

Emerging Jobs: Philippines

The fastest growing jobs in the country



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Introduction

The Philippines has seized many opportunities that have come about from technology-driven change. And more change is on the horizon – with one forecast predicting 85 per cent of the jobs that will exist in 2030 have not even been invented yet.¹

One of the nation's largest sectors, Business Process Outsourcing (BPO) is the perfect example of the Philippines responding quickly to change.²

In the 1990s, the government was quick to capitalise on international demand for its highly-educated, English-speaking workforce by offering tax incentives and legal support for BPOs.³ Since 2004, the Philippines has tripled its global share of BPO business, from 4 per cent to 12.3 per cent in 2014. It is estimated that this could rise to 19 per cent by 2020.⁴ In 2018 alone, it's expected that the industry will add as many as 70,000 jobs and PHP 52 billion (USD 1 billion) in revenue.⁵

As technology creates new industries and opportunities, jobs evolve and new ones emerge, often in unexpected ways. In the Philippines, it's clear that outsourcing, and the increasingly complex and high value services the industry now offers, is delivering an evolving workforce – hybrids of hard and soft skills.

A prime example is the rise of the sales professional and how the role has evolved. As customers' needs become more complex and global, a Sales Development Representative must have the essential soft skills such as communication and critical thinking to build long-lasting relationships, maintain good account management, and understand the unique needs of the market.

LinkedIn's Emerging Jobs Report drills into the rich data, to establish what's driving change, and what lies on the horizon.

For Human Resource (HR) and Talent Acquisition (TA) professionals, this poses significant challenges.

- How do you hire for jobs that did not exist five years ago?
- How can you predict where the gaps in your workforce will be?
- How do you upskill and reskill your existing workforce to rise to the challenge?

1. Dell Technologies & Institute for the Future: [Emerging Technologies' impact on society and Work in 2030](#)

2. Digital Marketing: [The Outsourcing Industry in the Philippines 2018](#)

3. Magellan Solutions: [The Philippines Call Centre Industry: A Brief History](#)

4. Asia Telecom Holdings: [Statistics of business process outsourcing](#)

5. ABSCBN: [70,000 additional BPO jobs seen this year, as industry braces for AI](#)

Data Scientists are leading the way

While using data is already the norm in North America and some parts of Asia, the Philippines is still catching up.

This offers the chance to build a pool of local Data Scientists, who know the basic languages of Python, R and SQL, and then as the industry matures they can upskill to meet demand.⁶

The Philippines' Data Privacy Act will further drive demands for skills around data, with any organisation with more than 1000 employees now required to have a data officer.

The emerging jobs we are seeing in the Philippines are a pertinent reminder that jobs that sounded obscure yesterday are suddenly commonplace today. As technology rockets forward so goes the job market, although often in ways we might not expect.

Understanding the macro trends and how they shape the world is key to understanding what your own workplace may soon be looking for.

The emphasis should be on looking for employees with transferable skills which enable them to adapt to changing workforce demands. Career paths should be looked at in terms of skills the worker gained and how they developed, instead of just noting a checklist of job titles. HR and TA teams would benefit from looking for aptitudes such as adaptability, resilience, and entrepreneurial skills.

The top five emerging jobs:

- 1 Data Scientist
- 2 Application Development Analyst
- 3 Back End Developer
- 4 Full Stack Engineer
- 5 Sales Development Representative

6. SunStar: [Analytics experts, data scientists in demand](#)

How to use this report:

This report has crunched LinkedIn's unique data from the last five years to identify the top up-and-coming roles and the skills needed for each.

It looks at what roles are on the rise, where talent comes from, and where it resides today.

We hope this report will serve as a helpful resource that HR and TA teams can use to:

- **Educate** hiring managers and business leaders about the challenges and opportunities that exist in the Philippines job market
- **Reference** in executive discussions to give a bird's eye view of the hiring marketplace and talent trends in the Philippines
- **Understand** what skills to look for instead of job titles
- **Glean** insights into the nature of emerging roles

Show your hiring managers this report and use it in your executive discussions to demonstrate your knowledge of the trends in the Philippines job market.

