



# Salary and Market Trends Report 2025

# CONTENTS

03	<b>Foreword</b>
04	<b>Market Survey</b>
13	<b>Artificial Intelligence</b>
17	<b>Cloud &amp; DevOps</b>
19	<b>Cyber Security</b>
21	<b>Executive Leadership</b>
23	<b>IT Infrastructure</b>
25	<b>Product Management</b>
28	<b>Project Management</b>
31	<b>Software Development</b>
37	<b>Salesforce</b>
39	<b>Testing &amp; QA</b>
41	<b>About IT Search</b>
42	<b>Contact</b>

# FOREWORD

Ireland's technology sector performed well in 2024 despite the global uncertainties. AI adoption is of course driving much of this, with AI expected to contribute €48 billion in economic value to Ireland's economy by 2025 - forecasted by Enterprise Ireland. Companies looking at emerging technologies such as Ambient Computing and Quantum Machine Learning, are helping to solidify Ireland's position on a competitive global stage.

In addition to AI much of the growth has been driven by Cloud adoption and Cybersecurity. It's estimated that around 33% of organisations have a fully integrated cloud-based IT solution currently.

With many businesses still in the process of migration, the move to a modern cloud infrastructure to improve operational flexibility and scalability, is expected to be a critical area of focus in 2025. The Cybersecurity sector now contributes €1.2 billion to the economy and employs nearly 8,000 people across 535 companies (47% of these being Irish owned). It's projected that the volume of cyber security professionals needed to meet demand will more than double by 2030, with an additional 10,000 roles forecast.

We have also seen a significant increase in the number of technology startups in 2024. Although there are still plenty of challenges, particularly with funding, 2024 should show a 20%+ uplift in new tech businesses, which is an extremely positive sign for 2025.

Recruitment challenges and regulatory compliance seem to be the primary barriers to growth for Ireland's technology sector, however overall, the forecast for 2025 looks very promising, and should see steady growth, driven by digital transformation and increased investment.

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 2025, 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 2025!

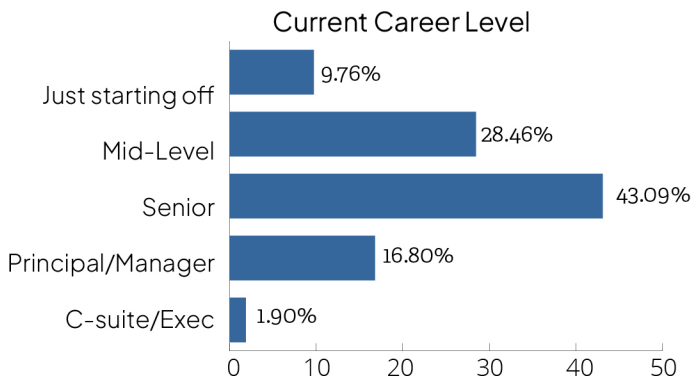


David Shanahan  
Director

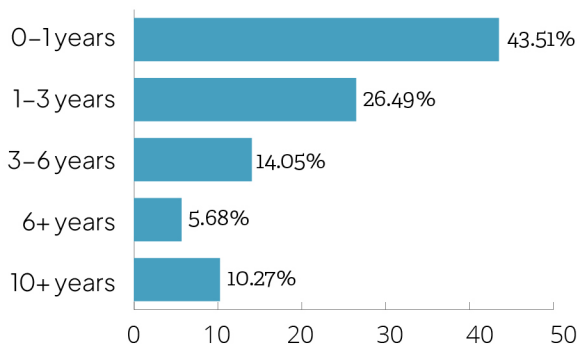
# MARKET SURVEY

As part of our annual salary survey and market trends report, we surveyed 376 IT professionals to better understand the expected trends for 2025 in the Irish Technology market, and what their own motivations and expectations are.

Of the respondents 79% identified as male and 18% as female, with 3% non-binary or choosing not to specify. 68% were based in Dublin with 71% at Mid or Senior level in terms of career. Over 43% had changed job in the last 12 months which should provide some interesting insights into their motivations and drivers for change.

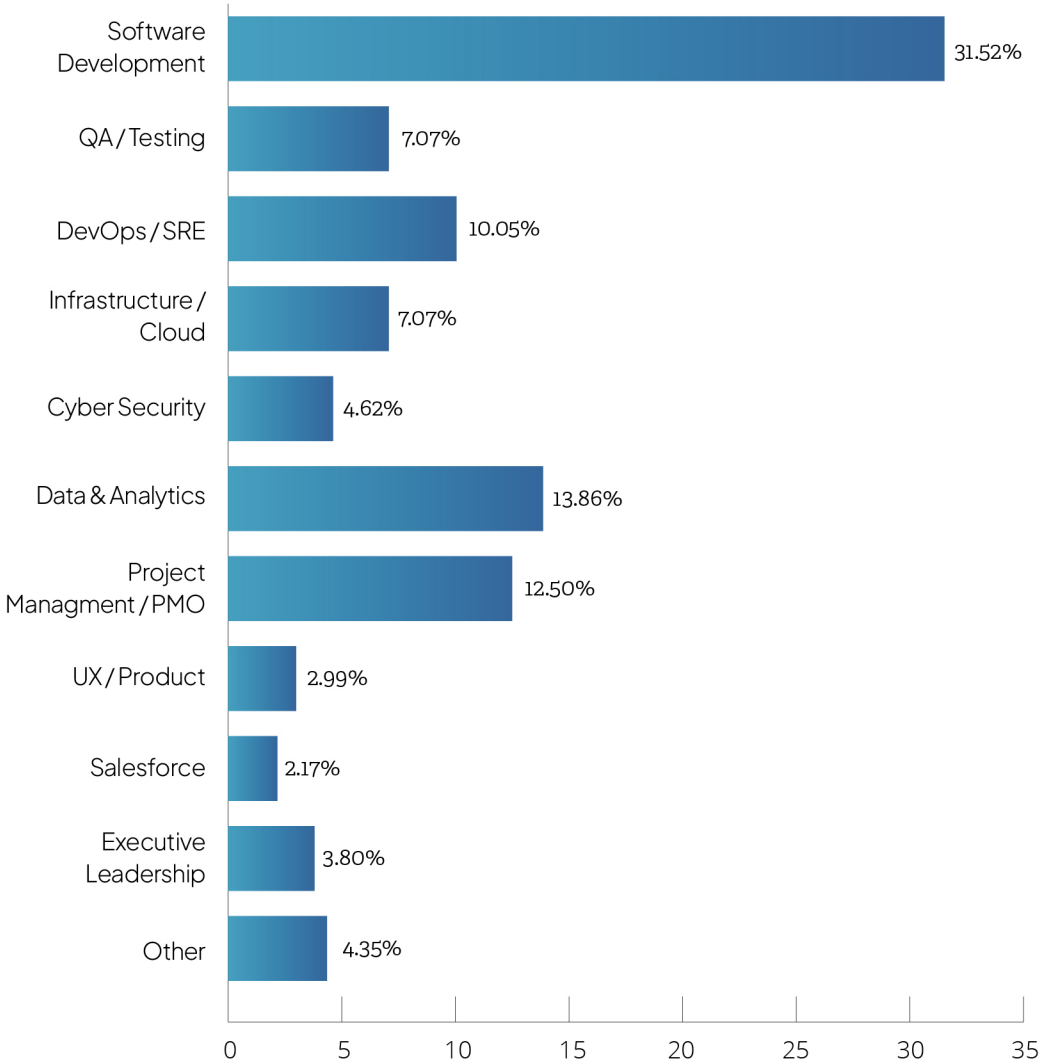


## Length of tenures with current company



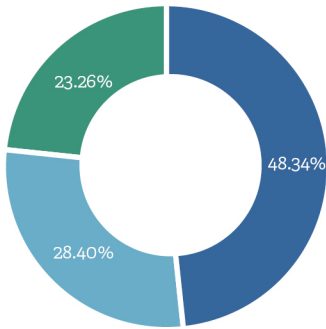
# MARKET SURVEY

## Primary Technical Area



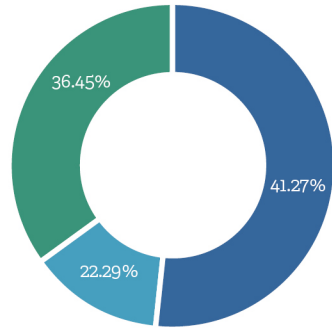
# MARKET SURVEY

In the last 12 months has your employer:



