

# SALARY GUIDE

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Spring 2025



# Introduction



**Terry Payne**  
Global Managing Director

→ **18%**

Increase in Comms Director roles

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→ **24%**

Avg. rise in Sr Client Services max. salaries

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→ **-5%**

Avg. Decrease in Creative Director max salaries

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Singapore's economy, while demonstrating resilience and steady growth, is entering a new phase and one we have been in need of for a few years – stability. This stability is fostering a measured increase in hiring activity across several sectors. We are seeing modest wage growth in select areas, particularly for senior-level positions, a positive sign for experienced professionals.

However, it's crucial to acknowledge that the pace of this growth is moderate compared to the rapid growth seen in 2022.

This year's salary guide reflects this reality. While opportunities exist, the excitement of the post-pandemic boom has subsided. Candidates should approach the market with realistic expectations. Overly ambitious salary demands risk pricing themselves out of contention, as companies continue to carefully manage costs.

The current environment calls for a balanced approach, where both employers and job seekers align on reasonable compensation packages. For professionals, understanding the subtle shifts in the market is key to securing the right opportunity at the right price. For employers, it's about attracting and retaining top talent within a fiscally responsible framework but being willing to pay market rate when they need to hire.

The Singaporean employment landscape remains dynamic and promising. While the market may not be replicating the extraordinary growth of previous years, it offers a stable platform for career advancement and business expansion.

Aspire can act as your compass in navigating this evolving terrain, helping you achieve success in this new era of balanced growth.



# Adapting to Change in 2025

The Singapore job market in 2025 continues to evolve, shaped by shifting candidate expectations, economic fluctuations, and technological advancements. With strong candidates in high demand and businesses navigating budget constraints, both employers and job seekers need to stay ahead of emerging trends to remain competitive.

## A Candidate-Driven Market

The job market remains highly candidate-driven, with top talent receiving multiple offers and counteroffers. Employers must act quickly to secure key hires before competitors. Decision-making delays, often caused by budget constraints and prolonged approvals, are leading to the loss of quality candidates. Businesses that streamline hiring processes will gain an edge in attracting the best professionals.

## The Growing Importance of Sales Skills

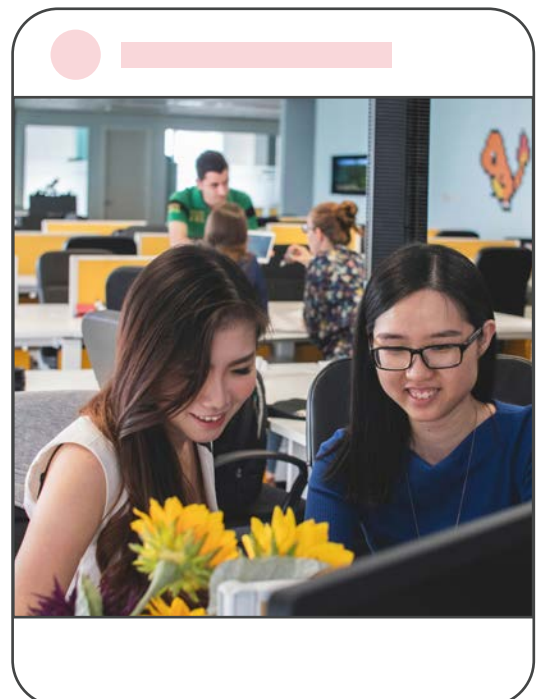
Sales remains a key skillset, particularly in consultative and new business development roles. Transactional selling is no longer enough—companies seek professionals who can build lasting client relationships and drive revenue growth in a challenging economic climate.

## Upskilling & Adaptability: The Key to Success

Employers are progressively looking for candidates who embrace change and invest in upskilling. The fast-paced APAC market demands professionals who can adapt to evolving industry trends and maintain a competitive edge.

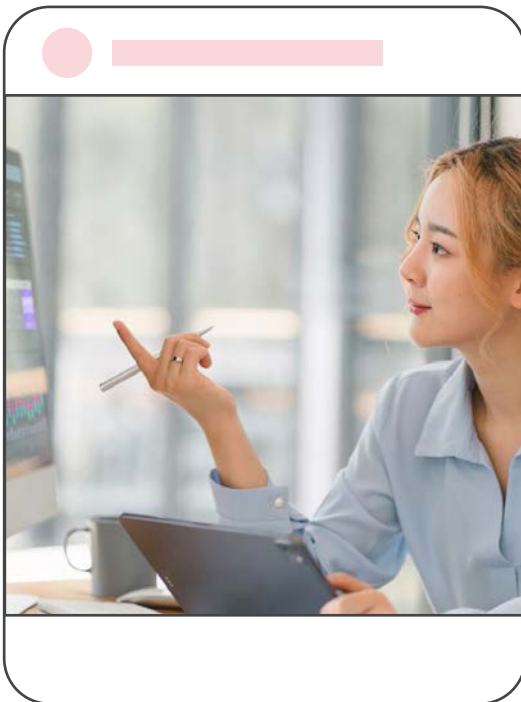
## Economic Uncertainty & Internal Restructuring

Budget cuts and restructuring are impacting hiring, leading to cautious decision-making by employers. Redundancies continue to occur, creating an imbalance between job seekers and available roles. While certain positions remain open, a significant number of candidates across industries are actively searching for opportunities, intensifying competition in the job market.