Talk to your local LinkedIn relationship manager about how they can be your partner to help you meet your hiring goals.



How LinkedIn data revealed what's emerging

We looked at all LinkedIn members in the Philippines who included work experience on their profiles. We then grouped together the millions of unique, user-input job titles based on common job roles.

This involved clustering job titles together. For example, our category of 'machine learning engineer' includes user input titles such as 'machine learning software engineer' and 'machine learning engineer II.' We then counted the frequencies of job titles that were held in 2013 and compared the results to job titles that were held in 2017. Our 'emerging jobs' are the top five job titles that saw the largest growth in frequency over the five-year period.

Key Takeaways



BPO evolution is driving the rise of hybrids

Automation is allowing the BPO sector to move up the value chain and seek core skills such as big data, data analytics, cyber security, blockchain, digital commerce and fintech.

The World Bank has warned that 85 per cent of the Philippines' outsourcing IT revenue comes from routine tasks vulnerable to automation.⁷

The industry predicts that automation could affect 43,000 low-skilled workers between 2016 to 2022. At the same time, its demand for middle to high-skilled talent will skyrocket, with 697,000 openings in that same six-year period.⁸

Automation is the opportunity to upskill workers and will give Filipinos working in the BPO industry a competitive advantage.

There are certain things an automated bot will never be able to do. BPOs can let the bots manage the repetitive and FAQs, while their call centres can train their staff to handle human interaction, like retaining customers, or upselling better services.

The industry also says it is hiring people with statistics and mathematic skills to help build its data analytics offering.⁹

This is reflected in LinkedIn's own data that highlights the emergence of Data Scientist.

Knowledge outsourcing, including software services and development, is rapidly growing. As more organisations opt to outsource complex and high-value services, there will be growing demand for excellent communicators with the hard tech skills to back them up. We call talent with this blend of soft and hard skills the hybrids, and they're key to navigating the human demands of our tech-driven world.

“ The demand for digital skills for new and emerging technology is delivering exciting opportunities to the local IT-BPM Industry. Filipinos are recognised globally as adaptive and quick learners. If we are able to ensure a healthy pool of talent that can deliver premium services, we will remain a major player in the global digital-enabled services landscape. ”



Catherine Salceda-Ileto

Vice-Chairman of the Board,
Information Technology and Business Process
Association of the Philippines (IBPAP)

7. World Bank: [World Development Report 2016](#)

8. ABSCBN: [Displaced by robots, PH call center agents shift gears](#)

9. ABSCBN: [70,000 additional BPO jobs seen this year, as industry braces for AI](#)

Digital transformation is key to growth



It is no surprise when looking at the Philippines' top five emerging jobs that they all orbit around tech. In part the boom is due to the Philippines catching up.

The nation's Department of Information and Communications Technology has a "One Digitized Government" which aims for access to government services via a one-stop portal by 2022.

Since the project's launch in 2017, work has begun in earnest. A collaboration between Microsoft and Philippine Health Insurance Corporation (PhilHealth) is already delivering data insights, and that strategic knowledge is shifting the health system to a preventive approach.¹⁰

It is likely that a more digital Philippines will pay off. By 2022, digitalisation is expected to contribute PHP 416.9 billion (USD 8 billion) to the Philippines' economy, and will grow by 0.4 per cent every year.¹¹

10. Microsoft: Technology Partners vital to the Philippines government's digital quest

11. Inquirer Net: PH's GDP can increase by \$8 billion in 4 years through digital transformation — study

Digital transformation is key to growth

More and more businesses are shifting focus and resources to big data and digital products.

The advent of cloud computing and the reliance on mobile means that catching up won't take long and will put the Philippines at the edge of new, emerging technology. It will also deliver huge efficiency savings.