- 48.34% Increased Headcount
- 28.40% Decreased headcount / made redundancies
- 23.26% Remained the same

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



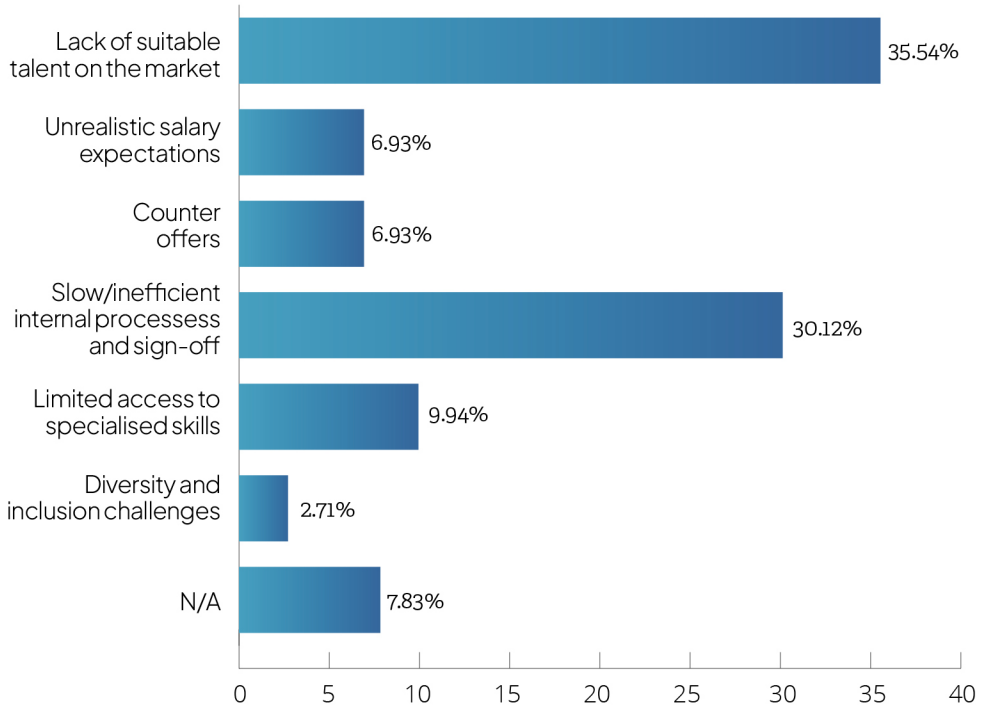
- 41.27% Increase Headcount
- 22.29% Decrease headcount
- 36.45% Not Sure

Interesting to see that almost 50% of employers surveyed increased headcount in 2024, and over 40% plan to increase in 2025.

The main reason stated for this was continued expansion of the business (43%) and increased headcount required for technology upgrades and transformation (20%)

# MARKET SURVEY

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

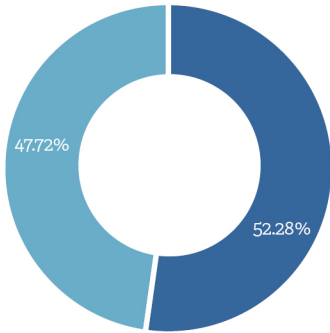


Unsurprisingly the lack of suitable talent is still the number one challenge when hiring IT professionals. Like last year, Slow/inefficient interview processes are almost as big an issue for employers at 30%.

Interesting to note that “Unrealistic salary expectations” has dropped from 14% last year to 7%, presumably the drop in inflation has contributed somewhat to this.

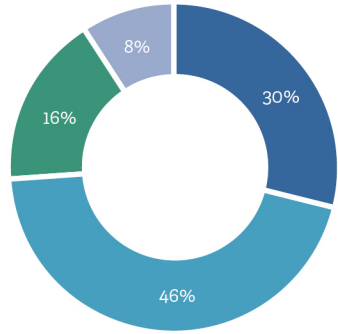
# MARKET SURVEY

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



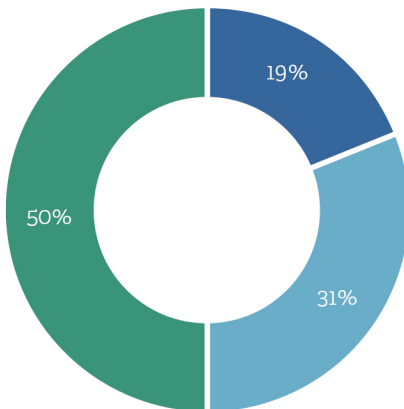
■ 52.28% Yes  
■ 47.72% No

If yes - what % increase do you expect?



■ 1-5% - 30%   ■ 10-20% - 16%  
■ 5-10% - 46%   ■ 20%+ - 8%

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



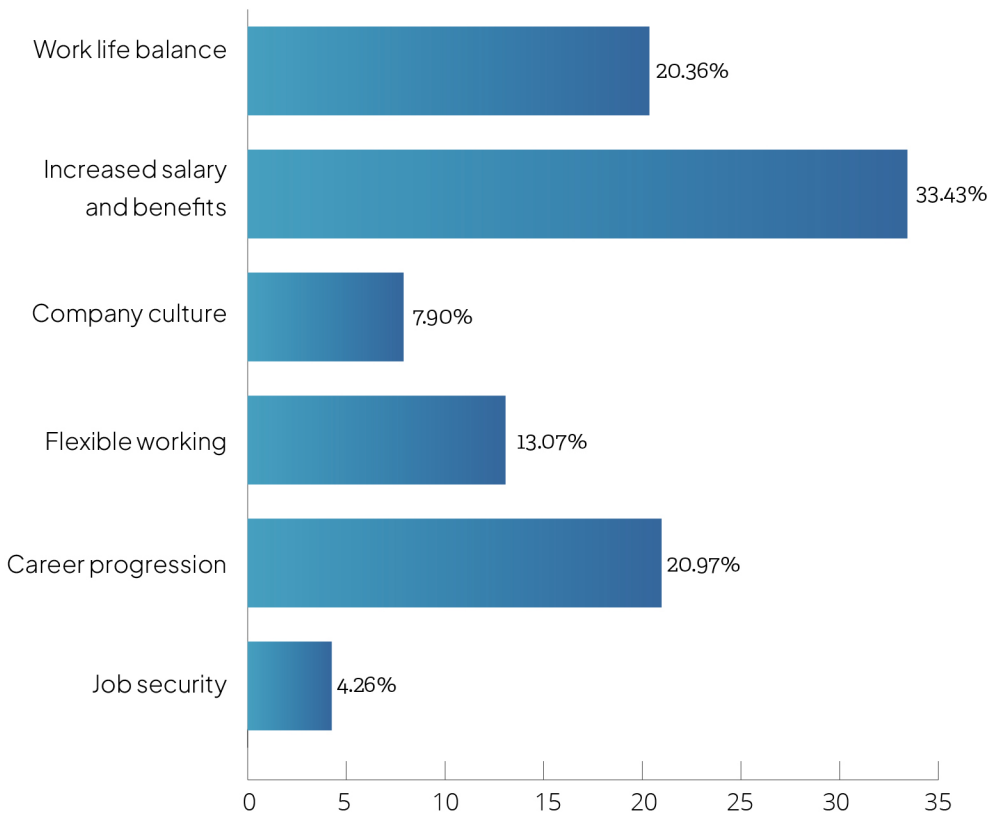
■ 19% Unlikely  
■ 31% Likely  
■ 50% Already looking



# MARKET SURVEY

Of the 52% of survey respondents expecting a salary increase in the next 6 months a massive 81% plan to start looking for another role, or are already actively looking, if that expectation is not met.