## Work-Life Balance & Flexibility Take Center Stage

Job seekers prioritize work-life balance, flexibility, and mental health as much as salary. While government initiatives encourage businesses to offer flexible benefits, adoption varies across organizations. Many companies are pushing for more in-office days, but candidates still prefer hybrid work arrangements.



### The Rise of AI in Recruitment

Artificial intelligence (AI) is playing a larger role in recruitment. Job seekers can leverage AI-driven tools to refine their CVs and improve job search outcomes, while employers use AI for screening and candidate matching. However, human judgment remains essential—AI should be a tool to enhance, not replace, the hiring process.

### Salary Trends & Compensation Adjustments

Salaries have remained relatively stable in 2025, though there are higher thresholds in some areas. Commission structures and on-target earnings (OTE) have seen slight reductions, impacting roles with performance-based pay.

### The Decline of Fully Remote Work

Unlike the previous trend toward remote work, fully remote roles are now declining. Companies favor more in-person collaboration, making hybrid work a middle-ground solution. Businesses that fail to offer some flexibility risk losing top talent to competitors that do.

### The Future of Hiring in Singapore

As the hiring landscape continues to shift, businesses must remain agile. Employers who embrace AI responsibly, streamline hiring decisions, and prioritize flexibility will be better positioned to attract and retain top professionals. For job seekers, adaptability, upskilling, and a proactive job search strategy will be key to standing out in a competitive market.



# Building a Retention Strategy

In an increasingly competitive job market, retaining top talent has never been more crucial. With 2025 approaching, businesses must adopt forward-thinking strategies to enhance employee engagement, satisfaction, and long-term commitment. This guide outlines the key components of an effective retention strategy tailored for the evolving workforce.

## 1. Competitive Compensation & Benefits

While salary remains a primary driver of retention, organizations must ensure their compensation packages are competitive and aligned with industry standards. Regular salary benchmarking, performance-based bonuses, and equity options can help retain top performers. Additionally, comprehensive benefits such as healthcare, wellness programs, and retirement plans are essential in demonstrating long-term investment in employees.

## 2. Career Development & Growth Opportunities

A key reason employees leave is the lack of career progression. Companies that invest in employee development through mentorship programs, upskilling initiatives, and clear career pathways will see higher retention rates. Personalized learning and development plans, leadership training, and internal mobility opportunities can keep employees engaged and motivated.

## 3. Flexible Work Arrangements

The demand for work-life balance continues to shape employee expectations. Offering flexible working hours, remote or hybrid work options, and a results-driven culture can significantly improve job satisfaction. Companies that prioritize flexibility attract and retain top talent while fostering a productive workforce.

## 4. Positive Workplace Culture & Inclusion

A strong workplace culture built on inclusivity and recognition, is a powerful retention tool. Businesses should cultivate an environment where employees feel valued, heard, and connected. This includes promoting diversity and inclusion, implementing regular employee feedback mechanisms, and celebrating achievements.

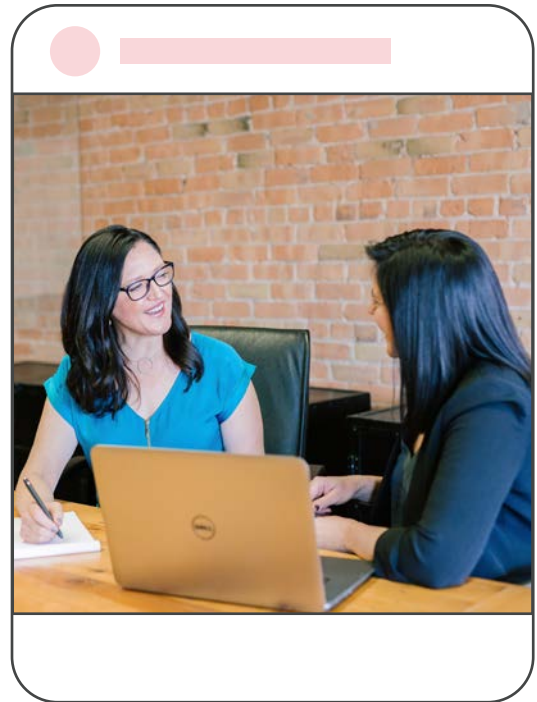


## 5. Employee Well-being & Mental Health Support

Organizations that prioritize employee well-being see higher levels of engagement and loyalty. Offering mental health resources, employee assistance programs, wellness initiatives, and encouraging work-life balance are crucial steps in fostering a supportive work environment.

## 6. Strong Leadership & Communication

Effective leadership plays a pivotal role in retention. Managers should be equipped with the necessary training to lead with empathy, transparency, and clear communication. Regular one-on-one check-ins, open-door policies, and honest feedback loops create a sense of trust and belonging among employees.



## 7. Purpose-Driven Work & Corporate Social Responsibility

Employees are increasingly seeking purpose in their work. Organizations that align with meaningful causes, engage in social responsibility, and create opportunities for employees to contribute to impactful initiatives foster deeper commitment and motivation.

## 8. Data-Driven Retention Strategies

Leveraging HR analytics to understand turnover trends, employee sentiment, and engagement levels allows organizations to take proactive steps in addressing retention challenges. Conducting regular stay interviews, pulse surveys, and exit interviews provides valuable insights for refining retention strategies.