Based on estimates from General Electric (GE), a mere 1 per cent improvement in efficiency through machine-to-machine communications could save up to USD 276 billion in just 15 years across five industries: rail, healthcare, power, and oil and gas.¹²

One area where digitalisation is particularly pertinent is in the energy and infrastructure sector. With a more streamlined digital approach, routine checks will be simplified and less disruptive. Meanwhile, heavy industry and manufacturing will see an increased reliance on automation and cloud computing.¹³

12. Manila Bulletin: [Digital Transformation is next frontier for PH enterprises](#)

13. Manila Bulletin: [Digital Transformation is next frontier for PH enterprises](#)



The rising startup scene needs tech talent

The Philippines' emerging startup scene contributes to the demand for tech talent. A recent profile by PwC and the Department of Trade and Industry reported there are more than 200 active startups in the country.¹⁴

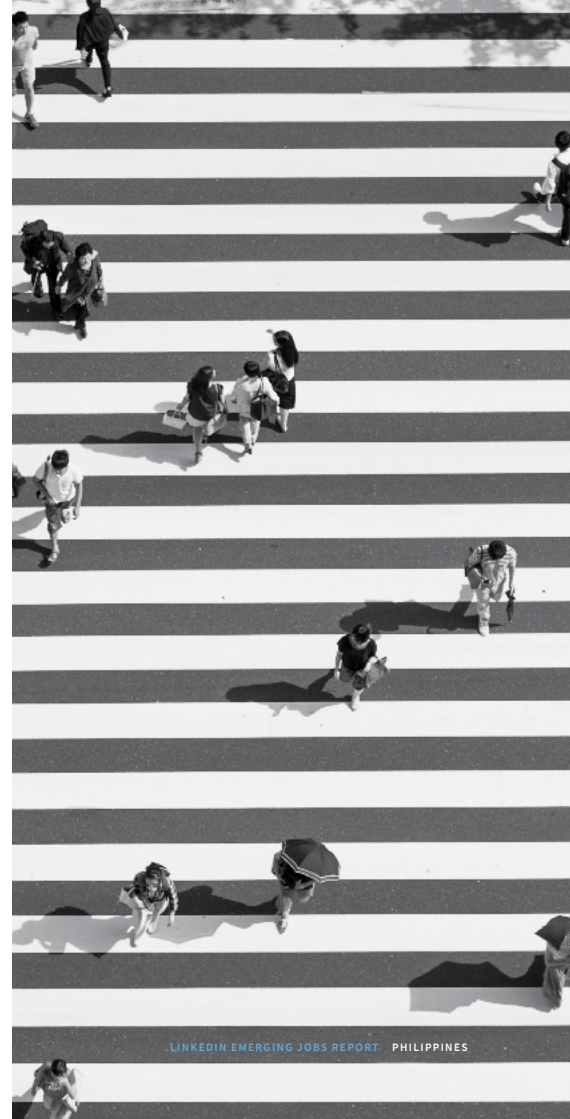
The sectors range from fintech, agriculture, retail and engineering. One thing unites them – a demand for tech talent.

One particular area ripe for the disruption is the Philippines' banking & financial sector. With a population that exceeds 100 million and a 58 per cent mobile penetration, just 31 per cent of adults have bank accounts and only 4 per cent of transactions are done online.¹⁵ This has paved the way for fintech startups to build innovative products and solutions to close the gap. To succeed, having the right talent with the right skills is critical.

The expertise and skills of Data Scientists, Full Stack Engineers, Application Development Analysts and Back-end Developers are in high demand not just among young companies but also across the country's established businesses.