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

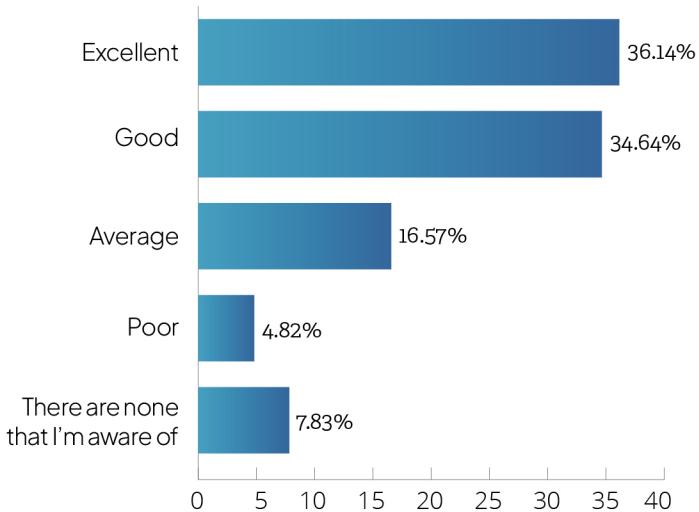


# MARKET SURVEY

In terms of DEI recruitment practices implemented by companies - D&I recruitment targets, Inclusive job descriptions, and Diverse interview panels, are all still the most common.

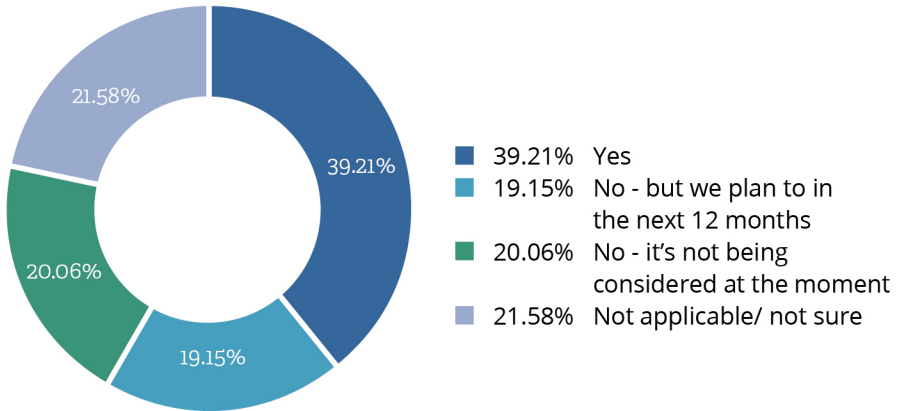
Worryingly however 48% of people either don't know if their employer has specific DEI recruitment practices implemented currently, or say their employer has none.

How would you rate your company's diversity & inclusion practices?

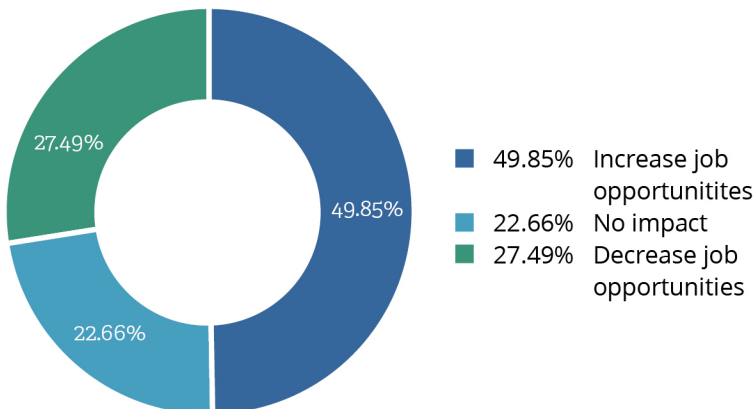


# MARKET SURVEY

Has your company implemented any workplace artificial intelligence systems in the last 12 months?

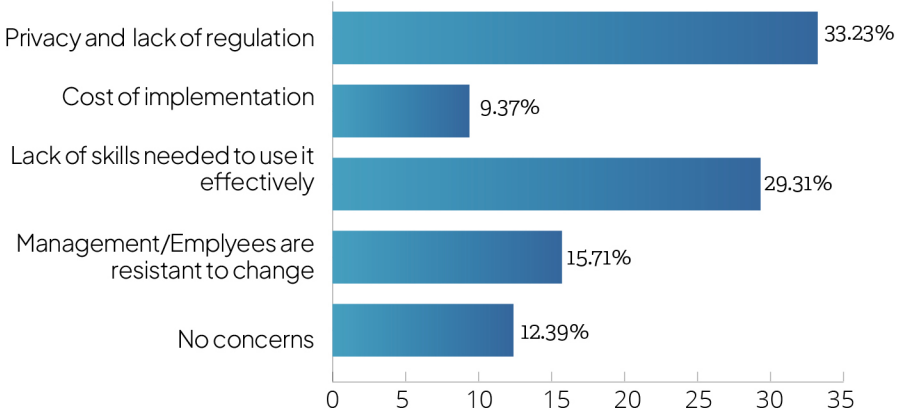


In your opinion what impact will AI have on job opportunities within the tech sector over then next 2 years?

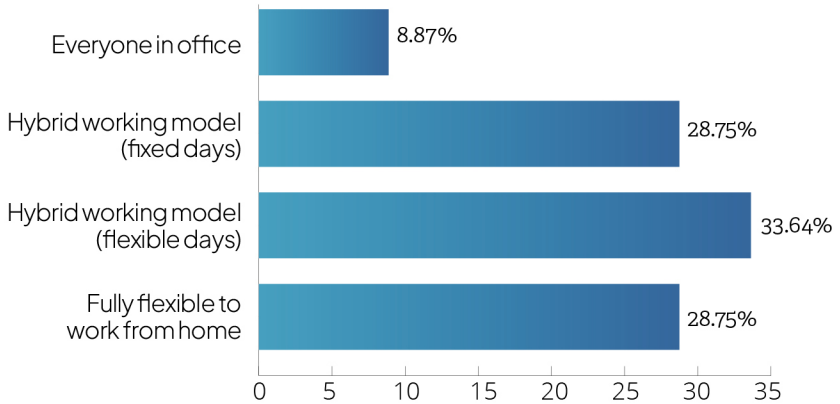


# MARKET SURVEY

What is your primary concern (if any) for workplace AI adoption?



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



# AI, DATA & ANALYTICS

## ARTIFICIAL INTELLIGENCE

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It's no surprise that the AI market in Ireland is expected to expand over the next two years. This is largely driven by strong investment from big tech, a buoyant startup scene, and the Government's support for AI innovation. AI adoption will continue to expand across various industries such as: Financial Services, Healthcare, Manufacturing and Retail, so candidates who can combine AI expertise with specific industry knowledge will be in particularly high demand.

