Digital Talent Snapshot in Malaysia

Q3, 2024

About MDEC

Malaysia Digital Economy Corporation (MDEC), a government agency under the purview of the Ministry of Digital, was established in 1996 to lead Malaysia's digital economy. Beginning with the implementation of the MSC Malaysia initiative, we have since then catalysed digital transformation and growth all over the nation. By offering greater incentives and governance for growth and re-investment, we aspire to bolster Malaysia's status as the digital hub of ASEAN, opening new doors and driving shared prosperity for all Malaysians.

SOURCES

1. **LinkedIn Talent Insight (LTI)**
   Information was extracted from LinkedIn Talent Insights on 30 September 2024 using filtering of 1,291 digital tech and services related roles identified all industries in Malaysia and the Region. The term 'digital talent' used in this document is defined as talents currently employed and having an active LinkedIn profile, hence, may not be fully reflective on the entire talent ecosystem.

2. **MDEC Research**
   MDEC research and tracking of digital job vacancies across 5 job portals – LinkedIn, JobStreet, MauKerja, MYFutureJobs and Foundit (previously known as Monster); Limitations to the availability of data filters that is accessible publicly on their respective job portals; Extraction as of 30 September 2024

3. **PIKOM - Economic and Digital Jobs Market Outlook, 2023**
   The "Economic and Digital Jobs Market Outlook, 2023" by PIKOM analyzes Malaysia's digital job market, predicting economic growth and significant salary increases in 2023 and 2024, while comparing Malaysia's digital salaries with those in other countries. The data is based on sources like Jobstreet and SalaryExpert, along with PIKOM's estimates.

4. **MyDIGITAL Corp - What Gig Workers Really Want, May 2024**
   This paper delves into the world of gig workers in Malaysia. Through a survey of 1,500 gig workers, this paper explores the intricate balance gig workers strike between the allure of flexibility and the greater income variability of gig work from the lens of the workers.
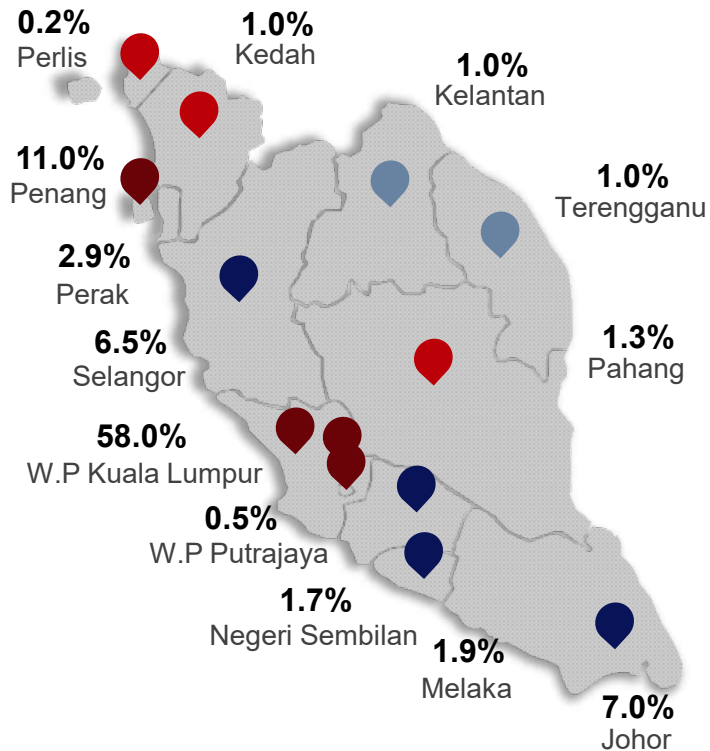
Digital Talent Landscape, 3rd Quarter 2024
~Key Insights

1. Malaysia currently has 357,414 digital talents on LinkedIn, marking a 2.07% growth from Q2, 2024.

2. There is a significant upward trend across quarters. 92,324 job vacancies were recorded in Q3, surpassing 80,719 in Q2 and 42,835 in Q1 across job platforms like LinkedIn, JobStreet, MYFutureJobs, MauKerja, and Foundit.

3. Hiring demand of digital talents remains low in Kelantan, Terengganu and W.P Labuan.

4. 50% of industries with very high demand for digital talents are from non-tech sectors.

5. Data Engineer holds the top position among the fastest-growing job titles in Malaysia and Southeast Asia.

6. In Malaysia, the fastest-growing skills include Manufacturing Automation and System Configuration emphasizing a focus on automation and system optimization.

7. Freelancers (self-employed) show significant growth across both regions, indicating a rising trend in independent digital workforces.

8. Digital skills in-demand in Malaysia and Southeast Asia are Adobe Photoshop, SQL, JavaScript, Java & HTML.

9. There is a significant upward trend across quarters. 92,324 job vacancies were recorded in Q3, surpassing 80,719 in Q2 and 42,835 in Q1.
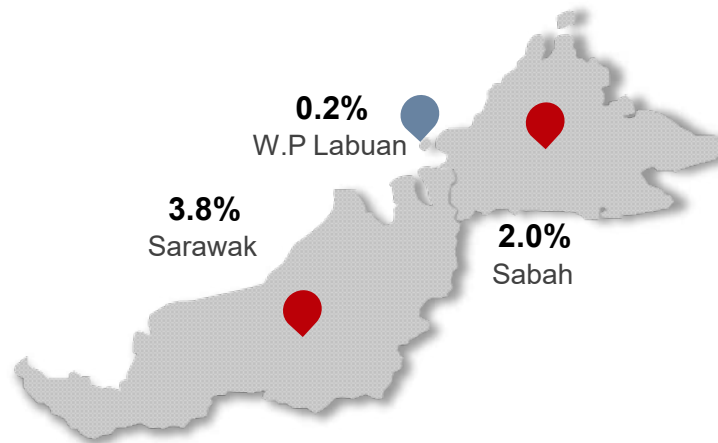
Digital Talents in Malaysia (1/2)

357,414 digital talents in Malaysia are on LinkedIn.

Top Locations	Professionals
Kuala Lumpur	181,651
George Town, Penang	34,071
Johor Bahru	18,000
Subang Jaya, Selangor	6,746
Cyberjaya, Selangor	6,730

Hiring Demand of Digital Talents

VERY HIGH	HIGH
MODERATE	LOW

0.2% Perlis

1.0% Kedah

1.0% Kelantan

11.0% Penang

1.0% Terengganu

2.9% Perak

6.5% Selangor

1.3% Pahang

58.0% W.P Kuala Lumpur

0.5% W.P Putrajaya

1.7% Negeri Sembilan

1.9% Melaka

7.0% Johor

0.2% W.P Labuan

3.8% Sarawak

2.0% Sabah
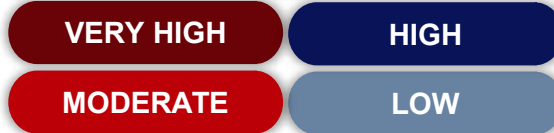
Percentage of Digital Talents in Malaysia

Hidden Gem Locations!