Retention in 2025 requires a holistic approach that goes beyond salary. By focusing on career development, workplace culture, flexibility, leadership, and well-being, organizations can create an environment where employees feel valued and motivated to stay. Proactive and employee-centric strategies will be key to reducing turnover and maintaining a strong, committed workforce.



# Salary Is Just The Start...

This guide demonstrates the base salary value for each of the roles listed. However, base salary is just the beginning. Benefits matter for candidates and when we take briefs, this is something we will ask clients about. Companies have been more creative over the last couple of years to attract more talent.

Below is a summary of the typical ones that we see included in opportunities to help you craft a list of added benefits that attract and retain top-tier candidates.

## Annual Leave

- The standard expectation is a minimum of 20 days of annual leave
- Some companies are even offering up to 25 days, though this is less common.
- 15-18 days annual leave is still policy for many companies, despite this it is considered very low for the market expectation.
- Some companies will close their office for select periods over the year which increases total annual leave.
- 4 day work week is adopted by some businesses though these businesses tend to be smaller scale.
- Increasing numbers of businesses are offering a half day or full days leave on the last Friday of each month (6-12 additional days leave).

## Health Insurance

- Health Insurance should always be included.
- If no specific health insurance is included, then a monthly allowance is typically offered to cover this.
- Some companies will offer employee's dependents health insurance.

## Bonus & Commission

- For Sales roles, commission structures range from 40-50% of annual base salary. This is typical for SAAS businesses.
- In other Media, Ad Tech & Events sales roles, 30-40% commission of annual base salary is more common.
- Some commission structures are capped however, we see clients securing candidates more easily if they operate with an uncapped commission structure.
- For other positions, performance bonuses are discretionary and can range from 1-2 months but are not always guaranteed as it depends on company performance.

## Other Benefits

- Quarterly Wellness Days
- Annual Mental Health Days
- Expenses to meet clients are standard and all companies should have an expense policy in place
- Mobile phone allowance
- Flexi allowances of \$500-1000 per annum for wellness/travel/gym membership.
- Training and Development opportunities

Are we saying goodbye to the following benefits? We are seeing fewer companies offer benefits that used to be common, such as:

- Guaranteed 13-month salary
- Car allowance
- Transport allowance
- Company mobile phone

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Emerging Markets



# Marketing

| Job Title                   | Experience  | Salary<br>per month \$SGD |                     |
|-----------------------------|-------------|---------------------------|---------------------|
|                             |             | Min                       | Max                 |
| <b>Marketing</b>            |             |                           |                     |
| CMO                         | 14+ years   | 25k <span>▲</span>        | 35k <span>—</span>  |
| Senior Marketing Director   | 10+ years   | 15k <span>—</span>        | 22k <span>—</span>  |
| Marketing Director          | 10+ years   | 11k <span>▼</span>        | 18k <span>—</span>  |
| Head of Marketing           | 8+ years    | 12k <span>—</span>        | 17k <span>—</span>  |
| Sr. Marketing Manager       | 6+ years    | 8k <span>▲</span>         | 10k <span>—</span>  |
| Marketing Manager           | 4+ years    | 5k <span>—</span>         | 7.5k <span>—</span> |
| Sr. Marketing Executive     | 2+ years    | 4k <span>—</span>         | 5k <span>—</span>   |
| Marketing Executive         | 0-12 months | 3.3k <span>▲</span>       | 4.5k <span>—</span> |
| Email Marketing Executive   | 1+ years    | 4k <span>—</span>         | 6k <span>—</span>   |
| <b>CRM</b>                  |             |                           |                     |
| CRM Director                | 10+ years   | 15k <span>—</span>        | 18k <span>—</span>  |
| Assistant CRM Director      | 7+ years    | 9k <span>*</span>         | 12k <span>*</span>  |
| Head of CRM                 | 8+ years    | 10k <span>—</span>        | 15k <span>—</span>  |
| Sr. CRM Manager             | 6+ years    | 7.5k <span>—</span>       | 9.5k <span>—</span> |
| CRM Manager                 | 4+ years    | 5k <span>—</span>         | 8k <span>—</span>   |
| Sr. CRM Executive           | 2+ years    | 4.5k <span>—</span>       | 5.5k <span>—</span> |
| CRM Executive               | 0-12 months | 3.5k <span>—</span>       | 4k <span>—</span>   |
| <b>Marketing Automation</b> |             |                           |                     |
| Manager                     | 4+ years    | 8k <span>—</span>         | 12k <span>—</span>  |
| Architect                   | 3+ years    | 5k <span>—</span>         | 8k <span>—</span>   |
| <b>Social Media</b>         |             |                           |                     |
| Head of Social Media        | 10+ years   | 13k <span>—</span>        | 18k <span>—</span>  |
| Social Media Director       | 8+ years    | 10k <span>—</span>        | 15k <span>▲</span>  |
| Sr. Social Media Manager    | 6+ years    | 7k <span>—</span>         | 9k <span>—</span>   |
| Social Media Manager        | 4+ years    | 5k <span>▲</span>         | 7k <span>—</span>   |
| Sr. Social Media Executive  | 2+ years    | 4k <span>—</span>         | 5k <span>—</span>   |
| Social Media Executive      | 0-12 months | 3.5k <span>—</span>       | 4k <span>—</span>   |
| <b>SEO</b>                  |             |                           |                     |
| SEO Director                | 10+ years   | 12.5k <span>—</span>      | 20k <span>▲</span>  |
| Head of SEO                 | 8+ years    | 11k <span>▲</span>        | 15k <span>—</span>  |
| Sr. SEO Manager             | 6+ years    | 6.5k <span>—</span>       | 8k <span>—</span>   |
| SEO Manager                 | 4+ years    | 5k <span>—</span>         | 7k <span>—</span>   |
| Sr. SEO Executive           | 2+ years    | 3.5k <span>—</span>       | 4.5k <span>—</span> |
| SEO Executive               | 0-12 months | 2.5k <span>—</span>       | 4k <span>—</span>   |