- Ireland is expected to see a 20–25% year-over-year increase in AI job postings in 2024 and 2025, reflecting its strong position as a technology hub in Europe
- Over 45% of AI-related jobs in Ireland are currently based in Dublin
- 40% of Irish companies are reporting difficulty in sourcing qualified AI talent
- With increased diversity hiring initiatives it is expected that 25–30% of AI roles in Ireland will be held by women
- AI is expected to contribute to €48 billion in economic value to Ireland's economy by 2025 - forecasted by Enterprise Ireland

A recent poll by IT Search shows that 60% of people feel AI makes their work life easier due to increased efficiency. 23% had some minor concerns but overall see it as a positive. Interestingly however, 17% of people we surveyed felt AI caused more challenges than benefits, and even disrupted their work.

Below are some of the most common concerns / challenges reported to us by candidates with regards to AI adoption:

- Overall poor design and reallocation of company resources without return-on-investment
- Top-Down Implementation - AI pushed by leadership whereas most projects before were bottom-up
- Unrealistic productivity expectations without considering the learning curve and adjustment period for employees

# AI, DATA & ANALYTICS

- Reducing the human element of work, especially in positions where empathy, creativity, and judgement are important

It's expected that the AI recruitment market in 2025 will be shaped by the need for hybrid skills (AI + Industry specific) which will drive competition to attract top AI professionals. Successful companies are expected to prioritise: staff retention, continuous learning, diversity, and streamlined hiring process, to remain competitive.

## DATA & ANALYTICS

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Approximately 19% of Data Professionals changed job in 2024 which is down marginally from 21% in 2023, and still represents an extremely buoyant market and underscores the importance of Data to businesses.

Advanced technologies - AL, ML, Edge computing and IoT will continue transforming the data analysis landscape and will bring more responsibilities for the analysts such as analysis of human behaviour, predicting trends through machine learning algorithms and leveraging interpretation techniques for better visualisation.

In the short term we expect continued demand for AI Automation skills. As AI and ML further integrates into data analytics, everything from data preparation to modelling and deployment will become more automated.

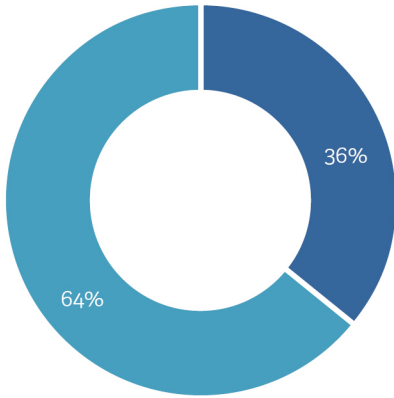
The need for AIOps experts will continue to grow in 2025, as the shift to AI for monitoring systems, improving operational efficiency, and predicting potential system failures expands.

Similarly, the demand for talent with MLOps skills for Scalable AI will continue to grow. MLOps will continue to mature, enabling business to more efficiently deploy, monitor, and scale ML models in a production environment.

# AI, DATA & ANALYTICS

Position	Junior (1-3 yrs)	Mid (3-6 yrs)	Senior (6+ yrs)	Day Rate
Data Analyst	€40 - 55K	€55 - 75K	€75 - 85K	€375 - 425
Modelling Analyst	€40 - 55K	€55 - 75K	€75 - 85K	€350 - 400
Data Scientist	€55 - 65K	€75 - 85K	€90 - 110K	€450 - 650
ML Engineer	€55 - 65K	€75 - 85K	€90 - 110K	€450 - 650
Data Engineer	€45 - 60K	€65 - 80K	€80 - 110K	€400 - 600
BI Developer	€45 - 55K	€55 - 70K	€70 - 90K	€400 - 425
Analytics / BI Manager	€65 - 70K	€85 - 110K	€110 - 120K	€550 - 650
Data Governance Manager	€75 - 85K	€90 - 110K	€110 - 140K	€500 - 550
Head of Analytics	n/a	€100 - 120K	€120 - 160K	€650+
Insights Analyst	€40 - 55K	€55 - 60K	€65 - 70K	€325 - 360
Insights Manager	€65 - 75K	€75 - 85K	€85 - 100K	€500 - 600

# AI, DATA & ANALYTICS

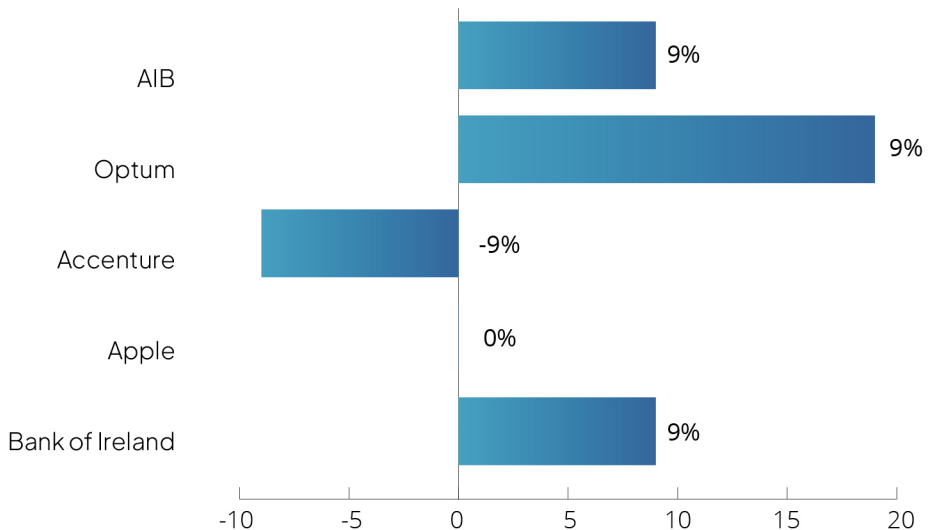


■ 36% female  
■ 64% male

**1.4** years - median employee tenure

**19%** of the market changed roles in the last 12 months

Top Employers by Volume and 12-month growth





# CLOUD & DEVOPS

2024's market in Cloud and Platform Engineering was very stable, some small growth but increased candidate movement as expected in a maturing area. Market conditions mostly based around company policies of returning to the workplace has been a strong driver of candidate motivation to move.

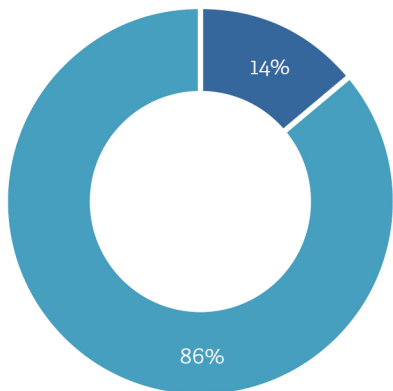
Those employers favouring continued hybrid or fully remote practices have a distinct advantage in securing talent with the hybrid model (two or three days weekly onsite attendance) being the most common.

Site Reliability Engineering demand has remained stable, we're seeing a 3% to 5% increase in average salary expectations (with some exceptions due to the aforementioned high-level expansions). A definite uptick in more mid level DevOps Engineering demand has been happening as more employers invest further in this area.

We are seeing less movement across Platforms, but market share (AWS, Azure, GCP) has remained static in this market locally so a pause in migrations from On-Prem to cloud, likely this has reached saturation.