34,071 in George Town

18,000 in Johor Bahru

6,021 in Ipoh

Digital Talents in Malaysia (2/2)

Chart axis values:
- 360,000
- 355,000
- 350,000
- 345,000
- 340,000
- 335,000
- 330,000
- 325,000
- 320,000

1st Quarter: 335,182
2nd Quarter: 350,150
3rd Quarter: 357,414

Steady growth from Q1 to Q3, 2024, with a **total increase** of **22,232 individuals**. However, the growth rate slowed over time, rising by **4.47%** from Q1 to Q2 and **2.07%** from Q2 to Q3, indicating a gradual stabilization in talent acquisition.

Companies with Highest Digital Talent Growth

Fastest Growing Job Titles (YoY)

Malaysia

1. Data Engineer (+9%)
2. Full Stack Engineer (+7%)
3. Back End Developer (+6%)
4. Java Software Engineer (+5%)
5. Senior Business Analyst (+5%)
6. Data Specialist (+5%)
7. Junior Software Engineer (+4%)
8. Data Scientist (+4%)
9. Electrical Engineer (+3%)
10. Application Specialist (+3%)

Southeast Asia

1. Data Engineer (+5%)
2. Senior Analyst (+3%)
3. Junior Software Engineer (+2%)
4. Data Scientist (+1%)
5. Senior Business Analyst (+1%)
6. Business Analyst (+1%)
7. Solution Architect (+1%)
8. Project Specialist (+1%)
9. Information Technology Specialist (+1%)
10. Information Technology Executive (+1%)

Data Engineer holds the top position among the fastest-growing job titles in Malaysia and Southeast Asia.

Companies with Highest Digital Talent Growth (YoY)

Prasarana Malaysia Berhad leads digital talent growth in Malaysia, while Southeast Asia sees higher rates with **ByteDance** and **ING Hub Philippines** at the forefront, highlighting diverse industry contributions from tech, energy, and finance.

Malaysia

1. Prasarana Malaysia Berhad (+38%)
2. Freelance (Self-employed) (+35%)
3. Grab (+22%)
4. Micron Technology (+18%)
5. Money Lion (+17%)
6. EY (+17%)
7. Inari Technology Sdn Bhd (+18%)
8. Shopee (+16%)
9. Roche (+15%)
10. Celestica (+15%)

Southeast Asia

1. ByteDance (+47%)
2. ING Hub Philippines (+47%)
3. TikTok (+34%)
4. Freelance (Self-employed) (+33%)
5. PT Pertamina (Persero) (+32%)
6. PLDT (+24%)
7. Shell (+24%)
8. SCB – Siam Commercial Bank (+19%)
9. Freelancer.com (+19%)
10. Self-employed (+17%)

Fastest Growing Skills vs. Skills In-Demand

Fastest Growing Skills (YoY)

Malaysia

1. Manufacturing Automation (+233%)
2. System Configuration (+104%)
3. CSS Sprites (+100%)
4. Acceptance Testing (+91%)
5. Software Support (+91%)
6. Business Requirements (+85%)
7. Plant Engineering (+84%)
8. Software Deployment (+60%)
9. Systems Design (+57%)
10. Software Troubleshooting (+54%)

Southeast Asia

1. Application Deployment (+167%)
2. Web Technologies (+132%)
3. Acceptance Testing (+93%)
4. Software Support (+89%)
5. Version Control (+76%)
6. Front-End Design (+68%)
7. Doctrine (PHP)(+64%)
8. Infrastructure as Code (IaC) (+63%)
9. System Development (+59%)
10. Front-End Coding (+58%)

In Malaysia, the fastest-growing skills include **Manufacturing Automation** and **System Configuration** emphasizing a focus on automation and system optimization. Southeast Asia highlights **Application Deployment** and **Web Technologies** as top-growing skills, reflecting a strong push toward digitalization and web-based solutions.

Skills Commonly Advertised in Job Vacancies

In-demand digital skills in Malaysia & Southeast Asia: **Adobe Photoshop, SQL, JavaScript, Java** and **HTML**

