



Salary and Market Trends Report 2024

03	Foreword
04	Market Survey
10	Software Development
16	Software Testing & QA
18	Cloud & DevOps
21	IT Infrastructure
23	Cyber Security
25	Data & Analytics
28	Project Management
31	Product
33	Salesforce
37	Executive Leadership
39	Contact

FOREWORD

The slowdown in the technology sector that started at the end of 2022 was certainly felt throughout 2023. According to a CSO report the Irish Technology sector shed over 3,000 jobs in the year to August, many from the perceived safe haven of the “Big Tech” brands. The start-up community also felt the brunt with a 40% overall decrease in funding raised, when compared to the same period the previous year.

Thankfully the worst of the lay offs seem to be behind us, with total numbers of lay offs across the global technology sector decreasing steadily this year from a peak of nearly 90k in January to just over 7k in October. Many of the “Big Tech” firms in Ireland are actively hiring again, so there is certainly a sense of cautious optimism.

Perhaps the biggest challenge to hiring managers will be the movement of talent on the market. Contrary to the “Great Resignation” in 2022 it’s likely that 2024 will be “The Great Stay”. With candidates being more cautious to move, the recruitment process and overall candidate experience will become even more critical to secure talent.

AI will of course play a larger role in the recruitment process as adoption becomes more commonplace. In my opinion 2024 will be the year when AI and the Recruitment industry find that balance to be able to avail of the speed and efficiency from automation, while maintaining the human touch and the emotional intelligence needed to guide and help candidates through processes.

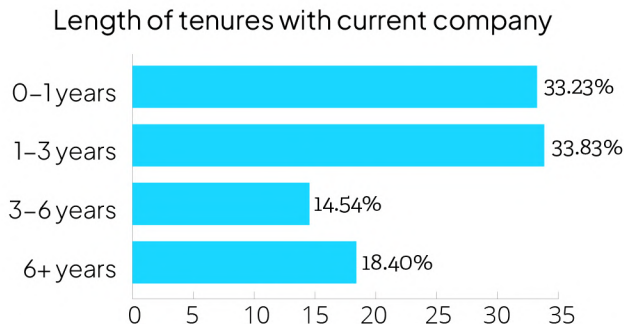
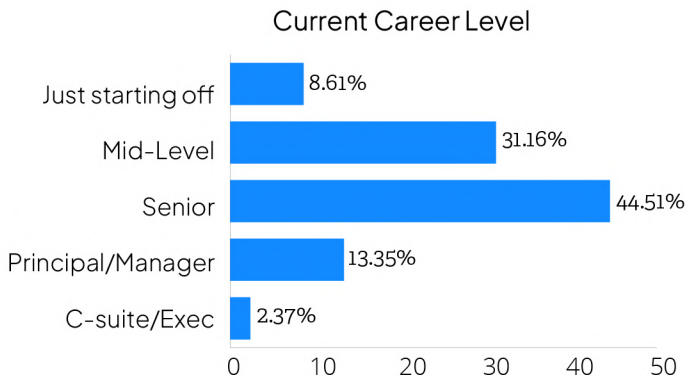
For this year’s IT Search market survey, we have surveyed almost 400 Irish based technology professionals to better understand how the Irish Technology market may perform in 2024, and what their own motivations and expectations are. We hope this information may help our clients make more informed decisions on retention and attraction of talent. Many thanks to all our Clients, Candidates and Partners who have helped with this report, and we look forward to working with you throughout 2024!



MARKET SURVEY

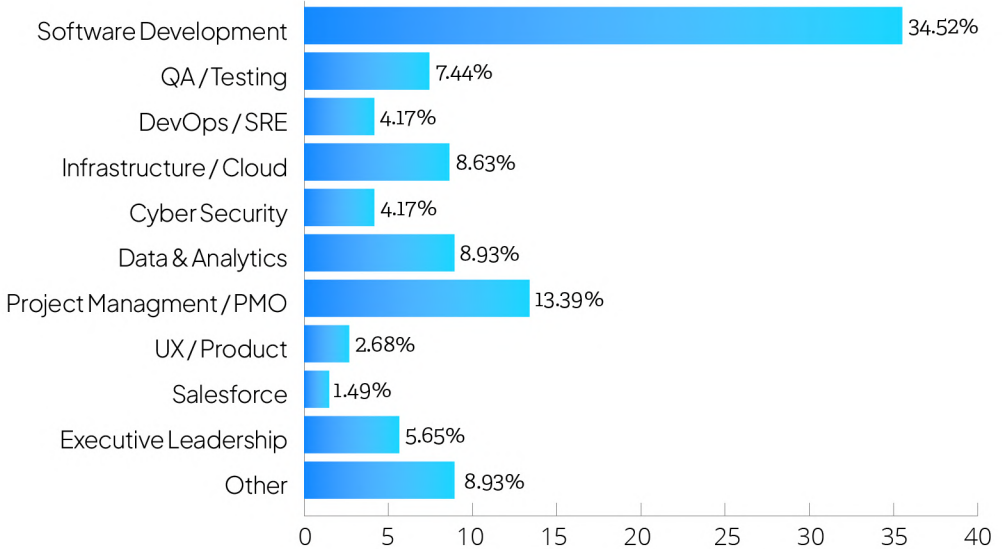
As part of our annual salary survey and market trends report, we surveyed 379 IT professionals to better understand how the Irish Technology market may perform in 2024, and what their own motivations and expectations are, and importantly for employers what they plan to do if those expectations cannot be met.

Of the respondents 80% were male and 17% were female, with just over 50% based in Dublin. We had a reasonably even seniority split from mid-level to manager level, and a good cross section of length of tenure with current employer.

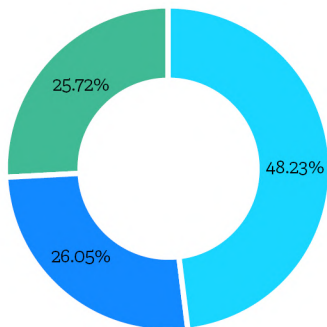


MARKET SURVEY

Primary Technical Area

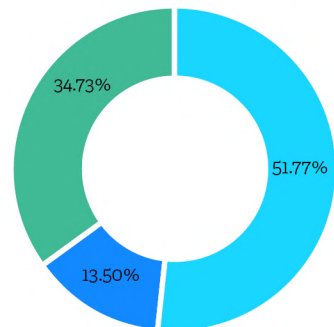


In the last 12 months
has your employer:



- 48.23% Increased Headcount
- 26.05% Decreased headcount / made redundancies
- 25.72% Remained the same

In the next 12 months do you
expect your employer will:

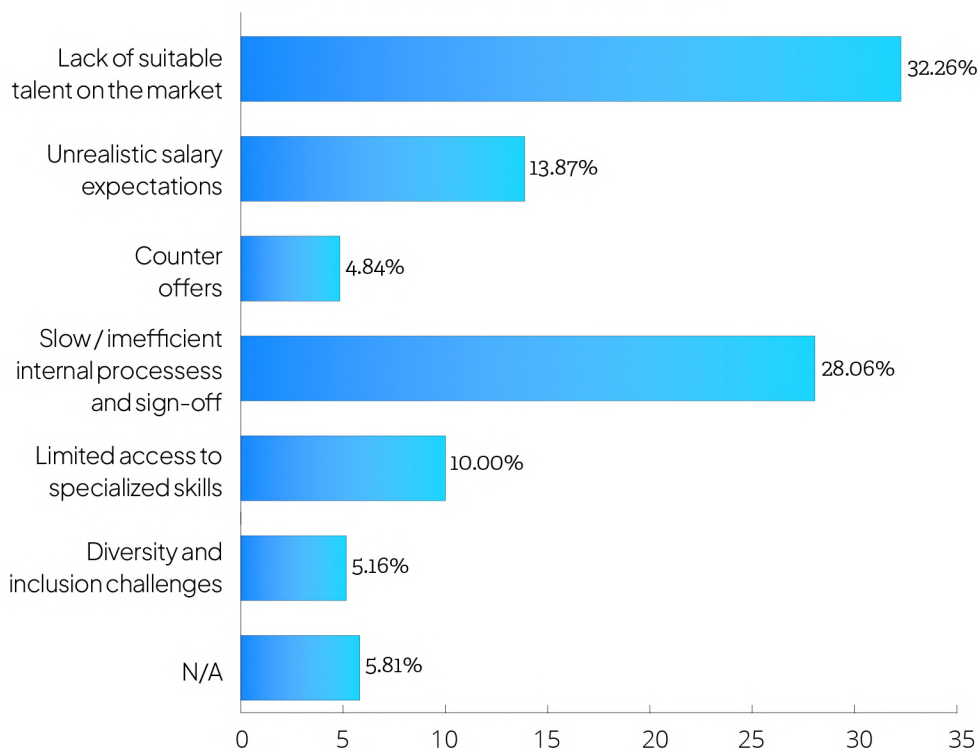


- 51.77% Increase Headcount
- 13.50% Decrease headcount
- 34.73% Not Sure

MARKET SURVEY

Interesting to see that almost 50% of employers surveyed increased headcount in 2023, and the same again plan to increase in 2024. Main reasons stated for this increased headcount was continued expansion of the business (32%) and required for technology upgrades and transformation (21%)

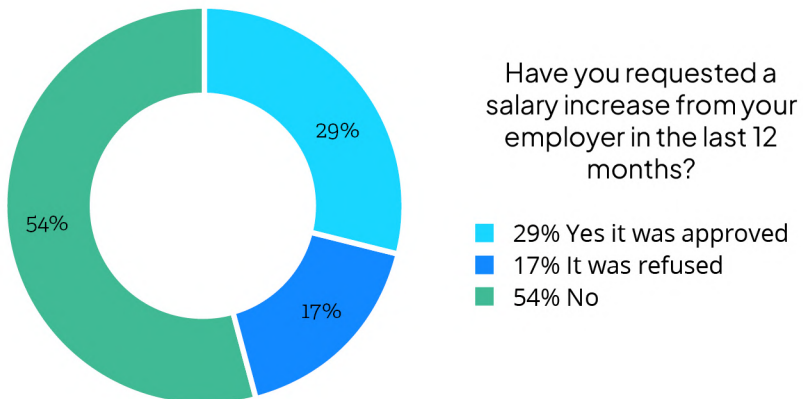
What do you feel are the biggest challenges when hiring IT professionals currently?



MARKET SURVEY

Unsurprisingly the lack of suitable talent is still the number one challenge when hiring IT professionals. The biggest surprise in these results is that Slow/inefficient interview processes are almost as big an issue for employers at 28%.

As an area that employers can more easily control this seems like an obvious area for improvement when competing for talent.

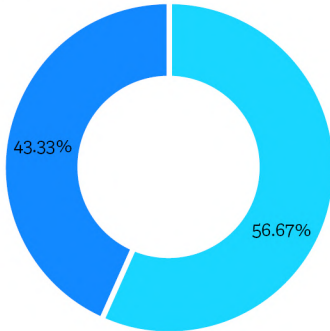


With 47% of people surveyed having received a pay increase after requesting one, it obviously pays to be proactive in this regard and have these discussions with your employer.

Of the 23% whose salary increase request was refused a massive 66% are either likely to start looking for another role, or already actively looking.

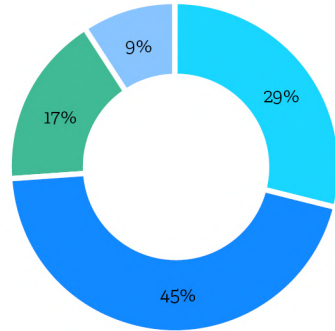
MARKET SURVEY

Are you expecting a salary increase in the next 6 months?

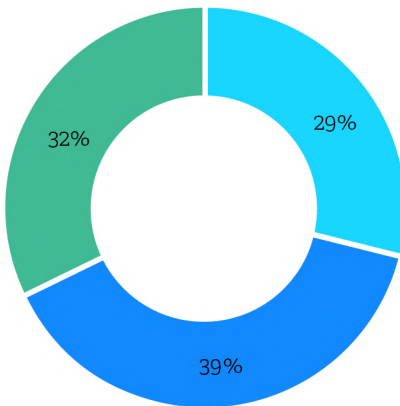


■ 56.67% Yes
■ 43.33% No

If yes - what % increase do you expect?



■ 1-5% - 29% ■ 10-20% - 17%
■ 5-10% - 45% ■ 20%+ - 9%



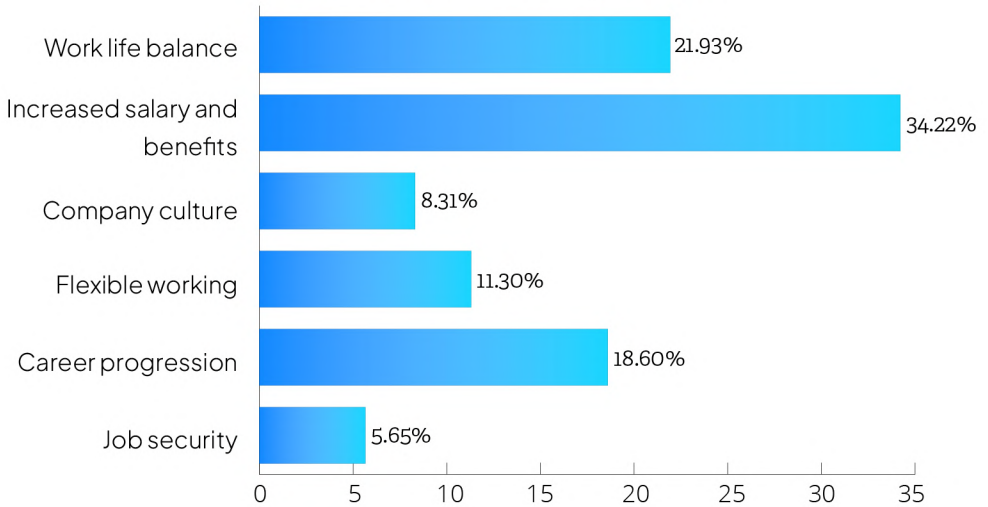
If you don't receive a salary increase how likely are you to look for a new role?

■ 29% Unlikely
■ 39% Likely
■ 32% Already looking

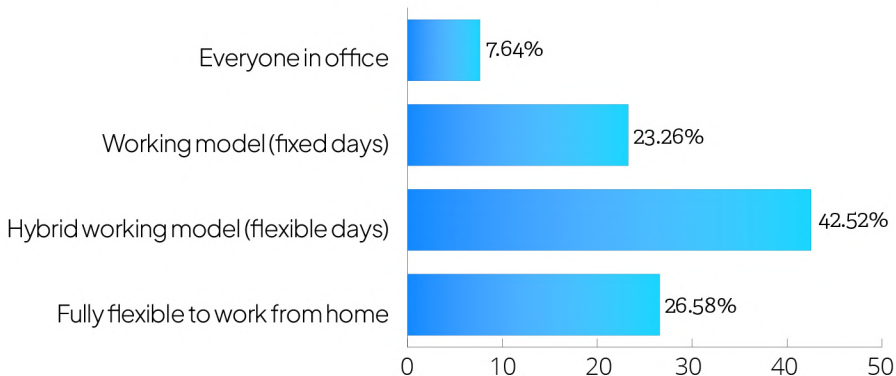
With over 56% of survey respondents expecting a salary increase in the next 6 months this is somewhat down on this time last year. However 71% of people surveyed who don't receive a salary increase in the next 6 months plan to start looking for another role, or already actively looking, so obviously an issue that employers will need to be proactive about.