Position	Junior (1-3 yrs)	Mid (3-6 yrs)	Senior (6+ yrs)	Day Rates
Devops Engineer	€50 - 65K	€65 - 95K	€95 - 110K	€450 - 700
SRE (Site Reliability Engineer)	€48 - 70K	€70 - 90K	€85 - 120K	€500 - 650
Cloud Engineer	€55 - 65K	€65 - 78K	€75 - 95K	€350 - 550
Cloud Architect	€95K	€95 - 115K	€110 - 120K+	€550 - 750

# CLOUD & DEVOPS

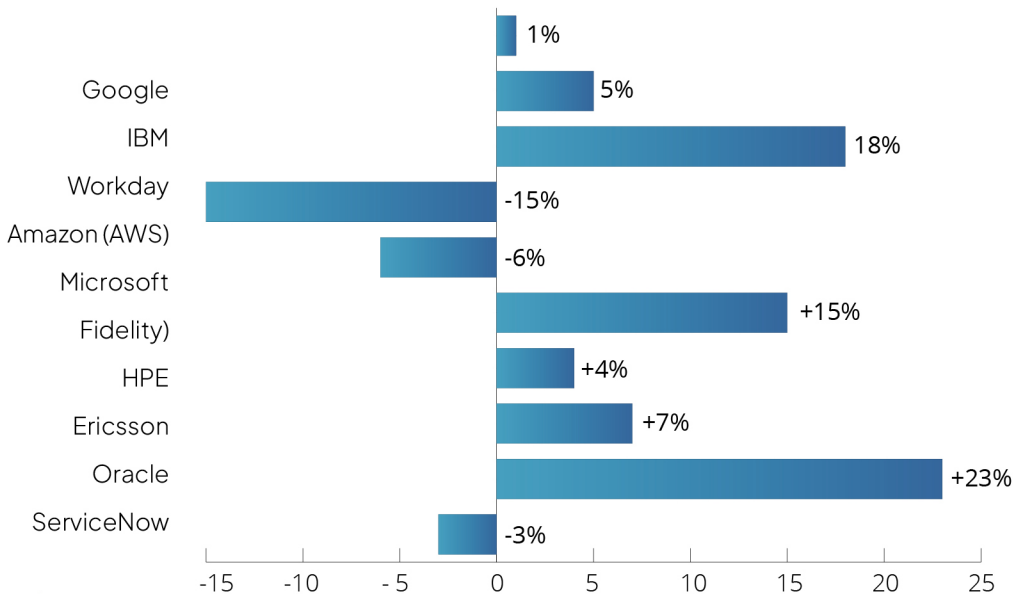


14% Female  
86% Male

1.8 years - median employee tenure

7% of the market changed roles in the last 12 months

Top Employers by Volume and 12-month growth



# CYBER SECURITY

As we move into 2025, Ireland's Cyber Security sector is showing increasing signs of a candidate shortage, particularly in areas of Data Privacy and Security and Cloud Operations. We have, however, seen strategic focus on this field with organisations taking a more relaxed approach on their job specifications, and choosing instead to upskill new staff on whatever critical skills they lack.

With 500 companies already offering cybersecurity services or maintaining dedicated internal teams, the industry shows no signs of slowing down. The need for talent is pressing, with an estimated 1,000 new roles to be filled annually to keep pace with the growing demand.

Over 500 new professionals entered the cybersecurity market across Ireland, bringing the number of professionals to nearly 8k, but this number still falls short of what's needed. The gap between demand and supply is pushing companies to look beyond the Irish talent pool, making relocation packages and visa sponsorships more common as they seek skilled professionals from abroad.

Education remains critical, but the industry is placing increasing emphasis on certifications that demonstrate practical expertise. Certifications like CISSP, CISA, and CISM are highly sought after, while entry-level credentials like CompTIA Security+ and CEH continue to hold value. As cloud platforms become ever more integral to business operations, cloud-specific certifications are gaining traction as well.

Looking ahead, the cybersecurity sector in Ireland is poised for continued expansion. Salaries and contractor rates are expected to continue to rise, and Security Recruiters are needed more than ever.

# CYBER SECURITY

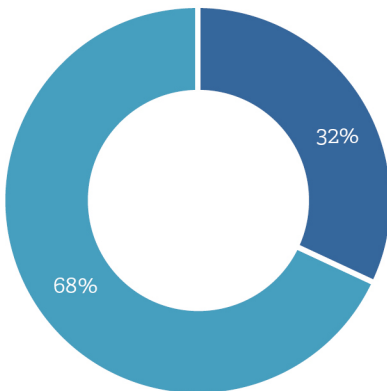
Position	Junior (1-3 yrs)	Mid (3-6 yrs)	Senior (6+ yrs)	Day Rates
IT Security Analyst	€45 - 60K	€60 - 75K	€75 - 90K	€350 - 550
IT Security Engineer	€45 - 60K	€60 - 80K	€80 - 100K	€400 - 650
Pen Tester	€45 - 55K	€55 - 75K	€80 - 100K	€500 - 550
IT Security Manager	€75 - 85K	€85 - 100K	€100 - 120K	€550 - 700
Head of Information Security	€100 - 110K	€110 - 125K	€125 - 150K	€650 - 750
Chief Security Officer	€120 - 130K	€130 - 150K	€150 - 190k	€750 - 1000

# EXECUTIVE LEADERSHIP

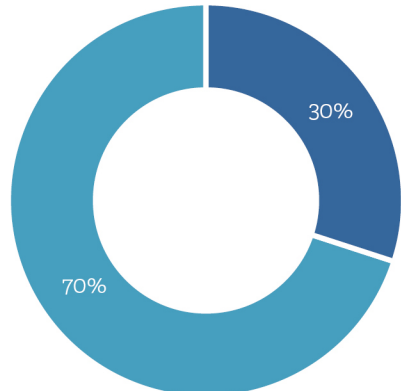
There was a strong uptick in the volume of Executive level technology hires in Ireland in 2024. We see this trend continuing into 2025 largely driven by the acceleration of AI integration, cybersecurity challenges, and the ongoing demand for digital transformation. Cybersecurity Leadership - One of the most significant trends is the increased need for cybersecurity executives. With the rise of cyberattacks, Chief Information Security Officers (CISOs) are in particularly high demand. This aligns with a broader focus on protecting digital assets as companies expand their digital operations,

Leadership in AI and Data Science - Roles like Chief Data Officer (CDO) and AI leadership will continue to be in high demand as businesses continue to focus on leveraging data to drive decision-making. We are seeing increased demand for executives who can integrate AI-driven insights into business operations to create competitive advantages. Core leadership challenges facing businesses in 2025 are expected to be: developing the next generation of leaders, creating and maintaining a culture of innovation, and delivering on digital transformation roadmaps.

## Gender Diversity

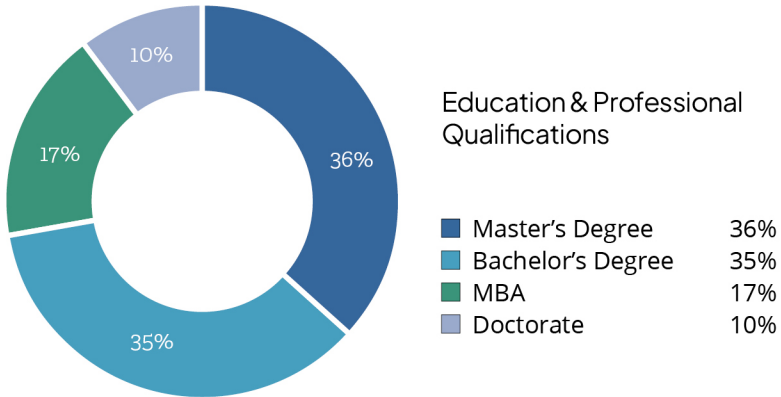


**Board Level**  
■ 32% Female  
■ 68% Male



**Technology Leadership**  
■ 30% Female  
■ 70% Male

# EXECUTIVE LEADERSHIP



## 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	€175 - 225K+
Chief Technology Officer	€160 - 180K+
Head of Software Engineering	€140 - 160K
Head of Architecture	€130 - 150K
Chief Information Security Officer	€130 - 150K
Chief Data Officer	€150 - 175K

# IT INFRASTRUCTURE

2024 showed similar market movement to 2023, with 11.5% of candidates changing jobs (down from 12% the previous year). Not surprising as companies continue to struggle with a candidate shortage for senior hires, and hiring timelines continuously exceed 60 days to make the right hire. Our clients have found the help of our specialist IT Infrastructure Recruiters invaluable.