Malaysia

1. Adobe Photoshop
2. SQL
3. JavaScript
4. Network Hardware
5. Print Advertising
6. Java
7. Network Troubleshooting
8. HTML
9. Desktop Computers
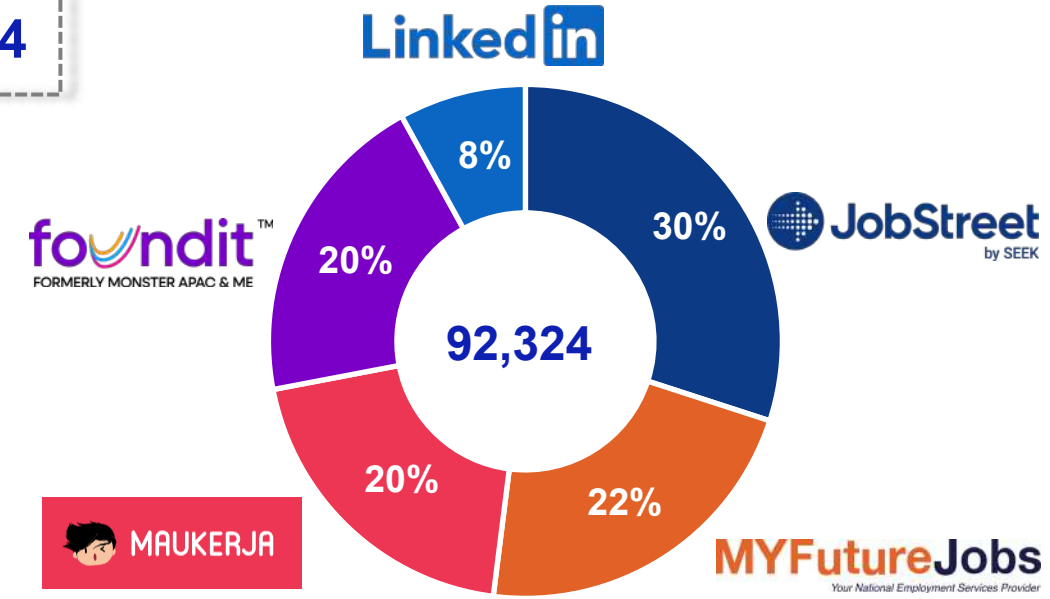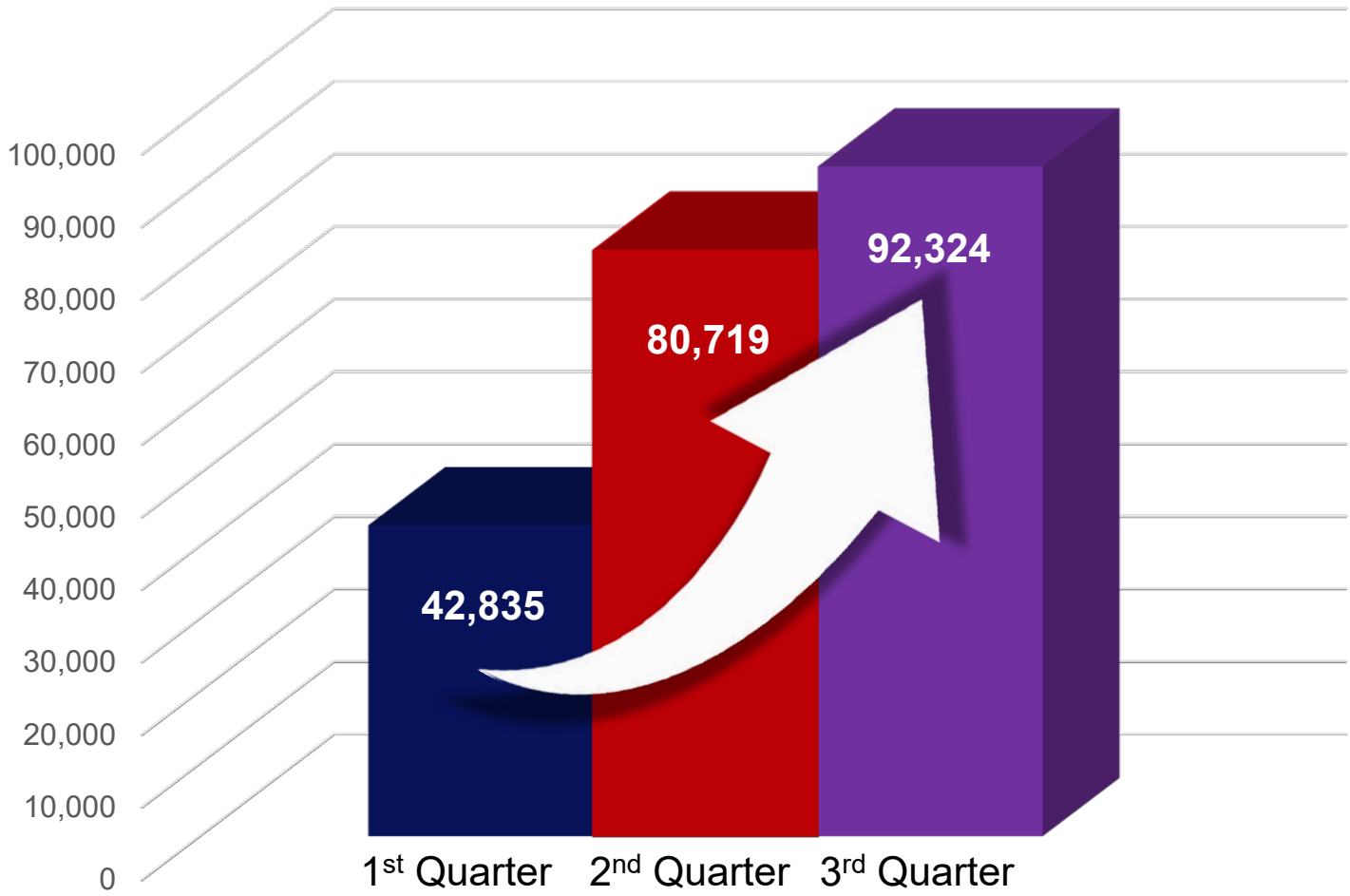10. Software Defined Networking

Southeast Asia

1. Adobe Photoshop
2. JavaScript
3. SQL
4. Graphic Design
5. MySQL
6. HTML
7. Java
8. Desktops Computers
9. Cascading Style Sheets (CSS)
10. Phyton

Source: LinkedIn Talent Insights on 1,291 Digital Job Titles

Digital Jobs Vacancies in Malaysia

Total Digital Jobs from July to September 2024: 92,324

Bar chart:
- 1st Quarter: 42,835
- 2nd Quarter: 80,719
- 3rd Quarter: 92,324

Y-axis: 0, 10,000, 20,000, 30,000, 40,000, 50,000, 60,000, 70,000, 80,000, 90,000, 100,000

Donut chart (total: 92,324):
- LinkedIn: 8%
- JobStreet by SEEK: 30%
- MYFutureJobs: 22%
- MAUKERJA: 20%
- foundit (FORMERLY MONSTER APAC & ME): 20%

There is a significant upward trend across quarters. **92,324** job vacancies were recorded in Q3, surpassing **80,719** in Q2 and **42,835** in Q1.
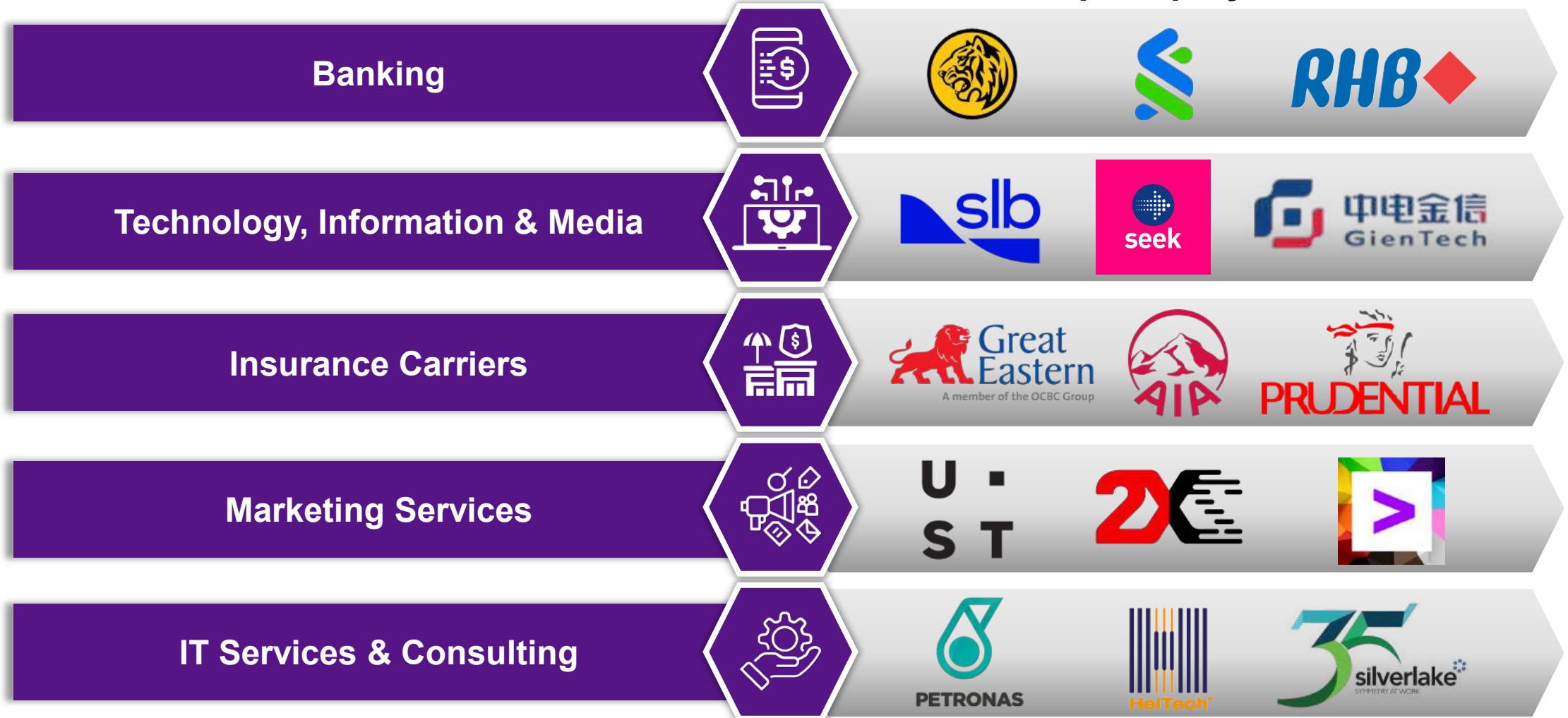
Source: LinkedIn Talent Insights on 1,291 Digital Job Titles