Arrows indicate change in salary from Aspire's 2024 Salary Guide

# Content



























| Job Title          | Experience | Salary<br>per month \$SGD |   |      |   |
|--------------------|------------|---------------------------|---|------|---|
|                    |            | Min                       |   | Max  |   |
| Editor in Chief    | 12+ years  | 12k                       | — | 18k  | — |
| Editorial Director | 10+ years  | 9k                        | — | 15k  | — |
| Sr. Editor         | 8-10 years | 10k                       | — | 12k  | — |
| Editor             | 4-8 years  | 6k                        | — | 10k  | — |
| Junior Editor      | 2-4 years  | 4k                        | — | 6k   | — |
| Sr. Reporter       | 4-8 years  | 7k                        | — | 12k  | — |
| Reporter           | 2-5 years  | 5k                        | — | 9k   | — |
| Writer             | 2-8 years  | 5k                        | — | 6.5k | — |
| Jr. Writer         | 0-2 years  | 3k                        | — | 4.5k | — |
| Sr. Journalist     | 5-8 years  | 6k                        | — | 10k  | — |
| Journalist         | 2-5 years  | 5k                        | — | 7k   | ✓ |
| Sr. Content Writer | 5-8 years  | 6k                        | — | 7.5k | — |
| Content Writer     | 2-6 years  | 4k                        | ✓ | 5k   | ✓ |
| Jr. Content Writer | 0-3 years  | 3k                        | — | 4k   | — |

## 2025 Change Indication Key





|           |   |
|-----------|---|
| Increased | ↑ |
| Decreased | ↓ |
| No Change | — |
| New Role  | * |

Arrows indicate change in salary from Aspire's 2024 Salary Guide

# PR & Comms

| Job Title                   | Experience | Salary<br>per month \$SGD   |  |
|-----------------------------|------------|---|--|
|                             |            | Min   | Max  |
| <b>PR Agency</b>            |            |   |  |
| Managing Director           | 10+ years  | 20k    | 30k     |
| Senior Account Director     | 8+ years   | 12k    | 16k     |
| Account Director            | 6+ years   | 9k     | 12.5k   |
| Senior Account Manager      | 4+ years   | 6k     | 8k      |
| Account Manager             | 3+ years   | 5k     | 7k      |
| Senior Account Executive    | 2+ years   | 4.2k   | 5.5k    |
| Account Executive           | 1+ years   | 3.5k   | 4.5k    |
| <b>In-house/client side</b> |            |   |  |
| Head of Communications      | 10+ years  | 18k   | 24k    |
| Communications Director     | 8+ years   | 12k  | 16k   |
| Senior PR Manager           | 6+ years   | 8k   | 12k   |
| PR Manager                  | 5+ years   | 5k   | 8k    |
| Communications Manager      | 4+ years   | 6k   | 8k    |
| PR Associate                | 2 years+   | 4k   | 5.5k  |

## 2025 Change Indication Key

|           |   |
|-----------|---|
| Increased |  |
| Decreased |  |
| No Change |  |
| New Role  |  |

Arrows indicate change in salary from Aspire's 2024 Salary Guide



# Design & Branding

| Job Title                       | Experience  | Salary<br>per month \$SGD |   |      |   |
|---------------------------------|-------------|---------------------------|---|------|---|
|                                 |             | Min                       |   | Max  |   |
| Exec. Creative Director         | 12+ years   | 16k                       | — | 22k  | — |
| Creative Director               | 9+ years    | 12k                       | — | 15k  | ▼ |
| Assoc. Creative Director        | 7+ years    | 7k                        | ▼ | 9k   | ▼ |
| Art Director                    | 6+ years    | 6.5k                      | ▼ | 9.5k | ▼ |
| Mid-weight Art Director         | 3+ years    | 6k                        | — | 7.5k | ▼ |
| Jr. Art Director                | 1+ years    | 4.5k                      | — | 6k   | ▲ |
| Motion Graphics Designer        | 3+ years    | 6.5k                      | — | 8k   | ▲ |
| Digital Designer                | 3+ years    | 5.5k                      | ▲ | 6.5k | — |
| Presentation Designer           | 1+ years    | 3k                        | — | 4.2k | — |
| Jr. Graphic Designer            | 0-12 months | 3.2k                      | — | 4.2k | — |
| Senior Client Services Director | 12+ years   | 14k                       | — | 18k  | — |
| Client Services Director        | 10+ years   | 12k                       | — | 14k  | — |
| Senior Client Services Manager  | 7+ years    | 8k                        | — | 10k  | — |
| Client Services Manager         | 5+ years    | 6k                        | — | 8k   | — |
| Client Services Executive       | 1-2 years   | 4k                        | — | 5k   | — |

