

Salary Report for 2027

Tech, AI and GTM roles

Planning edition for UK and Australian businesses.

Compiled 12 October 2026. This report uses publicly available 2026 salary evidence and employer-posted pay, then illustrates 2027 planning scenarios. It is not a survey of actual 2027 payroll or a Onepaul salary quote.

Evidence Keep each source, date and compensation basis visible.	Scope Match the role, seniority, skills and work arrangement.
Plan Test assumptions rather than claiming future pay.	Quote Confirm fully loaded costs and the service fee.

All salary tables use PHP per month. Provider fees are stated separately in US dollars. Do not compare mixed currencies without an agreed exchange rate.

Engineering salaries: a starting point

A7 Recruitment publishes Metro Manila 2026 gross monthly ranges. These are recruiter benchmarks, not universal prices. They exclude the employment items named by the source. [S1]

Role / PHP per month	Junior	Mid	Senior
Software engineer	32k - 53k	58k - 95k	100k - 158k
DevOps / cloud engineer	37k - 58k	63k - 106k	116k - 180k
QA engineer	26k - 42k	48k - 74k	79k - 116k
Data engineer / analyst	32k - 53k	58k - 95k	100k - 158k

Why the same title can produce a different number

A separate Permhunt guide puts mid-level software engineers at PHP70,000-110,000 monthly gross base. [S5] That differs from S1. The sources use different samples and role definitions; combining them into an unexplained average would hide those differences.

Use a role brief to confirm scope, experience and working arrangements. A broad data engineer / analyst category should not be treated as a precise benchmark for either a specialised data engineer or an AI engineer.

No Onepaul placement data is included. Validate the role-specific offer through current candidate and employer evidence before making a commitment.

Price the annotation work you need

Second Talent's September 2026 rate card gives the following monthly data-annotation salary bands. These are vendor-published figures. The retrieved page does not fully explain the sample or whether each figure is gross base, so confirm the basis before comparing. [S2]

Annotation role	Published PHP / month
Junior data annotator	18k - 32k
Mid-level data annotator	32k - 55k
Senior data annotator	55k - 85k
Annotation lead / QA specialist	85k - 120k+

Separate three different kinds of work

Basic annotation Apply defined labels to a scoped set of items.	Specialist annotation Use language or domain knowledge where the task needs it.
Quality review Review disagreement, exceptions and guideline changes.	AI engineering Build and operate models or software; quote separately.

The lead / QA row has an open-ended upper range in the source. It is not a ceiling. An annotation salary should not be used as an AI or machine-learning engineer benchmark.

Benchmark the responsibilities, not the label

Related role	PHP / month	Evidence
Marketing operations assistant	70k - 80k	GrowthAssistant job ad
Lifecycle marketing operations assistant	65k - 70k	GrowthAssistant job ad
Performance marketing manager (mid)	53k - 85k	A7 2026 guide

Read the evidence correctly

The first two ranges are individual employer-advertised monthly salaries, not market averages. [S3, S4] The performance marketing range is a mid-level recruiter benchmark and is not interchangeable with GTM engineering. [S1]

GTM engineer has a wide scope: CRM and data operations, enrichment, integration work, automation and reporting may sit in different combinations. This research did not establish a reliable, directly comparable Philippines salary band for that exact role. Quote it against the specific responsibilities rather than presenting an adjacent role as an exact match.

Ask candidates about ownership

- Which workflows have they built, tested and maintained?
- What happened when a field was missing or an integration failed?
- How did they keep commercial decisions and important conversations with humans?

A job title or tool list alone is not enough to price the role.

Make the assumption visible

The following ranges apply illustrative 0%, 5% and 10% adjustments to selected published bands. These are sensitivity scenarios chosen for planning, not forecasts of market inflation or guaranteed candidate pay.

Selected role	0% adjustment	5% adjustment	10% adjustment
Software engineer (mid, S1)	58k - 95k	60.9k - 99.75k	63.8k - 104.5k
QA engineer (mid, S1)	48k - 74k	50.4k - 77.7k	52.8k - 81.4k
Data annotator (mid, S2)	32k - 55k	33.6k - 57.75k	35.2k - 60.5k
Marketing ops assistant (S3)	70k - 80k	73.5k - 84k	77k - 88k

Calculation: published lower and upper values x (1 + assumed adjustment). Amounts shown in thousands of PHP per month. Scenario results retain the limitations of the underlying sources.

Convert salary into a staffing budget

Employee salary + applicable employment costs and agreed benefits = fully loaded employee cost. Convert to the quote currency using the agreed rate, then add Onepaul's US\$500 monthly fee per employee. Confirm taxes, equipment and one-off costs separately.

For a team with different roles, calculate each person separately. Refresh the evidence before hiring and when the role or working arrangement changes.

What this report can tell you

Public sources accessed on 12 October 2026. No independent Onepaul survey, national statistical sample or actual 2027 payroll was collected. Source dates and the type of compensation are preserved; sources are not averaged into a new market statistic.

Sources

S1 A7 Recruitment, 10 July 2026. Monthly gross PHP, excludes listed statutory benefits.

<https://a7recruitment.com/philippines-salary-guide-2026/>

S2 Second Talent rate card, 14 September 2026. Monthly salary; base/benefit scope and sample methodology not fully specified.

<https://www.secondtalent.com/developer-rate-card/data-annotator-philippines/>

S3 GrowthAssistant employer job ad. PHP70,000-80,000 per month; individual posting, not market average.

<https://ph.linkedin.com/jobs/view/marketing-operations-assistant-at-growthassistant-4268652557>

S4 GrowthAssistant employer job ad. PHP65,000-70,000 per month; individual posting, not market average.

<https://ph.linkedin.com/jobs/view/lifecycle-marketing-operations-assistant-philippines-remote-at-growthassistant-4346622157>

S5 Permhunt, 25 March 2026. Gross monthly base PHP; software engineer mid-level PHP70,000-110,000, showing source variation.

<https://permhunt.com/blog/2026-salary-guide-software-engineers-philippines>

Use and refresh

Use these ranges to frame a hiring conversation. Confirm the role, seniority, pay basis, location, work schedule and benefits. Individual ads show employer budgets rather than realised salary distributions, and vendor guides may reflect a selected client market. Refresh sources before a final offer.

Questions about a dedicated Tech, AI or GTM team?
galinato.jp@gmail.com