14. PwC: [Off to a great start: The Philippine startup ecosystem](#)

15. [fintechnews.sg: The Philippines Fintech Report 2018](#)



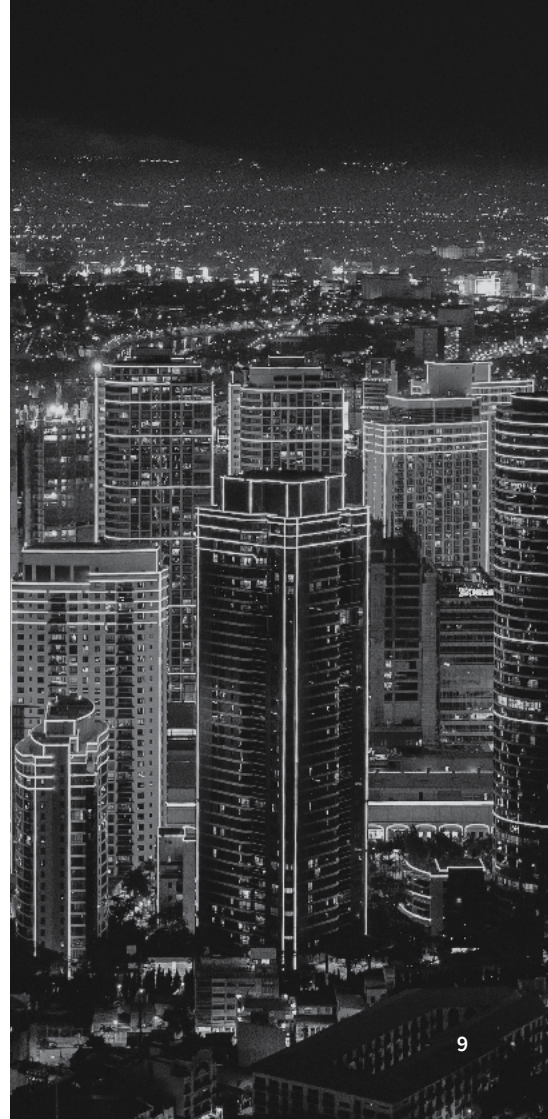
Developing tech talent

With a new generation of young people coming online, digital natives will be well equipped to deliver data insights and develop new applications.

The Philippines Department of Science and Technology is investing in its R&D programs at BPO-linked educational centres to encourage more young innovators, particularly in the provinces. This includes scholarships in big data analytics and artificial intelligence. At the heart of it, the government wants universities to produce more competent risk takers who can take on opportunities a shifting landscape presents.¹⁶

HR and TA teams already know demand for tech talent is high and supply is low. Government investment, as well as more collaboration with international tech giants, are promising signs that more talent is coming into the market. In the meantime, positioning yourself as an attractive employer with interesting projects will help attract talent, while offering training and investment in talent will see your organisation get the best out of in-house talent.

16. Austrade: [Insight – Australia and the Philippines partner for digital transformation](#)



Upskilling is critical to the Philippines' growth

In times of rapid change, the company that will succeed is the one that makes its workplace conducive for continuous learning.

The ideal candidate for a role could already be sitting a few desks away from you. Perhaps, they just need some training and a bit of belief from management to take their career to the next level.

The government has recognised the need to upskill and develop its workforce to meet the emerging demands of, and ultimately benefit from, the Fourth Industrial Revolution. Seven government agencies, led by the Department of Trade and Industry, have entered into a deal to upskill Filipinos.

As the Philippines considers reform to its current BPO incentive model, it has also focused on delivering better opportunities for Filipinos. Attached to one of the proposed reform changes is significant investment from the BPO sector into upskilling its workforce and to bolster its competitiveness.

A forward thinking organisation should read the signals the government is sending – until the new talent graduates and enters the labour market, upskilling is going to be key to staying ahead. The reality is demand will outpace supply of talent, and that poses a huge recruitment challenge.

When talent is thin on the ground, the 'perfect candidate' will be highly discerning and very expensive.



Hire for skills, not job titles

Is your company prepared to invest in further training – in-house or external?

Could your next Machine Learning Engineer already be working for the firm as a Systems Engineer?

Will an existing employee, with the soft skills to engage clients and understand their needs, be more suited to the role if they are taught the technical skills they need?

HR and TA teams already know the talent market is tight, so creativity will be the key. The shift in thinking needs to involve hiring for skills, rather than hiring for job title.