Industries with Very High Demand for Digital Talents (2/2)

Top Employers

Industry			
Banking	Maybank	Standard Chartered	RHB
Technology, Information & Media	slb	seek	GienTech
Insurance Carriers	Great Eastern (A member of the OCBC Group)	AIA	PRUDENTIAL
Marketing Services	UST	2X	Accenture
IT Services & Consulting	PETRONAS	HeiTech	Silverlake (35 SYMMETRY AT WORK)

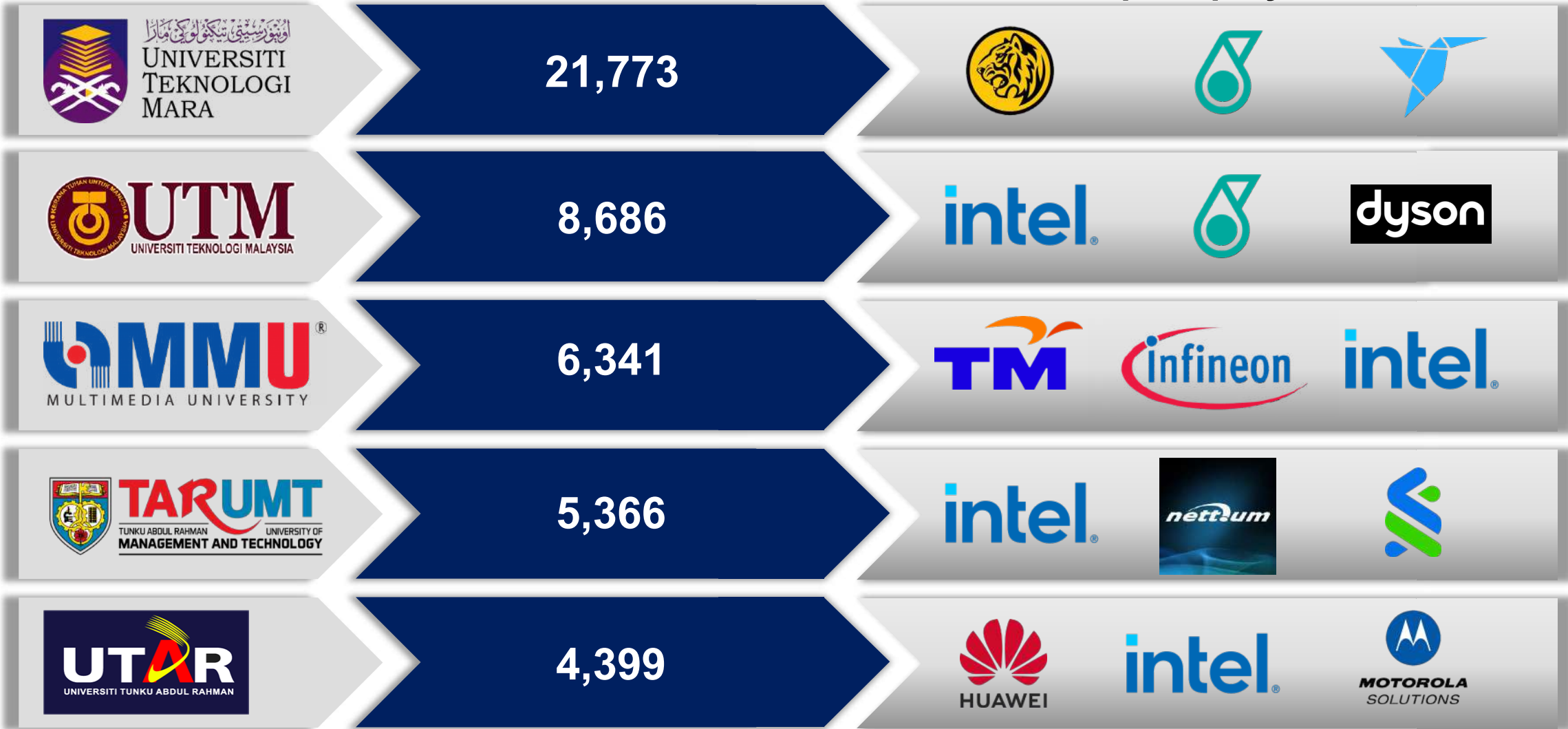*Industries defined by LinkedIn

Source: LinkedIn Talent Insights on 1,291 Digital Job Titles

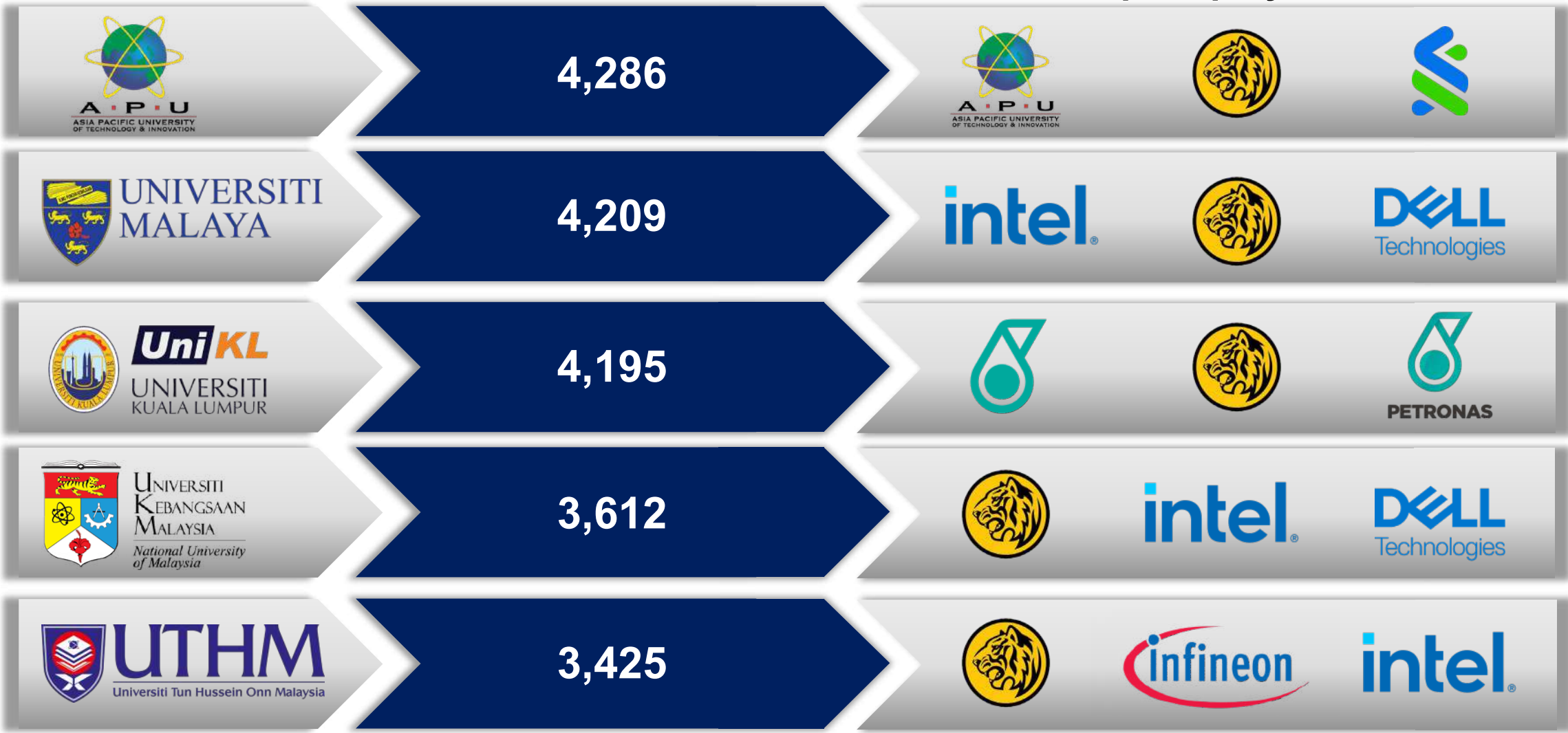# IHLs Producing Malaysia's Digital Talent (PDTI) (1/4)

Professionals

Top Employers

IHL	Professionals	Top Employers
UNIVERSITI TEKNOLOGI MARA	21,773	Maybank, Petronas, Celcom
UTM UNIVERSITI TEKNOLOGI MALAYSIA	8,686	intel, Petronas, dyson
MMU MULTIMEDIA UNIVERSITY	6,341	TM, infineon, intel
TARUMT TUNKU ABDUL RAHMAN UNIVERSITY OF MANAGEMENT AND TECHNOLOGY	5,366	intel, nettium, Standard Chartered
UTAR UNIVERSITI TUNKU ABDUL RAHMAN	4,399	HUAWEI, intel, MOTOROLA SOLUTIONS