## 2025 Change Indication Key

|           |   |
|-----------|---|
| Increased | ▲ |
| Decreased | ▼ |
| No Change | — |
| New Role  | * |

Arrows indicate change in salary from Aspire's 2024 Salary Guide

# Client Services

| Job Title                  | Experience  | Salary<br>per month \$SGD |   |       |   |
|----------------------------|-------------|---------------------------|---|-------|---|
|                            |             | Min                       |   | Max   |   |
| <b>Account Management</b>  |             |                           |   |       |   |
| Head of Account Management | 10+ years   | 15k                       | — | 18k   | — |
| Sr. Account Director       | 10+ years   | 12k                       | — | 15k+  | — |
| Account Director           | 7+ years    | 9k                        | ▼ | 12.5k | — |
| Sr. Account Manager        | 5+ years    | 7.5k                      | — | 9.5k  | — |
| Account Manager            | 4+ years    | 5.5k                      | — | 6.5k  | — |
| Sr. Account Executive      | 2+ years    | 4k                        | ▲ | 5k    | ▲ |
| Account Executive          | 1+ years    | 3.5k                      | ▼ | 4.2k  | ▼ |
| <b>Project Management</b>  |             |                           |   |       |   |
| Head of Project Management | 10+ years   | 15k                       | — | 18k   | — |
| Project Director           | 10+ years   | 10k                       | — | 15k   | — |
| Sr. Project Manager        | 5+ years    | 7k                        | — | 9.5k  | — |
| Project Manager            | 2-8 years   | 5.5k                      | — | 8k    | — |
| Project Executive          | 1-3 years   | 3.5k                      | — | 4.5k  | — |
| Operations Director        | 8-10 years+ | 9k                        | ✳ | 14k   | ✳ |
| Operations Manager         | 4 years+    | 6k                        | ✳ | 8k    | ✳ |

# Strategy

| Job Title                | Experience | Salary<br>per month \$SGD |   |     |   |
|--------------------------|------------|---------------------------|---|-----|---|
|                          |            | Min                       |   | Max |   |
| Senior Strategy Director | 12+ years  | 18k                       | — | 25k | — |
| Strategy Director        | 10+ years  | 12k                       | — | 20k | ▲ |
| Sr. Strategist           | 5+ years   | 9k                        | — | 11k | — |
| Strategist               | 2+ years   | 5k                        | — | 8k  | — |
| Jr. Strategist           | 1+ years   | 3.5k                      | ▼ | 5k  | — |

Arrows indicate change in salary from Aspire's 2024 Salary Guide

# Digital Media & Performance

| Job Title                                | Experience  | Salary<br>per month \$SGD |   |      |   |
|--|-------------|---------------------------|---|------|---|
|  |             | Min                       |   | Max  |   |
| <b>Digital Media Planning and Buying</b> |             |                           |   |      |   |
| Group Business Director                  | 10+ years   | 15k                       | — | 18k  | — |
| Business Director                        | 8-10 years  | 11k                       | — | 15k  | — |
| Account Director                         | 8+ years    | 9k                        | — | 11k  | — |
| Associate Director                       | 6+ years    | 7k                        | — | 9k   | — |
| Sr. Account Manager                      | 5+ years    | 6k                        | — | 7.5k | ▼ |
| Account Manager                          | 3+ years    | 5k                        | — | 6.5k | — |
| Account Executive                        | 1+ years    | 3.5k                      | — | 4.5k | — |
| Media Manager                            | 3+ years    | 6k                        | — | 8k   | — |
| Planner                                  | 2+ years    | 4k                        | — | 6k   | — |
| Planning/Campaign Exec.                  | 0-12 months | 3.5k                      | — | 4k   | — |
| <b>Programmatic Trading</b>              |             |                           |   |      |   |
| Trading Director                         | 10+ years   | 12k                       | — | 18k  | ▲ |
| Head of Trading                          | 8+ years    | 12k                       | — | 18k  | ▲ |
| Trading Manager                          | 6 years     | 7k                        | — | 9k   | — |
| Sr. Trader                               | 5+ years    | 6k                        | — | 7.5k | — |
| Trader                                   | 3+ years    | 4.5k                      | — | 6.5k | — |
| Trading Executive                        | 0-12 months | 3.5k                      | — | 4.5k | — |
| Trading Analyst                          | 0-12 months | 5k                        | — | 7k   | — |
| <b>Ad Operations</b>                     |             |                           |   |      |   |
| Director/Head of Platform                | 10+ years   | 12.5k                     | — | 18k  | — |
| Head of Ad Operations                    | 9+ years    | 10k                       | ▲ | 15k  | — |
| Ops Lead/Manager                         | 6+ years    | 7k                        | — | 8.5k | — |
| Manager/Snr. Executive                   | 3+ years    | 5k                        | — | 7k   | — |
| Ad Ops Executive                         | 0-12 months | 3.5k                      | — | 5k   | — |

## 2025 Change Indication Key

|           |   |
|-----------|---|
| Increased | ▲ |
| Decreased | ▼ |
| No Change | — |
| New Role  | ✳ |