MARKET SURVEY

The last time you changed jobs what was the deciding factor on accepting the offer?



What's your company's longer term working from home policy



SOFTWARE DEVELOPMENT

The demand for Java hasn't subsided in 2023, still the most in-demand language in the market and still most widely used. We don't see this changing anytime soon, other JVM based languages and challengers to Java (such as Kotlin) are still prevalent and popular, but the newer releases of Java are keeping them relevant with ever-changing tech trends.

Scala is still highly in-demand particularly within Data Engineering environments, and there is a growing market year on year for Golang, backend JavaScript Engineers, Nodejs, Typescript etc, and some of the more niche functional languages (Rust, Haskell, Clojure etc). The Microsoft stack (C#/.net) is still high in demand, used by lots of companies in the fintech, healthcare, utilities (and many more) space, and are actively hiring engineering talent in Ireland year on year. PHP is less prevalent, but it's ever-present and still used by some massive companies who have sites in Ireland (Facebook, Etsy etc).

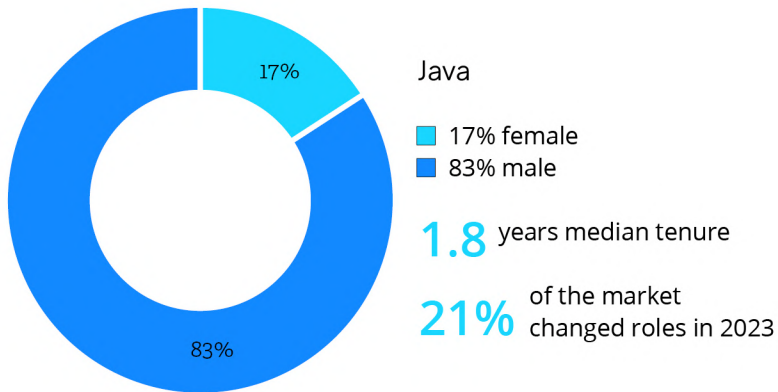
Software Developers with strong frontend (JS) skills are always highly sought after, React being the framework that most companies will look for, Angular still a big player, and Vuejs another common JavaScript framework being used. Engineers who are truly fullstack, able to work comfortably on both the backend, frontend (and possibly involved in the deployments etc), using some of the relevant languages/frameworks, are arguably the most sought-after engineers out there.

We continue to see distinct advantages for engineers who have experience in cloud computing, and more engineers who are studying/getting experience in this area. The understanding of how apps are built and easily scaled in serverless environments, an appreciation for security within the cloud, serverless functions like AWS Lambda and API Gateway etc are all in-demand skills for top tech companies in the wider market.

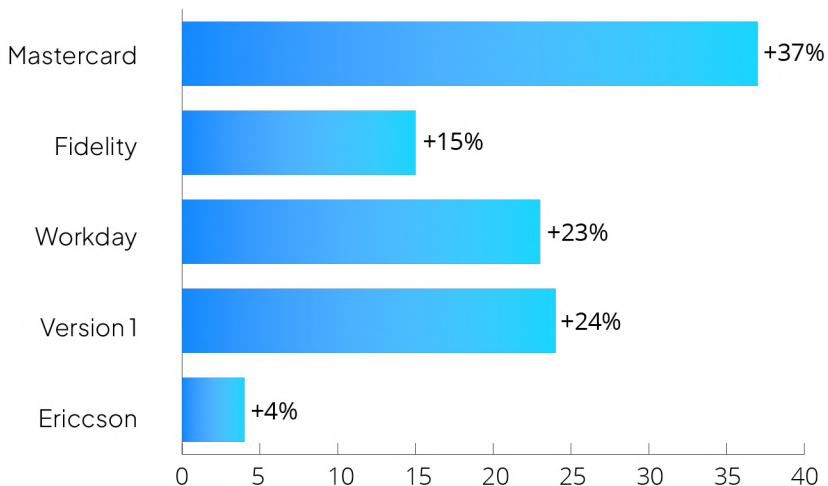
SOFTWARE DEVELOPMENT

Position	Junior (1-3 yrs)	Mid (3-6 yrs)	Senior (6+ yrs)	Principal/ Lead	Contract Day Rates
Java Developer	€45K - €60K	€60K - €80K	€80K - €100K	€100K - €130K	€450-700
.Net Developer	€45K - 60K	€60K - €75K	€75 - €90K	€90K - 120K	€450-650
Python Developer	€45K - €60K	€60K - €90K	€90 - 110K	€110K +	€500-650+
Ruby Developer	€45K - €60K	€60K - €80K	€80K - €90K	€90K +	€400-500
Scala Developer	€55K - €65K	€65K-90K	€90K - €120K	€120K +	€500-700+
Full Stack Web Developer	€45K - €60K	€60K - €80K	€80K - €100K	€100K - €130K	€450-600
Front End Developer	€45K - €60K	€60K - €80K	€80K - €100K	€100K - €130K	€450-600
Mobile Developer	€45K - €60K	€60K - €80K	€80K - €90K	€90K - €120K	€450-600
C/ C++ Developer	€45K - €65K	€65K - €85K	€85K - €100K	€100K +	€450-600
Database Developer	€45K - €60K	€60K - €80K	€80K - €90K	€90K +	€500-600
Database Admin	€40K - €55K	€55K - €75K	€75K - €85K	€85K - €100K	€500-600