As the blurring and melding of specialist roles picks up pace, the key to attracting the best people will be to focus on a recruit's skills rather than their previous job titles.

As one leading Data Scientist at McKinsey told LinkedIn, his job title didn't exist when he was at university less than five years ago. People in his area of expertise were described as being into "analytics or machine learning studies".

“ LinkedIn's emerging jobs data reflects the changes we're seeing in our own recruitment initiatives. Across the Aboitiz Group, we are increasingly looking for professionals with digital and tech skills. We believe these changes are only going to accelerate as the Philippines' economy continues to grow and if, as a nation, we want our country's workforce to impact leading industries on a global scale.

The Philippines' digital talent pool is smaller than other countries thus we are investing in a couple of focused initiatives: employer branding and people development. We run events such as hackathons to attract tech savvy talent and to let the market know that the Aboitiz Group is onboard the exciting digital movement. We are also investing in our employees by providing training in coding, robotics, design thinking, scrum, and other courses that help develop core digital skills. Our work spaces are becoming more agile and tech-enabled to improve collaboration. We know we're just in the beginning of this journey but we are determined to prepare ourselves to adapt and be ready for change.”



Nina Ylagan Pedro

Vice President of Human Resources Group
Aboitiz Equity Ventures

Deep dive: The top 5 emerging jobs

LinkedIn has crunched its enormous stack of data from the past five years to identify the top emerging jobs in the Philippines.

Our data shows us the career paths that most people have taken into these roles, as well as the skills most commonly associated with the jobs.

Identifying these leading emerging jobs offers HR and TA teams a unique insight into where the jobs market is heading.



1 Data Scientist

Today, business is driven by data. Whether it's financial insights or understanding customer behaviour, people who can make sense of the enormous quantity of data being generated by modern organisations are in high demand.

The promise of engaging work and the scope to drill down into interesting data are drawcards for the curious and intelligent candidates data science tends to produce.

Organisations have been quick to invest in their own data. For example, Globe Telecom, the Philippines largest full service telecommunications company, has employed machine learning to deliver real time marketing as well as new products and services to its 60 million customers.¹⁷ Similarly, the Department of Transportation and Communications has been taking a deep dive into the data of Manila's congested metro and traffic in a bid to deliver a smarter, more efficient system.¹⁸

TOP PREVIOUS JOBS FOR DATA SCIENTISTS

Data Analyst

Statistician

Software
Engineer

Mathematics
Instructor

Project
Manager

TOP SKILLS FOR DATA SCIENTISTS

Data Analysis

Python

SQL

R

Machine
Learning



17. OpenGov: [Enabling a digital lifestyle using data analytics and machine learning](#)

18. The World Bank: [Philippines: Real-Time Data Can Improve Traffic Management in Major Cities](#)

2 Application Development Analyst



Using a suite of software engineering skills to develop, test, support and troubleshoot computer-based applications for internal and external clients, the Application Development Analyst is the person who keeps the show on the road.

Almost all elements of our lives, whether it is buying something or banking, even how we entertain ourselves and socialise, is carried out on digital platforms. In the Philippines, the combination of organisations catching up with digitalisation, as well as the demands of BPO for outsourced app development is driving demand for Application Development Analysts.

TOP PREVIOUS JOBS FOR APPLICATION DEVELOPMENT ANALYSTS

Software
Engineer

Application
Development
Analyst

Application
Developer

Software
Analyst

Web
Developer

TOP SKILLS FOR APPLICATION DEVELOPMENT ANALYSTS

SQL

HTML

JavaScript

Java

Cascading
Style Sheets
(CSS)

3 Back End Developer

Behind every great website or mobile application is a successful Back End Developer. They're responsible for building the "server side" in web applications and important functions like the database. Usually, they will work hand-in-hand with a Front End Developer who develops the experience for the customers.

The rise of the Back End Developer is being fuelled by the rapid adoption of smartphones in the Philippines. Whether it's e-commerce or e-banking, there is a high demand for digital products and services.