The Irish Infrastructure and Cloud job market in 2025 is entering a phase of stability and transformation, following a slow market in early 2024. As the Irish tech industry is beginning to mature from its post covid “boom”, and subsequent fall, our Cloud workforce continues to grow whilst employers combat the market’s need for hybrid working as one of the most significant developments in 2025 is the solidification of hybrid work models.

While some large employers are pushing for more on-site work, the resistance from a workforce accustomed to the flexibility of remote work is palpable. The companies that thrive in this environment are those that embrace hybrid models, offering a balance that appeals to both urban and non-urban Engineers. Flexibility is no longer just a perk; it’s becoming a critical factor in talent attraction and retention, and this is true even more in the Cloud and DevOps space, where top resources remain sparse.

## LOOKING AHEAD

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As before, the 2025 Cloud and Infrastructure market is projected to see continued high demand for skilled AWS, Azure and GCP Engineers and Architects with remote working still at the top of the list for candidates in Ireland.

# IT INFRASTRUCTURE

Position	Junior (1-3 yrs)	Mid (3-6 yrs)	Senior (6+ yrs)	Day Rate
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



# PRODUCT MANAGEMENT

Recruitment across the Product space was slightly lighter in 2024 versus the same time last year. There was a slight drop in movement in the area with 11.9% of professionals changing jobs versus 12.5% last year. However, there was an increase of 10% joining the space in 2024 which supports the value of Product in the world of tech.

We have seen strong growth (+19%) in AI and Machine Learning product specialisms in 2024 and would expect that to grow in 2025 as more organisations see the promise of AI and Machine learning product development.

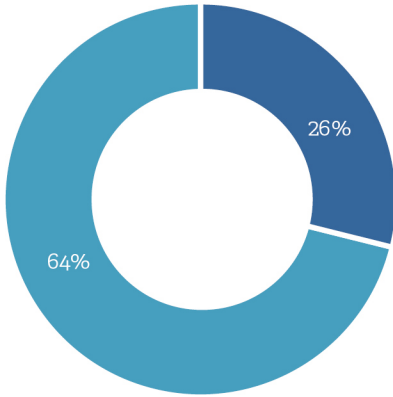
This has an interesting split of 33% Female and 67% Male. Product professionals are returning to further education to grow their knowledge in AI and Machine Learning and are then putting that skillset into practice with their current organisations.

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.

# PRODUCT MANAGEMENT

Position	Junior (1-3 yrs)	Mid (3-6 yrs)	Senior (6+ yrs)	Day Rate
Head of Product	N/A	€110 - 130K	€130 - 150K	€650 - 1000
Product Manager	€80v - 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 MANAGEMENT

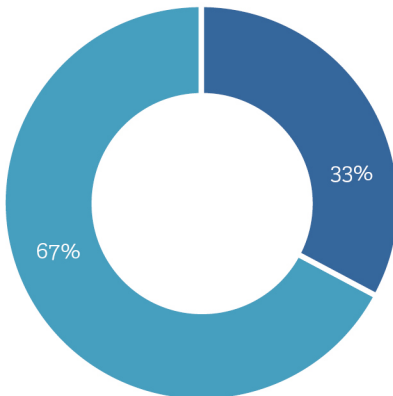


## Product

- 26% Female
- 64% Male

**2.6** years - median employee tenure

**11.9%** of the market changed roles in 2024



## AI Product

- 33% Female
- 67% Male

**2.1** years - median employee tenure

**15%** of the market changed roles in 2024

# PROJECT MANAGEMENT

The project management sector is still strong due to the level of Digital Transformation Programmes throughout all sectors.

Key changes within the Project Management industry were a cautious Q1 in recruitment and job seeker numbers. This was due to the decrease in job openings in Q4 2023. Employers adopted a conservative approach to the first two quarters of 2024.

With an increase in contract Project Managers in Q1, with brands adapting to the large-scale regulatory changes, the impact of AI and more “onsite” presence. With more Project Management tasks being automated and losing the hybrid working conditions – Technology skills for our Project Managers will be an essential part of their growth and development.

We have seen an increase in Project Management needs and permanent hires in Q3 due to the long-term Digital Transformation Programmes work and DORA.

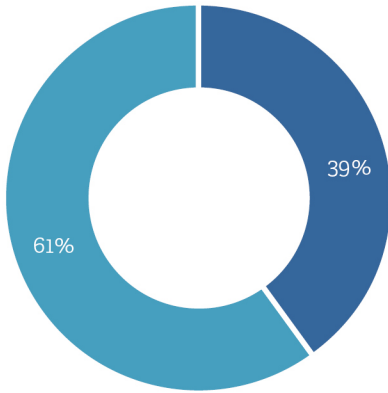
All the technologies and AI elements of the project world will not replace the human skills required from the Project Manager. With more and more long-term Digital Programmes of work in place – the market has seen an uplift in permanent Project Management roles, late Q3, which will inevitably increase the need for PMO staff.

Managers across sectors, financial services, construction & technology have commenced their pipelining, and recruitment needs for all live Programmes of work for 2025.

# PROJECT MANAGEMENT

Position	Junior (1-3 yrs)	Mid (3-6 yrs)	Senior (6+ yrs)	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	€50 - 65K	€65 - 80K	€85 - 110K	€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



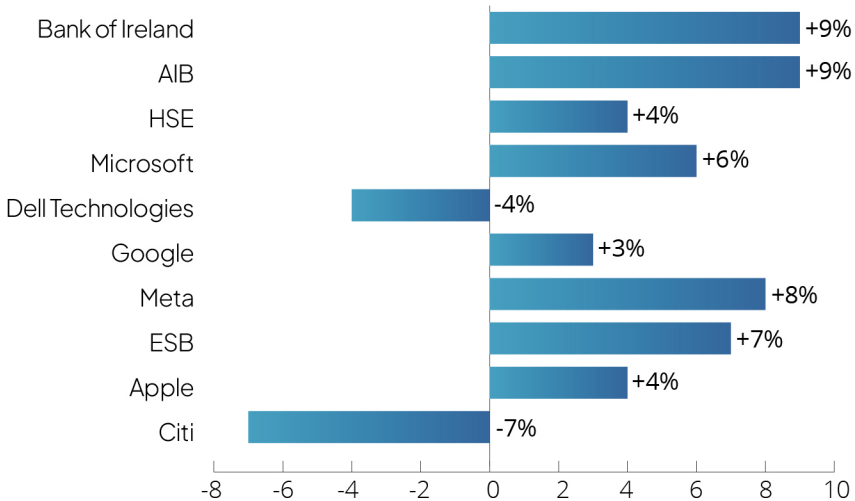
## MARKET INSIGHTS

39% Female  
61% Male

**2.1** years - median employee tenure

**8.6%** of the market changed roles in 2024

## Top Employers by Volume and 12-month growth



# SOFTWARE DEVELOPMENT

It's no secret that 2024 was a slower year for hiring software engineers. We've seen multinational businesses reducing their headcount, and we were working closely with lots of engineers whose positions were made redundant over this period. We could attribute this to multiple reasons, but we feel that over-expansion and correction is high on that list, also rising operational costs in Ireland and general economic downturn globally.