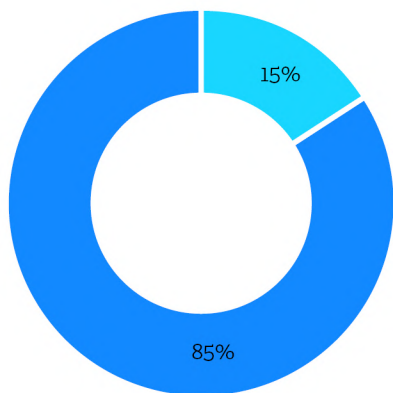
SOFTWARE DEVELOPMENT



Top Employers by Volume and 12-month growth



SOFTWARE DEVELOPMENT



C# / .Net

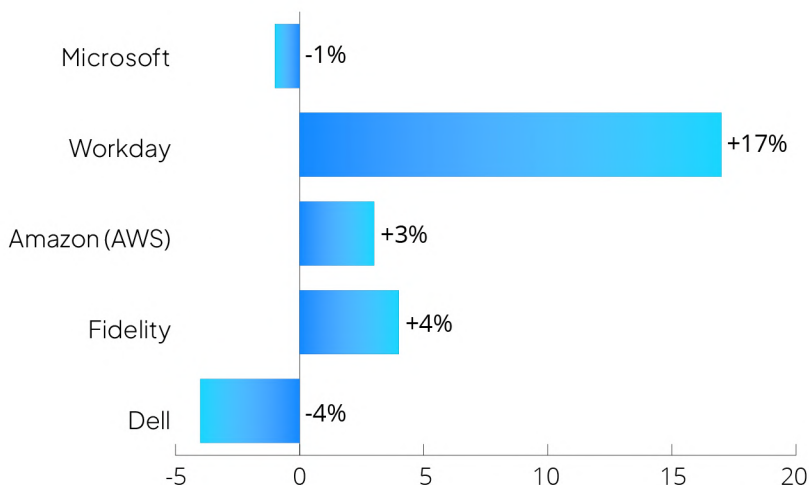
15% female

85% male

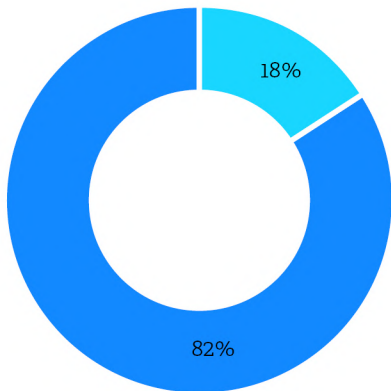
1.8 years median tenure

14% of the market
changed roles in 2023

Top Employers by Volume and 12-month growth



SOFTWARE DEVELOPMENT



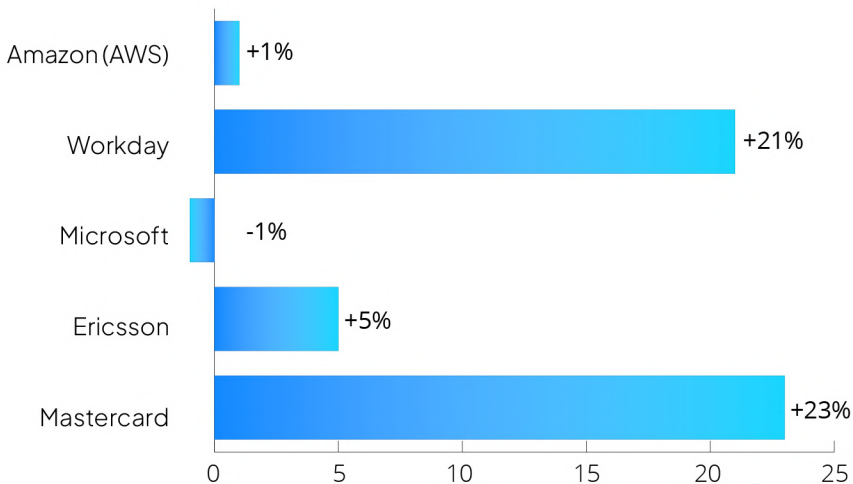
Python

18% female
82% male

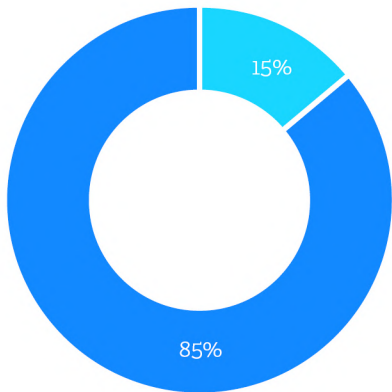
1.3 years median tenure

19% of the market
changed roles in 2023

Top Employers by Volume and 12-month growth



SOFTWARE DEVELOPMENT



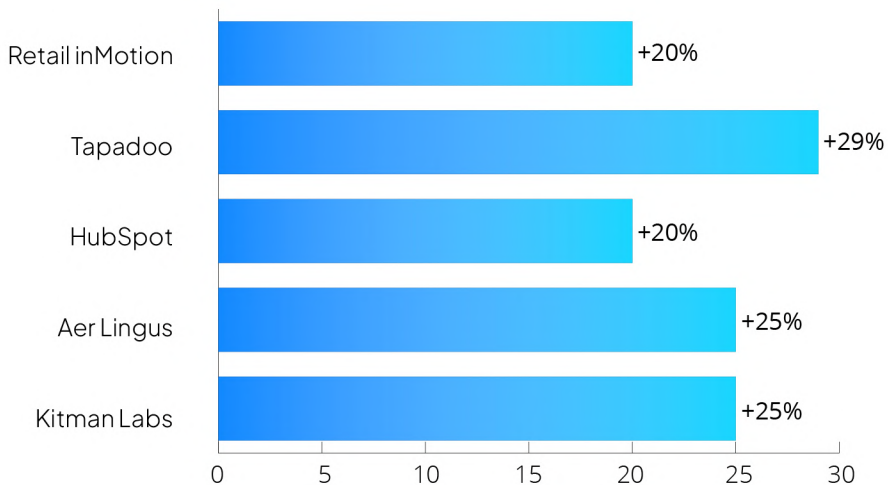
Mobile

15% female
85% male

1.8 years median tenure

19% of the market
changed roles in 2023

Top Employers by Volume and 12-month growth

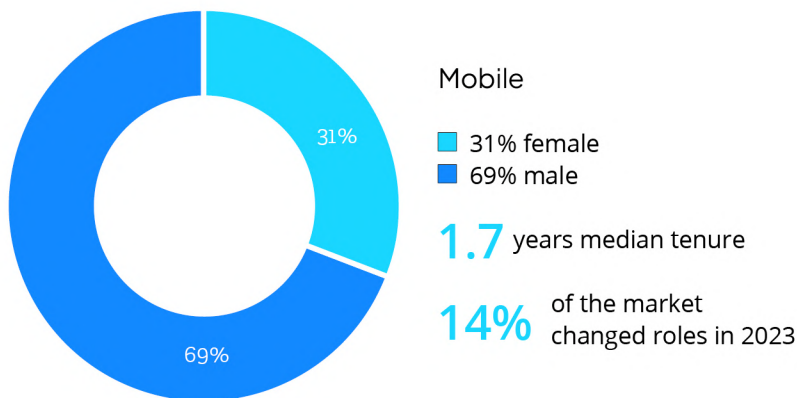


SOFTWARE TESTING & QA TEST

As we look ahead to 2024, the software testing and QA/Test talent space remains a significant area of focus for companies. They recognise the importance of allocating appropriate resources to testing teams, leading to several benefits, including enhanced cost-effectiveness, heightened product and service security, improved product quality, increased customer satisfaction, and the ability to offer best-in-class solutions in the market.

There are several key trends that organisations are embracing as they move into 2024. These trends include a shift towards exploratory testing, the adoption of testing in production environments, the evolution of next-generation mobile testing practices, and the integration of assisted AI technologies to enhance test automation processes.

These strategic initiatives are poised to shape the software testing and QA test talent landscape, positioning companies to thrive in the competitive tech market.



SOFTWARE TESTING & QA TEST

Position	Junior (1–3 yrs)	Mid (3–6 yrs)	Senior (6+ yrs)	Contract Day Rates
QA Tester	€35 - 45k	€45 - 55k	€55 - 70k	€300 - 475
Manual Tester	€40 - 50K	€50 - 60K	€60 - 70K	€325 - 400
Automaton Tester	€40 - 55K	€55 - 75K	€75 - 90K	€450 - 550
Performance Tester	€45 - 60K	€60 - 70K	€70 - 90K	€450 - 600
SDET	€45 - 65K	€65 - 80K	€80 - 90K	€450 - 600
Test Lead	€65 - 70K	€70 - 75K	€75 - 85K	€475 - 625
Test Manager	€75 - 80K	€80 - 85K	€85 - 95K	€500 - 650

CLOUD & DEVOPS

2023 has definitely brought a more stable market as the discipline continues to mature but with a number of global firms increasing their Platform footprint here especially at the higher end of the market.

Many larger employers in this field have been pushing harder for more regular site based work which is leading to some instability especially amongst those who have joined from or relocated to outside of the cities. A significant commute is now becoming the norm again for many engineers which hands an advantage to employers offering more flexibility.

