Learning** (+39%)
8. **Python** (+38%)
9. **Data Entry** (+37%)
10. **Adobe Premiere Pro** (+34%)

Asia

1. **Data Analytics** (+106%)
2. **Microsoft Azure** (+93%)
3. **React.js** (+67%)
4. **Angular** (+59%)
5. **Data Science** (+59%)
6. **Finance** (+52%)
7. **Data Entry** (+50%)
8. **Python** (+48%)
9. **Information Technology** (+47%)
10. **Machine Learning** (+45%)



Data Analytics is the **fastest growing skill** of digital talents in **Malaysia and across Asia**.

It is observed that whilst **Malaysian** talents are focusing on more generic digital skills, talents in **SEA and Asia** are already starting to pick up on **React.js, Back End Web Development and Machine Learning**. One reason could be because Malaysian talents does not state the specific skills enough.

Common Skill Requirements in Digital Job Vacancies

Malaysia

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

South East Asia

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

Asia

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



Analytical Skills is the most commonly required skill for digital talents **across Malaysia, SEA and Asia**. **Programming** and **Cloud Computing** are commonly required as well.

It is also interesting to note that **digital marketing skills are not commonly required** considering their roles which are quite high in demand.

Skills Analysis

	Fresh (< 2 years)	Experienced (> 2 years)
Most Common Skills	<ol style="list-style-type: none">1. Java2. Python3. C++4. Javascript5. Engineering6. Adobe Photoshop7. HTML8. Software Development9. SQL10. Graphic Design	<ol style="list-style-type: none">1. Engineering2. SQL3. Software Development4. Adobe Photoshop5. Troubleshooting6. Technical Support7. Javascript8. Graphic Design9. Java10. Information Technology
Fastest Growing Skills	<ol style="list-style-type: none">1. Power BI2. Quality Assurance3. Finance4. Copywriting5. Tableau6. Social Media Marketing7. Analytical Skills8. Git9. Data Analytics10. Node.js	<ol style="list-style-type: none">1. AWS2. Information Technology3. Python4. Analytical Skills5. Finance6. Adobe Premiere Pro7. Digital Marketing8. Git9. Agile Methodologies10. Operation Management



Most common skills amongst **fresh graduates** are **programming and coding skills**; but there is an interest to **upskill** themselves in **data visualization tools (Power BI, Tableau)** and **data analytics**.

In comparison, **experienced talents** seems to have more **design** and **digital marketing skills**.

Another interesting observation is that both **fresh and experienced talents** emphasize on upskilling themselves in **Finance and Analytical Skills**.



**Economic and Digital Job
Market Outlook in Malaysia 2021
Executive Summary
by PIKOM**

Published in 6th of October 2021

Overall Average Monthly Salaries of Digital Professionals (RM)/ Growth Rate (%) 2010 – 2022



Extrapolated **Forecast

Source: Economic and Digital Job Market Outlook in Malaysia 2022 Executive Summary by PIKOM

Based on PIKOM and Jobstreet's analysis, it is forecasted that in **2022**, the average monthly salaries for **Digital Professionals** will increase by **2% to RM 10,034**

Average Monthly Salaries of Entry Level Digital Professionals (RM)/ Growth Rate (%) 2010 – 2022



Extrapolated**Forecast

Source: Economic and Digital Job Market Outlook in Malaysia 2022 Executive Summary by PIKOM

Based on PIKOM and Jobstreet's analysis, it is forecasted that in **2022**, the average monthly salaries for **entry level Digital Professionals** will increase **by 3.9% to RM 3,431**

Key Takeaways from PIKOM

Pandemic has accelerated digital industry growth and reshaped the landscape – eCommerce, online services, digitalisation and connectivity

1

Despite some impact from pandemic, salaries in digital industry were sustained on back of growth in sectors such as eCommerce

2

Digital talents in senior levels were most affected in 2021 in terms of vacancies and salaries

3

Better prospects for salary growth at entry to manager levels, salaries for senior manager to remain flat in 2022

4

Job demand and salary growth in cybersecurity continue to outpace industry average

5

Job losses and pay cuts are not expected to be reversed in the near term

6

Concern that talent supply may outstrip demand in next few years depending on domestic and global growth