Arrows indicate change in salary from Aspire's 2024 Salary Guide



# Market Research & BI

| Job Title                       | Experience | Salary<br>per month \$SGD |        |
|---------------------------------|------------|---------------------------|--------|
|                                 |            | Min                       | Max    |
| <b>Business Development</b>     |            |                           |        |
| Managing Director               | 15+ years  | 25k —                     | 30k —  |
| Vice President                  | 10+ years  | 18k —                     | 25k —  |
| Sales Director                  | 9+ years   | 11k —                     | 15k —  |
| Senior Sales Manager            | 6+ years   | 8k —                      | 10k —  |
| Sales Manager                   | 5+ years   | 6.5k —                    | 8k —   |
| Sr. Sales Executive             | 3+ years   | 4.5k —                    | 6k —   |
| Sales Executive                 | 1+ years   | 3.5k —                    | 4.5k — |
| <b>Client Services</b>          |            |                           |        |
| Head of Client Services         | 8+ years   | 13k                       | 16k    |
| Client Services Director        | 8+ years   | 11k                       | 15k    |
| Sr. Services Manager            | 5+ years   | 8k                        | 11k    |
| Client Services Manager         | 3+ years   | 5k —                      | 6.5k — |
| Client Services Executive       | 0+ years   | 4k —                      | 5k —   |
| <b>Qualitative/Quantitative</b> |            |                           |        |
| Research Director               | 8+ years   | 10k                       | 14k    |
| Senior Research Manager         | 5+ years   | 7.5k —                    | 9k     |
| Research Manager                | 3+ years   | 5.5k —                    | 7k —   |
| Research Executive              | 1+ years   | 4k —                      | 5.5k — |

## 2025 Change Indication Key

|           |   |
|-----------|---|
| Increased |   |
| Decreased |   |
| No Change | — |
| New Role  |   |

Arrows indicate change in salary from Aspire's 2024 Salary Guide

# Events

| Job Title                                     | Experience  | Salary<br>per month \$SGD |   |     |   |
|---|-------------|---------------------------|---|-----|---|
|   |             | Min                       |   | Max |   |
| <b>Agencies - Operations and Production</b>   |             |                           |   |     |   |
| Managing Director                             | 15+ years   | 25k                       | — | 40k | — |
| Sr. Event Director                            | 10+ years   | 15k                       | — | 18k | — |
| Director of Production                        | 10+ years   | 15k                       | — | 18k | — |
| Head of Ops                                   | 10+ years   | 10k                       | — | 15k | ↑ |
| Head of Content                               | 7+ years    | 12k                       | — | 15k | — |
| Event Director                                | 10+ years   | 11k                       | ↓ | 14k | — |
| Executive Producer                            | 10+ years   | 11k                       | — | 13k | — |
| Senior Event Producer                         | 8+ years    | 8k                        | — | 11k | ↑ |
| Event Manager                                 | 4+ years    | 5k                        | — | 7k  | — |
| Event Coordinator                             | 0-12 months | 2.5k                      | — | 5k  | — |
| Technical Director                            | 10+ years   | 11k                       | — | 13k | — |
| Technical Manager                             | 4+ years    | 5k                        | — | 6k  | — |
| Creative Director                             | 8+ years    | 10k                       | — | 15k | — |
| <b>Exhibition &amp; Conference Organisers</b> |             |                           |   |     |   |
| Country Lead/MD                               | 15+ years   | 25k                       | — | 40k | — |
| Portfolio Director                            | 10+ years   | 12k                       | — | 17k | ↑ |
| Event Director                                | 8+ years    | 10k                       | — | 15k | — |
| Sales Director                                | 8+ years    | 9k                        | — | 12k | ↑ |
| Exhibition/Project Manager                    | 5+ years    | 7k                        | — | 9k  | — |
| Senior Sales Manager                          | 5+ years    | 7k                        | — | 9k  | — |
| Sales Manager                                 | 3+ years    | 5k                        | — | 7k  | — |
| Sr. Sales Executive                           | 4+ years    | 3.5k                      | — | 5k  | — |
| Delegate Sales Executive                      | 1+ years    | 3k                        | — | 4k  | — |
| Sr. Conference Producer                       | 4+ years    | 6k                        | — | 9k  | — |
| Conference Producer                           | 2+ years    | 5k                        | — | 6k  | — |
| Registration Manganer                         | 2+ years    | 3k                        | — | 5k  | ↑ |
| Event Operations Manager                      | 3+ years    | 4k                        | — | 6k  | — |
| <b>Marketing</b>                              |             |                           |   |     |   |
| Marketing Director                            | 8-10+ years | 9k                        | — | 13k | ↑ |
| Senior Marketing Manager                      | 5+ years    | 6k                        | — | 9k  | — |
| Marketing Manager                             | 2-3+ years  | 5k                        | — | 7k  | ↑ |
| Marketing Executive                           | 1-2+ years  | 3k                        | — | 4k  | — |