TOP PREVIOUS ROLES FOR BACK END DEVELOPERS:

Web
Developer

Software
Engineer

PHP
Programmer

Web
Application
Developer

System
Developer

TOP SKILLS FOR BACK END DEVELOPERS:

JavaScript

PHP

MySQL

Cascading
Style Sheets
(CSS)

jQuery



4 Full Stack Engineer



A combination of front and back end web and application development, Full Stack Engineers are the Swiss Army knives of tech talent – able to run a project from start to finish.

As well as building the “server-side” functions of a website, they have to make it user friendly on the client side as well. Their versatility means they are in hot demand across a huge swathe of industries looking to add tech capacity as efficiently as possible.

The Philippines is embarking on a huge digitalisation push. Whether it is in banking or infrastructure monitoring, the nation is embracing our increasingly tech-based, online world.

TOP PREVIOUS ROLES FOR FULL STACK ENGINEERS:

Software
Engineer

Web
Developer

PHP
Developer

PHP
Programmer

Full Stack
Engineer

TOP SKILLS FOR FULL STACK ENGINEERS:

JavaScript

PHP

MySQL

Cascading
Style Sheets
(CSS)

jQuery

5 Sales Development Representative

Sales Development Representatives help BPOs unlock and accelerate the benefits of automation. While AI and machine learning can run bots to respond to day-to-day queries, they can't replace the human qualities of sales professionals who interact with customers and understand their needs.

But the steady high demand for this job isn't limited to the BPO sector – more businesses are digitalising, growing their service offerings and expanding their markets. As more international companies set up operations in the Philippines, the need for sales professionals to grow their business and achieve targets is more crucial than before.

TOP PREVIOUS ROLES FOR SALES DEVELOPMENT REPRESENTATIVE:

Salesperson

Admin
Executive

Sales
Executive

Customer
Service
Representative

Sales
Manager

TOP SKILLS FOR SALES DEVELOPMENT REPRESENTATIVE:

Customer
Service

Sales

Leadership

Management

Marketing



Final thoughts for HR and TA teams

1

KNOW THE
SKILL NOT JUST
THE JOB TITLE

Finding candidates ready to move into one of the emerging jobs means looking beyond their current title. Hiring for the future state of the business means hiring for potential – potential to learn, grow and adapt in a world of digital transformation.

2

IT'S ABOUT
SOFT AND HARD
SKILLS

Foundational or adjacent hard skills are table stakes, but no matter how technical the role, it's the soft skills that will show you who's good versus who's great.

3

GET READY
TO COMPETE

It's about supply and demand, know your unique differentiators, preferably by job group and articulate consistently through your employer brand.

Why LinkedIn?

As the largest professional network in the world with more than 590 million members, LinkedIn is the best platform to reach and engage the right talent you need.

Connect with more than 6 million professionals in the Philippines and build a data-driven recruiting strategy.

Transform the way you hire in the Philippines



Post jobs

Target the right candidate for any job



Build a strong talent pipeline

Reach active and passive talent



Build your employer brand

Target the right candidate for any job



Contact candidates proactively using InMail

On average, InMail response rates are 3x higher than emails



Connect with more than 6M professionals in the Philippines

From entry level to managers to directors, you will find them all on LinkedIn



About LinkedIn's Economic Graph

The Economic Graph is a digital representation of the global economy based on 590 million members, 50 thousand skills, 30 million companies, 20 million open jobs, and 84 thousand schools. In short: it's all the data on LinkedIn.

Through mapping every member, company, job, and school, we're able to spot trends like talent migration, hiring rates, and in-demand skills by region. These insights help us connect people to economic opportunity in new ways. And by partnering with governments and organizations around the world, we help them better connect people to opportunities.

[See full article](#)

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590M MEMBERS



50K SKILLS



30M COMPANIES



20M OPEN JOBS



84K EDUCATIONAL
INSTITUTIONS

Linked in Talent Solutions