	Professionals	Top Employers
Asia Pacific University of Technology & Innovation (APU)	4,286	APU • Maybank • Standard Chartered
Universiti Malaya	4,209	Intel • Maybank • Dell Technologies
UniKL Universiti Kuala Lumpur	4,195	Petronas • Maybank • PETRONAS
Universiti Kebangsaan Malaysia (National University of Malaysia)	3,612	Maybank • Intel • Dell Technologies
UTHM Universiti Tun Hussein Onn Malaysia	3,425	Maybank • Infineon • Intel

Source: LinkedIn Talent Insights on 1,291 Digital Job Titles

IHLs Producing Malaysia's Digital Talent (PDTI) (3/4)

	Professionals	Top Employers
Universiti Malaysia PAHANG	2,802	intel, PETRONAS, Infineon
MONASH University	2,083	(Maybank), Infineon, intel
UNIMAS Universiti Malaysia Sarawak	2,017	sains, PETRONAS, sarawak energy
TAYLOR'S UNIVERSITY	1,950	HILTI, Taylor's, EY
SUNWAY UNIVERSITY	1,622	PETRONAS, (Maybank), PETRONAS
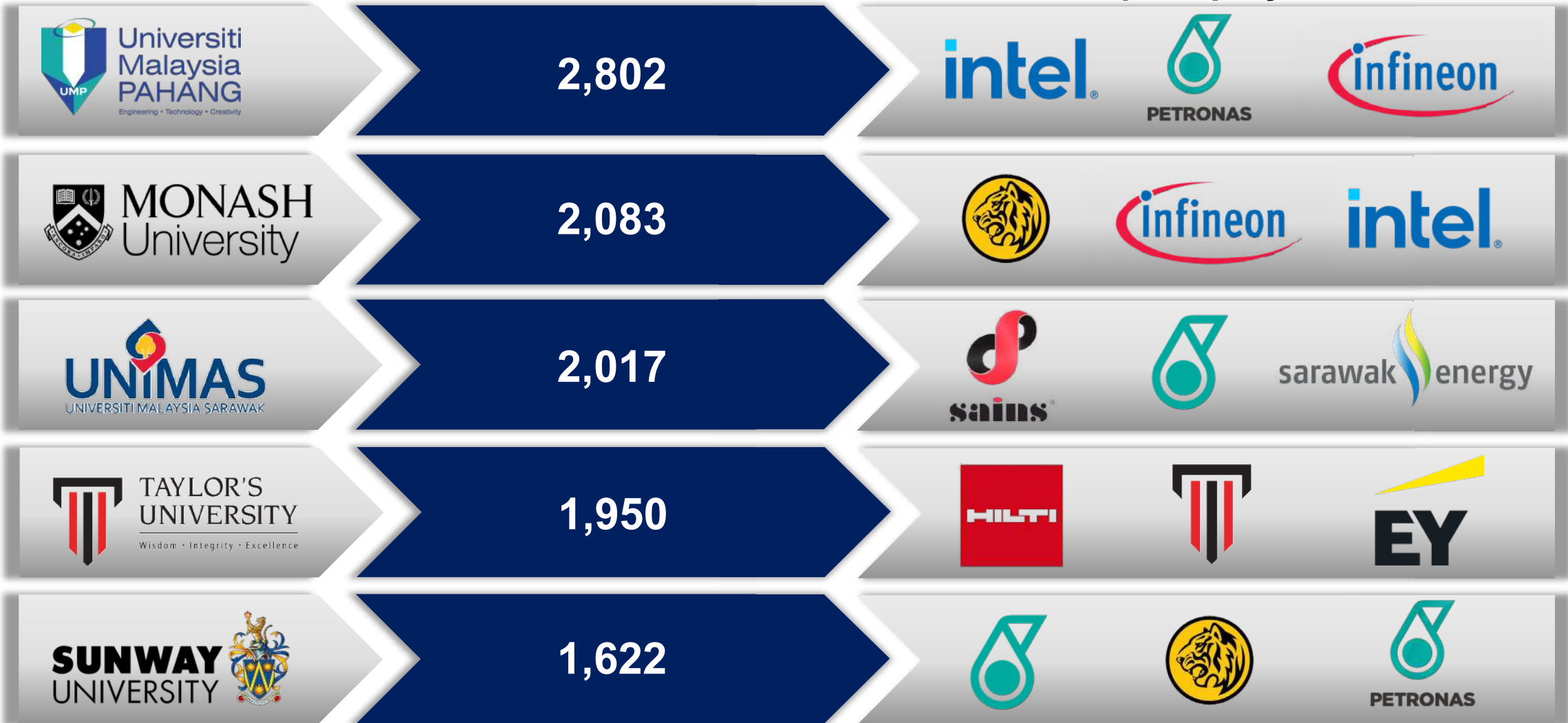
IHLs Producing Malaysia's Digital Talent (PDTI) (4/4)

