2023
Thai IT Salary Report

ISM

IT Salaries in Thailand

As of 2023-Q1, multinational companies in Thailand were typically paying salaries for IT positions as shown in the following table. The jobs are grouped into categories and are arranged by skill and level of experience. "Experience" refers to total years of IT work experience, not necessarily just experience with that specific skill.

The amounts shown are basic monthly salary only. Although generally not guaranteed, most companies also pay an annual bonus of at least one month, often more. Many companies also offer health insurance and larger firms also contribute to an employee provident fund. Senior management positions may include benefits such as a car or significant transport allowance.

Although certain sectors (such as financial services) typically pay higher salaries than others, many IT jobs are interchangeable across sectors. So the value of software developers, for example, will often reflect the demand for their specific technical skill, regardless of industry.

Contractors are also often available on a fixed-term basis for many of these job functions. The benefits (to employers) of more granular resource control and less exposure to staff turnover, and the advantages (to contractors) of higher monthly incomes and greater career flexibility have made contracting an increasingly popular employment model. Contract rates are generally higher than salaries for permanent staff in the same position and can be affected by variables such as length of the contract.

The salaries assume Thai nationals with at least a reasonable command of English (or better, for the more senior jobs). If the English proficiency is not strong, salaries may be slightly lower. Similarly, for those positions where certifications are indicated in the job description, candidates without certification can often be hired for somewhat less.

For a report on this year's most 'in demand' skills, see **2023 Thai IT Hiring Trends**

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APPLICATION DEVELOPMENT

Job Position	Experience (years)	Salary Range (Baht)
Software Developer / Software Engineer (Java-based) Web application development using Java, Java EE, various frameworks (Spring, Struts, Hibernate, Eclipse, Grails, etc.)	1 - 3 3 - 5 5 - 8+	25,000 - 55,000 55,000 - 70,000 70,000 - 100,000+
Software Developer / Software Engineer (.NET) Web application development using the .NET framework; .NET Core, C#, C++, ASP.NET, VB.NET	1 - 3 3 - 5 5 - 8+	25,000 - 50,000 50,000 - 70,000 70,000 - 80,000+
Front-End Developer JavaScript, jQuery, JSON, Ajax, React, Angular, Bootstrap; CSS, HTML; may also include UI / UX design	1 - 3 3 - 5 5 - 8+	25,000 - 50,000 50,000 - 65,000 65,000 - 75,000+
Full Stack Developer Design / develop front-end and back-end code using multiple programming languages, databases, MVC architecture, microservices, APIs (Similar salaries paid for Python, Ruby, other hard-to-find skills)	3 - 5 5 - 8+	55,000 - 75,000 75,000 - 100,000+
Mobile Developer Design / develop mobile applications on iOS or Android; using Flutter, Xamarin, React Native, Ionic, Xcode, Swift, other tools; often includes UI / UX development	1 - 3 3 - 5 5 - 8+	25,000 - 55,000 55,000 - 75,000 75,000 - 100,000+

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2023
Thai IT Salary Report

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ISM

APPLICATION DEVELOPMENT

Job Position	Experience (years)	Salary Range (Baht)
Programmer / Programmer Analyst (RPG, COBOL) Design and develop business applications on AS/400 or Mainframe	1 - 3 3 - 5 5 - 8+	25,000 - 55,000 55,000 - 70,000 70,000 - 90,000+
System Analyst Gather requirements, design system components; often includes coding or team leadership	3 - 5 5 - 8+	65,000 - 75,000 75,000 - 95,000+
Software Tester / QA Engineer / UAT Specialist Automated testing, manual testing, creating test scripts, user acceptance testing	1 - 3 3 - 5 5 - 8+	25,000 - 45,000 45,000 - 55,000 55,000 - 100,000+
Software Quality Assurance Manager / Testing Manager Team lead; liaise with users; coordinate with release management and version control	10 - 15+	110,000 - 200,000+
Cloud Technology Engineer Specialist in one or more platforms (AWS, Azure, Google Cloud), virtualization tools (VMWare, Hyper-V)	5 - 10	80,000 - 150,000

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2023
Thai IT Salary Report

ISM

APPLICATION DEVELOPMENT

Job Position	Experience (years)	Salary Range (Baht)
DevOps Engineer Build / maintain systems automating software development, deployment; skills include GitHub, virtualization, scripting; coordinate with release management; troubleshoot production environments	3 - 5	60,000 - 100,000+
Software Development Manager Lead one or more development teams (Programmers, Analysts, Testers, Release Managers, etc.)	10 - 15+	120,000 - 200,000+

2023
Thai IT Salary Report

#1 tech recruiter in thailand

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BUSINESS ANALYSIS

Job Position	Experience (years)	Salary Range (Baht)
Business Analyst Liaise between users and IT to translate business requirements into coherent applications	3 - 5 5 - 8+	55,000 - 75,000 75,000 - 100,000+
Business Process Improvement / Management (BPM) Lean Management, Lean Six Sigma (Green Belt, Black Belt, etc.)	8 - 10 10 - 15+	90,000 - 120,000 120,000 - 180,000+

2023
Thai IT Salary Report

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DIGITAL MARKETING

Job Position	Experience (years)	Salary Range (Baht)
Web Designer / Graphic Designer Design, create, maintain website front-end using HTML, CSS3, PHP, Word Press, etc.; create graphics using Illustrator, Photoshop, Lightroom, other tools	3 - 5 5 - 8+	35,000 - 55,000 55,000 - 70,000+
Digital Marketing / Search Specialist Plan, research, implement SEO, SEM, PPC, AdWords, social media activities, etc.	2 - 5+	35,000 - 60,000+
Digital Marketing Manager Develop social media strategy, implement campaigns, coordinate among agencies, graphic designers, search specialists, etc. (Scope and salary vary significantly by industry and company size)	5 - 10+	70,000 - 150,000+