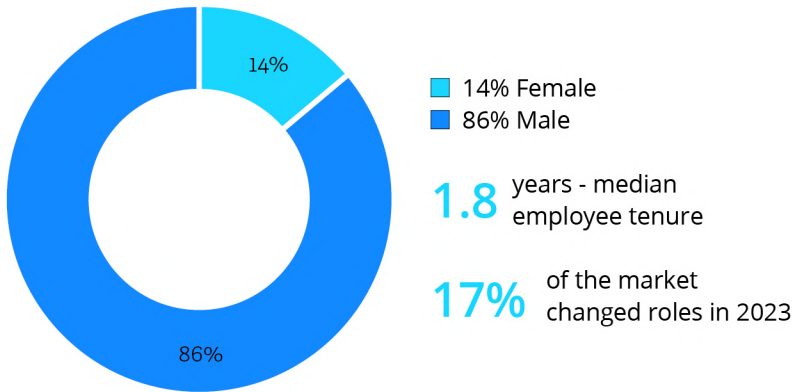
Site Reliability Engineering demand has increased but at a slower rate than recently, we're seeing a 5% increase in average salary expectations (with some exceptions due to the aforementioned high level expansions), traditional DevOps roles have been holding steady at 5% - 7% increase from last year, but companies offering RSUs where applicable gain advantages as do strong healthcare packages.

An interesting trend we see is more movement across platforms, as GCP does increase market share (albeit at a slower rate), many firms are showing more openness to being agnostic and affording more time for AWS specialists with some Azure (for instance) to switch.

GCP continues its penetration into the general market, many firms utilising this as an option alongside more traditional AWS/Azure platforms but some migrating completely to the Google Cloud, these big three pulling in 70% of the cloud platform market share globally.

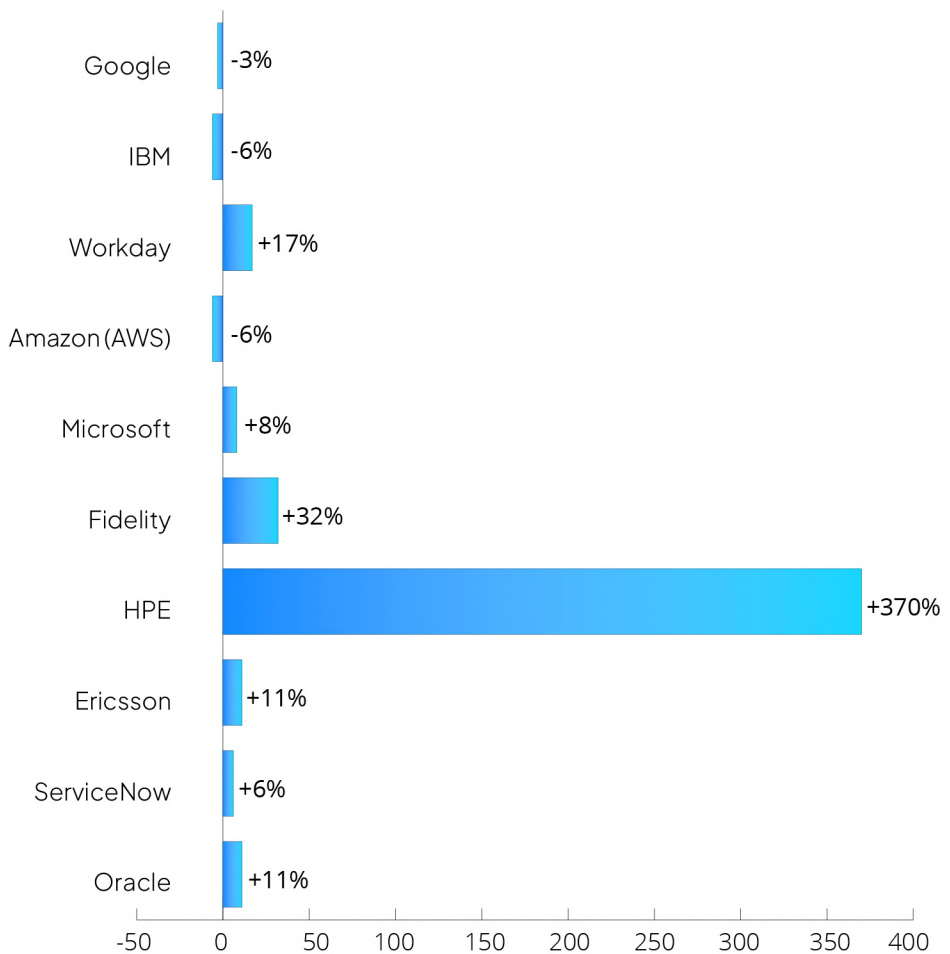
CLOUD & DEVOPS

Position	Junior (1–3 yrs)	Mid (3–6 yrs)	Senior (6+ yrs)	Contract Day Rates
Devops Engineer	€48 - 65K	€65 - 90K	€85 - 110K	€500 - 650
SRE (Site Reliability Engineer)	€47 - 70K	€70 - 88K	€85 - 120K	€500 - 650
Cloud Engineer	€50 - 58K	€58 - 75K	€70 - 95K	€420 - 600
Cloud Architect	€90K	€90 - 105K	€105 - 120K+	€550 - 750



CLOUD & DEVOPS

Top Employers by Volume and 12-month growth



IT INFRASTRUCTURE

2023 showed a steady rate of movement within the Irish IT Infrastructure market, with 12.81% of candidates changing jobs since January.

Senior IT Infrastructure staff continues to be one of the most difficult hires for Irish companies, due to an “active candidate” shortage and the demands for candidates to have relevant Public Cloud experience in production, not just educational.

With the push for move-to-cloud continuing to be a challenge in 2024 for many companies, there is an increasing demand for Technical Support to upskill and contribute to the growth and maintenance of the overall infrastructure, both on Prem and Cloud.

A trend in 2023, which will continue to grow in 2024, is the use of professional contractors to bridge the gap of lengthy recruitment processes, allowing companies to conduct a full search and ensure they are making the correct hire, whilst not suffering from any disruptions to the business.

Outside of BAU work, companies are also utilising contractors to deliver on projects and conduct a knowledge transfer to internal staff, upskilling their workforce, and delivering projects efficiently.

IT INFRASTRUCTURE

Position	Junior (1–3 yrs)	Mid (3–6 yrs)	Senior (6+ yrs)	Contract Day Rates
Tech Support Level 1–3	€32 – 40K	€40 – 58K	€58 – 78K	€150 – 300
Field Service Engineer	€35 – 45K	€55 – 65K	€65 – 75K	€250 – 350
App Support Engineer Level 1–3	€32 – 40K	€40 – 58K	€58 – 78K	€250 – 400
Windows Systems Administrator	€35 – 45K	€45 – 65K	€65 – 80K	€350 – 550
Linux Systems Administrator	€35 – 45K	€50 – 70K	€80 – 100K	€400 – 600
Network Engineer (CCNP)	€45 – 55K	€55 – 68K	€68 – 80K	€350 – 500
Network Architect (CCIE)	€80 – 85K	€85 – 95K	€95 – 110K	€500 – 800
Database Administrator	€45 – 55k	€55 – 80k	€80 – 100k	€450 – 650
IT Manager	€75 – 80K	€80 – 90K	€90 – 110K	€400 – 600

CYBER SECURITY

Cyber Security in Ireland continues to be a rapidly growing IT area, forecast to become a global leader by 2030. According to the report that was conducted by Cyber Ireland there are 489 cyber security companies in Ireland offering cyber security services or having internal Cyber Security Teams. It is estimated that this sector will need 1,000 additional workers every year. This positive trend attracts foreign direct investments and new companies to establish their presence on the Irish market.

It is estimated that there are currently over 7,300 professionals employed in the cybersecurity area in Ireland. This sector will continue attracting talent from overseas as the demand of these specialists still exceeds the number of Security Engineers in the country. In 2022 there were 6,700 job postings for cybersecurity professionals at the average salary in this sector of €75,000. We are expecting an increasing trend in offering relocation packages and visa sponsorship to overseas candidates in order to fulfil the companies' recruitment need.