	Professionals	Top Employers
msu management & science university	**1,335**	intel, PETRONAS, infineon
HELP University university of achievers	**907**	intel, (Maybank), DELL Technologies
POLITEKNIK MALAYSIA UNGKU OMAR	**802**	PETRONAS, (Maybank), PETRONAS
POLITEKNIK MALAYSIA KUCHING SARAWAK	**335**	(Maybank), infineon, intel
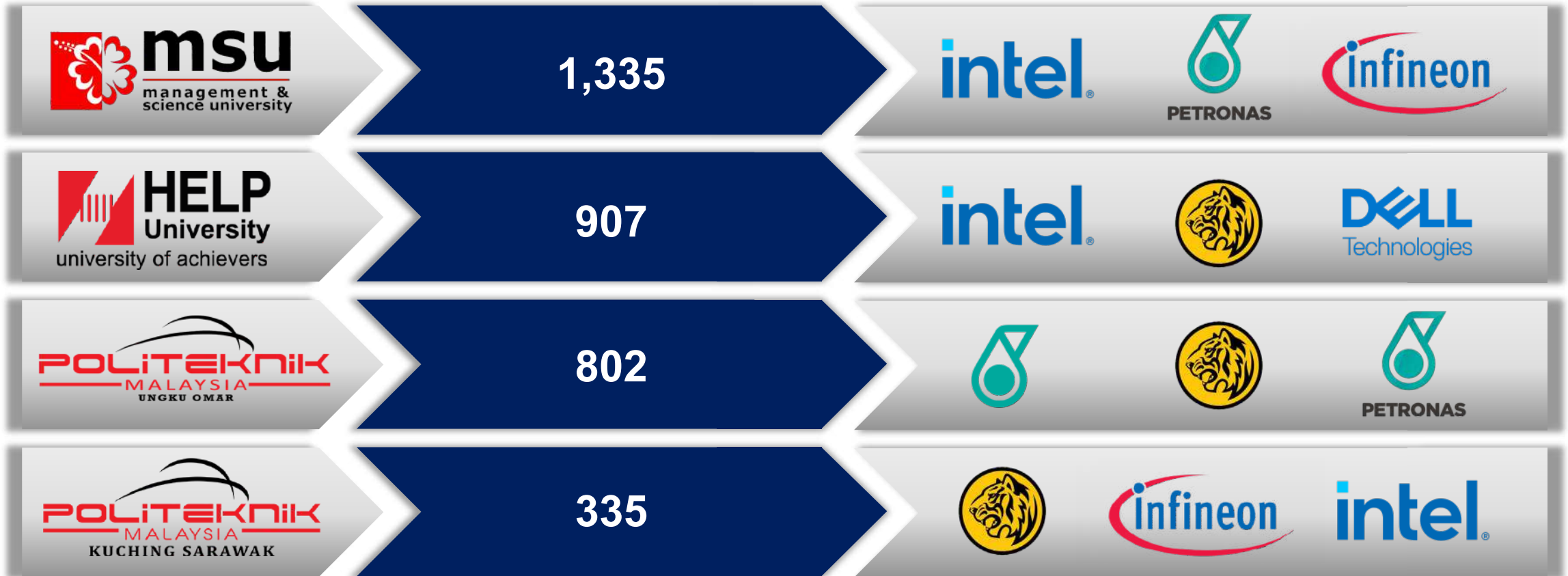
19 out of 24 PDTIs have been ranked among the top 100 of IHLs in Malaysia for producing digital talent as per LinkedIn Talent Insights.
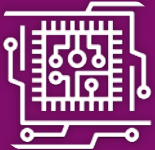
Top Paying Industries for Digital Professionals (Entry Level) 2023 – Advertised Rates

Industry	Rate
Printing / Publishing	RM 4,932
Utilities	RM 4,462
Semiconductor / Wafer Fabrication	RM 4,268
Banking	RM 4,128
Computer / Information Technology (Software)	RM 4,098

Source: PIKOM – Economic and Digital Jobs Market Outlook, 2023

Top Paying Industries for Digital Professionals (Junior Executive) 2023 – Advertised Rates

	Semiconductor / Wafer Fabrication	**RM 7,002**
	Financial Services / Securities / Insurance	**RM 6,879**
	Science & Technology / Aerospace / Biotechnology	**RM 6,819**
	Telecommunication	**RM 6,814**
	Banking	**RM 6,714**

Top Paying Industries for Digital Professionals (Senior Executive) 2023 – Advertised Rates

	Industry	Rate
🌱	Agriculture / Plantation / Aquaculture	RM 9,317
💡	Utilities	RM 9,255
💵	Financial Services / Securities / Insurance	RM 9,233
🔲	Semiconductor / Wafer Fabrication	RM 9,227
📡	Telecommunication	RM 9,197

Top Paying Industries for Digital Professionals (Manager) 2023 – Advertised Rates

	Industry	Rate
	Computer / Information Technology (Software)	**RM 18,410**
	Printing / Publishing	**RM 17,425**
	Transport / Storage / Freight / Shipping	**RM 16,373**
	Oil / Gas / Petroleum	**RM 15,469**
	Education	**RM 15,029**