Q1 & Q2 were very competitive for software engineers seeking jobs, we noticed a lot of high calibre candidates who were on the job market for longer than usual. With that said, we didn't notice any obvious shift in the salaries offered by the companies that were hiring, and if anything, we were placing engineers in higher paid and more senior jobs in 2024 in comparison to 2023. The market started to noticeably pick-up in the months of August and September, long-standing clients getting in touch more often with open software engineering roles, and more urgency in the hiring processes.

The majority of hiring has been in the Java, .NET and Python stacks, not much change from previous years in that regard. Java is still a mainstay in lots of biggest organisations in Dublin, particularly within financial services, telecoms and public sector. We're seeing a lot of the newer startups opting for JavaScript backends, often Nodejs, the demand in this area is gaining momentum. There is a train of thought that NodeJS can complement AWS, and having JavaScript on the client-side and server-side can simplify the code sharing between both, and essentially make it easier for the engineers.

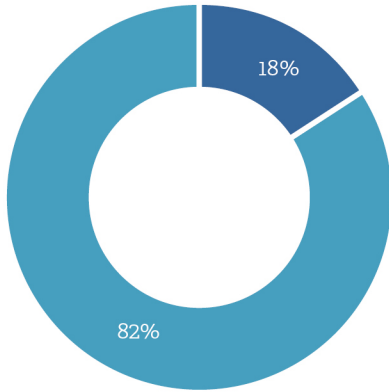
Languages like Golang, Kotlin, PHP, Ruby and some of the more niche functional languages (Rust, Haskell, Clojure etc) are still in demand, and all are represented in some excellent engineering environments in Ireland, but in less demand than the other languages mentioned previously.

# 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	€400 - 700
.Net Developer	€45K - 60K	€60K - 75K	€75K - 90K	€90K - 120K	€400 - 650
Python Developer	€45K - 60K	€60K - 80K	€80K - 110K	€110K+	€450 - 700+
Ruby Developer	€45K - 60K	€60K - 80K	€80K - 90K	€90K+	€400 - 500
Scala Developer	€50K - 65K	€65K - 90K	€90K - 120K	€120K+	€500 - 700+
Full Stack Web Developer	€45K - 60K	€60K - 80K	€80K - 100K	€100K - 130K	€400 - 650
Front End Developer	€45K - 60K	€60K - 80K	€80K - 100K	€100K - 130K	€400 - 650
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