Most cybersecurity professionals have a university degree in computer science, but many companies prefer candidates who also have a certification to validate knowledge of best practices. CISSP (Certified Information Systems Security Professional) is one of the most popular certification followed by CISA (Certified Information Systems Auditor) and CISM (Certified Information Systems Manager). For the entry level positions, CompTIA Security+ and also Certified Ethical Hacker (CEH) are still respected and often required certifications. Any cloud platform-specific certifications have been in demand by employers for several years and we expect this trend to continue.

Over the last year, we have found that companies recruiting in Cyber Security are looking for candidates that have strong technical skills but are also competent using digital Project Management tools and have knowledge in information security management systems and risk control frameworks such as NIST Cyber Security, COBIT, ISO 27001 etc.

We believe that the demand for skilled professionals in this area will grow for the next few years with the salaries and daily rates expected to grow by further 5–10% in 2024.

CYBER SECURITY

Position	Junior (1–3 yrs)	Mid (3–6 yrs)	Senior (6+ yrs)	Contract Day Rates
IT Security Analyst	€45 - 60K	€60 - 75K	€75 - 90K	350 - 550
IT Security Engineer	€45 - 60K	€60 - 80K	€80 - 100K	450 - 550
Pen Tester	€45 - 55K	€55 - 75K	€80 - 100K	500 - 550
IT Security Manager	€75 - 85K	€85 - 100K	€100 - 120K	550 - 700
Head of Information Security	€100 - 110K	€110 - 125K	€125 - 150K	650 - 750
Chief Security officer	€120 - 130K	€130 - 150K	€150 - 190k	750 - 1000

DATA AND ANALYTICS

21% of Data Professionals changed job in 2023 which although is down from 33% in 2022, still represents an extremely buoyant market and underscores the importance of Data to businesses.

Although technical skills in Python, R, Hadoop, NoSQL etc are still deemed as essential for Data professionals, soft skills have become increasingly important for employers. As Data further integrates into every facet of the business, better collaboration across teams and department becomes even more critical.

For 2024 we forecast three core areas of growth for the Data Market in Ireland:

Augmented Analytics

The continued adoption of ML and AI for Augmented Analytics will continue to streamline data processing, analytics, and visualisation and ultimately more accurate insights.

Data Privacy and Security

Increased focus and need for candidates with experience in Data Privacy and Security, Privacy regulations, and security best practices, as the landscape of data protection compliance gets ever more complex.

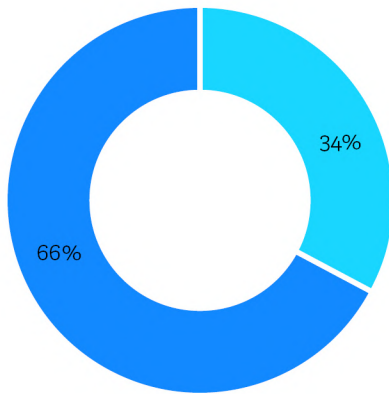
Edge Computing

Demand for skill in Edge computing, real-time analytics will continue to expand as faster decision making become more and more critical for increased competitiveness.

DATA AND ANALYTICS

Position	Junior (1–3 yrs)	Mid (3–6 yrs)	Senior (6+ yrs)	Contract Day Rates
Data Analyst	€40 - 55K	€55 - 65K	€65 - 75K	€300 - 350
Modelling Analyst	€40 - 50K	€50 - 60K	€60 - 85K	€350 - 400
Data Scientist	€55 - 65K	€75 - 85K	€90 - 110K	€500 - 650
Data Engineer	€45 - 60K	€65 - 80K	€80 - 110K	€550 - 600
Analytics / BI Manager	€65 - 70K	€85 - 110K	€110 - 120K	€550 - 650
Data Governance Manager	€75 - 85K	€85 - 100K	€100 - 120K	€500 - 550
Head of Analytics	n/a	€90 - 120K	€120 - 140K	€650+
Insights Analyst	€40 - 55K	€55 - 60K	€65 - 70K	€325 - 360
Insights Manager	€65 - 75K	€75 - 85K	€85 - 100K	€500 - 600

DATA AND ANALYTICS



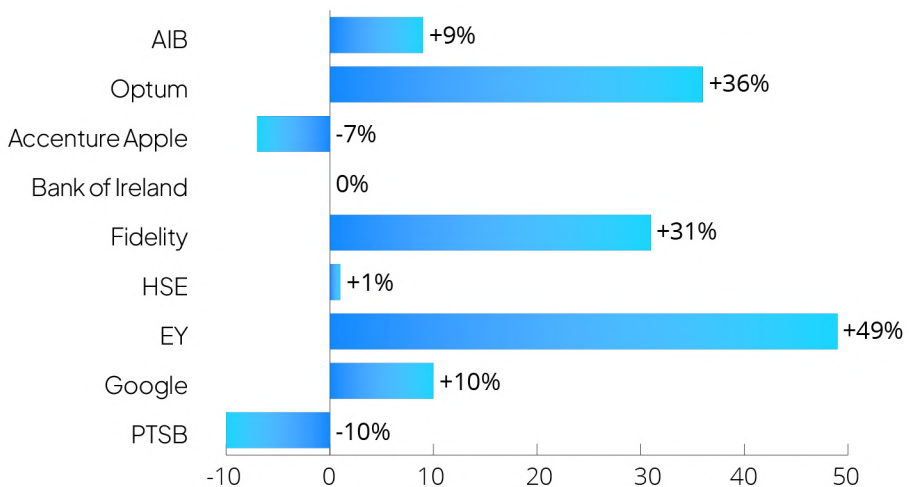
MARKET INSIGHTS

34% Female
66% Male

1.3 years - median employee tenure

21% of the market changed roles in 2023

Top Employers by Volume and 12-month growth



PROJECT MANAGEMENT

The Project Management industry continues to evolve within Ireland, with this we are seeing the specialism within Change Management advance, aiming to ensure successful adoption of the Transformation Programmes being delivered. Companies are realising that both the Technical and People aspects are equally important to their Digital Transformation journey, and striking that balance is key to achieving their goals.

Whilst Ireland is still behind countries like the US and Australia in terms of its Change maturity, it is proving to be an area of demand within the Irish Market, and one we see growing into 2024. Certifications within Project and Change Management are proving vital, PMP, Prince 2, Prosci, APMG, and ADKAR are extremely desirable with our clients, and an excellent way for candidates to showcase their commitment to upskilling.

There were no doubt some challenges in 2023, as we saw some of the larger IT organisations make redundancies. Whilst this had a knock-on effect, it is potentially not as extreme as initially thought.

The positives are it has released talent back to a candidate short market; however, those candidates may need to reevaluate their salary expectations, as it may prove a challenge to receive a salary match. The covid salary boom was lucrative, as companies fought to secure talent, the big players offering very attractive packages, that many companies could not compete with, unfortunately this proved unsustainable in the long run.

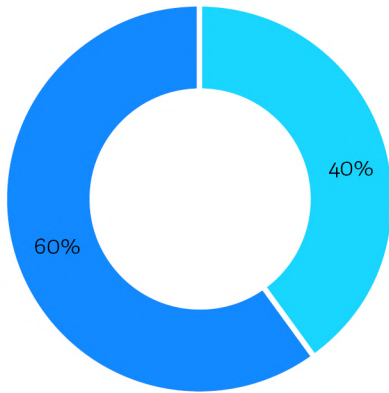
Hybrid working is still proving extremely important for candidates when considering a new position, with 80% of employees wanting to retain the model they have become accustomed to. Economic conditions are encouraging people to move away from the larger cities and thus, they are less eager to travel long distances. Retaining connectivity and employee wellbeing within the remote working world is vital for company culture. The most popular model being 3 days at home 2 days on site, employers looking to implement more than this may find it difficult to attract/retain talent.