Top Paying Industries for Digital Professionals (Senior Manager) 2023 – Advertised Rates
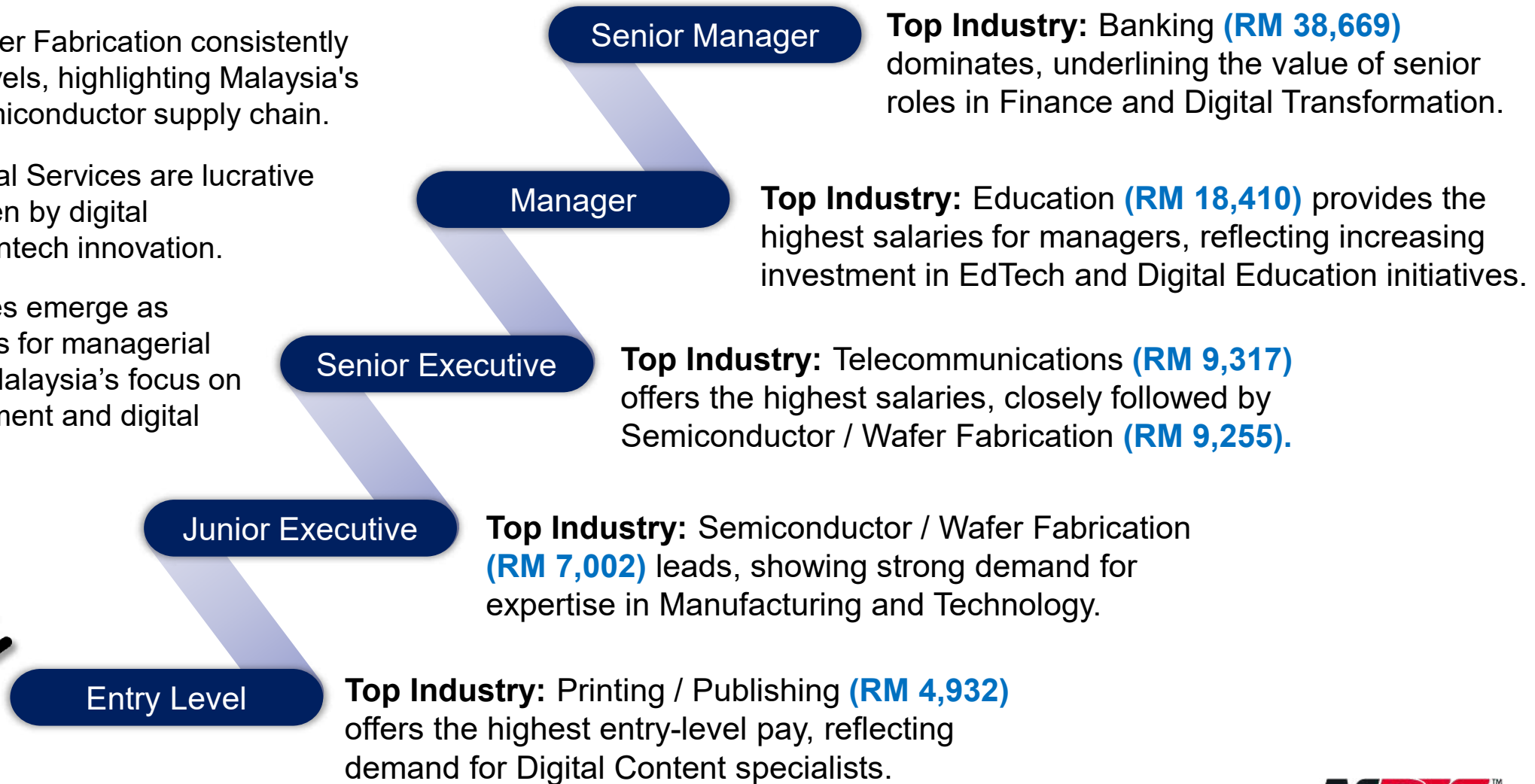
Industry	Rate
Electrical & Electronics	RM 38,669
Contact Centre / IT-enabled Services / BPO	RM 35,938
Computer / Information Technology (Hardware)	RM 33,390
Financial Services / Securities / Insurance	RM 30,884
Banking	RM 30,860

Top Paying Industries for Digital Professionals 2023 - Summarized Comparison

Key Trends:

1 Semiconductor / Wafer Fabrication consistently ranks high across levels, highlighting Malaysia's role in the global semiconductor supply chain.

2 Banking and Financial Services are lucrative at senior levels, driven by digital transformation and fintech innovation.

3 Education and Utilities emerge as competitive industries for managerial roles, emphasizing Malaysia's focus on sustainable development and digital literacy.

Senior Manager

Top Industry: Banking **(RM 38,669)** dominates, underlining the value of senior roles in Finance and Digital Transformation.

Manager

Top Industry: Education **(RM 18,410)** provides the highest salaries for managers, reflecting increasing investment in EdTech and Digital Education initiatives.

Senior Executive

Top Industry: Telecommunications **(RM 9,317)** offers the highest salaries, closely followed by Semiconductor / Wafer Fabrication **(RM 9,255).**

Junior Executive

Top Industry: Semiconductor / Wafer Fabrication **(RM 7,002)** leads, showing strong demand for expertise in Manufacturing and Technology.

Entry Level

Top Industry: Printing / Publishing **(RM 4,932)** offers the highest entry-level pay, reflecting demand for Digital Content specialists.

The Landscape of Gig Workers in Malaysia

In Malaysia, the gig economy is considered a subset of the non-standard/informal sector, which is characterised by its largely flexible employment, with workers holding the power and freedom of choosing when, where, and how many hours they would like to work.

Location-based Gig Workers

- Perform tasks at specific physical locations, enabled by digital labour platforms
- Ride hailing, delivery, home services (e.g. cleaning, plumbing or electrician)
- Task-based work (e.g. running errands or performing specific tasks for others in platforms like GoGet)
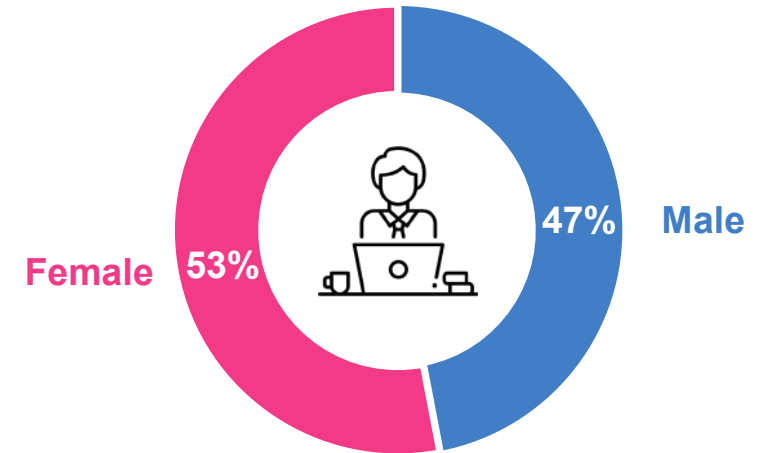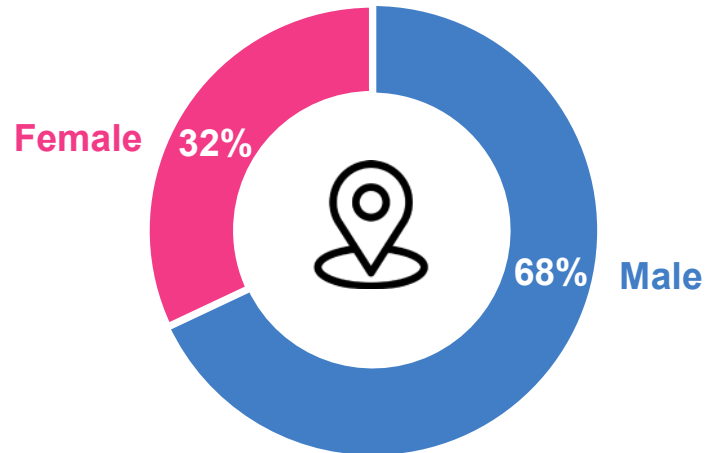
Non-location-based Gig Workers

- Perform tasks or work assignments online, remotely or in-person, with or without utilising digital labour platforms
- Freelancing (e.g. graphic design, writing, programming or other contract-based jobs)
- Tutoring, coaching and online content creation.