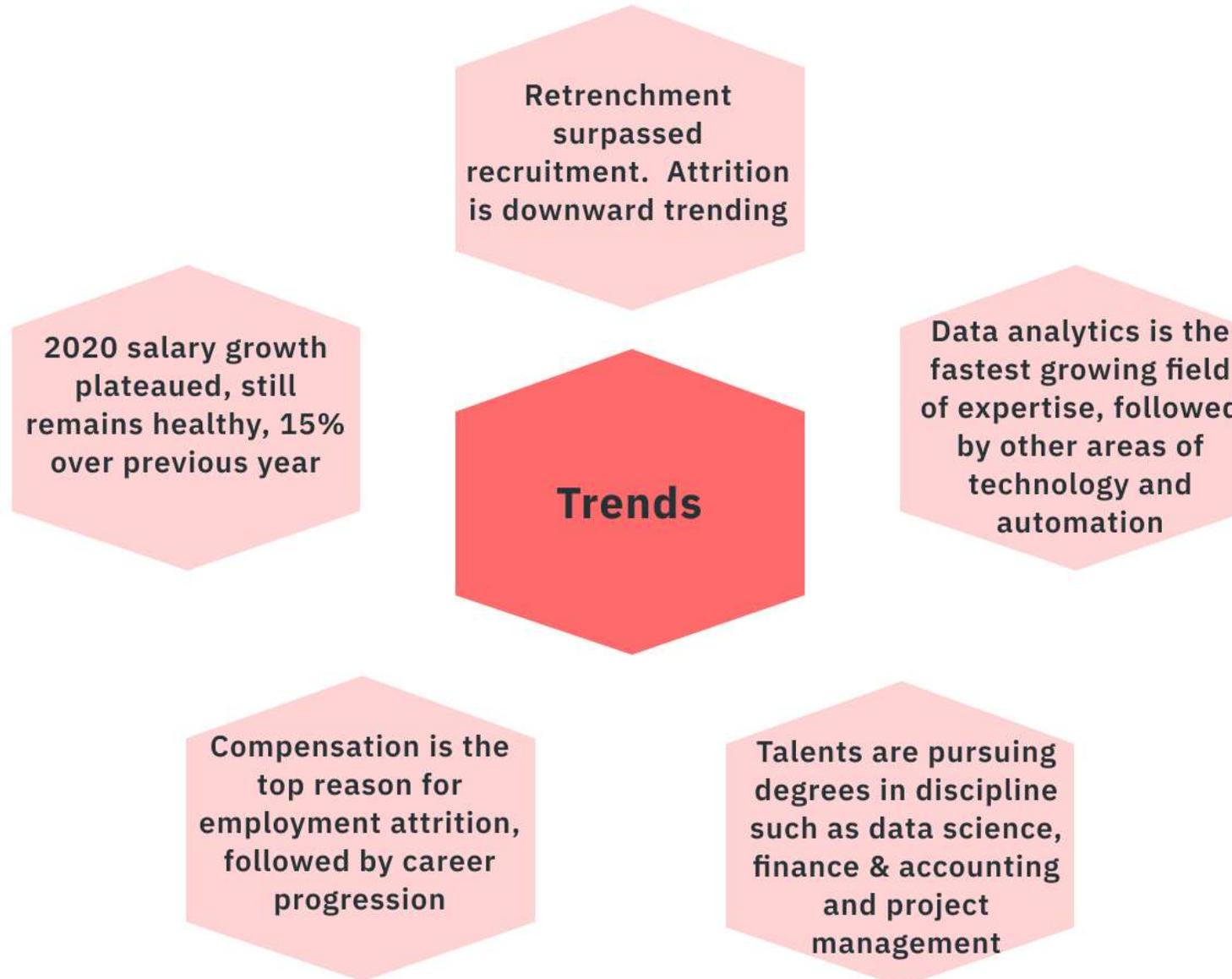


Digital Global Business Services Global Trends & Talent Market in Malaysia Report by OM and PIKOM

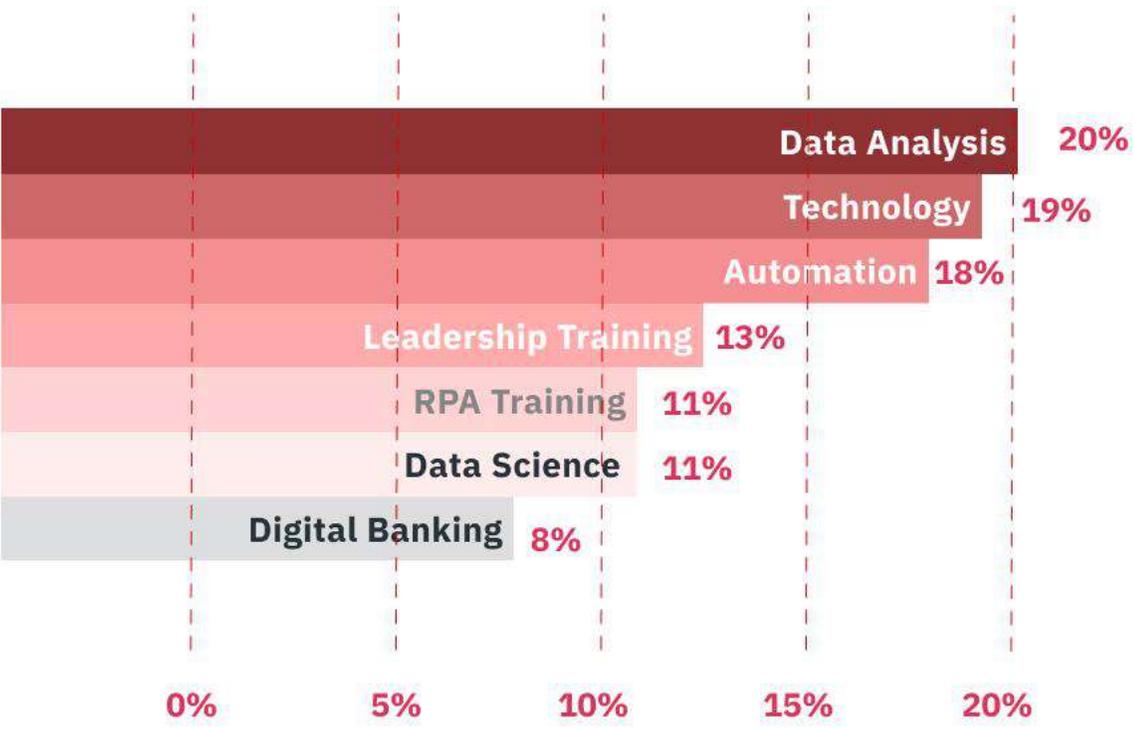
Published in 1st of September 2021

Key Takeaways

Salary Trends



Career Development Trends



Source: OM GBS Talent Market Survey

Top three career development prospects for GBS talents would be in **Data Analysis, Technology and Automation**.

This is aligned to the earlier findings from LinkedIn which highlighted Data Analytics as the fastest growing skill across Malaysia, SEA and Asia.



Thank you