Arrows indicate change in salary from Aspire's 2024 Salary Guide

# Sales

| Job Title               | Experience  | Salary<br>per month \$SGD |   |      |      |             |
|-------------------------|-------------|---------------------------|---|------|------|-------------|
|                         |             | Min                       |   | Max  | OTES |             |
| <b>Media Sales</b>      |             |                           |   |      |      |             |
| VP Sales                | 12+ years   | 15k                       | — | 20k  | —    | 70-30 split |
| Sales Director          | 8+ years    | 11k                       | ▼ | 16k  | ▲    | 70-30 split |
| Sr. Sales Manager       | 6+ years    | 9k                        | — | 12k  | —    | 70-30 split |
| Sales Manager           | 3+ years    | 5k                        | — | 8k   | —    | 70-30 split |
| Sr. Sales Executive     | 2+ years    | 5k                        | — | 6k   | —    | 70-30 split |
| Sales Executive         | 0-18 months | 3.8k                      | ▼ | 4.8k | ▲    | 70-30 split |
| <b>Ad Tech/Mar Tech</b> |             |                           |   |      |      |             |
| Managing Director       | 15+ years   | 25k                       | — | 32k  | —    | 70-30 split |
| VP Sales                | 12+ years   | 18k                       | — | 23k  | —    | 70-30 split |
| Head of Sales           | 10+ years   | 13k                       | — | 18k  | ▲    | 70-30 split |
| Sales Director          | 8+ years    | 10k                       | — | 13k  | ▲    | 70-30 split |
| Sr. Sales Manager       | 4+ years    | 8k                        | — | 9.5k | —    | 70-30 split |
| Sales Manager           | 3+ years    | 6k                        | — | 7.5k | —    | 70-30 split |
| Sr. Sales Executive     | 2+ years    | 5k                        | — | 6k   | ▲    | 70-30 split |
| BDR / SDR               | 12+ months  | 4k                        | — | 6k   | ▲    | 70-30 split |
| <b>FMCG / F&amp;B</b>   |             |                           |   |      |      |             |
| Sales Director          | 10+ years   | 11k                       | — | 14k  | —    | 70-30 split |
| Senior Sales Manager    | 8 years+    | 8k                        | * | 12k  | *    | 70-30 split |
| Sales Manager           | 6+ years    | 6.5k                      | — | 9k   | —    | 70-30 split |
| Sales Executive         | 2+ years    | 4k                        | — | 6k   | —    | 70-30 split |

## 2025 Change Indication Key

|           |   |
|-----------|---|
| Increased | ▲ |
| Decreased | ▼ |
| No Change | — |
| New Role  | * |

Arrows indicate change in salary from Aspire's 2024 Salary Guide



# SaaS Sales

| Job Title                               | Experience  | Salary<br>per month \$SGD |   |       |        |
|---|-------------|---------------------------|---|-------|--------|
|   |             | Min                       |   | Max   | OTES   |
| VP/GM APAC                              | 12+ years   | 28k                       | — | 42k   | 50%    |
| Enterprise Sales Director               | 10+ years   | 20k                       | — | 27k   | 50%    |
| Enterprise Account Manager              | 7+ years    | 12k                       | — | 15k   | 50%    |
| Enterprise Account Executive Tier 1     | 10+ years   | 12.5k                     | — | 18k   | 50%    |
| Enterprise Account Executive Tier 2     | 5+ years    | 9k                        | — | 12.5k | 50%    |
| Commercial Manager                      | 8+ years    | 10k                       | — | 12k   | 50%    |
| Commercial Account Executive            | 5+ years    | 7k                        | — | 9k    | 50%    |
| Commercial Account Manager              | 5+ years    | 6k                        | — | 8k    | 50%    |
| Sales Development Representative Tier 2 | 2+ years    | 5k                        | — | 6k    | 20-30% |
| Sales Development Representative Tier 1 | 4+ years    | 6k                        | — | 7k    | 20-30% |
| Partner Manager                         | 7+ years    | 8k                        | — | 13k   | 30%    |
| Customer Success Manager                | 5+ years    | 6.5k                      | — | 8.5k  | 30%    |
| Senior Customer Success Manager         | 6+ years    | 7.5k                      | — | 9.5k  | 30%    |
| Customer Success Lead                   | 6+ years    | 10k                       | — | 14k   | 30%    |
| Solution Architect                      | 6+ years    | 12k                       | — | 16k   | 30%    |
| Pre-Sales Engineer                      | 6+ years    | 10k                       | — | 18k   | 30%    |
| Sales Development Representative        | 0-12 months | 3.5k                      | — | 5k    | 30%    |
| Inside Sales Manager                    | 8+ years    | 8k                        | — | 10k   | 30%    |

## Additional OTE Guidance


- Enterprise sales and commercial sales roles tend to have commission structures operating on a 50/50 basis. An example of this would be a base salary of \$200k receiving \$400k OTE.
- Senior roles in the main have an annual bonus whereas bonus for junior roles tend to be paid quarterly.