Java

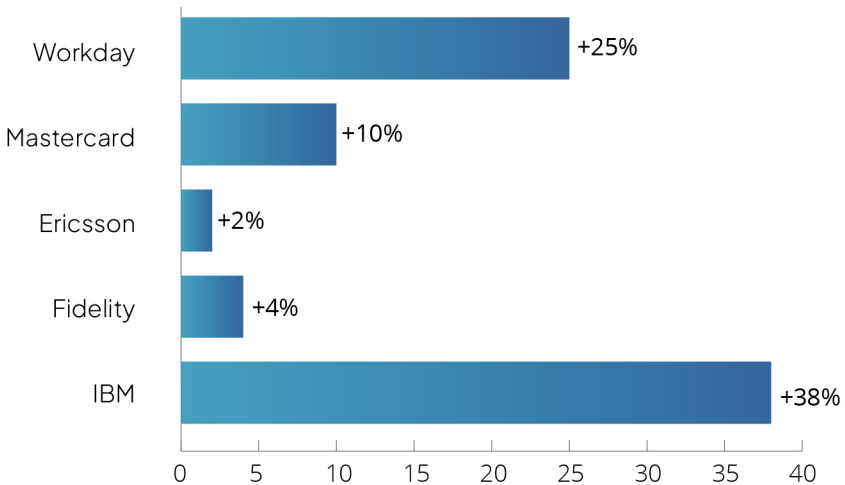
■ 18% female

■ 82% male

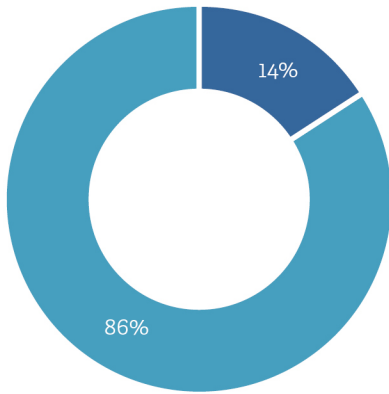
**1.9** years median tenure

**16%** of the market changed roles in last 12 months

Top Employers by Volume and 12-month growth



# SOFTWARE DEVELOPMENT



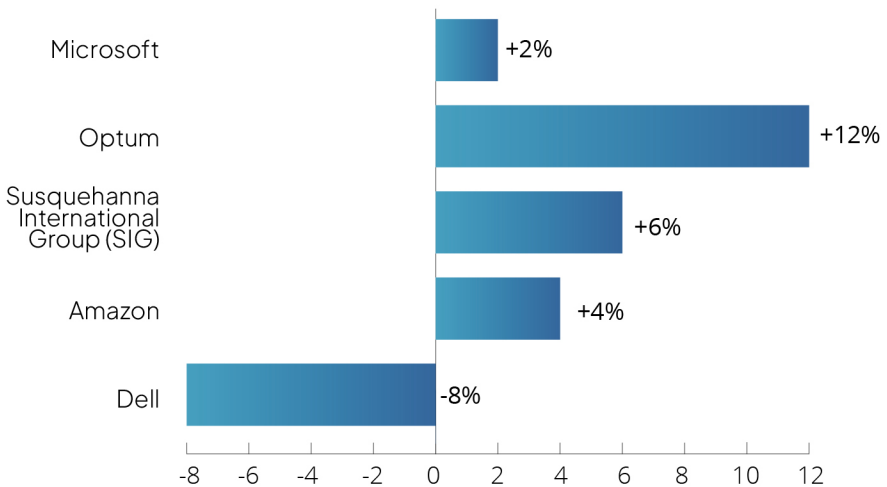
C# / .Net

- 14% female
- 86% male

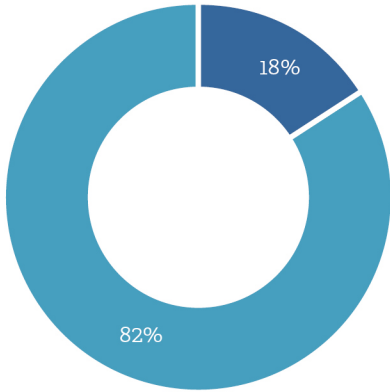
2.1 years median tenure

13% of the market changed roles in last 12 months

Top Employers by Volume and 12-month growth



# SOFTWARE DEVELOPMENT



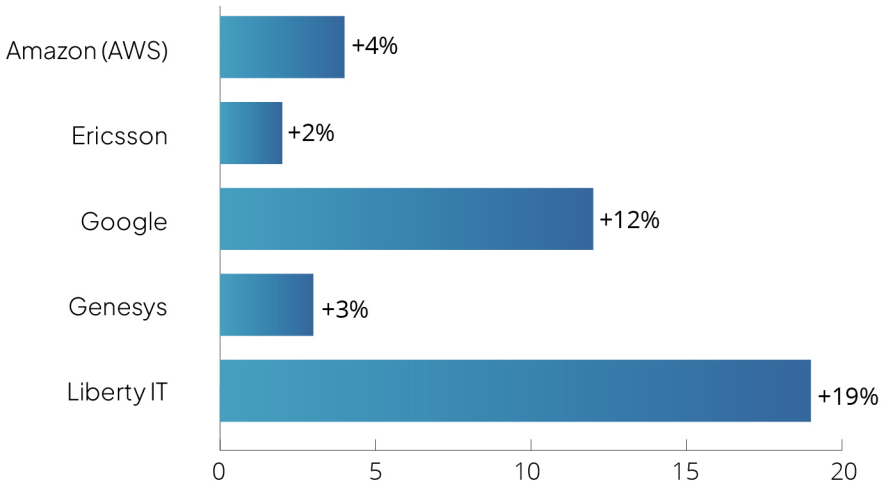
Python

- 18% female
- 82% male

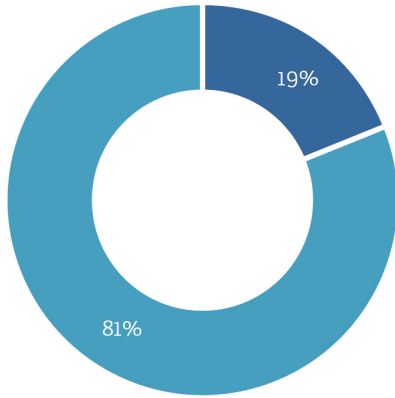
**1.5** years median tenure

**18%** of the market changed roles in last 12 months

Top Employers by Volume and 12-month growth



# SOFTWARE DEVELOPMENT



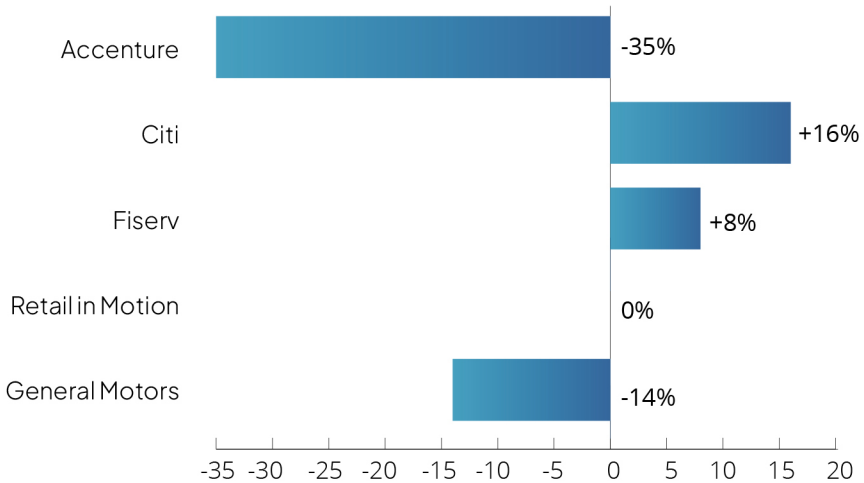
## Mobile

- 19% female
- 81% male

**1.7** years median tenure

**16%** of the market changed roles in last 12 months

## Top Employers by Volume and 12-month growth

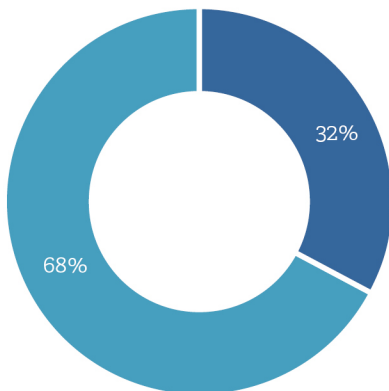


# SALESFORCE

The demand for Salesforce professionals in Ireland has continued to grow in 2024 and has seen similar levels of movement to 2023 within the market with 13% moving roles in 2024.

In 2024 we have seen some organisations adopt Salesforce for the first time, which has resulted in new teams being built. We have also seen more contract vacancies than permanent ones within the Salesforce space in 2024 - this is likely consistent with the new adaptations and will likely convert to more permanent roles in 2025 and onwards.

Salesforce has been particularly busy within banking and financial institutions in 2024, with most utilising the system to streamline internal processes. We are still seeing more flexibility in the market for Salesforce developers than other professions - likely due to the niche-ness of the market. This potentially could change over the next year as more and more organisations set office working policies.



## MARKET INSIGHTS

■ 32% Female  
■ 68% Male

**2** years - median employee tenure

**17%** of the market changed roles in 2024

# SALESFORCE

## Education & Professional Qualifications

- Approximately 46% of Salesforce Professionals hold a Bachelor's degree and 46% hold a Masters Degree qualification
- 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 2025

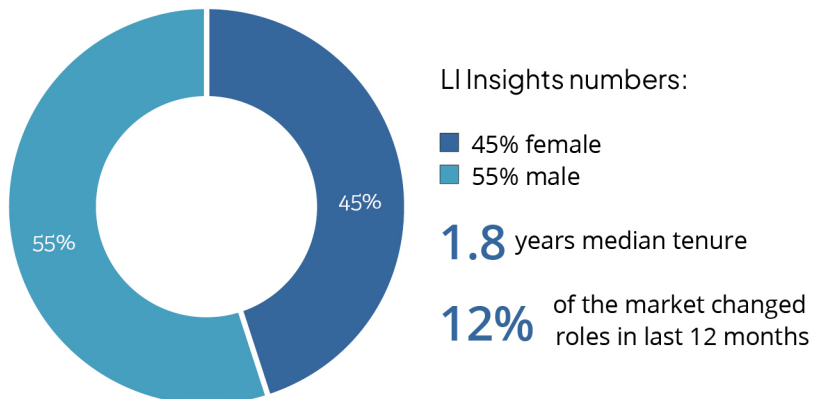
Role	Essential Certifications	Nice to Have Certifications
Salesforce Administrator	Administrator	Advanced Administrator, CPQ Specialist, Platform App Builder
Salesforce Designer	User Experience Designer	Strategy Designer
Salesforce Developer	Platform Developer I	Platform Developer II, B2C Commerce Developer, 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 II

# TESTING & QA

As we look toward 2025, the world of Software Testing and QA is gearing up for some exciting shifts. Companies are realising that investing in testing isn't just about catching bugs—it's about boosting efficiency, improving quality, enhancing security, and keeping customers happy. To stay competitive, they're putting more resources into testing teams and adopting new strategies.

Key trends driving this change include the use of AI and Machine Learning to predict issues and optimise testing, the growth of continuous testing in DevOps for faster feedback, and a stronger focus on cybersecurity. Cloud-based testing environments are becoming more popular for their flexibility, while mobile testing is evolving to keep up with the expanding range of devices and platforms.

We're also seeing more organisations adopt "shift-left" testing to catch issues early and reduce costs. Testing in production is gaining traction, using real-time feedback to validate features with actual users. Meanwhile, collaborative models like TestOps are breaking down silos, promoting a shared responsibility for quality. All these changes are helping companies innovate faster and deliver better products in today's fast-paced tech world.



# TESTING & QA

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



# ABOUT IT SEARCH

IT Search was founded in 2015 with the aim of providing a personal, approachable and recommendation worthy search & selection experience worldwide. Across technology, digital, analytics & change, our talent specialisms are managed by highly experienced recruitment leaders, armed with data driven market insights to inform key strategic hiring decisions.

We are agile & creative, shaping our permanent, contract & recruitment process outsourcing solutions around the needs of some of the world's largest organisations right through to fledgling enterprises & disruptive start-ups. Every candidate & client enjoy the same high levels of care, commitment & transparency.

We have the capacity to build teams and appoint leaders & to nurture the careers of technology professionals in all locations. Our specialist areas include: Cyber Security, Data, Digital, Infrastructure, Project Management, Quality Assurance, Salesforce, Senior Leadership & Software Development.





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