Female 38%   62% Male

30% Full-Time
Part-Time 70%
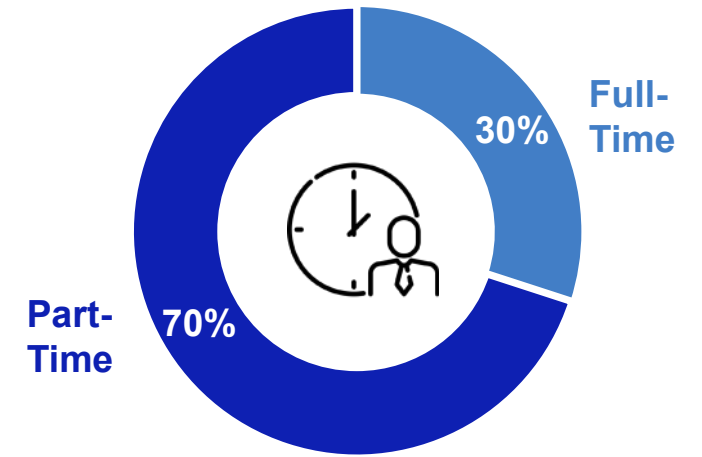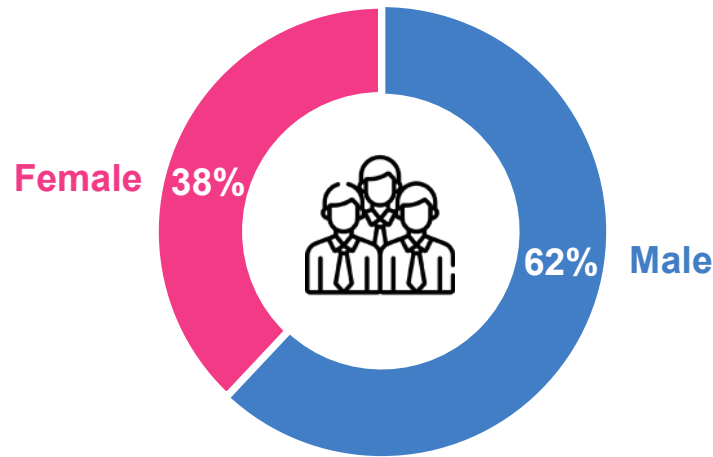
*Survey respondents:1,500 gig workers

Female 32%   68% Male

47% Male
Female 53%

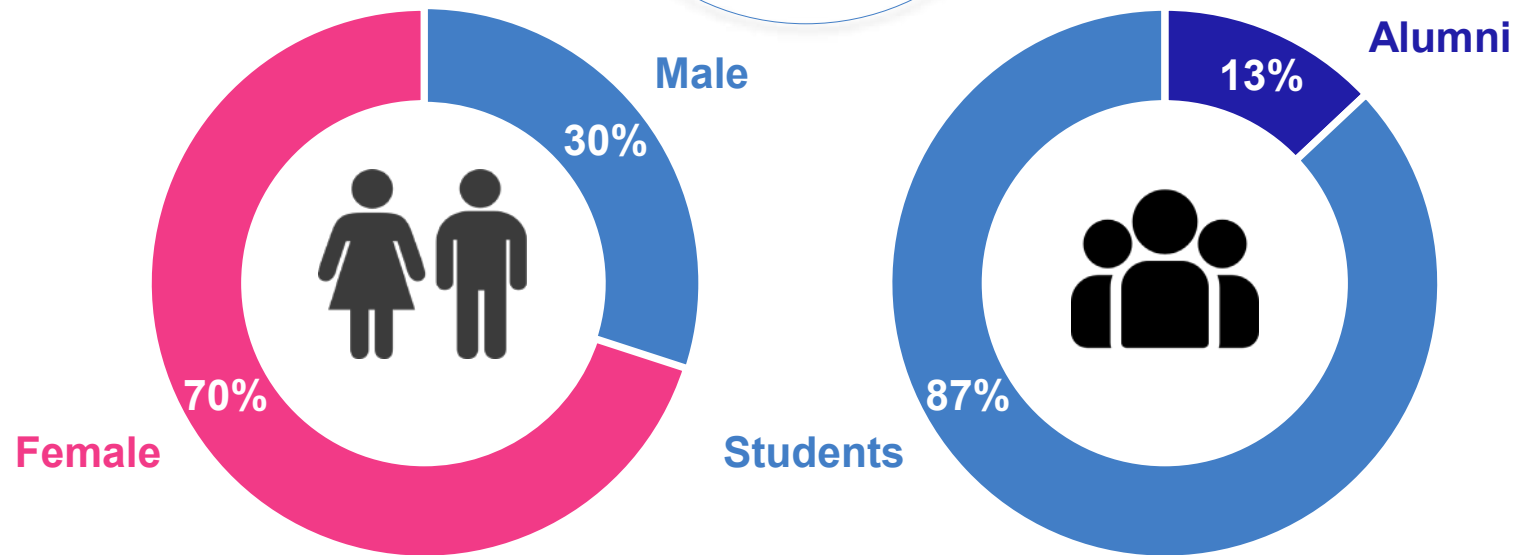# MOHE-MDEC Global Outsourcing Talent (GOT) Programme (1/2)

MOHE-MDEC GOT programme offers a 3-month intensive training to equip participants with the skills to become competitive digital freelancers (sharing / gig economy model).

The primary objective is to empower local talent in the freelancing world, enabling them to secure international jobs on digital platforms and earn a sustainable income.

Total Participants
5,518
2023 - 2024

Male 30%
Female 70%

Alumni 13%
Students 87%

Workstream		No. of Participants	Average Income Earned
Creative Media		1,369	RM 3,571
Social Media Manager		1,166	RM 7,272
Virtual Assistant		1,152	RM 1,671
Linguistic & Writing		918	RM 2,485
IT & Web Development		913	RM 2,608

Creative Media workstream which attracts the most participants **(1,369)** reflects its broad appeal driven by versatility and the rising demand for creative content. While **Social Media Manager** workstream with the highest average income of **RM 7,272** indicates that participants in this field are handling advanced tasks or serving lucrative markets.

Notes: Income as declared by the participant

Thank you