### 2025 Change Indication Key


|           |   |
|-----------|---|
| Increased | ↑ |
| Decreased | ↓ |
| No Change | — |
| New Role  | * |


Arrows indicate change in salary from Aspire's 2024 Salary Guide

# Emerging Markets

| Job Title            |  | Base Salary<br>per month \$USD |      |
|----------------------|---|--------------------------------|------|
|                      |   | Min                            | Max  |
| <b>Indonesia</b>     |   |                                |      |
| Sales Director       |   | 6k —                           | 7k — |
| Senior Sales Manager |   | 4.5k —                         | 5k — |
| Sales Manager        |   | 3k —                           | 4k — |

| Job Title            |  | Base Salary<br>per month \$USD |        |
|----------------------|---|--------------------------------|--------|
|                      |   | Min                            | Max    |
| <b>Vietnam</b>       |   |                                |        |
| Sales Director       |   | 5k —                           | 6k —   |
| Senior Sales Manager |   | 3.5k —                         | 4.5k — |
| Sales Manager        |   | 2.5k —                         | 3k —   |

| Job Title            |  | Base Salary<br>per month ฿THB |                 |
|----------------------|---|-------------------------------|-----------------|
|                      |   | Min                           | Max             |
| <b>Thailand</b>      |   |                               |                 |
| Sales Director       |   | 160k (\$4.4k) —               | 170k (\$4.7k) — |
| Senior Sales Manager |   | 130k (\$3.6k) —               | 150k (\$4.2k) — |
| Sales Manager        |   | 100k (\$2.7k) —               | 120k (\$3.3k) — |

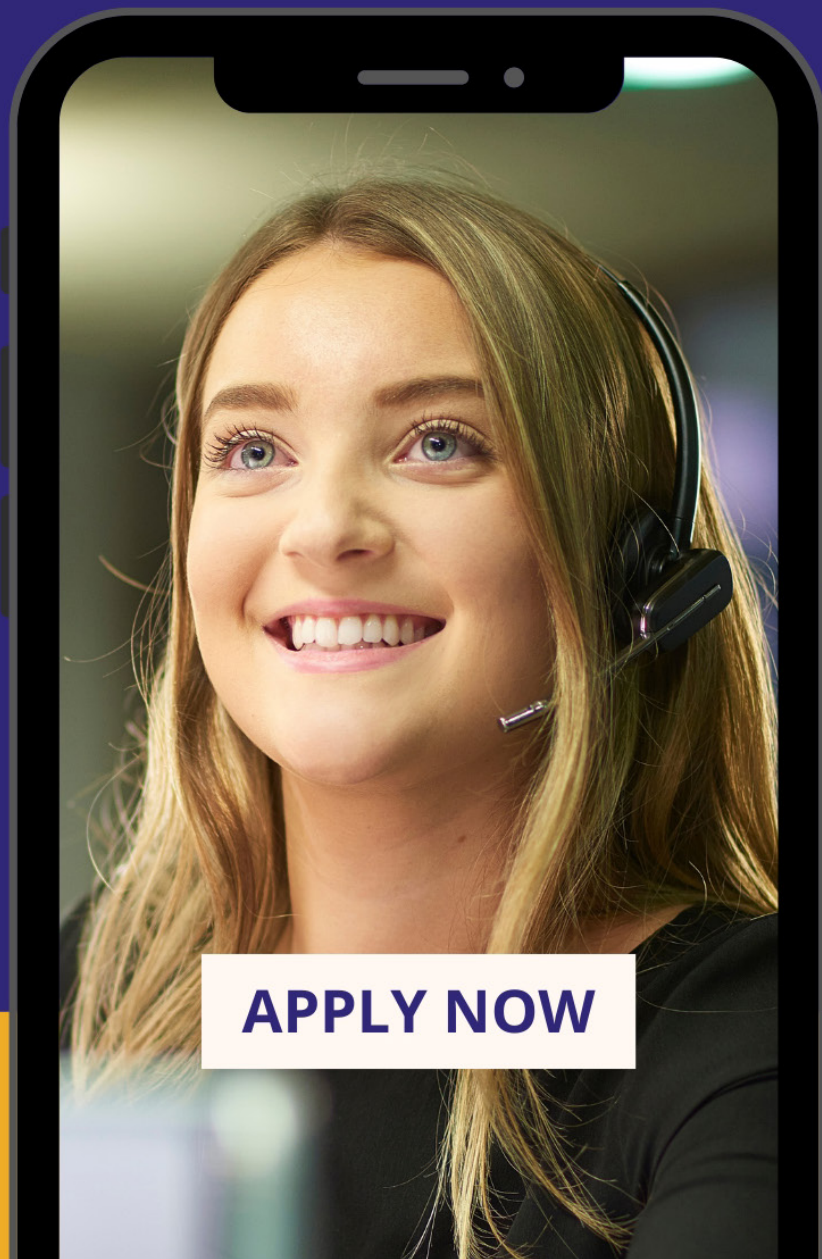
| Job Title            |  | Base Salary<br>per month RM |         |
|----------------------|---|-----------------------------|---------|
|                      |   | Min                         | Max     |
| <b>Malaysia</b>      |   |                             |         |
| Sales Director       |   | 18k —                       | 20k —   |
| Senior Sales Manager |   | 13k —                       | 15.5k — |
| Sales Manager        |   | 8k —                        | 10k —   |

| Job Title            |  | Base Salary<br>per month \$USD |        |
|----------------------|---|--------------------------------|--------|
|                      |   | Min                            | Max    |
| <b>Philippines</b>   |   |                                |        |
| Sales Director       |   | 6k —                           | 8k —   |
| Senior Sales Manager |   | 4k —                           | 5k —   |
| Sales Manager        |   | 2.5k —                         | 3.5k — |

Arrows indicate change in salary from Aspire's 2024 Salary Guide

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