All in all, we are noticing a notable increase in activity in Q4 of 2023, an indication of a positive uplift in the field of Project and Change Management in 2024.

PROJECT MANAGEMENT

Position	Junior (1–3 yrs)	Mid (3–6 yrs)	Senior (6+ yrs)	Contract Day Rates
Project Coordinator	€40 - 45K	€45 - 50K	€50 - 55K	€360 - 440
Business Analyst	€35 - 50K	€50 - 70K	€70 - 90K	€450 - 600
Service Delivery manager	€80 - 90K	€90 - 100K	€100 - 115K	€500 - 600
Change Manager	€50 - 55K	€60 - 75K	€75 - 100K	€500 - 700
Project Manager	€45 - 55K	€60 - 75K	€75 - 100K	€500 - 650
Programme Manager	€90 - 110K	€110 - 120K	€120 - 140K	€650 - 800
Programme Director	€100 - 110K	€110 - 120K	€120 - 140K	€850 +
Head of PMO	€110 - 120K	€120 - 130K	€130 - 150K	€850 +
Director of PMO	€120 - 130K	€130 - 140K	€140 - 150K	€900 +

PROJECT MANAGEMENT



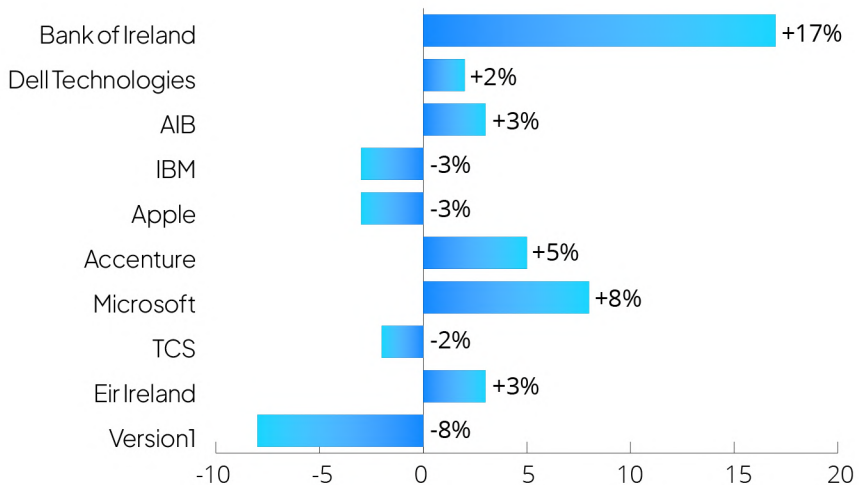
MARKET INSIGHTS

- 40% Female
- 60% Male

1.7 years - median employee tenure

9.7% of the market changed roles in 2023

Top Employers by Volume and 12-month growth



PRODUCT

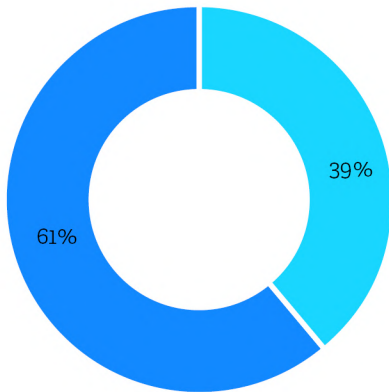
Recruitment across the Product space was steady in 2023, with 12.5% of professionals changing jobs. We would expect this to continue to grow in 2024 as more companies are seeing the value of a Product Model.

The growth of “product-first companies” can be measured by the number of Product focused employees within the C-Suite. For example, currently over one third of the Fortune 100 companies have a CPO (Chief Product Officer), and this number is predicted to increase to 70% by 2027.

AI will certainly automate many tasks but overall will complement the role of the Product Manager. We feel that in the coming years the role of Product Managers will become ever more critical as they add value to what is truly important such as: being able to create a compelling product vision, the ability to comprehend customers’ nuanced needs and pain points, and the human ingenuity needed to bring a successful product to reality.

Position	Junior (1–3 yrs)	Mid (3–6 yrs)	Senior (6+ yrs)	Contract Day Rates
Head of Product	€100 - 110K	€110 - 130K	€130 - 150K	€650 - 1000
Product Manager	€80 - 90K	€90 - 100K	€100 - 120K	€550 - 650
Product Owner	€60 - 70K	€70 - 80K	€75 - 85K	€400 - 550
Scrum Master	€65 - 75K	€75 - 85K	€85 - 100K	€500 - 650
Agile Coach	€60 - 70K	€70 - 80K	€80 - 90K	€550 - 650
UX Designer	€40 - 50K	€55 - 75K	€80 - 100K	€350 - 600
Graphic Designer	€35 - 45K	€45 - 60K	€60 - 75K	€300 - 450

PRODUCT



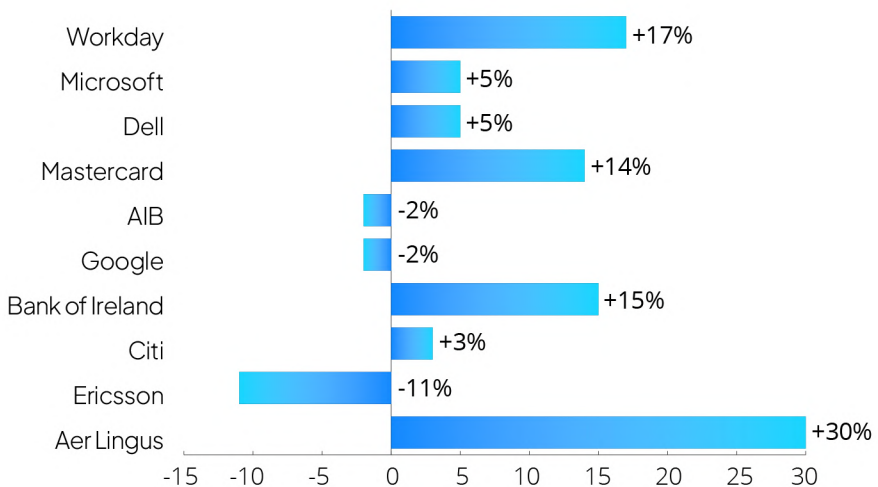
MARKET INSIGHTS

39% Female
61% Male

2 years - median
employee tenure

12.5% of the market
changed roles in 2023

Top Employers by Volume and 12-month growth



SALESFORCE

The demand for Salesforce professionals in Ireland has continued to grow in 2023, despite the announcement of big-tech layoffs, we have seen a number of companies starting to build out Salesforce teams from scratch. This growth is mirrored by an increase in recent graduates, deciding to go the Salesforce route by obtaining the necessary certifications and entering the Salesforce Ecosystem.

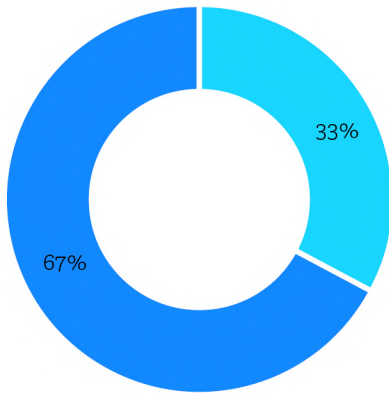
The global announcement of big-tech layoffs in 2023 sent shockwaves through the Irish IT industry which led to many other companies following suit by slowing recruitment or handing out redundancies of their own. Salesforce HQ in Dublin was one of those affected, meaning that an influx of new candidates were now on the market.