2023
Thai IT Salary Report

ISM

DATA SCIENCE

Job Position	Experience (years)	Salary Range (Baht)
BI Developer / Data Modeler ETL tools, custom dashboard development; Cognos, SAS, Business Objects, Hyperion, QlikView, Tableau, Crystal Reports, etc.	1 - 3 3 - 5 5 - 8+	25,000 - 50,000 50,000 - 80,000 80,000 - 150,000+
Data Engineer / Data Analyst Create storage sources, extract and transfer data, and improve the performance of data structure. Tools: Python, Spark, SQL, ETL Process, Data Lake, Data Warehousing	1 - 3 3 - 5+	25,000 - 55,000 55,000 - 80,000+
Data Scientist 'Big Data' tools (Hadoop, Spark, Storm, R, etc.); develop novel business insights from large data sets	8 - 12+	120,000 - 200,000
Implementation Consultant (ERP / CRM / Business Intelligence / Data Warehouse) SAP, Oracle, Dynamics, SalesForce, SharePoint, Cognos, Business Objects, Teradata, etc.	3 - 5 5 - 8+	60,000 - 80,000 80,000 - 200,000+
Solution Architect / System Architect Evaluate, select, design overall system environment, infrastructure, application components	10 - 15+	150,000 - 200,000+

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2023
Thai IT Salary Report

ISM

INFRASTRUCTURE
AND SYSTEM ADMINISTRATION

Job Position	Experience (years)	Salary Range (Baht)
Helpdesk / IT Support Install, configure, troubleshoot hardware and software	3 - 5	35,000 - 50,000
System Engineer / System Administrator OS configuration and support; liaise with developers, DBAs, network engineers; relevant certifications include MCSE, MCSA, VCP, SCCM, CompTIA Server+	1 - 3 3 - 5 5 - 8+	25,000 - 50,000 50,000 - 80,000 80,000 - 100,000+
Network Engineer / Network Operations Center IT Infrastructure (LAN / WAN) support and troubleshooting, software / hardware installation and updates, often with security knowledge; relevant certifications include CCNA, JNCIA, CompTIA Network+	1 - 3 3 - 5 5 - 8+	25,000 - 40,000 40,000 - 60,000 60,000 - 100,000+
Database Administrator (DBA) Install, configure, monitor, tune, upgrade databases (Oracle, SQL-Server, MySQL, etc.)	3 - 5 5 - 8+	50,000 - 70,000 70,000 - 120,000+
Network Security Administrator With vendor-specific and/or other relevant certifications, including CISSP, Checkpoint, CompTIA Security+	5 - 8 8 - 12+	80,000 - 100,000 100,000 - 150,000+

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2023
Thai IT Salary Report

ISM

INFRASTRUCTURE
AND SYSTEM ADMINISTRATION

Job Position	Experience (years)	Salary Range (Baht)
Infrastructure Manager With vendor-specific and/or other relevant certifications, including CCNP, MCSE, CompTIA Network+	7 - 10+	120,000 - 200,000+
Senior Infrastructure Manager / Data Center Manager Manages one or more data centers; may include planning, design, build-out	10 - 15+	150,000 - 180,000+
IT Auditor Develop / implement IT audit plans, procedures, reports; relevant certifications include CISA, COBIT, CISM	5 - 8+	80,000 - 120,000+

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2023
Thai IT Salary Report

ISM

SALES AND PRESALES

Job Position	Experience (years)	Salary Range (Baht)
Presale Technical Consultant Network / System Engineer, Cloud / Virtualization Consultant for an IT vendor. Note that some, but not all, vendors also pay commissions for this role	7 - 12+	80,000 - 150,000+

The following sales positions generally have targets and pay commissions. Salaries shown here are 50%-60% of total 'on-target' earnings

Job Position	Experience (years)	Salary Range (Baht)
Account Executive Sales (direct and through partners) of Software, Hardware, and Consulting Services	3 - 5 5 - 10	40,000 - 50,000+ 50,000 - 80,000+
Key Account Manager Sales and direct relationship management of a vendor's large, enterprise customers. Coordinate with presales, solution architects, consulting services; help develop RFPs	5 - 7 7 - 10+	50,000 - 100,000+ 80,000 - 150,000+
Sales Director Responsible for all aspects of Sales, Presales, Partner Management Responsible for country-level profit / loss; for some vendors acts as Country Manager	12 - 15+	180,000 - 300,000+

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2023
Thai IT Salary Report

ISM

IT MANAGEMENT

Job Position	Experience (years)	Salary Range (Baht)
Project Manager / Service Delivery Manager Relevant certifications include PMP, PRINCE2, ITIL	10 - 12+	150,000 - 200,000+
IT Manager Salary varies significantly by industry and by size of IT department and IT infrastructure	8 - 12+	80,000 - 150,000+
Release Manager / Configuration Manager Responsible for enterprise-wide version control, compatibility; coordinate with developers, testers, users	10 - 15+	150,000 - 200,000+
Project Director / Program Director Responsible for large-scale, multi-faceted projects with strategic importance to an organization; includes resource allocation, budgeting, service level delivery; may sometimes be seconded to client by a vendor	15 - 20+	200,000 - 300,000+
IT Director / Digital Technology Director Overall responsibility for technology selection and integration within the organization	15+	200,000 - 300,000+

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2023
Thai IT Salary Report

ISM

IT MANAGEMENT

Job Position	Experience (years)	Salary Range (Baht)
Chief Information Officer / Chief Technology Officer Enterprise-wide role with strategic participation at Board level; often includes regional responsibility	15 - 20+	350,000 - 500,000+

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