Many of those newly available candidates have joined companies in Ireland where Salesforce demand is growing, especially in industries such as Banking and Pharmaceutical. We are now seeing a trend of many of those big-tech companies, re-hiring the staff they gave redundancies to only a few months ago, which again increases demand.

Relocation packages and visa sponsorship is still on offer with many companies choosing to attract talent from overseas. However, the increasing cost of living and related housing crisis in Ireland has brought many challenges to this strategy, meaning that such companies have had to look in-country to meet their needs.

Flexibility with remote and hybrid working has continued to be a hot topic, with the majority of candidates insisting this is a non-negotiable aspect of work-life balance. We do not expect this to change in the next year.

SALESFORCE



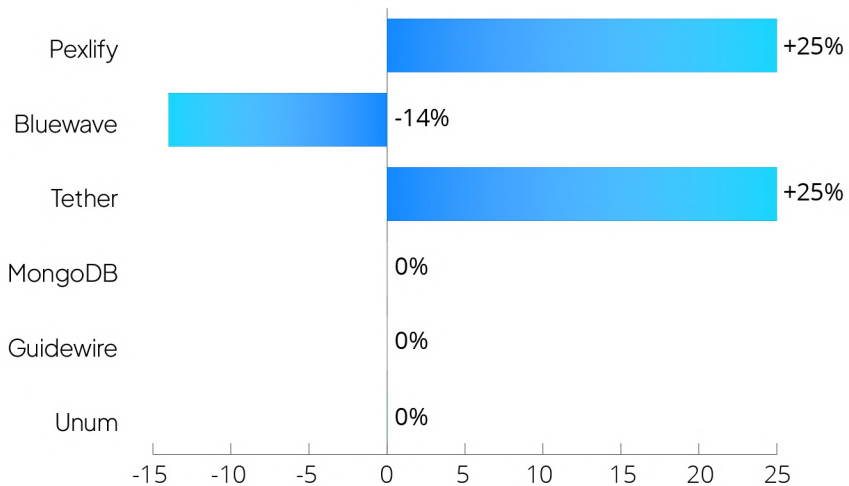
MARKET INSIGHTS

33% Female
67% Male

1.5 years - median
employee tenure

21% of the market
changed roles in 2023

Top Employers by Volume and 12-month growth



SALESFORCE

Education & Professional Qualifications

- Approximately 49% of Salesforce Professionals hold a Bachelor's degree and 41% hold a Masters Degree qualifications.
- Across the market, we are continuing to see Salesforce Certifications as an important measure for candidate experience.
- Based on client feedback, we can report the below "essential" and "nice to have" certifications for 2024

Role	Essential Certifications	Nice to Have Certifications
Salesforce Administrator	Administrator	Advanced Administrator, CPQ Specialist, Platform App Builder
Salesforce Designer	User Experience Designer	Strategy Designer
Salesforce Developer	Platform Developer I	Platform Developer II, B2C Commerce Developer, Marketing Cloud Developer, Platform App Builder
Salesforce Architect	Application Architect	Systems Architect, Sales Cloud Consultant, Service Cloud Consultant, Application Architect, System Architect, B2B Solution Architect, Certified Technical Architect ("Elite" Certification),
Functional Consultant	Sales Cloud Consultant, Service Cloud Consultant, Administrator, CPQ Specialist	Community Cloud Consultant, Education Cloud Consultant, Pardot Consultant, Marketing Cloud Consultant
Technical Consultant	Developer I, Admin I, Sales, Service Cloud Consultant	App Builder, Developer II, Einstein Analytics and Discovery Consultant, Field Service Lightning Consultant
Business Analyst	Admin I, Sales Cloud Consultant	Advanced Administrator, CPQ Specialist, Service Cloud Consultant
Project Manager /CRM Manager	Admin I, Sales Cloud Consultant	Service Cloud Consultant, Developer I, Developer I

SALESFORCE

Salary & Rates

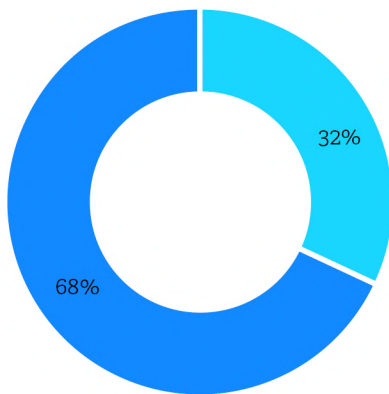
Position	Junior/Mid Level (3–5yrs)	Senior (5+ yrs)	Day Rate
Administrator	€45 - 60K	€60 - 70K	€320 - 420
Developer	€60 - 75K	€85 - 100K	€550 - 650
Consultant (functional)	€55 - 70K	€70 - 85K	€450 - 600
Solution Architect	€85 - 100K	€100 - 130K	€650 - 900
Technical Architect	€80 - 95K	€95 - 120K	€550 - 750
Business Analyst	€50 - 65K	€65 - 80K	€450 - 550
Project Manager	€55 - 70K	€70 - 90K	€550 - 650
Trainer	€45 - 52K	€52 - 65K	€300 - 400
Marketing Cloud Consultant	€50 - 65K	€65 - 80K	€450 - 600
CRM Manager	€55 - 65K	€65 - 80K	€450 - 600

EXECUTIVE LEADERSHIP

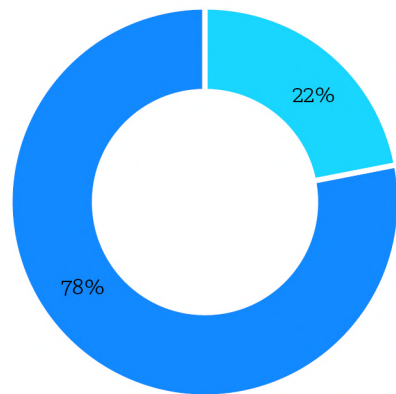
As anticipated, 2023 was a year of focus on areas such as growth in some areas, cost cutting in others but mostly around consolidation during uncertain times. With some large multinationals closing some departments and new entrants this has led to movement in the labour market at Senior Level.

For 2024 we expect to see continued consolidation in general, but with a more cautious expansion to build on the work of 2023. As ever, there is high demand for talented leaders with a combination of technical leadership and the ability to understand business demands across an organisation. With expansion in Financial Services and Cloud providers, this mix of technical and business intelligence will continue to be a valued asset in the labour market.

MARKET INSIGHTS: Gender Diversity

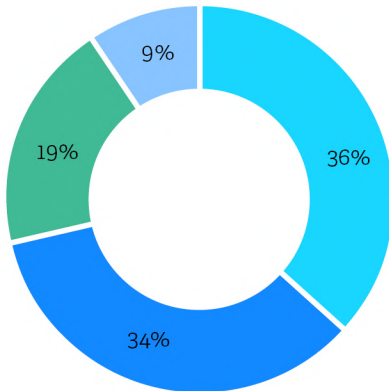


Board Level
32% Female
68% Male



Technology Leadership
22% Female
78% Male

EXECUTIVE LEADERSHIP



MARKET INSIGHTS: Education & Professional Qualifications

Bachelor's Degree	36%
Master's Degree	34%
MBA	19%
Doctorate	9%

SALARY GUIDE

Salary guides for senior leadership tend to have limited value as they vary significantly depending on bonuses, stock, LTIP's etc.

Chief Executive Officer	€300K+
Director of IT	€150 - 200K+
Chief Technology Officer	€150 - 180K+
Head of Software Engineering	€130 - 160K
Head of Architecture	€120 - 150K
Chief Information Security Officer	€130 - 150K
Chief Data Officer	€140 - 160K



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